



DEVELOPMENT AND INFRASTRUCTURE SERVICES – ENGINEERING SERVICES
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**DEVELOPMENT AND INFRASTRUCTURE SERVICES - ENGINEERING SERVICES
INFORMATION REPORT ES 2016-52**

TO: Mayor Van Bynen and Members of Council

COPY: R.N. Shelton, Chief Administrative Officer
P. Noehammer, Commissioner, Development & Infrastructure Services
I. McDougall, Commissioner, Community Services
E. Armchuk, Commissioner, Corporate Services
Members of OLT

SUBJECT: Renaming of Downtown Parking Lots

ORIGIN: Director, Engineering Services

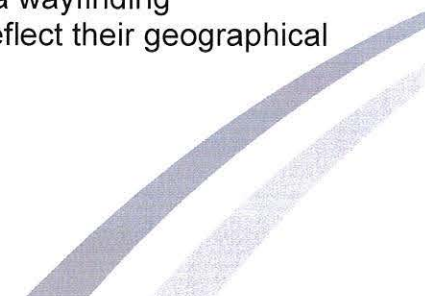
PREAMBLE

In accordance with the Procedure By-law, any Member of Council may request this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

BACKGROUND/COMMENTS

Currently, downtown parking lots are known under generic names that are not in any way related to their location. Examples of downtown parking lot names include: P1, P2, P3, P5, P6 and P7 (P4, which consists of 7 barrier free spots, is no longer in the roster as these spaces are now dedicated to the Old Town Hall). This generic nomenclature creates confusion for residents, visitors and emergency services personnel when looking to find the location of the Town's parking lots, especially if individuals have not previously learned and retained the location of each of these lots by name. Please refer to Figure 1 at the end of this report for locations and existing names of each parking lot.

There exists an urgent need, both from a safety standpoint (i.e. to direct emergency vehicles to the proper location in case of medical, fire or other emergency), and from a wayfinding perspective to enhance the parking lot names in a way that would better reflect their geographical location.

A decorative graphic in the bottom right corner consisting of two overlapping, curved, light blue lines that sweep upwards and to the right.

The Town’s parking consultant, BA Group, had recommended name changes based on geographical locations in several previous reports done for the Town. However, the name changes were not high on the previous Downtown Parking Committee’s list of priorities and therefore, they were never implemented. More recently, this matter was brought to the attention of the Community Centre Lands (CCL) Taskforce’s Parking Sub-Committee for a recommendation. The Parking Sub-Committee considered the names that had been proposed by BA Group and made a few slight modifications. The list of geographical names was then presented to the full Community Centre Lands Taskforce for ratification. The CCL Taskforce reviewed the names and approved them with some slight modifications. Table 1 offers a list of the current and proposed new names for the parking lots:

TABLE 1
List of Existing Names and Geographical Names of Downtown Parking Lots

EXISTING NAME*	NEW GEOGRAPHICAL NAME
P1	Fairy Lake (1, 2, 3 and 4)
P2	Riverwalk East
P3 and Doug Duncan North & West	Commons North
Doug Duncan South	Commons South
P5 and Market Square	Old Town Hall
P6	Library
P7	Riverwalk West

**P4 to be removed from the downtown parking map as it consists of 7 barrier-free spaces that are now fully dedicated to the Old Town Hall*

NEXT STEPS

If Council has no objection to the name changes adopted by the full Community Centre Lands Taskforce, staff shall proceed to advise the Downtown BIA of the name changes. After this, information on the name changes will be communicated to the broader Newmarket community through the Town’s usual communication channels (Town Page in the Era Banner, Town website and Town’s Twitter and Facebook accounts). Once the changes have been publicized, staff will proceed to implement the name changes and related signage to improve the safety and wayfinding aspects of downtown parking. This is the first stage of a full wayfinding proposal that is being developed through the CCL Taskforce’s Parking Sub-Committee, in collaboration with Innovate Newmarket (which is helping to explore state-of-the-art solutions), for recommendation to Council at a future time.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

- Living Well...promoting a safe and secure environment.
- Well Equipped and Managed...providing effective management of Town infrastructure.
- Well Planned and Connected...through proper communication.

CONSULTATION

The full CCL Taskforce and the Taskforce's Parking Sub-Committee were consulted for this change. The Chair of the full CCL Taskforce confirmed the names that were ratified by the Taskforce. The BIA will be informed of the changes and, once this is done, the broader Newmarket community will be informed.

HUMAN RESOURCE CONSIDERATIONS

No impact to current staffing levels.

BUDGET IMPACT

Operating Budget

Approximately \$5,000 will be required to supply and install signs identifying the names of the parking lots. The funds are available in the Community Centre Lands budget.

The Innovate Newmarket team, in collaboration with Engineering staff and the CCL Parking Sub-Committee, will explore the feasibility and potential partnerships, as well as any additional costs of beacons and connectivity that will form part of a future wayfinding and signage plan to be reported back to Council for adoption.

Capital Budget

No impact on Capital Budget.

CONTACT

For more information on this report, please contact: Rachel Prudhomme, M.Sc., P.Eng., Director, Engineering Services at ext: 2501 or via email to rprudhomme@newmarket.ca



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Peter Noehammer, P.Eng.
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Jason Unger,
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Chair, Full Community Centre Lands Taskforce

FIGURE 1 – Current Names - Downtown Parking Lots

