



# 225 RUSSELL STREET SUPPORTIVE HOUSING

## Parking Study

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Reviewer

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## 1.0 INTRODUCTION

Watt Consulting Group (WATT) was retained by Christine Lintott Architects Inc. to conduct a parking study for the proposed supportive housing development at 225 Russell Street in the City of Victoria. The existing building on the site, which is currently being used as a temporary shelter, will be converted into 40 self-contained residential suites with 24/7 support services for people experiencing homelessness or at risk of homelessness. The purpose of this study is to determine the parking demand for the site and identify parking management and transportation demand management strategies to help the applicant manage and reduce the expected parking demand.

### 1.1 SUBJECT SITE

The proposed development is located at 225 Russell Street in the Victoria West Neighbourhood (see **Figure 1**). It is currently zoned M-1: Limited Light Industrial District.

**FIGURE 1. SUBJECT SITE**





## 1.2 SITE CHARACTERISTICS & POLICY CONTEXT

The following provides information regarding services and transportation options in proximity to the site at 225 Russell Street. In addition, the City's planning policies pertaining to housing and homelessness and parking management are summarized.



### CITY PLANNING POLICY

The City of Victoria Official Community Plan (OCP)<sup>1</sup> contains policy direction on several topics including housing and homelessness. These policies encourage the City to work with other partners to address housing insecurity and homelessness, as well as to increase the supply of crisis, transitional, supported, and non-market rental housing. Most relevant to this project, the OCP includes the following policy for transitional, supported, and non-market rental housing:

- **13.22** – Encourage flexible design features in new emergency shelters and transitional housing to adapt to the changing shelter and housing needs of residents.

The OCP also contains specific policies on transportation and mobility with the goal of reducing fossil fuel dependence and prioritizing pedestrian, cycling, and transit modes. In particular, the plan includes the following relevant parking management policies:

- **7.11** – Consider managing parking throughout the city, employing a broad array of parking management strategies including sharing of parking facilities, location-efficient regulations and pricing, unbundled parking, parking associations, overflow parking plans, improved user information, parking and mobility management, car-sharing, and reduced parking requirements, as appropriate.

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<sup>1</sup> City of Victoria Official Community Plan (2012). Available online at: [https://www.victoria.ca/assets/Departments/Planning-Development/Community-Planning/OCP/Up-to-date-OCP-and-Design-Guidelines/OCP\\_WholeBook.pdf](https://www.victoria.ca/assets/Departments/Planning-Development/Community-Planning/OCP/Up-to-date-OCP-and-Design-Guidelines/OCP_WholeBook.pdf)



- **7.12** – Review and update the Zoning Bylaw to consider reductions in parking requirements where:
  - **7.12.1** – Geographic location, residential and employment density, housing type, land use mix, transit accessibility, walkability, and other factors support non-auto mode choice or lower parking demand; and,
  - **7.12.2** – Activities and circumstances of land uses, structures or buildings include the provision of a comprehensive suite of permanent on-site alternative travel supports and active transportation infrastructure, including such things as short-term and long-term bicycle parking facilities including shower and locker facilities, ridesharing, car-share co-ops, payroll transit passes and other automobile trip reduction measures.

Additionally, one of the OCP's strategic directions for the Victoria West Neighbourhood is to:

- **21.26.3** – Strengthen transportation corridors through enhancing pedestrian, transit and cycling priority and considering how the E&N Rail Corridor can best be used as a community amenity and connecting element.

The City of Victoria also has a Housing Strategy<sup>2</sup> that aims to “increase the supply and diversity of non-market and market housing across the housing spectrum and throughout Victoria that meets the current and future needs of low and moderate income households.” Goal Two of this strategy, *Increase Supply*, includes “support faith-based, charitable, and non-profit housing developers.” The development will be operated by Our Place Society which fits this description.

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<sup>2</sup> The Victoria Housing Strategy 2016-2025, Phase Two: 2019-2022 (2019). Available online at: [https://www.victoria.ca/assets/Departments/Planning-Development/Community-Planning/Housing-Strategy/The%20Victoria%20Housing%20Strategy\\_Phase%20Two\\_FINAL%20Web.pdf](https://www.victoria.ca/assets/Departments/Planning-Development/Community-Planning/Housing-Strategy/The%20Victoria%20Housing%20Strategy_Phase%20Two_FINAL%20Web.pdf)



## SERVICES

The subject site is 850 m (about a 10-minute walk) from the Westside Village Shopping Centre at Bay Street / Tyee Road, which offers a range of amenities including a Save-On-Foods grocery store, small-scale restaurants, retail stores, and medical services. There are also several parks nearby including Rainbow Park (150 m, about a 2-minute walk), Lime Bay Park (400 m, about a 5-minute walk), Victoria West Park (500 m, about a 6-minute walk), and Songhees Hillside Park (750 m, about a 9-minute walk). The Songhees Walkway, a waterfront footpath connecting Esquimalt and Downtown Victoria, is also 150 m away (about a 2-minute walk) and provides further recreational opportunities. Furthermore, the subject site is 1.6 km (about a 20-minute walk or 6-minute bike ride) from Downtown Victoria where many other stores and services are available.



## TRANSIT

The proposed development is well-connected to transit, with bus stops for the following routes within 550 m (about a 7-minute walk):

- **Route 15 Esquimalt / UVic** | This is a Regional Route that provides 15- to 60-minute service with limited stops. It serves key locations including Downtown Victoria, the Royal Jubilee Hospital, and the UVic Exchange.
- **Route 25 Maplewood / Admirals Walk** and **Route 24 Cedar Hill / Admirals Walk** | These routes provide 30- to 60-minute service between about 6:30am and 11:30pm, Monday through Friday, and connects with Admirals Walk Shopping Centre, Downtown Victoria, and Saanich Centre.
- **Route 10 James Bay / Royal Jubilee** | This route provides 30-minute service between about 6:45am and 8:00pm, Monday through Friday, and connects with James Bay Village, Downtown Victoria, and the Royal Jubilee Hospital.



The site is also 850 m (about an 11-minute walk) from the **Route 14 Vic General / UVic**, which is a Frequent Route providing 15 minute or better service 7:00am-7:00pm, Monday through Friday. The Route 14 serves key locations including Victoria General Hospital, Downtown Victoria, the Royal Jubilee Hospital, Shelbourne Plaza, and the UVic Exchange.

The City of Victoria OCP contains policies that support public transit, including the provision of rapid transit and frequent transit service. These policies include prioritizing public transit over general purpose traffic in rapid and frequent transit corridors (7.14.4), undertaking a study of options to provide potential cross-town priority frequent transit service connecting major destinations (7.14.5), and working with BC Transit to integrate new local transit service into neighbourhoods (7.14.6). Future residents of the site will benefit from nearby transit services and make it easier to access jobs and services across Greater Victoria.



### WALKING

With a walk score<sup>3</sup> of 61, the subject site is considered “Somewhat Walkable”, and some errands can be accomplished on foot. As outlined above, it is within walking distance of several key services. There is a sidewalk along the east side and most of the west side of Russell Street, and sidewalks along both sides of Esquimalt Road. Signalized crosswalks are also available at nearby intersections including Esquimalt Road / Robert Street and Esquimalt Road / Catherine Street.

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<sup>3</sup> More information about the site's Walk Score is available online at: <https://www.walkscore.com/score/1048-n-park-st-victoria-bc-canada>



The Victoria West Neighbourhood Plan<sup>4</sup> includes several priorities for improving active transportation connections to destinations inside and outside Victoria West, as well as taming roads to make them more pleasant for people. Of particular relevance to the subject site, a pedestrian-oriented public realm is encouraged in the area between the Esquimalt border and Catherine Street through redevelopment of mixed use, residential and industrial properties (3.4.5).



### CYCLING

The subject site is within proximity to cycling infrastructure including painted bike lanes along both sides of Esquimalt Road that connect with Downtown Victoria to the east and Esquimalt to the west. The E&N Regional Trail, which travels through Esquimalt and View Royal, is 130 m (about a 1-minute bike ride) away, and the Galloping Goose Regional Trail, which connects Downtown Victoria with the West Shore, is 1.4 km (about a 5-minute bike ride) away. The Victoria West Neighbourhood Plan prioritizes improving cycling connections to these regional trails and in September 2020, the City of Victoria completed a 2-way protected bike lane along Harbour Road connecting the Johnson Street Bridge with the Galloping Goose.<sup>5</sup>

Additionally, the Kimta Road / E&N Connector Project, a 1.2 km corridor from the Johnson Street Bridge to the current E&N terminus at Esquimalt Road, is anticipated for completion in 2022. This project will feature new pedestrian and cycle crossings, protected and off-street cycling facilities, and a re-design of the existing E&N terminus at Esquimalt Road (about

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<sup>4</sup> Victoria West Neighbourhood Plan (2018). Available online at:

[https://www.victoria.ca/assets/Departments/Planning~Development/Community~Planning/Local~Area~Planning/Vic~West/VicWestNP\\_Adopted\\_May11\\_2018.pdf](https://www.victoria.ca/assets/Departments/Planning~Development/Community~Planning/Local~Area~Planning/Vic~West/VicWestNP_Adopted_May11_2018.pdf)

<sup>5</sup> More information about the City of Victoria's All Ages and Abilities (AAA) cycling network projects is available online at: <https://www.victoria.ca/EN/main/residents/streets-transportation/walk-roll-transit/cycling/current-projects.html>





130 m from the subject site).<sup>6</sup> This is part of the City’s commitment to developing its All Ages and Abilities (AAA) cycling network, which currently includes protected bike lanes throughout the downtown core and along Dallas Road and Vancouver Street. This future cycling facility will provide residents and employees of the subject site with a safer and more direct connection to destinations including Downtown Victoria, Esquimalt, and other locations.

## 2.0 PROPOSED DEVELOPMENT

### 2.1 LAND USE

The proposed development will include 40 dwelling units intended for people experiencing homelessness or at risk of homelessness. Residents will pay rent and each unit will have its own kitchen and bathroom. The site is already being used as a temporary shelter that operates 24 hours a day and has beds for 70 people.<sup>7</sup>

The land use will be Rest Home – Class C, which is defined as follows:

*“a facility in which food, lodging and support are provided with or without charge to more than twenty persons, other than members of the operator's family, who, on account of age, infirmity or their physical, mental or psychiatric condition, are given personal care or life skills support, but does not include a facility in which persons are detained as prisoners pursuant to judicial process.”<sup>8</sup>*

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<sup>6</sup> More information about the Kimta Road / E&N Connector Project is available online at: <https://www.victoria.ca/assets/Departments/Engineering~Public~Works/Documents/Kimta%20Road%20Info%20Sheet%20DIGITAL.pdf>

<sup>7</sup> More information about the existing shelter and proposed development at 225 Russell Street is available online at: <https://letstalkhousingbc.ca/victoria-225-russell>

<sup>8</sup> City of Victoria. Schedule A – Definitions. Available online at: <https://www.victoria.ca/assets/Departments/Planning~Development/Development~Services/Zoning/Bylaws/Schedule%20A.pdf>



The housing will be operated by Our Place Society, which will provide residents with 24/7 support services such as medical health services, mental health and addictions services, and life skills training. Staffing will follow BC Housing's typical supportive housing model, which includes:

- 2-3 24/7 staff
- 1 manager
- 1.5-2 full time cooks
- 0.5 full time maintenance staff
- 0.5 full time janitorial staff
- 1-2 HOPPS (Housing Overdose Prevention and Peer Services) staff 7 days a week

This results in a maximum of 9 employees on-site at one time. In addition, Island Health will be making short-term visits to the site to support residents.

## **2.2 PROPOSED PARKING SUPPLY**

### **2.2.1 VEHICLE PARKING**

The proposed parking supply is 6 stalls.

### **2.2.2 BICYCLE PARKING**

The applicant is proposing 10 long-term secured bicycle parking spaces and 6 short-term bicycle parking spaces.



## 3.0 PARKING REQUIREMENT

### 3.1 VEHICLE PARKING

The City of Victoria's Schedule C Zoning Regulation Bylaw (no. 80-159) identifies the bylaw parking requirements for the site. Based on the bylaw, the most applicable use to the proposed development is "Transitional Housing and Emergency Shelters", which is defined as follows:

*"a staffed facility, open year round, that provides temporary accommodation for persons who are homeless or at risk of homelessness, and may include food and support services."*<sup>9</sup>

The minimum off-street parking requirement for "Transitional Housing and Emergency Shelters" is 1 space per 80m<sup>2</sup> floor area. Applying this requirement to the proposed development (943 m<sup>2</sup> floor area), the site would be required to provide a total of 12 off-street parking spaces.

Therefore, with the proposal to provide 6 parking space, the applicant is short 6 parking spaces.

### 3.2 BICYCLE PARKING

The site is not required to provide any bicycle parking, therefore the applicant is exceeding the requirement by 10 long-term and 6 short-term spaces.

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<sup>9</sup> City of Victoria. Schedule C, Zoning Regulation Bylaw (no. 80-159). Available online at: <https://www.victoria.ca/assets/Departments/Planning-Development/Development-Services/Zoning/Bylaws/Schedule%20C.pdf>



## 4.0 EXPECTED PARKING DEMAND

Expected parking demand for the site is estimated in the following sections to determine if the proposed supply will adequately accommodate demand. Expected parking demand was estimated based on data from other supportive housing facilities in the Victoria Region.

### 4.1 RESIDENT PARKING

Outreach was conducted with ten supportive housing facilities in the Victoria Region (representing 319 units) with a similar focus on those at risk of or experiencing homelessness. In total, data was collected from three supportive housing providers:

- Pacifica Housing
- Victoria Cool Aid Society

**Table 1** provides a summary of the representative sites.

**TABLE 1. SUMMARY OF REPRESENTATIVE SITES**

Name of Facility	Address	Operator
<b>Clover Place</b>	3293 Douglas Street	Pacifica Housing
<b>Camas Gardens</b>	950 Humboldt Street	Pacifica Housing
<b>Medewiwin</b>	360 Gorge Road East	Pacifica Housing
<b>Waterview</b>	246 Gorge Road East	Pacifica Housing
<b>Queens Manor</b>	710 Queens Avenue	Victoria Cool Aid Society
<b>Mike Gidora Place</b>	749 Pandora Avenue	Victoria Cool Aid Society
<b>Pandora Apartments</b>	1153 Johnson Street	Victoria Cool Aid Society
<b>Johnson Manor</b>	757 Pandora Avenue	Victoria Cool Aid Society
<b>Swift House</b>	467 Swift Street	Victoria Cool Aid Society

All of the supportive housing facilities confirmed that the majority of their tenants do not own a vehicle or drive; however, some tenants do own vehicles and either park off-



street or on-street depending on parking availability. **Table 2** provides a summary of the vehicle ownership rates among the representative sites. The average vehicle ownership was 0.03 vehicles per unit ranging from 0.00 to 0.12 per unit. Applied to the subject site, this results in an expected resident parking demand of 1 space (1.2 spaces, rounded down).

**TABLE 2. RESIDENT PARKING DEMAND AT REPRESENTATIVE SITES**

Name of Facility	Number of Units	Total Vehicles	Vehicles Per Unit
Clover Place	18	Unknown	--
Camas Gardens	44	3	0.07
Medewiwin	26	1	0.04
Waterview	49	6	0.12
Queens Manor	36	1	0.03
Mike Gidora Place	45	0	0.00
Pandora Apartments	32	0	0.00
Johnson Manor	20	0	0.00
Swift House	49	0	0.00
Average			0.03

## 4.2 EMPLOYEE PARKING

At the existing temporary shelter, there are 6 full-time staff and occasionally 1 part-time staff (either manager or custodial), for a maximum total of 7 staff on-site at a time.

Currently, there are about 5 on-site parking spaces that staff use—a rate of approximately 0.71 spaces per employee. This suggests that 1-2 employees either park on-street or commute to work without a car.

Furthermore, employee parking demand was collected from the representative supportive housing sites. The total number of staff at any one time ranged across the



representative sites. Most of the facilities have staff on-site 24 hours a day, 7 days a week. Part-time staff were also reported to work at the facilities in shifts at different times of the day. Driving mode share for staff ranged from 20-100%, with most of the sites reporting that most of their staff drive and require parking. The average driving mode share among staff was 76%, although one site noted that some drive part time and walk or bike other times. Applied to the subject site (0.76 spaces per employee), this results in an expected staff parking demand of 7 spaces.

### 4.3 VISITOR PARKING

Visitor parking in supportive housing facilities is typically intended for two groups: (1) community support organizations / partners and (2) maintenance vehicles. Community support organizations are on-site at different times of the day providing a range of services to residents including health and treatment services, food delivery, and employment / job skills training, for example. At the existing temporary shelter, there are Island Health nurses who stop by and provide care directly on-site. In some cases, residents can expect personal visitors, however, this is not common based on the surveyed sites.

Most of the representative sites provide visitor parking spaces that are intended for community support organizations. Further, most confirmed that on any given day community support organizations are on-site providing a service. **Table 3** shows the number of peak visitor vehicles by representative site. This data indicates the total number of visitors expected on-site at any given time. The average visitor parking rate is 0.08 spaces per unit. Applied to the proposed development, this results in 3 parking spaces.



**TABLE 3. VISITOR PARKING DEMAND AT REPRESENTATIVE SITES**

Name of Facility	Number of Units	Peak Visitor Vehicles	Vehicles Per Unit
Clover Place	18	3	0.17
Camas Gardens	44	4	0.09
Medewiwin	26	3	0.12
Waterview	49	3	0.06
Queens Manor	36	2	0.06
Mike Gidora Place	45	1	0.02
Pandora Apartments	32	1	0.03
Johnson Manor	20	2	0.10
Swift House	49	2	0.04
Average			0.08

#### 4.4 SUMMARY OF EXPECTED PARKING DEMAND

Based on the analysis, the total expected parking demand for the site is 11 spaces (see **Table 4**). Therefore, the expected parking demand is 5 spaces greater than the proposed supply of 6 spaces.

**TABLE 4. SUMMARY OF EXPECTED PARKING DEMAND**

User Group	Units / Quantity	Expected Parking Demand	
		Rate	Total
Residents	40 units	0.03 / unit	1
Employees	9 staff	0.76 / staff	7
Visitors	40 units	0.08 / unit	3
Total Parking Spaces			11



## 5.0 ON-STREET PARKING ASSESSMENT

On-street parking observations were completed to determine parking availability nearby the subject site. Counts were completed along both sides of Russell Street from Esquimalt Road to the south end.

Observations were completed at 1:00 pm and 9:30 pm on Wednesday, January 26, 2022 to determine peak parking conditions. The afternoon count was intended to capture the peak parking conditions during the time of day when support services or maintenance vehicles would be visiting the site. The evening count was intended to capture the peak residential parking conditions when residents of the surrounding area are anticipated to be home with some parking their vehicles on-street.

An approximate total of 33 on-street parking spaces were observed (see [Table 5](#)). On-street parking utilization was 82% during the afternoon and 73% during the evening.

**TABLE 5. SUMMARY OF ON-STREET PARKING ASSESSMENT**

Street	Segment	Side	Restrictions	Parking Supply	Observed Vehicles	% Occupied	Observed Vehicles	% Occupied
					1:00 PM		9:30 PM	
Russell Street	Esquimalt Road – south end	E	No Restrictions	14	14	100%	10	71%
		W	No Restrictions	19	13	68%	14	74%
Total				33	27	82%	24	73%

On-street parking management practices recommend a target on-street occupancy rate of 85%, especially in downtowns or neighbourhoods in proximity to downtown. This is a commonly used number in the industry that represents an optimal balance between supply and demand, where parking supply meets demand but is not oversupplied. When parking utilization is greater than 85%, there is a higher likelihood that vehicles will spend more time circling the block to search for parking (i.e., “cruising for parking”), which can exacerbate traffic congestion and result in driver frustration.





The on-street parking observations indicate that the number of available on-street parking spaces ranges from approximately 6-9 throughout the day, with a peak occupancy rate of 82% in the afternoon. Overall, this indicates that the on-street conditions in proximity to the subject site can accommodate a small amount of spillover from the proposed development (see also [Section 6.2.2](#) for recommendations related to on-street parking).

Some of the demand observed during the on-street parking counts may have been associated with the existing temporary shelter on the site (i.e., current staff or visitors such as Island Health, as noted in [Section 4.2](#) and [4.3](#)). This means that 6-9 available spaces is likely a conservative estimate of how much on-street parking would be available to the future development.

Additionally, there are two 3-HR max. public parking areas at the south end of Russell Street as part of Rainbow Park (about 100 m from the site) with a combined total of approximately 7 parking spaces. These areas were counted at the same times as the on-street parking observations and only 1 vehicle was observed at both 1:00pm and 9:30pm (an occupancy of 14%). See [Table 6](#).

**TABLE 6. SUMMARY OF PUBLIC PARKING ASSESSMENT**

Parking Area	Restrictions	Parking Supply	Observed Vehicles	% Occupied	Observed Vehicles	% Occupied
			1:00 PM		9:30 PM	
Public Parking (East Area)	3-HR Max / No Overnight	2	0	0%	0	0%
Public Parking (West Area)	3-HR Max / No Overnight	5	1	20%	1	20%
Total		7	1	14%	1	14%



## 6.0 DEMAND MANAGEMENT

The expected parking demand for the site is 11 parking spaces. The applicant is providing 6 parking spaces, which results in a shortfall of 5 spaces. As a result, it is recommended that the applicant consider parking management and transportation demand management (TDM) strategies to reduce parking demand.

### 6.1 TRANSPORTATION DEMAND MANAGEMENT

TDM is the application of strategies and policies to influence individual travel choice, most commonly to reduce single-occupant vehicle travel. TDM measures typically aim to encourage sustainable travel, enhance travel options, and decrease parking demand. The following strategies are recommended for the applicant.

#### 6.1.1 ADDITIONAL BIKE PARKING FOR RESIDENTS AND STAFF

The applicant is committing to provide 10 long-term bike parking spaces, which results in 0.25 spaces per unit. Even though the proposed development is not required to provide bicycle parking, the provision of additional bicycle parking spaces can support residents to satisfy potential bicycle demand in the present and future. Insufficient bicycle parking is considered a key barrier to promoting cycling, with additional bicycle parking associated with an increase of cycling by 10 to 40%.<sup>10</sup>

It is recommended that the applicant increase the number of long-term bicycle parking spaces for residents to a minimum of 0.5 spaces per unit, which would result in 20 long-term bicycle parking spaces. Additionally, at least 6 spaces should also be provided for staff, for a total of 26 long-term bicycle parking spaces.

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<sup>10</sup> Hein, E. & Buehler, R. (2019). Bicycle parking: a systematic review of scientific literature on parking behaviour, parking preferences, and their influence on cycling and travel behaviour. *Transport Reviews*, 39(5).



### 6.1.2 PROVISION OF BICYCLES

With the recommended provision of 20 long-term bike parking spaces for residents, the applicant should commit to a one-time contribution of 12 bicycles for the development and provide them to the residents on a first-come, first-served basis. The bikes would not need to be provided in perpetuity; they would only be available to some of the residents who move into the building for the first time. The provision of bicycles can provide residents with greater transportation choice and allow them to access destinations that are beyond a comfortable walking distance.

## 6.2 PARKING MANAGEMENT

One approach to parking management is providing space to accommodate the anticipated demand. However, the other approach is to manage demand to fit the available supply. Three strategies are recommended to the operator of the site to manage parking demand.

### 6.2.1 PRIORITIZING CAR FREE TENANCY

Even though the vehicle ownership rate among future tenants is anticipated to be low, it is recommended that through the application process for supportive housing, the tenancy screening process state that the building does not provide tenant parking. Given the site's proximity to services and transportation options, future tenants will be able to access day-to-day needs in a car-free manner. The applicant could provide information about the various amenities and services within walking distance along with information about the transit services in proximity to the site.

### 6.2.2 MANAGEMENT OF ON-STREET PARKING FOR VISITORS

As indicated in Section 4.3, visitor parking in supportive housing facilities is typically intended for two groups: (1) community support organizations / partners and (2) maintenance vehicles. The analysis determined that the peak visitor parking demand is 0.08 spaces per unit, or 3 spaces.



As noted during the on-street parking assessment, there are unrestricted parking spaces along Russell Street that visitors may be able to use. The parking occupancy on Russell Street was observed as 82% during the weekday afternoon and 73% during the weekday evening. There is also 3-HR max. parking available in the public parking areas (Rainbow Park) 100 m from the site, which had an occupancy of 14% during both the afternoon and evening observations. This indicates that parking is available that could be utilized on a temporary basis by visitors at the future development.

### 6.2.3 COMMUNICATING STAFF PARKING POLICY

A staff parking demand of 7 spaces exceeds the proposed supply by 1 space. To mitigate this demand, the applicant should communicate to future staff that there are only 6 staff parking spaces available and encourage the use of bicycles, walking, or transit to get to work. As discussed in [Section 1.2](#), the site is well-connected to transit and the City is prioritizing active transportation improvements in the area, including All Ages and Abilities (AAA) cycling infrastructure and better connections to the regional bike network.

### 6.2.4 TDM COMMUNICATIONS & MARKETING

Communications and marketing on sustainable transportation options specific to the site should be proactively offered to residents and employees. At a minimum, this should include an information package provided during the resident move-in and employee onboarding processes. This should include:

- Bus schedules and route maps for nearby transit service including a map showing a recommended walking route to the nearest bus stops.
- Information on cycling, including cycling routes (e.g., E&N Regional Trail, Kimta Road / E&N Connector Project) and nearby bicycle shops and repair locations.
- Map showing recommended routes to key destinations and their travel times, such as Westside Village, Downtown Victoria, etc.



## 7.0 CONCLUSIONS

Expected parking demand for this development was estimated based on parking data from ten other supportive housing facilities on Vancouver Island. The data indicate that peak parking demand for the site is 11 spaces (1 resident, 7 employee, and 3 visitor), which exceeds the proposed supply by 5 spaces.

Parking management and TDM approaches are recommended for the applicant's consideration. These include [a] additional bike parking for residents and staff, [b] a one-time contribution of 12 bicycles for residents, [c] prioritizing car-free tenancy through the application process, [d] management of on-street parking for visitors, [e] communicating the staff parking policy / limited amount of staff parking on site and taking measures to encourage commuting by other means, and [f] TDM communications and marketing.

Committing to all these measures is anticipated to reduce the overall parking demand at the site and support the provision of 6 off-street parking spaces. Based on the on-street parking assessment, there is available on-street parking on Russell Street during both the weekday afternoon and evening. There are also 2 public parking areas 100 m from the site that provide 3-HR parking. As such, any spillover from the site is not anticipated to result in a negative impact on the neighbourhood.

## 8.0 RECOMMENDATIONS

It is recommended that the applicant:

1. Provide 16 additional long-term bicycle parking spaces (for a total of 26);
2. Make a one-time purchase of 12 bicycles for residents;
3. Commit to parking management approaches including:
  - a. Prioritizing car-free tenancy;
  - b. Working with the future building operator to ensure that visitors are informed about where to park on-street; and
  - c. Communicating to future staff that only 6 staff parking spaces are provided and recommending alternatives.
  - d. Adopting a TDM communications and marketing program.