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30 Minute Parking on Main Street Information Report to Council

Report Number: INFO-2022-03

Department(s): Legislative Services

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In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

Purpose

The purpose of this report is to provide Council with an update on the 30 minute parking restrictions imposed along Main Street South from Water Street to Millard Avenue.

Background

On March 18, 2020, the Town of Newmarket declared a state of emergency under Section 4 of the Emergency Management and Civil Protection Act. This was a direct result of the COVID-19 pandemic.

On May 9, 2020, the Mayor for the Town of Newmarket enacted [Emergency Order #1](#), which imposed a 30-minute time limit for parking along Main Street South in an effort to facilitate curbside pick-up and deliveries for local businesses in this area. Pursuant to statutory requirements and the Town's Emergency Measures By-law 2020-01, Emergency Order #1 remained in-effect for a 30-day duration and would require Town Council approval to extend such an Order.

On June 8, 2020, at a [Special Council Meeting](#), Town Council approved the extension of Emergency Order #1 until September 21, 2020.

On August 31, 2020 at a [Regular Council Meeting](#), Town Council directed staff to amend Parking By-law 2019-63 ("Parking By-law") in order to maintain the 30-minute parking restrictions imposed along Main Street South. This direction was in recognition that the 30-minute parking restrictions imposed were pursuant to the Town's declaration of a state of emergency, and when the Town revoked this declaration, parking restrictions would automatically revert to two hour parking along Main Street South, as previously adopted in the Town's Parking By-law. Council also directed Town staff to consult with

the Main Street Newmarket Business Improvement Area (“BIA”) to determine the impact of the parking restriction changes made to date.

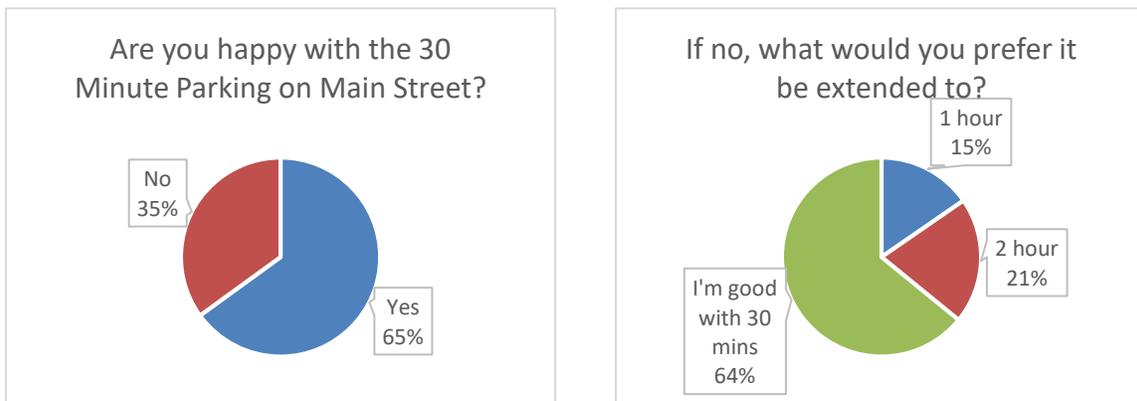
On September 14, 2020, at a [Committee of Whole Meeting, Report #2020-66](#) presented amendments to the Town’s Parking By-law to adopt 30-minute parking restrictions along Main Street South, from Water Street to Millard Avenue.

On September 21, 2020, at a [Regular Council Meeting](#), Council adopted the proposed amendments to the Town’s Parking By-law and reiterated direction to Town staff to seek feedback from the BIA on 30 minute parking restrictions imposed.

Discussion

BIA Consultation

In the summer of 2021, the Main Street District Business Improvement Area Board of Management circulated a survey to their general membership to seek feedback on the 30-minute parking restrictions imposed along Main Street South from Water Street to Millard Avenue. This survey included two questions:



On October 6, 2021, as a direct result of this survey, the Main Street District Business Improvement Area Board of Management made a motion to support the continuation of the 30-minute parking restrictions enacted along Main Street.

Compliance Approach

In conjunction with the newly adopted parking amendments along Main Street South, Town staff has increased proactive enforcement and monitoring of this area. Municipal Enforcement Officers (“MEOs”) are directed to conduct regular patrols along Main Street to educate and enforce the 30-minute parking restrictions imposed. The rationale for increased monitoring is to ensure parking time limitations are adhered to in an effort to further support local businesses in this area.

Prior to providing relevant historical data on parking enforcement initiatives undertaken by the Regulatory Services Division, it is critically important to recognize that MEOs were redeployed throughout 2020 and 2021 for the purpose of enforcing provincial

legislation directly relating to the Covid-19 pandemic. As a result of this redeployment status, parking enforcement services for the Town was significantly reduced. Despite MEOs being directed to continue to proactively monitor and patrol parking on Main Street South throughout this time period, limitations and challenges were experienced to maintain public health and provincial mandates, while simultaneously balancing regular duty expectations throughout Town.

Throughout 2020, a total of **163 parking tickets** were issued on Main Street South. This data does not include enforcement action taken on nearby or adjacent streets that are often utilized for additional parking purposes.

Throughout the first two quarters of 2021, MEOs remained primarily focussed on Covid-19 response initiatives. However, the following actions were taken in relation to Main Street South:



Table 1. Overview of proactive and reactive initiatives along Main Street South from Jan. 1 to June 30, 2021.

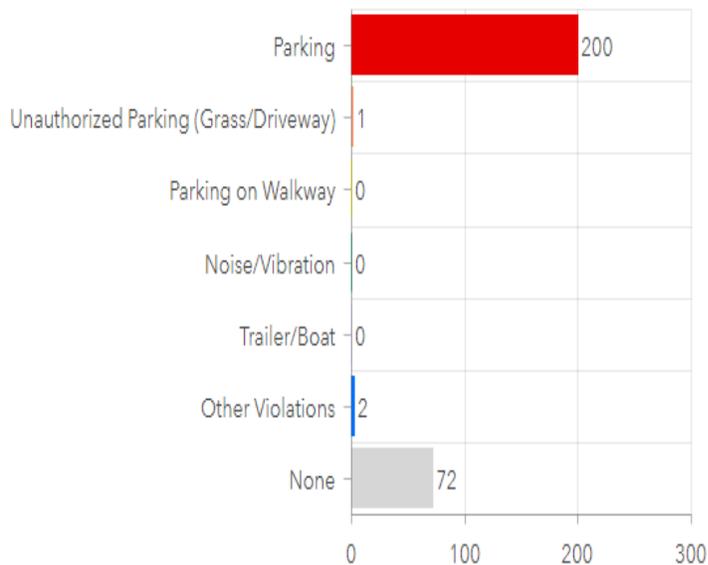
Throughout the remaining two quarters of 2021, MEOs transitioned into regular parking enforcement initiatives throughout Town. The following is a summary of actions taken in relation to Main Street South:



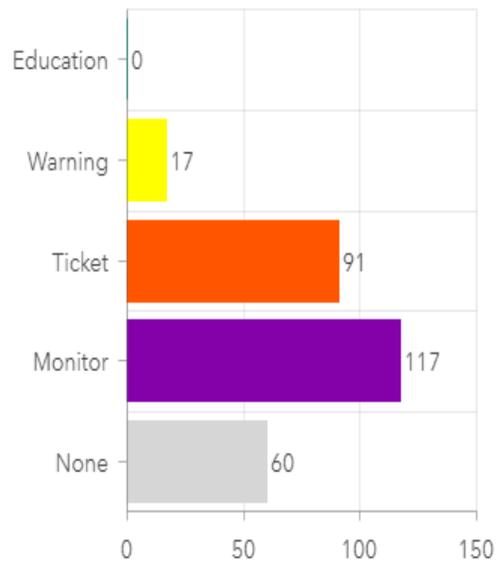
Table 2. Overview of proactive and reactive initiatives along Main Street South from July 1 to Dec. 31, 2021.

The Regulatory Services Division has also undertaken several proactive initiatives throughout 2021 to enhance monitoring of parking restrictions imposed along Main Street. Regulatory Services staff conducted **274 proactive patrols** along Main Street and a summary of actions taken are as follows:

Breakdown on Violations



Breakdown on Actions Taken



Tables 3 & 4. Summary of proactive patrols and their outcomes along Main Street South from Jan.1 to Dec.31, 2021.

NOTE: Officers often record multiple actions during one proactive patrol, so totaled numbers may not align.

Overall, Main Street parking enforcement has remained a top priority for municipal enforcement officers (parking officers) to monitor the newly adopted 30-minute time restrictions and further support all local businesses in this area. It is also relevant to note that municipal enforcement officers have also:

- conducted 150 proactive patrols of Riverwalk Commons;
- issued 182 tickets throughout 2021 on nearby or adjacent streets to Main Street that are often used for additional parking purposes; and,
- proactively monitored Main Street regularly in early 2022 and will continue to do so throughout the year.

Conclusion

Since May 9, 2020, there has been a 30-minute parking restriction along Main Street South from Water Street to Millard Ave. On October 6, 2021, the Main Street District Business Improvement Area Board of Management made a motion to support the continuation of the 30-minute parking restrictions enacted along Main Street.

Should Council wish to make further amendments or reconsider the timed parking restrictions currently enacted, Council may direct staff to review and provide further insights for consideration. However, if Council is satisfied with the current parking restrictions imposed then no further action is required, as Parking By-law 2019-63 has already been amended to incorporate 30-minute parking in this area.

Business Plan and Strategic Plan Linkages

This report aligns with the Town of Newmarket's vision of *Being Well Beyond the Ordinary*. This report also aligns with Council's Strategic Priorities of Economic Leadership and Job Creation as 30-minute parking restrictions creates a greater supply of parking in the area and focuses on the continued success of the downtown core.

Consultation

Consultation with the the Main Street District Business Improvement Area Board of Management and members has been completed.

Human Resource Considerations

None.

Budget Impact

None.

Attachments

None.

Contact

Flynn Scott, Manager, Regulatory Services

Approval

Esther Armchuk, Commissioner, Corporate Services