

Appendix E. Parking Strategy

Midtown Oakville Transportation Plan

Parking Strategy
Version: 3.0

Town of Oakville
Community Infrastructure

Midtown Implementation Program
November 24, 2025



1. Introduction

1.1 Midtown Parking Study Objectives

Midtown Oakville is a designated Urban Growth Centre in the Town, holding a central position in the urban structure of Oakville. Midtown Oakville is striving for a vibrant community that is livable, mixed-use, and projected to accommodate 38,146 residents and 16,399 jobs by 2051, based on Official Plan Amendment (OPA) build-out yields. The objective is to create a more dense and urban form consistent with the urban realm strategies outlined in the OPA, the road network must be fully integrated with land use and urban design objectives. This will help support functional development blocks and provide high-quality access throughout Midtown for all modes of travel. The Oakville GO Station will be at the heart of this urban center.

There are, however, several challenges that need to be addressed before this plan can be realized. On a broad scale, this includes the reliance on auto travel to and from Midtown, the percentage of lands currently dedicated to surface parking, the fragmented land ownership, coordination between various levels of government, and the scale and cost of infrastructure required. Addressing these challenges requires the development of several plans and strategies, of which the key areas of focus involve creating a multi-modal transportation network, an urban realm plan, and municipal infrastructure that aligns with the objectives of the Town and its stakeholders. This includes a strategy for parking that reflects the multi-modal objectives and the requirements for supporting a vibrant community. The strategy will address the needs of regional and provincial government agencies, businesses, developers, and members of the public.

In order to support mode shift and prioritize Oakville's mobility choices, it is essential to set a clear precedent for managing parking. Reducing the oversupply of parking is a critical step in discouraging unnecessary car use (i.e., for short trips) and aligning with long-term mode share targets. A strategic approach to parking should focus not only on minimizing excess supply, but also on actively managing demand through practical, scalable solutions. Recognizing that this transition would occur gradually, interim strategies should be explored to bridge the gap to ensure that changes are both achievable and sustainable over time.

Supporting regional travel demand and GO train service will be important in this strategy. This can be achieved through integrated shared mobility services to improve first-mile and last-mile connectivity. Solutions such as bike share programs or other micromobility options are investigated as part of the overall Midtown Oakville Transportation Plan and can reduce barriers to transit access and offer flexible alternatives to private vehicle use. When combined with parking policies and strategies, these services can help reduce the need for parking infrastructure and shift travel behavior toward more sustainable modes.

This parking strategy was developed to align parking supply with policy goals, support interim solutions, and promote long-term mode shifts. The overarching key goals of the strategy are listed below and established through consultation with Town staff:

- Minimize excessive parking supply
- Establish a flexible municipal parking supply strategy that will supplement parking provided by development to meet operational parking requirements
- Establish maximum parking rates
- Establish bicycle parking rates

- Establishing pricing strategies to manage the parking demand
- Identify an interim parking phasing strategy
- Address land use synergies and shared parking opportunities
- Balance parking needs with anticipated modal choice and auto ownership

1.2 Study Area

The Town of Oakville, Halton Region, and Metrolinx are involved in a collaborative plan to develop Midtown Oakville, a major Mobility Hub that revolves around the Oakville GO Station. Midtown Oakville, as shown in Figure 1-1, is serviced by the Provincial, Regional, and Town road network and provides access to local and GO transit, as shown in Figure 1-2. The lands within the Midtown Oakville study area consists largely of industrial and commercial uses, many of which have expansive parking lots to accommodate them. These lands will be redeveloped to consist primarily of high-density mixed-use buildings. Many of these future developments have submitted their respective applications, including a proposed parking supply, most of which will be accommodated by underground parking structures. As such, many of the existing surface lots will no longer exist as the area develops.

The existing parking lot at Oakville GO station provides approximately 4,400 parking spaces. According to the Metrolinx GO Station Access Guidelines, there are plans to reduce the vehicular parking supply at the station and dedicate more spaces to carpooling.

Figure 1-1: Midtown Oakville Existing Road Network

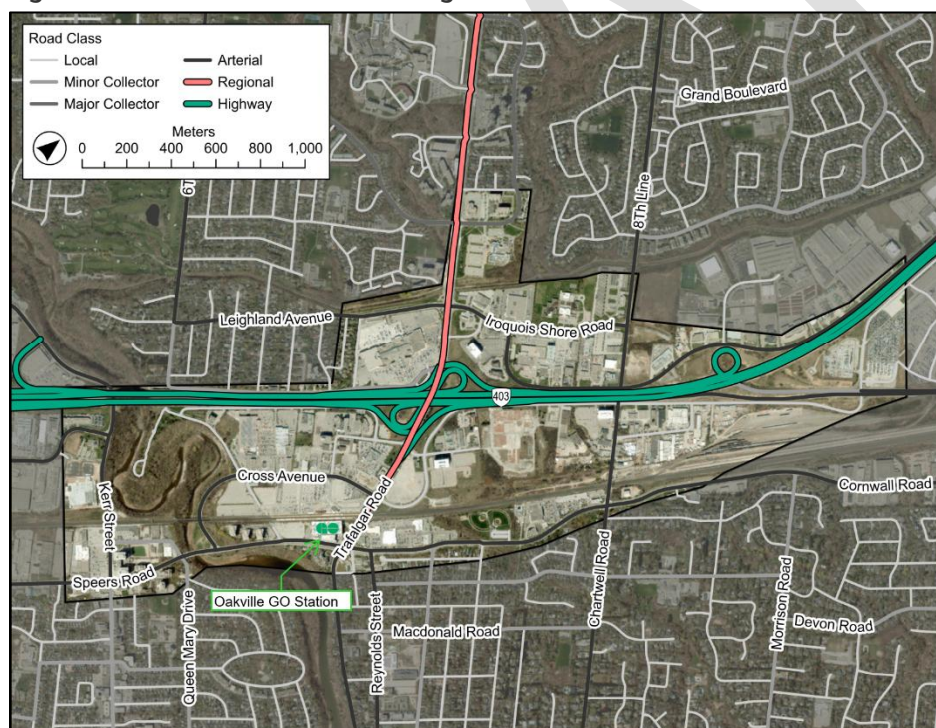
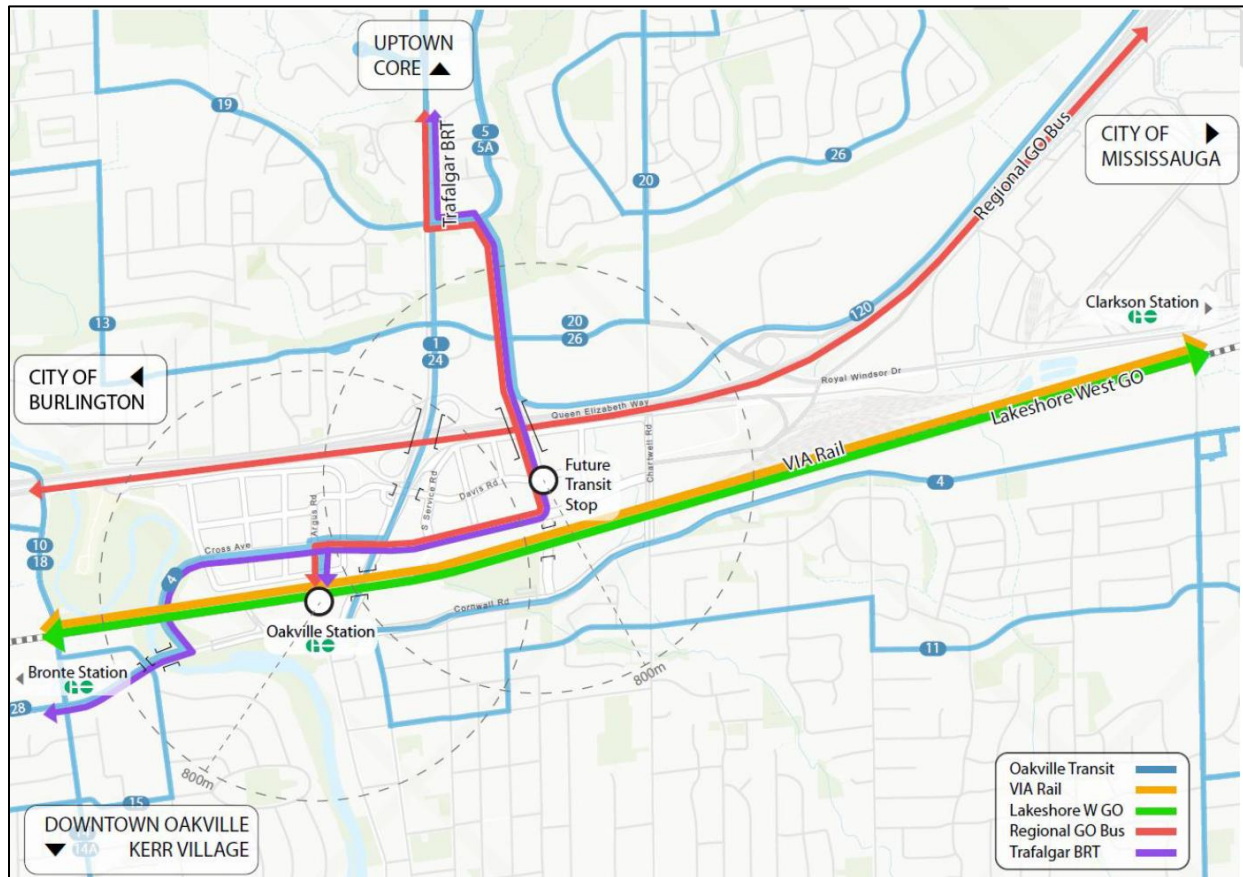


Figure 1-2: Midtown Oakville Planned Transit Network



The Mobility Hub Guidelines, prepared by Metrolinx, offer direction on how to optimize compact urban development around station areas and maximize transit ridership, while providing a high standard of urban place-making and successful implementation. Strategic Parking Management is one of the critical factors identified by Metrolinx to ensure success, as it facilitates compact urban development, transportation demand management and sustainable economic development.

This Parking Strategy will provide specific parking policies and parking management strategies to support and account for transit-oriented development in the area, thereby building upon the infrastructure investments and sustainable development goals.

1.3 Role of Parking in Midtown

Parking plays a critical role in shaping urban development, supporting good urban design, fostering sustainable mobility and supporting economic development. Parking strategies can involve parking regulations for private development, public parking facilities, shared space between different land users or development sites and recognition and management of available on-street parking opportunities.

Parking pricing is also a powerful tool to encourage people, especially commuters, to consider alternative travel choices. When parking is provided free of cost, or at an artificially low cost, people's choice is biased towards driving rather than carpooling, pick-up/drop-off, walking, cycling or taking transit. Like most goods and services, demand for parking will not be restrained if it is free or provided in significant abundance.

More recently, many municipalities and some developers have realized parking can be a powerful tool to achieve a variety of community objectives. An effective parking management strategy can:

- Encourage the use of sustainable transportation alternatives,
- Foster compact urban development and good urban design,
- Provide for a more efficient use of public and private parking resources,
- Encourage and support sustainable economic development, and
- Generate parking revenues that can be used to improve development economics and fund transportation demand management (TDM) initiatives.

The Town and developers can play a critical leadership role in making sure that full-cost unbundled parking pricing and supply management is implemented. The Town can also provide municipal parking structures to accommodate shared uses and gradually reduce supply and increase prices over time to shift commuter choices toward sustainable modes.

1.4 Midtown Oakville Parking Strategy (2014)

A previous Midtown parking strategy was completed in 2014 to assess the anticipated parking demand and provide strategies to manage the parking supply for the previous development plan in Midtown Oakville. The report highlights that an integrated parking management and transportation demand management (TDM) strategy will be required to facilitate good urban design and sustainable economic development for this transit-oriented development. Potential strategies included:

- Minimum parking supply zoning requirements that reflect the transit and non-auto mode split targets for the area in conjunction with TDM initiatives,
- Parking supply limits in zoning by-laws to eliminate excessive parking supply,
- Allowing the use of shared parking within mixed-use development sites as well as between separate development sites to maximize efficient use of parking,
- Provision of parking and shower/change facilities for bicycles,
- Provision of car-share and bike-share services in both public and private parking facilities,
- Provision of specially designated car/vanpool stalls in convenient locations,
- Parking pricing that is at least the same or higher than transit fares,
- Unbundled transparent parking fees paid directly by the user, and
- Discounted or reduced cost transit fares for Midtown residents and employees.

To support potential parking management strategies, the previous (2014) Midtown Oakville Parking Strategy developed parking supply rate recommendations and identified potential locations for shared municipal parking resources. The recommended parking supply rates for major land uses, bicycle parking, and shower/change facility requirements from the Midtown Oakville Parking Strategy is shown in Figure 1-3 to Figure 1-5, respectively. Figure 1-6 illustrates previously recommended potential locations for municipal parking.

This Parking Strategy update considered previously recommended rates in light of new policy direction, the latest growth forecasts, and the anticipated developer supply.

Figure 1-3: Recommended Parking Supply Rates for Major Land Uses

Use	Existing Minimum Supply Rate	Proposed Minimum Supply Rate	Proposed Maximum Supply Rate
Business Office	2.94 spaces per 100 m ² LFA in employment zones 2.5 spaces / 100 m ² LFA in C3A zones	2.5 spaces per 100 m ² LFA ¹	3.6 spaces per 100m ² LFA
Personal Service Establishment	2.5 spaces per 100 m ² LFA	3.0 spaces per 100 m ² LFA	4.0 spaces per 100m ² LFA
Retail Store	2.5 spaces per 100 m ² LFA	3.0 spaces per 100 m ² LFA	4.0 spaces per 100m ² LFA
Larger Scale Retail	5.55 spaces per 100m ² LFA.	4.3 spaces per 100m ² LFA	4.85 spaces per 100m ² LFA
Financial Institution	5.0 - 6.66 spaces per 100 m ² LFA	4.85 spaces per 100 m ² LFA	5.5 spaces per 100m ² LFA
Medical Office	4.31 - 5.55 spaces per 100 m ² LFA	4.85 spaces /100 m ² LFA	5.5 spaces per 100m ² LFA
Restaurant	5.5 to 10.75 spaces per 100 m ² LFA	9.0 spaces /100 m ² of LFA	10.0 spaces per 100m ² LFA
Apartments		1.0 space / unit for residents 0.15 spaces/ unit for visitors	None

Notes:

1. Where the non-office uses are greater than 10% of the total Office LFA, separate parking will be required for all such uses in accordance with this or the general Zoning By-Law requirement.

Extracted from the 2014 Midtown Oakville Parking Strategy

Figure 1-4: Recommended Bicycle Parking Supply Rates

Use	Bicycle Parking Standard
Office Uses	0.17 spaces per 100 m ² GFA staff plus 0.03 spaces per 100 m ² GFA visitor
Retail Uses	0.085 spaces per 100 m ² GFA staff plus 0.25 spaces per 100 m ² GFA visitor
All other non-residential uses	4% for staff and 4% for visitors
Residential Apartments & Townhomes	0.68 resident spaces per unit 0.07 visitor spaces per unit

Notes:

1. Residential requirement applies to apartments and townhouses that do not have an exclusive garage.

Extracted from the 2014 Midtown Oakville Parking Strategy

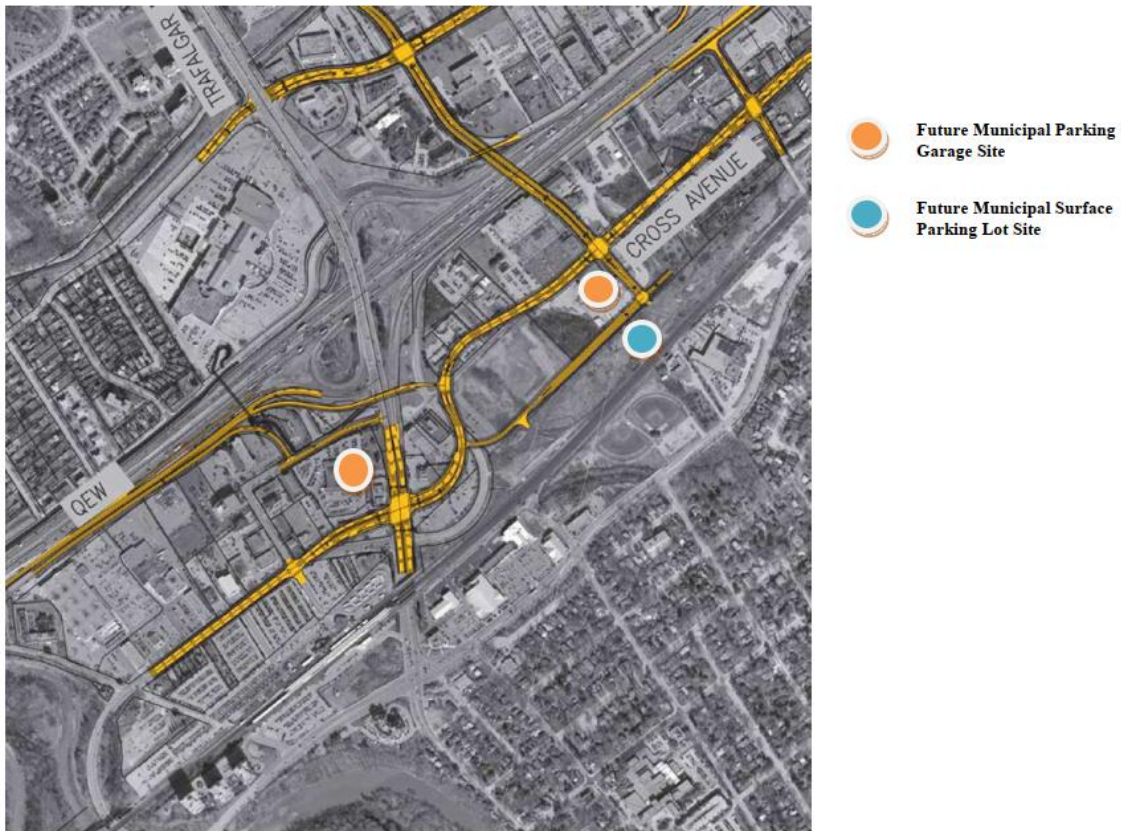
Figure 1-5: Recommended Shower/Change Facility Requirements

Required No. of Employee Bike Spaces	Number of Shower Stalls per gender
0-4	0
5-29	1
30-59	2
60-89	3
90-119	4
120-149	5
150-179	6
over 179	7 plus 1 for each additional 30 bike spaces

Note: Each gender will also require a change and washroom facility, including storage lockers equal to 0.70 times the number of employee parking spaces provided.

Extracted from the 2014 Midtown Oakville Parking Strategy

Figure 1-6: Potential Municipal Public Parking Locations



Source: Town of Oakville – Preliminary Street Concept Plan

Extracted from the 2014 Midtown Oakville Parking Strategy

1.5 Challenges and Constraints

In 2024, Bill 185 (Cutting Red Tape to Build More Homes Act), made various amendments to several existing acts in order to streamline the process of building new build homes in the province and reduce the associated cost. In particular, the amendment to the Planning Act in Schedule 12 limits Official Plan or Zoning By-law to require the provision of parking facilities. The details are as follows:

- Official Plans can no longer require parking facilities (except for bicycles) in certain areas. This includes protected major transit station areas (MTSA), areas surrounding higher-order transit stations or stops with specific density targets and other prescribed areas.
- Zoning By-laws cannot mandate parking facilities except for bicycles in MTSA.
- Zoning By-laws cannot require more than a prescribed number of parking spaces in areas designated for limitation.

Since Midtown Oakville is a designated MTSA, Bill 185 enforces no minimum parking requirements for new developments, creating the risk of undersupplying parking spaces for the anticipated demand.

Although Bill 185 supports the reduction of automobile dependency in the Town and the target mode share of Midtown Oakville, the Town may still consider providing municipal facilities as the area transitions to support more sustainable modes. This will still, however, come with some challenges, as listed below.

- Difficulties allocating land to accommodate municipal parking
- Cost of constructing parking structures
- Difficulties balancing municipal parking supply with anticipated modal choice and auto ownership
- Accounting for land use synergies and shared parking opportunities

These challenges are considered and addressed through this parking strategy.

2. Jurisdictional Scan of Parking Rates

2.1 Comparable Urban Centres

The Midtown Oakville sustainable target mode share is 40% during the morning peak hour. A parking review of existing urban centres that have achieved the 40% target mode split and/or have similar land uses as redeveloped Midtown was undertaken to inform recommendations for maximum parking rates. Table 2-1 summarizes the sustainable mode share and vehicle ownership of these proxy urban centres.

Table 2-1: Mode Share and Vehicle Ownership of Proxy Urban Centres

Municipality	Urban Centre	Transit Availability	Sustainable Mode Share	Existing Vehicle Ownership (vehicle/dwelling unit)
Town of Oakville	Midtown	GO station, local bus routes and future BRT	40% (target)	1.22
City of Toronto	North York Centre	TTC subway station and local bus routes	55% (existing)	0.81
City of Mississauga	Square One	GO station and local bus routes	22% (existing)	0.79
City of Vaughan	Vaughan Metropolitan Centre (VMC)	GO station and local bus routes	11% (existing)	0.98

Notes: 1. Sustainable Mode Share includes walking, cycling and transit.

2. Vehicle Ownership statistics were extracted from 2016 and 2022 Transportation Tomorrow Survey (TTS) data.

As shown, with the increase and shift toward walking, cycling and transit, average vehicle ownership across households tends to fall below 1.0. The current average vehicle ownership in Midtown is 1.22. This number is anticipated to be lower as the area develops, contributing to a lower demand for parking.

2.2 Zoning By-law Rate Comparison

Table 2-2 to Table 2-4 summarize the zoning by-law (ZBL) rates for residential, retail/commercial, and employment uses, respectively, for each of the proxy urban centres. These urban centres are also recognized as Major Transit Station Areas and are therefore subject to no minimum parking requirements according to Bill 185.

Table 2-2: Zoning By-law Rate for Residential Uses in Proxy Urban Centres

Urban Centre	ZBL Policy Area	Minimum Parking Rate (space / dwelling unit)	Maximum Parking Rate (space / dwelling unit)
Midtown	Town Wide	1 (<75 sqm) 1.5 (≥75 sqm)	-
North York Centre	Parking Zone A	0 (resident) 2 + 0.01 (visitor)	0.3 – 1 (resident) 5 + 0.1 (visitor)
Square One	Precinct A	0.8 (resident) 0.2 (visitor)	-
VMC	VMC	0.4 (resident)	1.5 (resident)

		0.15 (visitor)	
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Table 2-3: Zoning By-law Rate for Retail/Commercial Uses in Proxy Urban Centres

Urban Centre	ZBL Policy Area	Minimum Parking Rate	Maximum Parking Rate
Midtown	Town Wide	1 space / 18 sqm (5.6 spaces / 100 sqm)	-
North York Centre	Parking Zone A	-	3.5 spaces / 100 sqm
Square One	Precinct A	3 spaces / 100 sqm	-
VMC	VMC	0.7 – 0.9 spaces / 100 sqm	4 spaces / 100 sqm

Table 2-4: Zoning By-law Rate for Employment Uses in Proxy Urban Centres

Urban Centre	ZBL Policy Area	Minimum Parking Rate	Maximum Parking Rate
Midtown	Town Wide	1 space / 35 sqm (2.9 spaces / 100 sqm)	
North York Centre	Parking Zone A	-	0.8 spaces / 100 sqm
Square One	Precinct A	2 spaces / 100 sqm	-
VMC	VMC	0.5 spaces / 100 sqm	2.5 spaces / 100 sqm

Since the Town-wide ZBL rates do not account for the land use policy objectives and mode split targets of Midtown Oakville, the rates are higher than even the maximum parking rates prescribed for the other proxy urban centres. This further validates the need to reduce the parking requirements and future supply. These benchmark rates will also be used to inform the recommended maximum parking rate for Midtown Oakville. It is recognized, however, that the characteristics, land uses and policies of these proxy urban centres are different and the rates developed for Midtown Oakville should reflect the characteristics, planned land uses and policies of Midtown.

3. Future Parking Assessment

3.1 Land Use Assumptions

As mentioned, Midtown Oakville is undergoing significant redevelopment, including the removal of many of the existing parking lots in the area.

To inform future parking needs, the Town provided land use allocations for the 38,146 people and 16,399 jobs allocated to Midtown Oakville. These allocations were based on internal Town data sources and planning assumptions. The land use breakdown was disaggregated by zones, as shown in Figure 3-1. The approximate proportion of each type of use (office, retail/commercial, and residential) within each zone is summarized in Table 3-1.

Figure 3-1: Midtown Oakville Land Use Zones



Table 3-1: Land Use Assumptions by Zone

Block No.	Office (sqm)	Retail/Commercial (sqm)	Residential (units)
8.2	12,048	4,016	1046
1	0	0	593
3.1,3.2	13,484	4,495	1119
4.1,4.2	12,936	4,814	1151
8.1	8,681	2,894	733
2	10,472	5,236	1070
4.3	0	0	0
5	8,532	0	243
6.1,6.2	6,306	3,153	648
7	5,978	1,993	539
9	3,055	1,528	282
10	4,448	2,224	473
10,11	3,617	1,808	406
11	2,785	1,393	338
12.1	3,409	1,705	327
14.2	12,150	4,050	950
15.1	6,564	3,282	668
15.2	9,640	4,820	843
16,17.2,17.1	114,063	19,368	0

Block No.	Office (sqm)	Retail/Commercial (sqm)	Residential (units)
18,19	17,117	6,382	1547
20	0	0	498
18	10,716	1,262	849
21.1,21.2	5,701	5,701	769
19	6,400	5,120	698
22.1,22.2,22.3	14,518	8,866	1502
23,24	39,226	12,252	526
13	8,377	2,792	680
14.1	3,055	3,055	379
12.2	2,231	1,116	195
Total	345,508	113,323	19,073

3.2 Shared Parking Assumptions

Midtown Oakville is planned to consist of a variety of different land uses, which can largely be grouped into residential, retail/commercial and office uses. Each use has a distinct pattern of parking demand that peaks at different times of day. To avoid overdesigning parking infrastructure and to better reflect actual usage patterns, shared parking assumptions as summarized in Table 3-2 were adopted in the analysis for a more holistic review of parking needs. This approach recognizes that, for example, office parking demand peaks during weekday business hours, while residential and retail uses see higher demand in the evenings and on weekends.

Table 3-2: Shared Parking Assumptions

Land Use	Percentage of Peak Period			
	Noon	Afternoon	Evening	Weekend
Retail	60%	75%	75%	100%
Office	100%	95%	10%	10%
Residential Resident	65%	90%	100%	90%
Residential Visitor	20%	60%	100%	60%

Source: Aggregated average for each use from Table 2 of the Midtown Oakville Parking Strategy (May 2014)

Note: Retail encompasses a broad land use that can consist of restaurants, plazas, cafes, etc. The percentage of peak parking demand can vary for these different types of retail uses. However, for the purposes of this parking strategy, an amalgamated average is assumed given that zoning and land use forecasts used in the analysis are not provided at that level of detail.

3.3 Future Parking Demand

The assessment of future parking demand in Midtown Oakville recognizes its planned transformation into a high-density, mixed-use urban center that supports sustainable transportation. Key factors influencing future demand include density, planned land use mix as detailed in the previous section, proximity to major transit infrastructure (such as the GO Station) and vehicle ownership. Parking demand is also influenced by new legislation, such as the recently approved Bill 185, which prevents zoning by-laws from mandating parking requirements in Major Transit Station Areas (MTSAs). As such, parking surveys conducted at older developments prior to this change in legislation may yield more conservatively high parking rates.

The data used to estimate the future parking demand in Midtown is presented below.

3.3.1 Institution of Transportation Engineers (ITE) Parking Generation Manual

The Institution of Transportation Engineers (ITE) Parking Generation Manual, 6th Edition, provides a database of surveyed parking rates that can be filtered by land use, site setting, time period and development size. The ITE database is comprised of studies conducted in North America, with a greater proportion of studies taking place in the U.S.

A review of parking rates for residential, retail/commercial and office sites located in 'Dense Multi-Use Urban' areas was conducted. According to ITE definitions, 'Dense Multi-Use Urban' areas can reflect well-developed urban areas outside a major metropolitan downtown, with diverse and interacting land uses, good pedestrian connectivity, and convenient and frequent transit. The land use mix typically includes office, retail, residential, and often entertainment, hotel, and other commercial uses.

A summary of ITE surveyed parking rates is provided in Table 3-3.

Table 3-3: ITE Parking Generation Manual Summary

ITE Land Use Code (LUC)	Description	Land Use Type	Time Period	Occupied Parking Space Rate
Residential Uses				
222	Multifamily Housing (High-Rise)	Not Close to Rail	Weekday (Monday - Friday)	1.03 space per unit
222	Multifamily Housing (High-Rise)	Close to Rail	Weekday (Monday - Friday)	0.75 space per unit
222	Multifamily Housing (High-Rise)	Not Close to Rail	Saturday	1.11 space per unit *
222	Multifamily Housing (High-Rise)	Not Close to Rail	Sunday	1.11 space per unit *
Retail/Commercial Uses				
822	Strip Retail Plaza (<40k sqft GFA)	All Sites	Weekday (Monday - Thursday)	2.71 space per 100 sqm
850	Supermarket	All Sites	Weekday (Monday - Thursday)	2.16 space per 100 sqm
850	Supermarket	All Sites	Friday	1.78 space per 100 sqm *
822	Strip Retail Plaza (<40k sqft GFA)	All Sites	Saturday	3.27 space per 100 sqm *
850	Supermarket	All Sites	Saturday	2.54 space per 100 sqm
850	Supermarket	All Sites	Sunday	2.26 space per 100 sqm
Office Uses				

ITE Land Use Code (LUC)	Description	Land Use Type	Time Period	Occupied Parking Space Rate
710	General Office Building	All Sites	Weekday (Monday – Friday)	1.70 space per 100 sqm

Notes: * Average rate derived based on limited data (1 or 2 studies)

1. According to ITE, a site is considered close to rail transit if the walking distance between the residential site entrance and the closest rail transit station entrance is ½ mile or less.
2. ITE average rates are presented for a range of likely land uses considered. Fitted curve equations vary based on the size of specific developments and were therefore not used in the analysis.

For residential uses, the average weekday and weekend rate is 0.89 and 1.11 occupied spaces per unit (assumed to include both resident and visitor demand), respectively. For retail/commercial uses, the average weekday and weekend rate is 2.22 spaces per 100 sqm and 2.69 spaces per 100 sqm, respectively. For office uses, the weekday rate is 1.70 spaces per 100 sqm.

3.3.2 Vehicle Ownership of Proxy Areas Surrounding GO Stations

Proximity to transit, particularly frequent and reliable transit, impacts the vehicle ownership and consequently, the parking demand. Observed vehicle ownership rates are also influenced by existing infrastructure, historical ownership patterns, past residential parking space costs, and broader home and vehicle ownership costs. It is noted that vehicle ownership is also influenced by zoning by-law parking supply requirements, which tends to prescribe lower rates for areas near transit.

The Oakville GO station is central to the Midtown Oakville area. The station services the Lakeshore West GO line, offering a key connection to downtown Toronto via Union Station. The GO trains provide frequent (15 min service) during weekday and weekend peak periods and 30 min service during off peak periods.

Vehicle ownership data was extracted from the most recent (2022) Transportation Tomorrow Survey (TTS) data for areas surrounding GO stations with medium to high density residential apartments. Given the high-density nature of developments proposed for Midtown Oakville, the data was filtered to vehicle ownership for apartments only. The data is summarized in Table 3-4.

Table 3-4: Vehicle Ownership Comparison of Proxy Areas Surrounding GO Stations

Area Surrounding	GO Trail Line	Vehicle(s) per Unit
Mimico GO	Lakeshore West	0.89
Exhibition GO	Lakeshore West	0.68
Kipling GO	Milton Line	0.87
Weston GO	Kitchener Line	0.88
Oriole GO	Richmond Hill Line	0.84
Richmond Hill GO	Richmond Hill Line	0.89
Average		0.84

As shown, for apartments located within the same zone as GO stations, the average vehicle ownership is 0.84 vehicles per unit. This data is not intended to be predictive of the future vehicle ownership in Midtown, but rather provide benchmarks to inform maximum resident parking rates and/or the magnitude of anticipated parking demand.

3.4 Anticipated Developer Parking Supply

At the time of this study (July 2025), six development applications for Midtown Oakville were submitted to the Town for review. These developments recognize the area's vision to become a transit-oriented community and therefore propose parking rates that are lower than what is mandated in the current Zoning By-law. Furthermore, given Bill 185 and Midtown Oakville's designation as a Major Transit Station Area (MTSA), no minimum parking requirements can be enforced.

Limiting the parking supply can encourage a transition toward more sustainable transportation modes. The proposed parking rates also represent a level of provision that developers deem marketable and sufficient to support unit sales, setting a precedent for future developments in the area.

Based on the development applications submitted and currently under the Town's review thus far, there is a total of approximately 9,780 spaces proposed to accommodate both the resident and patron/visitor demands. Generally, the development applications are proposing an average resident parking rate of 0.50 spaces per unit and an average combined visitor/non-residential (retail) parking rate of 0.20 spaces per unit.

The applications received cover approximately 75% of the allocated residential units and 15% of the allocated retail uses within the area.

3.5 Future Parking Scenarios

Given that there is a degree of uncertainty in the future parking demand, due to dependencies on realized transit and active transportation improvements and associated behavioural shifts to sustainable modes, two future scenarios were assessed to establish parking needs and opportunities, as explained below.

3.5.1 Scenario #1 – Proposed Developer Rate Meets Residential Demand

Scenario #1 considers a scenario whereby the proposed developer parking rate meets the needs of future demands. The developer-proposed average resident parking rate of 0.50 spaces per unit and an average combined visitor/non-residential (retail) parking rate of 0.20 spaces per unit (per Section 3.4) is applied to the future land uses. The majority of the remaining office spaces in the study area have yet to be developed. The rate for the office uses were derived based on ITE's Parking Generation Manual, which indicates that a 1.7 space per 100 sqm rate is reasonable.

The analysis, as summarized in Table 3-5, indicates a peak parking demand of approximately 16,738 spaces, occurring during the weekday afternoon period.

Table 3-5: Analysis of Future Parking Scenario #1 – Proposed Developer Rate Meets Residential Demand

Use	Parking Rate	Land Use	Peak Parking Demand (spaces)	Peak Periods			
				Noon	Afternoon	Evening	Weekend
Residents	0.5 spaces per unit	19,073 units	9,536	6,199	8,583	9,536	8,583
Combined visitors and non-residential (commercial/retail)	0.2 spaces per unit	19,073 units	3,815	1,526	2,575	3,338	3,052

Use	Parking Rate	Land Use	Peak Parking Demand (spaces)	Peak Periods			
				Noon	Afternoon	Evening	Weekend
Office	1.7 spaces per 100 sqm	345,508 sqm	5,874	5,874	5,580	587	587
Total			19,225	13,598	16,738	13,462	12,222

3.5.2 Scenario #2 – High Residential Parking Demand

Scenario #2 considers a scenario whereby the future parking demand is higher than the proposed developer parking rate. In this case, the parking rate for residents is aligned with the average vehicle ownership of 0.84 vehicles per unit for proxy areas near GO stations (as detailed in Section 3.3.2). The parking rates for residential visitors, office and retail were informed by the ITE Parking Generation Manual data detailed in Section 3.3.1.

The analysis, as summarized in Table 3-5, indicate a peak parking demand of approximately 23,440 spaces, occurring during the weekday afternoon period.

Table 3-6: Analysis of Future Parking Scenario #2 – High Residential Parking Demand

Use	Parking Rate	Land Use	Peak Parking Demand (spaces)	Peak Periods			
				Noon	Afternoon	Evening	Weekend
Residents	0.85 spaces per unit	19,073 units	16,212	10,538	14,591	16,212	14,591
Residential Visitor	0.10 spaces per unit	19,073 units	1,907	381	1,144	1,907	1,144
Office	1.7 spaces per 100 sqm	345,508 sqm	5,874	5,874	5,580	587	587
Retail	2.5 spaces per 100 sqm	113,323 sqm	2,833	1,700	2,125	2,125	2,833
Total			26,826	18,493	23,440	20,831	19,156

3.5.3 Future Parking Demand Summary

Scenario #1 and Scenario #2 represent the lower and higher extents of the anticipated parking demand within Midtown Oakville, respectively. Scenario #2 can also be considered an “interim” condition as the Midtown area is transitioning to a more mixed-use, multimodal and transit-oriented community. Table 3-7 provides a summary of the anticipated future parking demand.

Table 3-7: Future Parking Demand Summary

Use	Scenario #1 – Proposed Developer Rate Meets Residential Demand	Scenario #2 – High Residential Parking Demand
Anticipated Demand		
Resident	8,600	14,600
Non-Resident (Visitor, Office Retail)	8,200	8,800
Subtotal	16,800	23,400
Anticipated Developer Supply		
Resident (based on 0.5 spaces per unit)	9,500	9,500
Non-Resident (Visitor, Office Retail) (based on 0.2 spaces per unit)	3,800	3,800
Subtotal	13,300	13,300
Difference (Developer Supply Minus Demand)		
Resident	+900	-5,100
Non-Resident (Visitor, Office, Retail)	-4,400	-5,000
Subtotal	-3,500	-10,100

Notes: 1. Values rounded to the nearest 100 parking spaces
 2. Parking demand reported for the worst time period (weekday afternoon).

As shown, the additional parking supply required for Midtown Oakville could range between 3,500 to 10,100 spaces. Potential public parking supply options are investigated in the subsequent section.

3.6 Public Parking Supply Options

3.6.1 On-Street Parking

On-street parking can be used to accommodate non-resident demand. Based on the cross-sections developed for the study area, on-street parking is proposed along Argus Road/Davis Road and various local roads. The available on-street parking supply is a function of the street lengths, single-sided or double-sided parking permissions and the amount of street length that is unusable for parking due to utilities, loading or other curbside uses. Table 3-8 summarizes the potential on-street parking supply.

Table 3-8: Potential On-Street Parking Supply

Location	Road Classification	Total Road Length (m)	Low Range		High Range	
			Assumption	Spaces	Assumption	Spaces
Argus/Davis Road	Collector	1,500	Parking on both sides	300	Parking on both sides	300
Various	Local	5,000	Parking on one side only	500	Parking on both sides	1,000
Total		6,500		800		1,300

Note: Assumes 1 on-street parking space per 10 m of curb.

As shown, there is potential to provide up to 1,300 on-street parking spaces. Overnight parking is not recommended on these streets as it can introduce challenges that outweigh its benefits, particularly in urban areas. Vehicles parked overnight can obstruct snow removal and limit the availability of curb space for higher-turnover uses such as visitor parking and short-term commercial access. Over time, it can also

encourage higher rates of car ownership, undermining efforts to promote more sustainable transportation modes.

3.6.2 GO Station Parking

According to the Metrolinx GO Rail Station Access report, by 2041, the Oakville GO Station will be designated as a Transit Priority Station. To support the anticipated growth in Midtown, Metrolinx has identified the need to accommodate more sustainable modes and potentially reduced the parking supply. The current parking supply at the Oakville GO Station includes 121 pick-up/drop-off spaces and 4,401 vehicular parking spaces (3,005 surface and 1,396 structure spaces). By 2041, Metrolinx plans to:

- Reduce pick-up/drop-off facilities from 121 to 81 spaces
- Potentially decrease the parking supply by 810 spaces
- Dedicated up to 50% of the parking supply to carpool/reserved parking

It is anticipated that Metrolinx will supply approximately 3,590 to 4,400 parking spaces at the Oakville GO Station. Consideration may be given to coordination of use of GO Station parking during low demand periods in the evenings, over night and on weekends. The effectiveness of the GO Station parking to serve the needs of Metrolinx operations will depend upon the availability of spaces prior to the morning commute.

3.6.3 Hydro Corridor Lands

Within Midtown Oakville, there is a >2,000 kVA hydro corridor situated directly north of the Lakeshore West Rail corridor and south of the planned extension of the realigned Cross Avenue east of Trafalgar Road. These lands are approximately 80 metres measured north-south and are approximately 600 metres east of Trafalgar Road to the planned North-South Road. A lot depth of 80 metres can accommodate 8 aisles of parking with approximately 200 spaces per 600 metres of parking lot length. If 50% of these lands could be utilized for parking, it is estimated that the hydro corridor lands can provide approximately 800 parking spaces. The feasibility of this lot is to be assessed relative to stormwater management needs.

3.6.4 Municipal Parking Structure

The Town can also provide municipal parking structures underneath parks, available Town-owned sites and open space areas. Three potential locations for municipal underground parking structures are shown in Figure 3-2.

Assuming two underground levels at the three locations, it is estimated that approximately 2,700 parking spaces can be accommodated. The Town may choose to construct additional levels; however, beyond two underground levels, the costs incurred to the Town could be significant. As such, the feasibility of constructing these parking structures are to be confirmed.

In addition, the need for a future municipal parking structure should balance the needs of parking accommodation with other municipal infrastructure such as stormwater management facilities and Low Impact Development (LID) features. Stormwater management requirements for the road network are documented within the Midtown Stormwater Plan that is being undertaken concurrently.

Figure 3-2: Potential Off-Street Municipal Parking Structure Locations

3.6.5 Summary of Potential Parking Supply

Table 3-7 provides a summary of the additional parking supply that can be provided. Approximately 4,300 to 9,200 parking spaces can be provided, in addition to the developer supply. However, it is noted that the use of parking at the GO station is subject to further discussions with Metrolinx and parking in the Hydro corridor lands is subject to further discussions with Oakville Hydro. The anticipated parking supply is expected to comfortably accommodate future parking Scenario #1 (Proposed Developer Rate Meets Demand), but may not be sufficient if the parking rates identified in Scenario #2 (High Parking Demand) are realized. Additional parking strategies are investigated in the next section to manage and reduce the future demand.

Table 3-9: Potential Parking Supply Summary

Potential Parking Supply	Anticipated Parking Supply	Users
On-Street Parking	800 to 1,300	Non-resident
GO Station	Up to 4,400	Non-resident
Hydro Corridor Lands	800	Non-resident
Municipal Parking Structures (3)	2,700	Resident or non-resident
Total	4,300 to 9,200	

4. Parking Management Strategies

To support the gradual shift and achievement of the mode share target, the Town may consider the strategies detailed below to manage the parking demand and reduce the need for driving to and around Midtown Oakville.

4.1 Joint-Use Agreements

The Town can consider expanding the parking supply by utilizing joint-use agreements at various locations near Midtown Oakville. These agreements are created to take advantage of periods of low parking demand at these facilities and allow the public to use these spaces. This approach ensures an efficient allocation of parking resources, catering to varying parking requirements throughout different times. Generally, in these joint-use agreements, the number of parking spaces is identified, and a site plan drawing is provided to identify the exact spaces that would be utilized. To incentivize these parking opportunities, the Town may also consider financial grants for property owners who participate in joint-use agreements.

The Town may consider collaborating with Metrolinx to establish a joint-use agreement for the GO Station parking supply as the peak periods do not generally overlap. The parking supply may be shared during the weekday evenings once GO transit users have gone home after work and retail usage increases. This also provides additional parking for weekend visitors as the GO Station parking supply will be underutilized.

4.2 Shared Parking Reductions

Many municipalities encourage sharing parking spaces in mixed-use developments based on their respective peak demand periods. This results in more efficient utilization of parking resources and maximizes parking availability, promoting sustainable development practices. The most common land uses that can share parking spaces are residential visitors and retail/commercial visitors.

The Town may consider shared parking spaces and allow developers to reduce their parking supply with adequate justification. Shared parking agreements should be built-in as part of the development application process and facilities for other modes of transportation should be considered.

4.3 Paid Parking Schemes

4.3.1 Paid Parking and Time Restrictions

As there is no paid parking system in Midtown Oakville, the Town may consider implementing paid parking and time restrictions to manage the parking demand, encourage high turnover, and ensure that the municipal parking supply is being utilized well. Paid parking can also provide a funding source for the Town that can be used to maintain the municipal parking spaces or fund other mitigation measures to promote sustainable travel. Potential paid parking schemes can include different pricing for peak hours, certain hours of free parking, or a flat rate fee for all times of day.

The Town may also consider allowing private developments to enforce paid parking on their property. The Municipal Enforcement Services (MES) does not prohibit paid parking; however, they do require that the parking operators obtain a business license in accordance with the Business Licensing By-law. Zoning approval is required as part of this process.

4.3.2 Dynamic Pricing and Smart Parking Systems

Dynamic pricing in parking refers to the practice of adjusting the prices of parking spots in real time based on factors such as demand, time of day, and day of the week. By applying various marketing campaigns and analytics, parking operators can forecast demand during festive seasons, events, and peak hours. They can charge more during such times and increase revenue from the same number of parking spaces. This additional revenue can be reinvested to improve the existing infrastructure and install smart parking systems to enhance driver experience. Furthermore, parking operators can encourage more drivers to park their vehicles by lowering prices. Thus, dynamic pricing can increase revenue during off-peak periods.

Dynamic pricing can maximize the utilization of parking spaces by adjusting the price based on real-time demand. By raising prices during peak periods, parking operators can incentivize drivers to use public transportation, freeing up space for those willing to pay a premium. On the other hand, by lowering the prices during off-peak seasons, parking operators can attract more drivers to utilize the parking space. This is a win-win situation for parking operators and drivers as parking spaces can be utilized to the fullest, and drivers can find parking spaces easily.

Dynamic pricing and smart parking systems can improve driver experience by providing more convenience and transparency. With dynamic pricing, drivers will be aware of the real-time parking price before they park, allowing them to make informed decisions based on their budget and parking needs. This can reduce the frustration of searching for parking and the uncertainty of cost, improving the overall driving experience. Moreover, with smart parking solutions, drivers can also be directed to available parking spaces, reducing the time it takes to find parking.

Dynamic pricing and smart parking systems have the potential to revolutionize the strategies by improving occupancy, revenue, and driver experience.

4.3.3 Residential Permit Programs

Some municipalities grant monthly parking permits to residents on a first-come-first-served basis. For these types of programs, priority is typically given to residents who live within the central business district and have no on-site parking available. For example, a Business Improvement Area (BIA) Residential Permit Parking program has been implemented by the County of Brant for the area of Downtown Paris. Residents that live within the Downtown Paris area need to demonstrate a need for a permit (i.e. not having a driveway or access to parking) to be eligible. Once approved, the applicant can park in one of the 20 designated parking spaces across two municipal parking lots for \$120 per month.

The Town may consider residential parking permit systems, with fees that could vary by zone or variable rates and regulations to help manage parking demand (i.e. by encouraging use of municipal spaces with low utilization). As the Town expands its parking options, other users such as employees may also be considered. Allocating spaces for monthly permits that could have been used by hourly users would result in lost revenue. In the Town, a commercial area parking permit allows users to park in eligible lots for a fee. The permit is valid for a minimum of 90 days from the date of purchase and can be bought online.

4.4 Bicycle Parking and Amenities

Due to the reduced vehicular parking supply from developers and implications of Bill 185, the Town may need to provide additional municipal parking supply to compensate for this reduction. However, not all of the parking supply needs to be for vehicles, and instead, bicycle parking can be provided both by developers and the Town. It is recommended that the Town continues to encourage increased bicycle parking supply for new developments to account for the reduction of vehicular parking supply. This may include a minimum supply of secure bicycle parking (including bike lockers and shelters) for sites that

provide low vehicle parking supply. Other supporting bike amenities, such as repair stations, can be integrated with bike parking facilities.

The Town may also consider providing municipal short-term or long-term parking or introduce a bike share program throughout the various locations in Midtown Oakville to encourage internal travel to be done by cycling or walking. This may reduce the need for vehicular parking and promote the shift towards more sustainable modes of travel.

The Town may also consider enhancing Town active transportation connections by providing adequate lighting and protected cycling / walking facilities in Midtown Oakville. These amenities will improve safety and user comfort, ultimately encouraging residents to use active modes of transportation for their everyday needs.

For residential developments, the Town's current ZBL requires 0.75 resident (long-term) parking spaces per unit and 0.25 visitor (short-term) parking spaces per unit. For non-residential developments that require 15 or more vehicular parking spaces, the ZBL requires that bicycle parking is provided at a rate of 7% of the required vehicular parking spaces. These requirements should be updated to better reflect the needs of Midtown. Table 4-1 to Table 4-3 summarize the residential, retail/commercial, and employment bicycle parking requirements in the proxy urban centres in comparison to the proposed rates in the 2014 Midtown EA.

Table 4-1: Zoning By-law Residential Bicycle Parking Rates in Proxy Urban Centres

Urban Centre	ZBL Policy Area	Long-Term Minimum Parking Rate	Short-Term Minimum Parking Rate	Total Minimum Parking Rate
North York Centre	Parking Zone A	0.9 spaces / unit	0.2 spaces / unit	1.1 spaces / unit
Square One	Precinct A	0.8 spaces / unit	0.1 spaces / unit or 6 spaces (whichever is greater)	0.9 spaces / unit
VMC	VMC	0.8 spaces / unit	0.2 spaces / unit or 6 spaces (whichever is greater)	1.0 spaces / unit
Midtown	2014 EA	0.68 spaces / unit	0.07 spaces / unit	0.75 spaces / unit

Table 4-2: Zoning By-law Retail/Commercial Bicycle Parking Rates in Proxy Urban Centres

Urban Centre	ZBL Policy Area	Long-Term Minimum Parking Rate	Short-Term Minimum Parking Rate	Total Minimum Parking Rate
North York Centre	Parking Zone A	-	-	0.2 spaces / 100 sqm
Square One	Precinct A	0.15 spaces / 100 sqm	0.3 spaces / 100 sqm	0.45 spaces / 100 sqm
VMC	VMC	0.1 spaces / 100 sqm	0.2 spaces / unit or 6 spaces (whichever is greater)	0.3 spaces / 100 sqm
Midtown	2014 EA	0.085 spaces / 100 sqm	0.25 spaces / 100 sqm	0.335 spaces / 100 sqm

Table 4-3: Zoning By-law Employment Bicycle Parking Rates in Proxy Urban Centres

Urban Centre	ZBL Policy Area	Long-Term Minimum Parking Rate	Short-Term Minimum Parking Rate	Total Minimum Parking Rate
North York Centre	Parking Zone A	-	-	0.2 spaces / 100 sqm
Square One	Precinct A	0.2 spaces / 100 sqm	0.15 spaces / 100 sqm	0.35 spaces / 100 sqm
VMC	VMC	0.2 spaces / 100 sqm	0.2 spaces / unit or 6 spaces (whichever is greater)	0.4 spaces / 100 sqm
Midtown	2014 EA	0.17 spaces / 100 sqm	0.03 spaces / 100 sqm	0.2 spaces / 100 sqm

The proxy urban centres generally have higher bicycle requirement rates than the proposed rates in the 2014 Midtown EA. As such, the proposed bicycle parking requirements in Midtown can be increased to support the shift towards sustainable modes and better reflect the aspirations of Midtown. Table 4-4 summarizes the revised proposed bicycle parking rates. For buildings with a low proposed vehicle parking supply, secure bicycle parking requirements should be required as part of the development application process.

Table 4-4: Proposed Bicycle Parking Rates in Midtown

Land Use	Proposed Long-Term Parking Requirements	Proposed Short-Term Parking Requirements	Proposed Total Parking Requirements
Residential	0.8 spaces / unit	0.2 spaces / unit	1.0 spaces / unit
Retail	0.1 spaces / 100 sqm	0.25 spaces / 100 sqm	0.35 spaces / 100 sqm
Office	0.25 spaces / 100 sqm	0.1 spaces / 100 sqm	0.35 spaces / 100 sqm

The proposed requirements for shower stalls and change facilities are consistent with the 2014 Midtown EA, as shown in Figure 4-1.

Figure 4-1: Proposed Shower and Change Facility Requirements

Required No. of Employee Bike Spaces	Number of Shower Stalls per gender
0-4	0
5-29	1
30-59	2
60-89	3
90-119	4
120-149	5
150-179	6
over 179	7 plus 1 for each additional 30 bike spaces

Note: Each gender will also require a change and washroom facility, including storage lockers equal to 0.70 times the number of employee parking spaces provided.

Extracted from the 2014 Midtown Oakville Parking Strategy

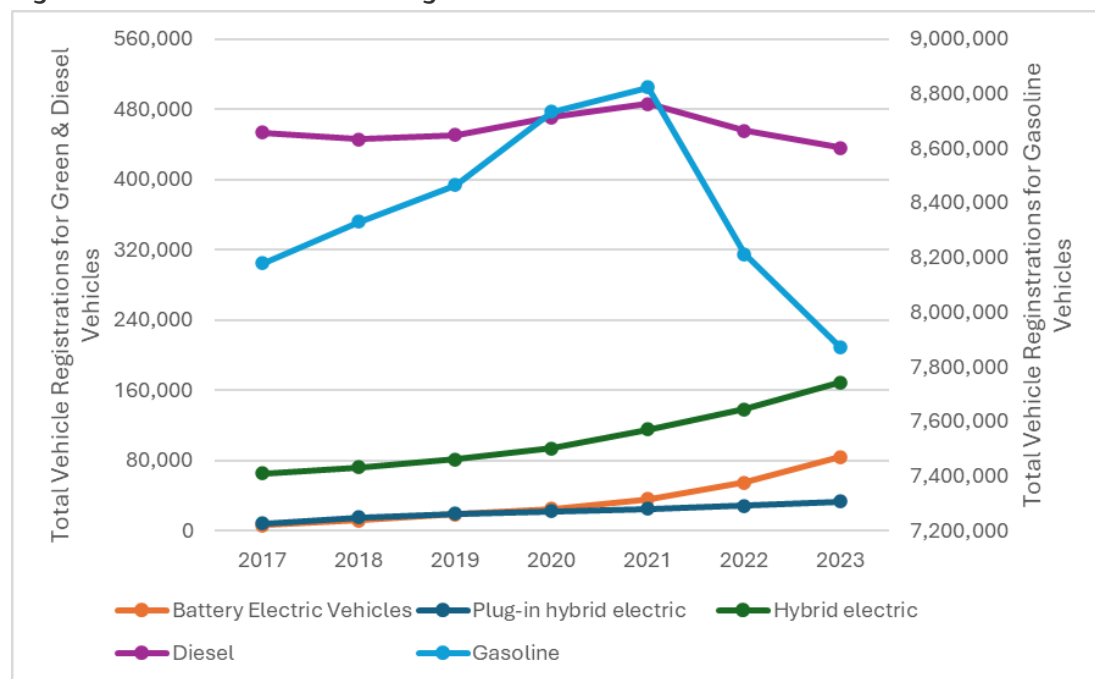
4.5 Electric Vehicle Parking

Electric vehicle (EV) registrations have experienced a steady and significant growth of 56% per year from 2017 to 2023. It has therefore become increasingly clear that the Town must prepare for this shift in

transportation. Figure 4-2, highlights the rise in EV registrations compared to the decline in gasoline-powered vehicles from 2017 to 2023, based on data from Statistics Canada.

To support this growing trend, it is recommended that the Town adopts an EV parking strategy and ensures that the parking spaces in new developments are “EV-ready”.

Figure 4-2: Total Motor Vehicle Registrations in Ontario



Source: Adapted from Statistics Canada, Total Motor Vehicle Registrations.

4.6 Travel Demand Management (TDM) Checklist

The Town should consider introducing a TDM checklist for new developments to ensure that each development in Midtown Oakville is contributing to the overall shift towards sustainable travel. TDM initiatives have the potential to reduce a significant amount of vehicle trips, therefore, new developments should be implementing TDM strategies and providing adequate facilities for all modes of travel. A TDM Plan was developed as part of the Oakville Transportation Master Plan and should be implemented for Midtown Oakville. Potential measures that may be implemented by developers may include:

- Unbundling residential parking spaces
- Offering reserved spaces for carpool vehicles or pick-up / drop-off facilities
- Provide dedicated car share spaces
- Providing transit passes for residents
- Ongoing resident surveys to track the effectiveness of TDM initiatives
- Measures that support pedestrian, cyclist and micromobility travel including secure cyclist and e-scooter parking, connections to active transportation facilities, and connections including privately-owned-publicly-accessible space through developments for active transportation

4.7 Maximum Parking Rates

As a result of Bill 185, no parking minimums are required in Protected Major Transit Station Areas (MTSA) or areas delineated in the official plan of the municipality surrounding and including an existing or planned higher order transit station or stop. As such, developers may provide as little or as many parking spaces as they wish. To ensure that the provided parking supply is in line with the vision of Midtown and supports the shift towards sustainable modes, it is recommended that maximum vehicle parking rates are used as a method to manage the parking supply.

The 2014 Midtown EA proposed maximum vehicle parking rates for the various land uses; however, these rates are higher than the maximum rates from the proxy urban centres discussed in Section 2.2. Therefore, the Town should consider the proposed maximum vehicle parking rates presented in Table 4-5.

Table 4-5: Proposed Maximum Parking Rates in Midtown

Land Use	Proposed Maximum Parking Requirements (2014 Midtown EA)	Maximum Parking Requirements (Proxy Urban Centres)	Proposed Maximum Parking Requirements (Midtown)
Residential	-	0.3 – 1.5 spaces / unit	1.0 space / unit
Residential Visitor	-	5 + 0.1 spaces / unit	0.20 spaces / unit
Retail	4 – 4.85 spaces / 100 sqm	3.5 – 4 spaces / 100 sqm	4 spaces / 100 sqm
Office	3.6 – 5.5 spaces / 100 sqm	0.8 – 2.5 spaces / 100 sqm	3.6 spaces / 100 sqm

4.8 Parking Policies for New Developments

Parking policies for new developments have emerged as a critical tool for reducing car dependency and promoting sustainable alternative modes of travel. These policies are traditionally focused on prioritizing vehicular access. The following strategies can be considered to align parking policies with multimodal goals:

- Implement maximum parking rates, as prescribed in Section 4.7, to eliminate excessive parking supply.
- Require developers to implement Travel Demand Management (TDM) plans, as prescribed in Section 4.6, as a condition for development approval in early phases.
- Adopt bicycle parking and shower/change room amenity requirements, as prescribed in Section 4.4.
- Require developers to provide micro-transit services to facilitate first/last mile connections to/from the GO station, as recommended in the transit strategy for Midtown.
- Require secure bicycle rooms for residential buildings with a low vehicle parking supply proposed.
- Encourage shared parking as part of mixed-use developments to allow different users to share spaces based on peak parking demand.
- Encourage developments to place parking underground or behind buildings to preserve land for more active uses and discourage driving.
- Permit existing retail uses in Midtown to charge for parking.
- Revisit Midtown's parking space dimension requirements to reflect most current standards and best practices that strike a balance between maximizing space and ensuring that parking areas remain safe and practical for users

4.9 Interim Parking Phasing Strategy

Midtown is currently a low-density area that is expected to transform into a high-density mobility hub over the next several years. This change in land use and travel behaviours will occur gradually over time and will require strategic planning to accommodate all road users during the interim years. The proposed interim parking phasing strategy is as follows:

- Construct and develop guidelines to support municipal parking structures with adaptive reuse potential (e.g., conversion to residential/commercial/mixed-use development)
 - Municipal parking garages should be designed to alleviate early deficits while allowing flexibility for future conversion.
 - Supporting design guidelines to support the conversion should address the following key principles:
 - ✓ Structural flexibility – Shorter span structures should be used to ensure structurally reliable floors and minimize deflection, floor load capacities should be capable of accommodating future residential or commercial uses, sloped floors should be avoided, and high ceilings should be encouraged.
 - ✓ Reconfiguration potential – Prefabricated components should be used for easy reconfiguration and removal and adaptable column grids should be encouraged to support flexible future layouts.
 - ✓ Repurposing potential - Centralize elevators and stairwells that can be repurposed for residential and office access.
 - ✓ Promoting lighting and ventilation – Incorporate ramps designed for removal to allow for future open floor plans and design for natural light penetration (i.e., via atriums, large windows).
- Require developers to implement TDM plans as a condition for development approval in early phases
 - Carpooling, cycling, and transit use should be promoted through employer-based programs, incentives, and infrastructure (e.g., secure bike parking) to support sustainability and multimodal objectives.
- Allocate early parking supply for patrons, visitors, and loading, rather than low-turnover long-term commuter parking
 - This strategy can be further developed as part of the Town-wide Curbside Management Strategy
- Allow surface parking in early phases with time-limited approvals or plans for eventual redevelopment
 - Surface parking lots are relatively inexpensive, quick to construct, and flexible, making them a practical short-term solution during the early phases of redevelopment, when demand may be high and permanent structures may undermine long-term planning goals.
- Develop policies / regulations that permit existing retail uses in Midtown to charge for parking
 - Discourages auto travel and allows property owners to manage parking migration onto private sites

The interim parking phasing strategy can also include the monitoring of parking demand and private sector supply to allow the on-going assessment of the need for municipal parking supply.

5. Financial Strategy and Servicing Models

Constructing the numerous parking structures and providing on-street parking supply within Midtown Oakville will be costly for the Town to finance. Typically, these types of projects are funded by collecting cash-in-lieu of parking. Due to Bill 185, this will be difficult to implement in Midtown Oakville since there are no minimum parking requirements. Developments will not be providing a deficient parking supply, therefore will cause challenges in calculating payment amount and enforcing the payment itself. Therefore, it is recommended that the Town:

- Target revenue-neutral municipal parking operations (i.e. limiting municipal tax impacts) and capital cost recovery strategies
 - Example: user fees for parking services, tax increment financing
- Work with land-owners and developers to provide property for municipal parking infrastructure (e.g. an additional level of parking within a private building available to the public) as part of a public-private partnership
 - Example: joint venture projects with private developments

These revenue recovery opportunities are described further below. However, it should be noted that a future study will be required to evaluate and confirm the feasibility of using these revenue sources.

5.1 User Fees

Implementing a paid parking system in Midtown Oakville can provide funding sources for Town and help manage the parking demand, as discussed in Section 4.3. The Town may consider implementing paid on-street parking using less costly methods (e.g. using an app, such as HONK utilized in other areas of the Town, instead of installing parking meters) to gradually collect funds. These funds can be used to maintain the on-street parking supply and the future municipal parking structures in Midtown Oakville. This funding method ensures that the users of Midtown Oakville are contributing to the overall cost of the municipal parking supply.

5.2 Tax Increments

Implementing municipal tax increments (e.g. property taxes) can help fund the capital cost of the parking structures. Even though this funding method may provide a significant amount of funding for the Town, it may be challenging to implement due to other municipal project priorities. This funding method also burdens this cost to all residents of the Town, who may not live or use the facilities in Midtown Oakville; it does not apply growth related costs to growth. It is recommended that the Town internally assesses the feasibility of this funding method before proceeding with implementing the parking structures.

5.3 Public and Private Project Partnerships

The Town may consider working together with developers to provide parking infrastructure as part of larger commercial developments. This can result in achieving the parking demands in Midtown Oakville and support good urban design throughout the area. For example, the commercial development can be in proximity to the municipal parking structure and can be developed as a public-private partnership. The parking supply can be shared for both public and private use as well as sharing the revenue from paid parking. It is recommended that the Town assesses the feasibility of potential partnerships and proceed as see fit.

6. Conclusions and Recommendations

The assessment of future parking demand in Midtown Oakville recognizes its planned transformation into a high-density, mixed-use urban center that supports sustainable transportation. Key factors influencing future demand include density, planned land use mix as detailed in the previous section, proximity to major transit infrastructure (such as the GO Station), vehicle ownership, and new legislation, such as the recently approved Bill 185.

The anticipated future parking demand in Midtown for Scenario #1 (Proposed Developer Rates Meets Demand) and Scenario #2 (High Parking Demand) indicate that the additional parking supply required could range between 3,500 to 10,100 spaces. It is recommended that the Town considers providing or leveraging parking at the following locations to accommodate potential excess demands:

- Curbsides (on-street)
- GO Station
- Hydro corridor lands
- Municipal parking structure under parks

The Town may also consider the following parking management strategies to manage the balance between meeting the parking needs and supporting the shift towards sustainable modes.

- Joint-use agreements
- Paid parking schemes
- Bicycle parking and amenities requirements
- Secure bicycle parking minimums (e.g. bike lockers and shelters) for sites with low vehicle parking supply
- EV charging and parking strategy
- TDM checklist
- Maximum parking rate requirements
- On-going monitoring of the parking supply and demand for new developments

Table 6-1 and Table 6-2 summarized the interim and long-term phasing parking strategies that will help address the needs and attain the ultimate vision of Midtown Oakville. It should be noted, however, that funding for the parking recommendations will need to be evaluated through a future feasibility study to determine costs and revenue sources.

As it relates to phasing, the interim and long-term strategies are defined as follows:

- **Interim:** Parking strategies that support immediate needs and facilitate the transition toward a multimodal community. This includes temporary measures to manage demand during development, as well as early adoption of policies/programs that set the foundation to achieve long-term mode split targets.
- **Long-Term:** Strategies that should be implemented with the full buildout of Midtown, emphasizing reduced reliance on private vehicles and maximizing multimodal integration. While these strategies are tied to the ultimate Midtown vision, many of the strategies can and are encouraged to be initiated earlier to accelerate the shift toward more sustainable travel modes.

Table 6-1: Interim Phasing Parking Strategies

Interim Parking Strategies	Description
Construct and develop design guidelines to support municipal parking structures with adaptive reuse potential (e.g., conversion to residential/commercial/mixed-use development)	Municipal parking garages should be designed to alleviate early deficits while allowing flexibility for future conversion. Supporting guidelines to support the conversion should address key issues such as shorter span structures for stiffer floors and reduction in floor deflection, incorporate ramps designed for removal, allow for atrium and future light sources and include central elevators.
Require developers to implement TDM plans as a condition for development approval in early phases	Carpooling, cycling, and transit use should be promoted through employer-based programs, incentives, and infrastructure (e.g., secure bike parking) to support sustainability and multimodal objectives.
Allocate early parking supply for patrons, visitors, and loading, rather than low-turnover long-term commuter parking	This strategy can be further developed as part of the Town-wide Curbside Management Strategy.
Allow surface parking in early phases with time-limited approvals or plans for eventual redevelopment	Surface parking lots are relatively inexpensive, quick to construct, and flexible, making them a practical short-term solution during the early phases of redevelopment, when demand may be high and permanent structures may undermine long-term planning goals.
Develop policies / regulations that permit existing retail uses in Midtown to charge for parking	Discourages auto travel and allows property owners to manage parking migration onto private sites.
Develop an EV parking strategy	Provide public EV charging stations and ensure that the parking spaces in new developments are "EV-ready" to support the future needs of the Town.

Table 6-2: Long-Term Phasing Parking Strategies

Long-Term Parking Strategies	Description
Encourage centralized parking with support from developers	Centralized parking facilities can support shared parking better than siloed private parking and maximize parking space efficiency. Agreements can allow for parking for offices during the day and restaurants/retail or residential visitors in the evening.
Collaborate with Metrolinx to leverage and share carpool spaces at the GO station	Metrolinx plans to allocate up to half of the future parking spaces at the Oakville GO station to carpooling. Employers in the area can leverage these spaces to encourage carpooling.

Long-Term Parking Strategies	Description
Establish a paid parking system	<p>Adopt a parking pricing scheme that:</p> <ul style="list-style-type: none"> ▪ Costs the same or costs more than transit fares ▪ Include different pricing for peak hours, certain hours of free parking, or a flat rate fee for all times of day ▪ Dynamic pricing in parking that adjusts the prices of parking spots in real time based on factors such as demand, time of day, and day of the week ▪ Considers seasonal parking bans
Adopt bicycle parking and shower/change room amenity requirements	Adopting requirements for bike parking helps promote sustainable transportation options.
Secure bike parking requirements	Secure bicycle storage rooms should be a requirement for residential buildings with a low vehicle parking supply proposed.
Adopt parking supply maximums to eliminate excessive parking supply	Adopting limits for parking helps prevent excessive parking construction and supports sustainable transportation.
Incorporate parking strategies in TDM checklists	<p>Parking strategies within TDM plans can include:</p> <ul style="list-style-type: none"> ▪ Unbundling residential parking spaces ▪ Offering reserved spaces for carpool vehicles or pick-up / drop-off facilities ▪ Providing dedicated car share spaces ▪ Providing transit passes for residents ▪ Ongoing resident surveys to track the effectiveness of TDM initiatives
Effective wayfinding signage to direct people to nearest parking	Effective signage and wayfinding can elevate user experience and reduce time spent looking for parking.
Revisit parking space dimension requirements	Parking space dimension requirements should reflect current standards and best practices that strike a balance between maximizing space and ensuring that parking areas remain safe and practical for users
Designated carshare spaces on public roads	Designated on-street carshare spaces on public roads promote sustainable transportation by reducing private vehicle ownership and optimizing the use of limited curb space.