

The Corporation of the Township of Esquimalt
1229 Esquimalt Road
Victoria BC V9A 3P1

30 May 2016
Our File: 1958

Attn: Mayor + Council

RE: SPECIAL EVENTS PARKING ASSESSMENT FOR ESQUIMALT TOWN CENTRE

This letter is in addition to the Esquimalt Town Centre Parking Study submitted to the Township on April 29, 2016. The Study was discussed at the 18 May 2016 Advisory Planning Commission (APC) meeting, where the APC generally supported the findings but suggested that further consideration be given to parking impacts from special events.

This letter is a review of parking demand associated with special events likely to be hosted as part of the Esquimalt Town Centre redevelopment proposal. The focus is on the proposed public plaza space immediately southwest of the existing Municipal Hall. This assessment only considers special events and does not represent “day-to-day” site parking conditions.

SPECIAL EVENT OCCURRENCE + MAGNITUDE

A known programming schedule has not been developed for the proposed “town square” portion of the site and, as such, the following is an assumed utilization of the space. It is anticipated the current Esquimalt Farmers Market would utilize the space and would represent the largest and most consistent special event¹. The Market is hosted approximately 17 times per year on Thursday evenings from 4:30 to 7:30pm between late-May and mid-September². Each Market evening attracts an average of approximately 400 people³ over three hours. It is assumed that attendees do not stay for the entire three hours and that more than 300 people are present at the Market at any one time (likely a conservative estimate).

¹ Information provided by the Township’s Director of Planning and confirmed in correspondence with representatives of the Farmers Market

² Market occurrence based on 2016 Market schedule and confirmed by Market representatives

³ Market attendance figures provided by Market representatives and based on 2015 average attendance

As a measure of comparison, the project's Landscape Architect⁴ assessed the likely occupancy load that could be accommodated by the site's public space. The assessment concludes that the approximately 475 m² public spaces could be occupied by 315 people (one person per 1.5m²) if arranged "tightly together", and more likely 240 people if arranged with "elbow room" and 160 if arranged with "space for milling / cluster party". These are broad estimates of the capacity of the public space, but demonstrates that the estimated Market attendance figure (400 people) is at the maximum of what this space can accommodate.

Other special events may utilize the space from time-to-time, but cannot be predicted with confidence and are expected to attract fewer attendees than the Farmers Market⁵. As such, the focus of this letter is on parking demand associated with the Market.

EXPECTED PARKING DEMAND

Expected parking demand is based on the "peak" accumulation, assumed to be based on 300 people at the Market at one time (per above). It is estimated that over 50% of Market attendees walk or ride bicycles to access the Market⁶. If the remaining 50% arrive in vehicles occupied at an assumed average of two passengers per vehicle, it is expected that peak parking demand will be approximately 75 vehicles during the Market.

EXPECTED PARKING CONDITIONS

The Parking Study included a time-of-day assessment to identify the parking supply needed to accommodate the peak parking demand. The study concluded that 115 parking spaces will be available as "shared" parking supply intended to accommodate site customers, employees, students and residential visitors. Market attendees would also be entitled to park in the "shared" parking supplies (39 surface, 76 underground).

The time-of-day assessment from the Parking Study⁷ has been used to understand the quantity of parking spaces from the "shared" areas that will be available to Market patrons. For the purposes of the analysis, the Market parking demand is assumed to be constant – 75 vehicles – between 5:00 and 8:00pm⁸. Results are presented in **Table 1**.

⁴ Assessment conducted by Murdoch deGreef Inc, Landscape Architects – www.mdidesign.ca

⁵ Direction provided by the Township's Director of Planning

⁶ Estimate provided by Farmers Market representatives

⁷ Refer to *Esquimalt Town Centre Parking Study*, Section 5.0, page 15

⁸ This is considered a conservative estimate, as it is not expected that peak parking demand will be experienced consistently over the course of the three hours.

TABLE 1. SUMMARY OF AVAILABLE SITE PARKING SUPPLY, BY HOUR

Time of Day	Available Parking Supply	PARKING DEMAND		Parking Spillover
		Site Land Uses (per Parking Study)	Farmers Market	
5:00pm	115	99	75	59
6:00pm		44		19
7:00pm		38		13
8:00pm		37		12

Results from **Table 1** suggest that the Market will contribute up to 60 vehicles (+/-) to off-site parking areas during the first hour when site parking demand is still high (attributed primarily to office and retail employees, library patrons and the Justice Institute). Parking spillover will decrease from 6:00pm onward to no more than 20 vehicles (+/-) as site parking demand decreases (attributed to the Justice Institute, library and office uses closing or nearing closing).

NEIGHBOURHOOD IMPACTS

Opportunities to accommodate site parking spillover during Market events have been considered below. As identified above, it is anticipated that up to 60 vehicles (+/-) will seek parking off-site during the first hour, followed by less than 20 vehicles (+/-) during the remainder of the Market.

On-Street Parking

The Parking Study summarized on-street parking observations that were conducted on two separated weekdays at 1:30pm and 3:00pm. The on-street observations included approximately 44 parking spaces on the streets immediately surrounding the site including Park Place and Esquimalt Road, and about 15 spaces at the Memorial Park parking lot. The analysis found that approximately 15 parking spaces are unoccupied during peak period. This would suggest that the majority of the site spillover could be accommodated on-street immediately adjacent the site.

It should be noted that observations were conducted mid-day and do not represent evening conditions (when the Market is hosted). It is expected that additional on-street parking would be available during the evening, however additional data collection would be required to confirm this.

Nearby Public Parking

Other public parking areas are available within walking distance of the site that could help address parking spillover during the Market. See **Table 2**.

TABLE 2. SUMMARY OF NEARBY PUBLIC PARKING SUPPLIES

Location	Parking Supply ⁹	Walking Distance from Site
Esquimalt Recreation Centre	109	150m (~2 minute walk)
Memorial Park	15	200m (~3 minute walk)
Bullen Park / Archie Browning Sports Centre	216	550m (~7 minute walk)

The Esquimalt Recreation Centre is fairly busy during this time with attendance from after-work visitors. Bullen Park and the Archie Browning Sports Centre are used during weeknights for a variety of sports - on Thursday nights adult hockey and curling are popular resulting in anywhere from approximately 75-100% of parking being occupied¹⁰. Therefore, assuming that about 25% of the approximately 325 parking spaces at these facilities were unoccupied during the Farmer's Market, then about 80 parking spaces are available to address Market spillover. These spaces, in addition to on-street parking, could theoretically accommodate the 60 vehicle spillover at 5:00pm, and easily accommodate any spillover later in the evening.

SUMMARY

The Esquimalt Farmers Market is the most substantial special event that would be hosted in the Esquimalt Town Centre's public space. Findings from this brief assessment suggest that parking demand associated with the Market will be approximately 75 vehicles. During the first hour of the Market it is expected that up to 60 vehicles will seek parking off-site (a result of a portion of office and retail employees, library patrons and the Justice Institute still parked on-site). These vehicles can be accommodated on-street (~20 vehicles) and in other, nearby public parking areas (~40 vehicles). From 6:00pm onward only 20 vehicles (+/-) will seek parking off-site and can be accommodated in nearby on-street parking.

⁹ Parking supply counts are approximate

¹⁰ Phone conversation held with Township of Esquimalt Parks and Recreation Facility Booking Clerk on May 27, 2016

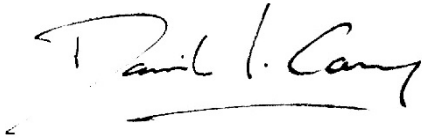
Please contact the undersigned if you have comments or questions.

Sincerely,

BOULEVARD TRANSPORTATION

... a division of Watt Consulting Group

per,



Daniel Casey, MCIP, RPP, M.Plan
Senior Transportation Planner