Agenda – Executive Policy Committee – November 28, 2011

Report – Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – November 28, 2011

Item No. 2 Downtown Parking Strategy

STANDING COMMITTEE RECOMMENDATION:

On November 28, 2011, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and submits the following to Council:

1. That the Downtown Parking Strategy (Appendix 1) be endorsed in principle.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda – Executive Policy Committee – November 28, 2011

Report – Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – November 28, 2011

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On November 28, 2011, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

ADMINISTRATIVE REPORT

Title: **Downtown Parking Strategy**

Critical Path: **Standing Policy Committee on Downtown, Heritage and Riverbank Management - Executive Policy Committee - Council**

AUTHORIZATION

Author	Department Head	CFO	CAO
P.Regan	B. Thorgrimson	n/a	Deepak Joshi COO

RECOMMENDATIONS

That Council endorse in principle the proposed Downtown Parking Strategy (Appendix 1).

REASON FOR THE REPORT

On November 25, 2009 Council directed the Winnipeg Parking Authority to complete a Downtown Parking Strategy.

IMPLICATIONS OF THE RECOMMENDATIONS

This report responds to Council's direction that a Downtown Parking Strategy be developed for the City of Winnipeg.

The Downtown Parking Strategy will help to fulfill the directions contained in *OurWinnipeg*, the city's new development plan, and the *Downtown* section of *the Complete Communities Direction Strategy.*

There are no immediate financial implications with respect to endorsement in principle of the Downtown Parking Strategy. Specific reports and financial analyses regarding projects recommended pursuant to this Strategy will be submitted for Council's consideration as they are developed.

DISCUSSION

Downtown Winnipeg is the entertainment, cultural and economic heart of our city. It has the largest employment concentration, and is emerging as an important high-density, mixed use residential community, with both long-standing and emerging neighbourhoods. Downtown is also the focal point for the city's multi-modal transportation network.

As it accommodates future growth, Downtown offers one of the best opportunities to create complete, mixed use, higher density communities in a way that promotes sustainable practices. Downtown intensification and redevelopment makes efficient use of land and makes the best use of existing infrastructure.

The proposed Downtown Parking Strategy will play a critical role in the realization of Winnipeg's Downtown as the quintessential Complete Community. Direction 03-3 of the *Complete Communities Direction Strategy – OurDowntown – Getting from Place to Place Downtown* – states:

Through the SustainableTtransportation Strategy and through the development of a Downtown Parking Strategy, support parking Downtown form a strategic economic development and traffic demand management perspective.

The Downtown Parking Strategy provides enabling strategies and actions that work towards fulfill this Direction. The Strategy is based on a 10-year planning horizon, and focuses on five Enabling Strategies:

1. Use parking as a strategic economic development tool
2. Provide for on-street parking to support existing and planned economic development opportunities
3. Support viable alternatives to Downtown surface parking
4. Work with partners to incorporate transportation Demand Management approaches such as car-sharing, transit amenities and bike parking into new developments
5. Implement Downtown parking policies and projects that contribute to the overall sustainability of our city

This Strategy supports *OurWinnipeg* and the Downtown section of the *Complete Communities Direction Strategy*, both of which took effect on August 17, 2011, as well as the *Sustainable Transportation Direction Strategy,* which was endorsed by Council on July 22, 2011.

FINANCIAL IMPACT

Project Name:

Downtown Parking Strategy

COMMENTS:

The recommendation contained in this report is that Council endorse in principle the proposed Downtown Parking Strategy (Appendix 1).

There are no direct financial implications associated with this recommendation.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

- Winnipeg Parking Authority
- Winnipeg Transit
- Public Works Department
- Corporate Finance
- Corporate Support Services
- Legal Services Department
- CentreVenture Development Corporation
- Downtown Winnipeg BIZ
- Exchange District BIZ

SUBMITTED BY

Department:	Winnipeg Parking Authority; Planning, Property and Development
Prepared by:	Patti Regan, Manager, Planning and Land Use
Date:	October 31, 2011
File No:	O:\Reports Directive\Planning and Land Use\Urban Planning Reports\2011 Reports\Downtown Parking Strategy RIS Oct 2011



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