



Date: June 8th, 2016

Report To: Mayor & Council

From: Patrick Briere, By-Law Enforcement Officer

Re: Parking in the Downtown Core Strategic Plan Initiative Update.

Council will recall that through the Strategic Plan item number 9 in the Economic & Community Development Section directed administration to examine matters of parking within the downtown core and consult with all relevant stakeholders to ensure the most efficient and effective utilization of the public spaces.

The By-Law Enforcement Department began researching parking strategies that would be most effective for controlling parking in the downtown core. A number of items were reviewed and upon having discussions with other municipalities and traffic specialists our office had found that parking meters would be the best fit for our community. With this information a report was brought forward to this Committee to provide information on what a parking meter program would look like for our community and cost associated with this type of plan.

The second part of the strategic plan initiative was to conduct a consultative process with relevant stakeholders. This office conducted meetings with the 3 relevant stakeholders. These were the BIA, Fort Frances Chamber of Commerce and the Economic Development Advisory Committee.

From these meetings, it was clearly stated to administration that the BIA and Fort Frances Chamber of Commerce opposed parking meters as a solution. A petition from the BIA was provided showing the business community opposed parking meters as a solution. The Fort Frances Chamber of Commerce also provided a survey that was conducted with its membership which, opposed the meters, but agreed that there is a parking problem in the downtown core.

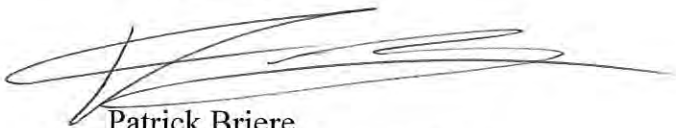
With this stated, a number of options were discussed with all of the stakeholders.

Some of these options are as follows:

- Proper Signage in the downtown core to direct traffic to the parking lots in the area.
- Revitalization and Beautification of the parking lots.
- Conducting a marketing promotion of the current rules and where to park etc. Support and assistance from both the BIA and Chamber was given.
- Social Media Campaigns.
- Creating a Committee of stakeholders, administration and Council to further develop and implement a short term plan of some of the suggestions listed above as well as developing and implementing a long term solution to the parking issues.

We are asking the Planning & Development Executive Committee to discuss the matter in a substantive manner and formulate recommendations regarding “next steps” pertaining to this strategic initiative.

Respectfully submitted

A handwritten signature in black ink, appearing to read 'Patrick Briere', with a stylized, flowing script.

Patrick Briere
By-Law Enforcement Officer