



STATEMENT OF SIGNIFICANCE

May 2015

The Spencer Mansion (The Art Gallery of Greater Victoria)

1040 Moss Street, Victoria BC

Date of Construction 1889

DESCRIPTION OF HISTORIC PLACE

The Spencer Mansion situated at the corner of Moss Street and Wils Spencer Place is a substantial 2 ½ Storey wood frame dwelling located on a prominent rock outcropping in the Rockland neighbourhood of Victoria and currently part of the Art Gallery of Greater Victoria. The design is an eclectic mix of popular styles of the late 19th century which include Italiante and Queen Anne elements and a well crafted Baronial styled interior. The mansion sits on a 5,701 m² remnant lot of a former large estate which originally consisted of 24,281 m² of grounds with gardens, orchards, tennis courts, stables and a coach house. The remaining natural features such as rock outcroppings and groves of Garry Oak trees help define the original context of this historic site on which the mansion was built.

HERITAGE VALUE OF HISTORIC PLACE

Constructed in 1889, the Spencer Mansion was originally built by the Green Family and has enjoyed a prominent role in the history of the City of Victoria and the Province of British Columbia ever since. The Green family called their new home Gyppeswyk, after the village in England where they were married and lived in for a while. The notable quality of the construction, woodwork and architectural detailing in the Mansion is consistent with the reputations of the Architect William Ridgway Wilson and builder George C. Mesher.

Alexander Green, settled in Victoria in 1873, had become a successful businessman and banker before he passed away in 1891. He was popular in local community and had participated actively in various charity foundations. After his death and with his daughter's and husband, Frederick Worlock's fortunes waning, the house was abandoned for a short while and managed by an estate after their deaths.

After the tragic fire and destruction of Government House, Carey Castle, the home of the Lieutenant-Governor of British Columbia in May of 1899, the Province rented from the Green Worlock estate the Mansion for Government House till the new Government House was constructed in 1903.



RENEWAL

On May 25 1899, the Mansion became a public building when Thomas Robert McInnes, as Lieutenant-Governor, took up residence there. Government House functioned in the Mansion under the tenure of two Lieutenant-Governors including Sir Henri-Gustave Joly de Lotbiniere who succeeded McInnes after he was removed from office over his controversial actions in conducting the business of the Legislature. The Mansion served as the Province's Government House and was the site of ceremonial functions for 4 years, which included a state banquet for visiting royalty in 1901. The Duke and Duchess of Cornwall (later King George V and Queen Mary) were welcomed by Prime Minister Wilfred Laurier, Premier Edward Prior, Lieutenant Governor Lotbiniere, Bishop and Mayor, amongst other guests.

The Mansion was designed by William Ridgway Wilson (1862-1975), an English immigrant, who was born to British parents in China. Ridgway Wilson received architecture training in England before moving to Canada in 1887. He became one of the most prominent, long standing, and prolific architects in Victoria's history. His works also include other mansions, the Bay Street Armory, South Park School, Wilkinson Road Jail, and St John's Anglican Church amongst others. The building contractor was George C. Mesher (1860-1938). Like Green and Ridgway Wilson, he was an English immigrant and prospered in the family's construction and design business in Victoria.

David Spencer purchased the Mansion from the Green-Worlock estate in 1903 and the Spencer family resided there until 1951. Since that time it has been known as the 'Spencer Mansion'. The Spencer family renamed their new home Llan Derwen, which is Welsh for "under the oak" in reference to the Garry Oak grove that it resided in. Spencer dedicated his life to philanthropy, the church, and the family's department store business. Sara Spencer was, like her father, a dynamic personality who had a big heart for arts and social responsibility lived in the house from 1934, until she donated the family mansion to the City for use as an art gallery. Victoria Arts Centre informally opened in November 1951. Today, a portrait of Sara still hangs in the Mansion's foyer.

In 1952, Governor General Vincent Massey presided over the official opening of the new Victoria Arts Centre in the Mansion. Since that time the Art Gallery of Greater Victoria has been the centre of the arts community for the region and holds the largest art collection in Western Canada. Between 1955 and 1978, several building additions, in modern architectural character, were added on to the east side of the Spencer Mansion to allow the Art Gallery to provide exhibition spaces and host travelling exhibitions. For 28 years the Art Gallery of Greater Victoria has organized the Moss Street 'Paint-In' event, which provides the general public a unique opportunity to meet with a diverse range of artists across from Vancouver Island and BC. This popular cultural event is based out of the Mansion and extends down Moss Street to the Dallas waterfront for one day in the month of July.



RENEWAL

CHARACTER-DEFINING ELEMENTS

The key elements that define the heritage character of the Spencer Mansion include:

- it's location on a prominent rock outcropping ridge in the Rockland Neighbourhood.
- The site's natural environment surrounding the Mansion, rock outcroppings to the south and west and the Garry Oak groves that are located on the perimeter of the site around the mansion.
- Italianate style elements -
 - elaborate wood eaves details, decorative brackets, and applied decorative wood battens, tall narrow windows, including the Palladian windows on the south and east sides each of which has a central, arched sash flanked by smaller rectangular sashes.
 - rooftop belvedere viewing station
 - hipped roof, with surfaces that slope in 4 directions.
- Queen Anne style elements -
 - the projecting bay windows including flared roof elements with diamond shaped wood shingles and cut away trim on the second floor.
 - A variety of dormer elements including barrel vaulted and gable end elements with arched windows
 - numerous tall elaborately detailed corbelled brick chimneys.
- Construction materials including: original wood sash single and double hung windows, original wood dropped siding with corner boards, rock rubble wall and brick foundations.
- Interior elements -
 - Baronial style foyer with a grand staircase and a gallery lining the second floor. Above the grand staircase is the art nouveau window, which was originally a part of the exterior facade. Jacobean-style coffered ceiling.
 - Eastlake style woodwork in the foyer, the newel post, balustrade, and paneled walls are composed of geometric ornament, incised lines, and relief carvings.
 - Ornate fireplaces
 - Original dinner room, drawing room and morning room with inset sliding doors

Art Gallery of Greater Victoria Renewal Project **Transportation Review** **PARKING UPDATE**

To: Steve Hutchison, City of Victoria

From: Dan Casey, Boulevard Transportation

Our File #: 1767

Project: Art Gallery of Greater Victoria Renewal Project – Transportation Review

Date: April 10, 2015

RE: Parking Assessment, Update

1.0 Introduction

The purpose of this update is to summarize findings of additional parking observations conducted to supplement our parking study report dated January 30 2015. This update summarizes two observations:

1. A second observation of a large scheduled program at the Art Gallery of Greater Victoria ("Urbanite") to compare to the previous observation; and
2. An observation during an event at Langham Court Theatre to determine the impact on neighbourhood parking.

2.0 Urbanite Observations

The most notable scheduled program at the Art Gallery is “Urbanite” which is held on a Friday evening three times per year and attracts approximately 400 guests typically aged 20 to 35. Observations were conducted on Friday, February 27 2015 at 9:30pm during an “Urbanite” scheduled program to compare parking demand to the Friday, November 07 2014 observation. Both scheduled program nights are compared to a non-scheduled program night. Results are summarized in *Table 1*. A detailed summary of observations is provided in *Appendix A*.

The February 2015 observation found 27 fewer vehicles associated with the Art Gallery site as compared to the November 2014 observation, suggesting that parking findings from the January report related to parking demand during scheduled programs reflect the maximum observed parking demand and the mitigation measures identified are sufficient. No changes to the January report are needed.

TABLE 1. SUMMARY OF SCHEDULED PROGRAM OBSERVATIONS

| | Non-Scheduled Program Night | Scheduled Program (“Urbanite”) Night | | |
|---|--------------------------------|--------------------------------------|---------------|---------------|
| | Oct 24, 2014 | Nov 7, 2014 | Feb 27, 2015 | Difference |
| Art Gallery Parking Lot | 0 vehicles | 26 vehicles | 26 vehicles | 0 |
| On-Street Parking (study area) | 53 vehicles | + 61 vehicles | + 40 vehicles | -21 |
| On-Street Parking (Fort St, Linden Avenue) | 0 vehicles | 38 vehicles | 32 vehicles | -6 |
| Total vehicles attributed to the site | 53 vehicles | 125 vehicles | 98 vehicles | -27 (-28%) |

The observation area was expanded from the November 2014 observations to determine if Art Gallery vehicles extended further than previously observed. Results found occupancy rates in the expanded area to be similar to other areas in the neighbourhood and with no obvious concentrations of Art Gallery vehicles, suggesting the initial observation area accounted for the majority of Art Gallery vehicles.

3.0 Langham Court Theatre Observations

Observations were conducted on streets surrounding the Art Gallery and Langham Court Theatre on Saturday, January 31 2015 at 8:30pm during a performance at Langham Court Theatre. The Theatre performance was sold out, suggesting there were 177 visitors in attendance and a small number of staff performers¹. Results are summarized in *Appendix A*.

Results found 19 more vehicles parked in the Art Gallery study area during the Theatre performance compared to a non-scheduled program evening at the Art Gallery. The Art Gallery was closed during this observation, but conditions during overlapping programs at the Art Gallery and Theatre can be projected using parking demand figures from the January report. See *Table 2*.

TABLE 2. ESTIMATED ON-STREET PARKING CONDITIONS DURING PROGRAMS AT ART GALLERY AND THEATRE

| | Parking Supply | On-Street Parking Demand | | | On-Street Parking Conditions | |
|------------------------|----------------|--------------------------|--------------------------|-------------|------------------------------|----------------|
| | | Resident | Art Gallery ² | Theatre | Total Vehicles | Occupancy Rate |
| Maximum Program @ AGGV | | | 61 vehicles | | 133 vehicles | 90% |
| Large Program @ AGGV | 148 spaces | 53 vehicles | 41 vehicles | 19 vehicles | 113 vehicles | 76% |
| Medium Program @ AGGV | | | 8 vehicles | | 80 vehicles | 54% |
| Small Program @ AGGV | | | 0 vehicles | | 72 vehicles | 49% |

Results suggest that neighbourhood parking (including Resident Parking Only) will be occupied at approximately 50% or less when an Art Gallery program with 125 people in attendance ("medium program") and a Theater performance are held simultaneously. A combined Art Gallery program with 300 people or more ("large program", "maximum program") and Theatre performance is expected to result in more than 75% of available parking occupied. The Art Gallery and Theatre should coordinate program schedules as possible to avoid large programs occurring simultaneously.

¹ Performance indicated as "sold out" on the Theatre's website, attendance figures based on seating plan on website

² Based on Parking Study, January 30 2015, Table 4 (estimated Fort St and Meares St vehicles excluded)

It should be noted that occupancy rates will be reduced once the Art Gallery pursues recommended transportation demand management (TDM) approaches³, including securing off-site parking during scheduled programs.

4.0 Summary

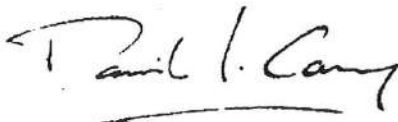
Additional observations during an "Urbanite" scheduled program in February 2015 confirm that the observations from November 2014 represents higher parking demand and accounts for peak conditions. No change to the January report is required.

Observations during a sold out performance at Langham Court Theatre determined that approximately 19 vehicles park in the Art Gallery study area. When combined with Art Gallery programs with 300 attendees or more, on-street parking occupancy rates exceed 75% and will impact resident ability to find available parking. Therefore, it is recommended that the Art Gallery and Theatre coordinate program schedules as possible to avoid large programs occurring simultaneously on weekday evenings or weekends so that a reasonable number of on-street parking spaces remain available to residents.

We trust this provides adequate confirmation of our previous parking observations. Please do not hesitate to contact the undersigned to discuss.

Sincerely,

BOULEVARD TRANSPORTATION
... a division of Watt Consulting Group
per,



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

t. 250.388.9877
e. dcasey@blvdgroup.ca

³ Refer to Transportation Demand Management (TDM) Strategy, January 30 2015

Appendix A Summary of Observations

On-Street Parking Observations - Update
 Parking Study I Transportation Review
 Art Gallery of Greater Victoria Renewal Project

| Section | Side | Restrictions | No. Stalls | Friday October 24, 9:00 pm | | Friday November 7, 9:30 pm | | Saturday January 31, 8:30 pm | | Friday February 27, 9:30 pm | | |
|--------------------|--|--------------------------|--|----------------------------|----------------|----------------------------|----------------|------------------------------|----------------|-----------------------------|----------------|------|
| | | | | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate | |
| Study Area | Pentrelew Place Fort St to Wilsperner Pl | East | Residential Parking Only (8am-5pm, Mon-Fri) | 5 | 0 | 0% | 4 | 80% | 2 | 40% | 4 | 80% |
| | | | 2 Hour, 8am-6pm, Mon-Sat | 7 | 1 | 14% | 5 | 71% | 4 | 57% | 7 | 100% |
| | Pentrelew Place Fort St to Wilsperner Pl | West | Residential Parking Only (8am-5pm, Mon-Fri) | 2 | 2 | 100% | 2 | 100% | 1 | 50% | 2 | 100% |
| | | Inside | Residential Parking Only (8am-5pm, Mon-Fri) | 21 | 17 | 81% | 14 | 67% | 13 | 62% | 12 | 57% |
| | Pentrelew Place Circle | East (Outside) | Residential Parking Only (8am-5pm, Mon-Fri) | 14 | 2 | 14% | 11 | 79% | 6 | 43% | 5 | 36% |
| | | West/ South (Outside) | 1 hour maximum (8am-6pm, Mon-Sat) | 10 | 2 | 20% | 8 | 80% | 4 | 40% | 9 | 90% |
| | | East | Residential Parking Only (8am-5pm, Mon-Fri) | 10 | 2 | 20% | 4 | 40% | 6 | 60% | 1 | 10% |
| | Pentrelew Place Circle to Rockland Avenue | West | Residential Parking Only (8am-5pm, Mon-Fri) | 12 | 3 | 25% | 5 | 42% | 7 | 58% | 1 | 8% |
| | Rockland Avenue Pentrelew Pl to Moss St | North | Residential Parking Only | 16 | 8 | 50% | 16 | 100% | 9 | 56% | 7 | 44% |
| | | South | | | | | No Parking | | | | | |
| | Moss Street Rockland Ave to Fort St | East | | | | | No Parking | | | | | |
| | Moss Street Rockland Ave to Art Gallery | West | Unrestricted | 8 | 4 | 50% | 7 | 88% | 5 | 63% | 7 | 88% |
| | Moss Street Art Gallery to Wilsperner Pl | West | 2 Hour, 8am-6pm, Mon-Sat | 12 | 0 | 0% | 9 | 75% | 3 | 25% | 10 | 83% |
| | Moss Street Wilsperner Pl to Fort St | West | Unrestricted | 9 | 4 | 44% | 8 | 89% | 3 | 33% | 7 | 78% |
| | Wilsperner Place Moss St to Pentrelew Pl | North | Residential Parking Only | 11 | 7 | 64% | 10 | 91% | 6 | 55% | 10 | 91% |
| | | South | 2 Hour, 8am-6pm, Mon-Sat | 11 | 1 | 9% | 11 | 100% | 3 | 27% | 11 | 100% |
| | | | Total Occupancy | 148 | 53 | 36% | 114 | 77% | 72 | 49% | 93 | 63% |
| Outside Study Area | Fort Street West of Pentrelew Pl | South | 90 min., 8am-6pm, Mon-Sat | 8 | | | | | 3 | 38% | 3 | 38% |
| | Fort Street Pentrelew Pl to Moss St | South | 90 min., 8am-6pm, Mon-Sat | 10 | | | | | 4 | 40% | 9 | 90% |
| | Meares Street Cook St to Rockland Ave | North | 2 Hour, 8am-6pm, Mon-Sat | 11 | | | | | 7 | 64% | | 0% |
| | | South | | 20 | | | | | 14 | 70% | | 0% |
| | Rockland Avenue Cook St to Linden Ave | North | 2 Hour, 8am-6pm, Mon-Sat | 20 | | | | | 14 | 70% | | 0% |
| | | South | | | | | No Parking | | | | | |
| | Rockland Avenue Linden Ave to Pentrelew Pl | North | Residential Parking Only | 8 | | | | | 8 | 100% | | 0% |
| | | South | | | | | No Parking | | | | | |
| | Rockland Avenue Moss St to Royal Terrace | North | Residential Parking Only | 26 | | | | | 15 | 58% | | 0% |
| | | South | | | | | No Parking | | | | | |
| | Burdett Avenue Cook St to Linden Ave | North | Residential Parking Only (8am-6pm, Mon-Fri) | 25 | | | | | 18 | 72% | | 0% |
| | | South | | 34 | | | | | 23 | 68% | | 0% |
| | McClure Street Cook St to Linden Ave | North | Residential Parking Only | 36 | | | | | 27 | 75% | | 0% |
| | | South | | 30 | | | | | 22 | 73% | | 0% |
| | | North | | | | | No Parking | | | | | |
| | Richardson Ave Cook St to Linden Ave | South | Residential Parking Only | 22 | | | | | 16 | 73% | | 0% |
| | | East | 2 Hour, 8am-6pm, Mon-Sat | 6 | | | | | 4 | 67% | 3 | 50% |
| | Linden Avenue Fort St to Rockland Ave | East | Residential Parking Only (8am-6pm, Mon-Sat) | 11 | | | | | 7 | 64% | 6 | 55% |
| | | West | | 18 | | | | | 13 | 72% | 11 | 61% |
| | | East | Residential Parking Only (8am-6pm, Mon-Sat) | 36 | | | | | 20 | 56% | | 0% |
| | Linden Avenue Rockland Ave to Richardson St | West | Residential Parking Only (8am-6pm, Mon-Sat) | 21 | | | | | 15 | 71% | | 0% |
| | Langham Court | | Residential Parking Only | 9 | | | | | 9 | 100% | | 0% |
| | | East | | | | | No Parking | | | | | |
| | Moss St Rockland Ave to Richardson St | West | Residential Parking Only | 18 | | | | | 13 | 72% | | 0% |
| | | West | Unrestricted | 10 | | | | | 8 | 80% | | 0% |
| | Revercome Pl | | Residential Parking Only | 25 | | | | | 18 | 72% | | 0% |
| | | | Total Occupancy | 404 | | | | | 278 | 69% | | 0% |

**ART GALLERY OF GREATER VICTORIA
RENEWAL PROJECT**

**Transportation Review
PARKING STUDY**

Prepared for: **Art Gallery of Greater Victoria**

Prepared by: **Boulevard Transportation, a division of Watt Consulting Group**

Our File: **1767**

Date: **January 30 2015**

CONTENTS

| | | |
|-------------------|---|-----------|
| 1.0 | Introduction | 1 |
| 1.1 | Proposed Development..... | 1 |
| 1.2 | Parking Requirement | 2 |
| 2.0 | Existing Conditions | 4 |
| 2.1 | Off-Street Conditions (typical) | 4 |
| 2.2 | On-Street Conditions (typical) | 5 |
| 2.3 | Scheduled Programs | 9 |
| 3.0 | Future Conditions..... | 13 |
| 3.1 | Typical Conditions..... | 13 |
| 3.2 | Scheduled Programs | 15 |
| 3.3 | Summary | 16 |
| 4.0 | Parking Management | 18 |
| 4.1 | Day-to-day | 18 |
| 4.2 | Scheduled Programs | 20 |
| 5.0 | Transportation Demand Management..... | 24 |
| 6.0 | Summary..... | 25 |
| 6.1 | Recommendations | 26 |
| Appendix A | Summary of Results from Employee Survey..... | 26 |
| Appendix B | Summary of On-Street Parking Observations..... | 27 |
| Appendix C | Summary of Scheduled Programs..... | 28 |

1.0 Introduction

Boulevard Transportation, a division of Watt Consulting Group, was retained by CitySpaces Consulting to conduct a comprehensive transportation review of the Art Gallery of Greater Victoria (AGGV) Renewal Project. The review consists of three studies each under separate cover, as follows:

1. Parking Study;
2. Traffic Impact Assessment; and
3. Transportation Demand Management (TDM) Strategy.

The following is the AGGV Parking Study. The purpose of the study is to assess current and future parking conditions, understand parking impacts on the surrounding neighborhood, and develop a management plan to mitigate impacts and improve parking management at the site.

1.1 Proposed Development

The Art Gallery Renewal Project is a proposal for an approximately 30% increase in gross floor area from the existing 39,331 sqft to 51,375 sqft¹. See *Table 1*. The proposal also includes a rezoning to a site-specific zone that allows up to 55,240 sqft floor area, which represents a 7.5% increase from the proposed building expansion. The focus of this study is on the building expansion and not the rezoning.

TABLE 1. SUMMARY OF PROPOSED EXPANSION FLOOR AREA (sq ft)

| | Existing | Proposed | Change |
|----------------|---------------|---------------|-----------------|
| Administration | 8,380 | 8,741 | + 361 |
| Collections | 10,218 | 12,313 | + 2,095 |
| Galleries | 13,143 | 18,260 | + 5,117 |
| Public | 5,426 | 9,640 | + 4,214 |
| Services | 2,164 | 2,421 | + 257 |
| Total | 39,331 | 51,375 | + 12,044 |

At the time this study was prepared², the site plan indicates an off-street parking supply of 28 parking spaces which include the following spaces - 20 standard, five "flexible", two Smart Car, and one accessible (HC). The five flexible spaces are designed to form part of a plaza /

¹ Proposed floor area includes 1,702 sqft identified as "future additions" on building plans

² Final off-street parking supply to be confirmed once site plan has been confirmed

courtyard area and would be used as parking only when the primary parking area is fully occupied. The site plan also indicates a motorcycle parking area with capacity for at least three motorcycles and a vehicle drop off area adjacent the front building entrance.

Both Class 1 and Class 2 bike parking is being provided. Twelve Class 1³ bike parking spaces are provided based on the recommendation of this study⁴, located in a bike cage at the west end of the parking lot. A total of 38 Class 2⁵ bike parking spaces are provided in two locations adjacent the main building entrance, both weather protected by the upper floor canopy.

Refer to the Landscape Plan for more details.

1.2 Parking Requirement

The site is currently zoned "PB - Public Buildings District" and requires off-street parking per the City's Zoning Bylaw, Schedule C, although there are no building classes in Schedule C that are specific to an art gallery. *Table 2* provides a breakdown of land uses at the Art Gallery and their requirements. Required parking based on proposed floor areas is 169 spaces. Part of the Renewal Project proposal is a site-specific rezoning that includes off-street parking supply rates specific and appropriate to the site.

TABLE 2. PARKING REQUIREMENT

| Land Use | Schedule "C" Classification | Schedule "C" Requirement | Proposed | | Required Parking |
|---------------------|--|---|----------|------------|------------------|
| | | | Sq. m. | # of seats | |
| Education | B3 – Buildings for private club use, fraternal lodges, athletic instruction, social halls and similar uses | 1 / 9.5m ² of floor area used or intended to be used for assembly purposes | 100 | | 11 |
| Public | B4 – Auditorium and similar places of assembly | 1 / 6m ² of floor area used or intended to be used for assembly purposes | 563 | | 94 |
| Theater | C2 - Theaters | 1 / 10 seats in the public assembly area | | 211 | 21 |
| Museum Gift Shop | C4 – Retail stores, banks, personal services establishments or similar uses | 1 / 37.5m ² of gross floor area | 57 | | 2 |
| Offices | C5 – Other offices | 1 / 65m ² of gross floor area | 806 | | 12 |
| Exhibition | C9b – Commercial Exhibit in zones | 1 / 232m ² | 3,193 | | 14 |

³ Secure, weather protected spaces used to accommodate long-term bike parking

⁴ As well as the Transportation Demand Management Strategy

⁵ Short-term visitor bike parking spaces, typically a rack located adjacent the building entrance

other than Commercial Exhibit
Zones

| | | | | |
|--------------|--|-------------|--------------|------------|
| Eat/Drink | C12 – Eating and Drinking Establishments | 1 / 5 seats | 76 | 15 |
| Total | | | 4,719 | 287 |
| | | | | 169 |

The bicycle parking requirement for art gallery uses is one space per 100m² (20% Class 1, 80% Class 2), resulting in a total requirement of ten Class 1 spaces and 38 Class 2 spaces. Siting and layout should be consistent with guidelines in the City's *Bicycle Parking Strategy*⁶. Bike parking is given further consideration in the *Transportation Demand Management Strategy*.

⁶ Available at: www.victoria.ca/assets/Departments/Engineering~Public~Works/Documents/parking-bicycle-strategy.pdf

2.0 Existing Conditions

Existing parking conditions have been assessed to understand how parking currently functions at the Art Gallery. Data collection included observations of on-site and on-street parking utilization, as well as through surveys of Art Gallery patrons and employees. Consideration is given to parking conditions during “typical” conditions and scheduled programs to understand variation.

2.1 Off-Street Conditions (typical)

2.1.1 Parking Lot Observations

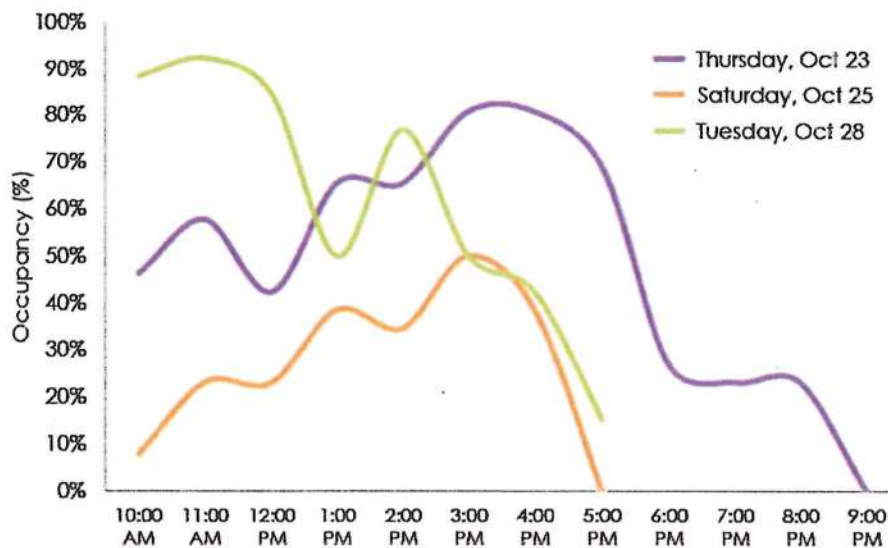
The Art Gallery parking lot was observed once per hour over the course of three “typical” days - Thursday October 23, Saturday October 25, and Tuesday October 28, 2014⁷. Selected dates represent a typical weekday (Tuesday), weekend (Saturday), and a Thursday when opening hours extend until 9:00pm.

The parking lot has a total of 26 parking spaces, one of which is a reserved handicapped space.

Peak occupancy was observed at 11:00am on Tuesday October 23 when the lot was 92% occupied (24 vehicles). See *Figure 1*. Occupancy rates were high (80% or more) on Tuesday AM and relatively high (70% or more) during the Thursday late afternoon. Occupancy rates were 60% or less during other observations. Results suggest that generally the off-street parking lot is meeting demand during a typical day. Parking conditions during scheduled programs are considered in *Section 2.3*.

⁷ Camosun College artist lecture held during observations

FIGURE 1. SUMMARY OF OFF-STREET PARKING OCCUPANCY



2.1.2 Employee Survey

A survey was distributed among Art Gallery employees to determine travel habits. A total of 17 surveys were received, representing approximately 80% of employees (with 21 employees in total). In order to get a more accurate representation of employee travel, results from the survey have been adjusted so that they are based on total number of employees not number of surveys received. *Appendix A* includes a summary of results from the survey based on number of surveys received.

Results indicate that employees bring a maximum of 16 vehicles to the site in the winter, 15 vehicles in the spring/fall and 14 vehicles in the summer. This is the peak vehicle demand experienced at the site and may not be a good representation of what would be expected on a typical day. The amount of employees who drive at least three days a week may be a better representation of what would be expected on a typical day. Approximately 5 employees bring a vehicle in the summer, 6 employees bring a vehicle in the fall/spring and 7 employees bring a vehicle in the winter.

30% of employees mentioned they need a vehicle frequently in order to adequately perform their job.

2.2 On-Street Conditions (typical)

On-street parking observations were conducted in the vicinity of the site (Wilspencer Place, Moss Street, Pentrelew Place, Rockland Avenue). See *Map 1*. Five observations were conducted at various times, as follows:

- Tuesday October 21 at 4:00 pm;
- Wednesday October 22 at 11:30 am;
- Wednesday October 22 at 2:00 pm;
- Friday October 24 at 9:00 pm; and
- Saturday October 25 at 2:00 pm.

A sixth observation was conducted on a Friday evening during a scheduled program at the Art Gallery and results are considered in *Section 2.3*.

MAP 1. ON-STREET PARKING STUDY AREA (WITH SUPPLY + TIME RESTRICTIONS)



2.2.1 On-Street Parking Supply

On-street parking is available directly adjacent the site on the south side of Wils Spencer Place (11 spaces) and the west side of Moss Street (12 spaces), both supplies are restricted to two hours, Monday-Saturday, 8:00am-6:00pm. The majority of on-street parking in the vicinity of the site is restricted as "resident parking" from 8:00am to 5:00pm or for residents at all times.

2.2.2 On-Street Parking Utilization

On-street parking occupancy rates were generally low for observations during Art Gallery operating hours, at approximately 20% overall occupancy. See *Appendix B*.

The two hour parking areas on Wils Spencer Place and Moss Street adjacent the Art Gallery had no more than six vehicles (26% occupancy) when observed during Art Gallery operating hours, suggesting that few Art Gallery vehicles were parked on-street. These spaces are the most likely location where Art Gallery guests would seek parking in case of spillover from the off-street lot and at least 17 spaces would be available.

Reserved resident parking on Wils Spencer Place and Rockland Avenue was observed at no more than 50% occupancy on any one block during the weekday daytime. Occupancy rates in resident only parking was higher during the Friday evening observation.

Occupancy rates in the two unrestricted parking areas on Moss Street (west side) are above 30% and as high as 88%, possibly as a result of downtown employees parking and walking⁸.

Overall, results suggest that residents can generally find vacant parking during Art Gallery operating hours and that on-street parking demand is generated primarily by neighborhood residents. Further, on-street parking occupancies are low and there may be opportunity to address some site spillover during peak conditions without negatively impacting resident's ability to park on-street.

⁸ Instances of downtown employees parking and walking were confirmed with neighborhood residents at the open houses

2.3 Scheduled Programs

Observations were conducted on Friday, November 07 2014 at 9:00pm during “Urbanite” which is the Art Gallery’s largest scheduled program and held on a Friday evening three times per year from 8:00 to 11:00pm. The scheduled program attracted an estimated 350 guests and 50 employees / volunteers⁹. Results of the November 07 observations are compared to observations from 9:00pm on Friday, October 24 2014 when the Art Gallery was closed to assess the difference in parking conditions.

2.3.1 Observed Parking Conditions

Off-Street Parking

The Art Gallery parking lot was observed at 100% occupancy. No parking management was in-place and it is believed that the lot was occupied primarily by Art Gallery staff and volunteers, as they are typically the first to arrive.

No formal arrangement was in-place for Art Gallery guests to park in nearby off-street parking lots on the night of Urbanite, although it is understood that arrangements have been made previously to park at Central Middle School and the Victoria Truth Centre. See *Section 4.2.1*.

On-Street Parking

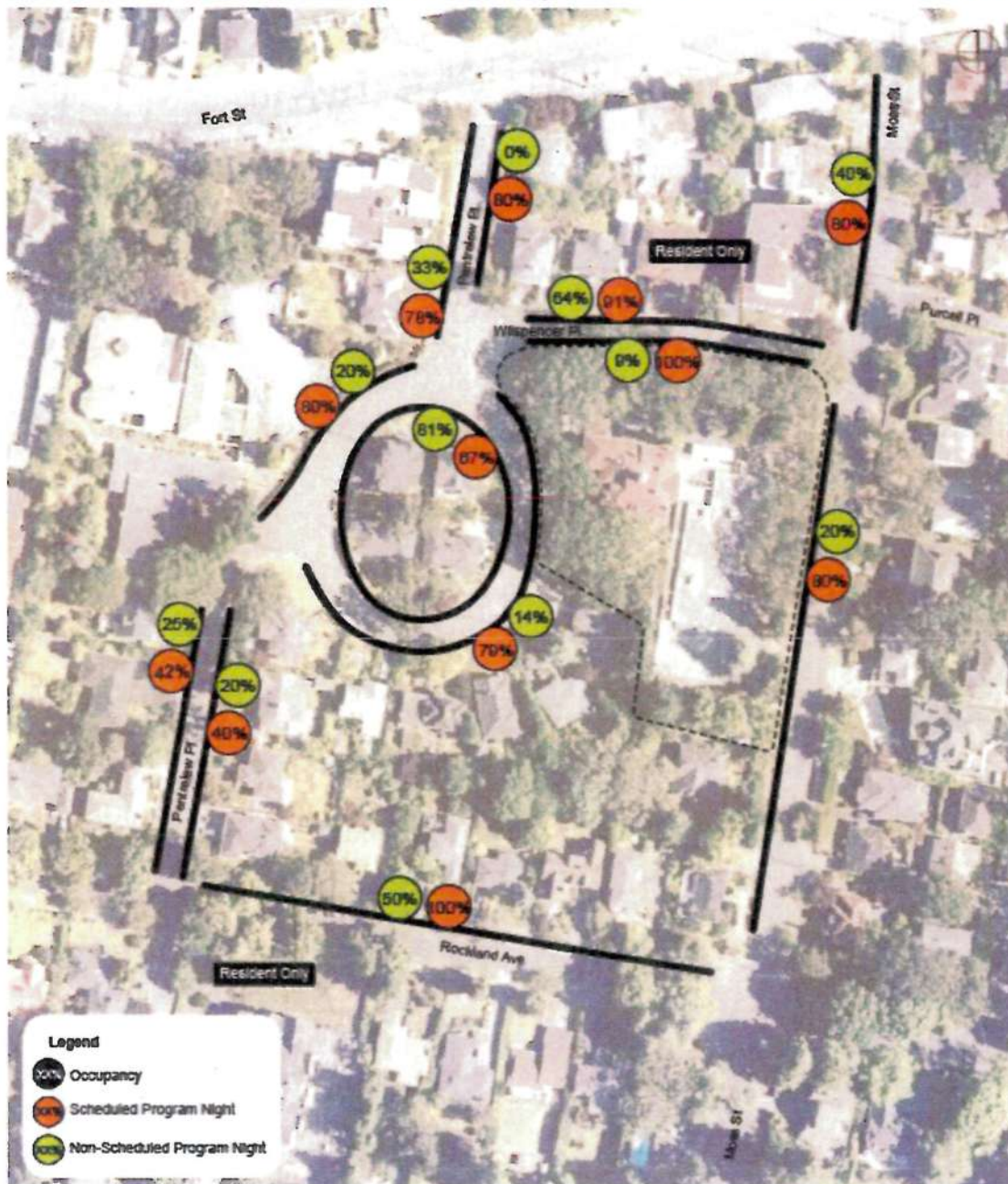
Overall on-street parking was approximately 77% occupied (114 vehicles), as compared to 36% (53 vehicles) on the non-scheduled program night. See *Map 2*. This represents an increase of 61 vehicles parked on-street.

Streets nearest the Art Gallery were 80% occupied or more, although only the south side of Wils Spencer Place was observed 100% occupied.

The two “resident only” parking areas (Wils Spencer Place, Rockland Avenue) experienced a combined 96% occupancy, suggesting that residents are parking in these areas because the on-street parking they would otherwise utilize in the area is unavailable.

⁹ Conversations with Art Gallery employee on November 7, 2014

MAP 2. ON-STREET PARKING OCCUPANCY, PROGRAM VS NON-PROGRAM EVENING



On-street parking demand likely associated with the Art Gallery was observed to be contained to Fort Street (north), Moss Street (east), Rockland Avenue (south), and Linden Avenue (west). An estimated 35 to 40 vehicles were observed on Linden Avenue and Fort Street that were likely associated with the Art Gallery scheduled program that were not observed on the non-scheduled program Friday evening.

Summary

An estimated 125 vehicles were associated with the Art Gallery scheduled program that were observed parked in the Art Gallery parking lot and on-street surrounding the site. See *Table 2*. This suggests that scheduled programs result in a parking demand rate of 0.31 vehicles per program attendee¹⁰.

TABLE 2. SUMMARY OF PARKING DEMAND, PROGRAM VS NON-PROGRAM NIGHT

| | Non-Program Night | Program Night | Difference |
|--|-------------------|---------------|-------------|
| Art Gallery Parking Lot | 0 | 26 | +26 |
| On-Street Parking (study area) | 53 | 114 | +61 |
| On-Street Parking (Fort St, Linden Ave - outside study area) | 0 | 38 | +38 |
| Total | 53 | 178 | +125 |

2.3.2 Frequency / Size

The majority of the Art Gallery's scheduled programs occur during regular operating hours and attract less than fifty guests. These programs occur approximately 14 times each month, with the most frequent being Drop-In Tours. The largest scheduled programs are "Urbanite" and the "Fairfield-Gonzales Gala", which occurred four times total during 2014 and attract no more than 400 people.

A summary of scheduled programs from 2014 is provided in *Table 3* and a more detailed description in *Appendix C* that give an indication of the size and frequency of scheduled programs at the Art Gallery.

TABLE 3. SUMMARY OF SCHEDULED PROGRAMS, 2014

| | Frequency | |
|--|-----------|---------------------|
| | Annual | Per Month (average) |
| Small Programs (typically less than 50 guests) | 163 | 14 |
| Medium Programs (typically 50 to 200 guests) | 23 | 2 |
| Large Programs (typically 200 to 400 guests) | 4 | 0.3 |

¹⁰ Parking demand rate includes guests, employees and volunteers (350 guests, 50 staff/volunteers, 125 vehicles)

2.3.3 Parking Demand during Scheduled Programs

Parking demand is estimated for scheduled programs of varying sizes using the parking demand rate from the Urbanite observations and assumed attendee numbers for small (50 people), medium (125 people), large programs (300 people) and maximum sized programs (400 people). See *Table 4*. Results suggest that vehicles are accommodated on-site during small programs, but that 13 vehicles seek parking off-site during medium programs approximately 23 times per year and 67 vehicles seek parking off-site during large programs approximately four times per year. Programs with maximum attendance (as observed) result in an estimated 99 vehicles seeking parking off-site.

TABLE 4. EXPECTED PARKING DEMAND FOR EACH SIZED-SCHEDULED PROGRAM

| Program Size | Frequency (per year) | Estimated Parking Demand | Assignment | |
|---|-------------------------|-----------------------------|-------------|-------------|
| | | | On-Site | Off-Site |
| Small (estimated 50 people) | 163 | 16 vehicles | 16 vehicles | 0 vehicles |
| Medium (estimated 125 people) | 23 | 39 vehicles | 26 vehicles | 13 vehicles |
| Large (estimated 300 people) | 4 | 93 vehicles | 26 vehicles | 67 vehicles |
| Maximum 400 people | 3 (Urbanite) | 125 vehicles | 26 vehicles | 99 vehicles |

Medium programs most commonly occur during Art Gallery daytime operating hours. The on-street parking supplies on Wils Spencer Place and Moss Street are restricted to two hours and were found to have at least 17 spaces vacant during daytime observations (per *Section 2.2.2*), suggesting parking spillover from the Art Gallery during medium programs (13 vehicles) can be accommodated on-street without impacting "resident only" parking areas.

Large programs result in up to 99 vehicles seeking off-site parking, many of which park in available on-street parking nearby the site and impact the ability of neighborhood residents to access on-street parking adjacent their residence, as described in detail in *Section 2.3.1*. This occurs approximately four times per year.

3.0 Future Conditions

The Art Gallery Renewal Project proposal is for an approximately 30% increase in floor area from the existing 39,331 sqft to 51,375 sqft. See *Table 1*. As noted, the off-street parking lot is expected to include 28 parking spaces (currently 26 spaces), with a primary parking area (23 spaces) and a secondary ("flexible") parking area (5 spaces). Future parking conditions are estimated based on our understanding of existing conditions and the corresponding increase in floor area, considered by allocation of space – Administration, Collections, Galleries, Public Programs, Services.

The Art Gallery has indicated that a significant increase in employees due to the expanded floor area is not anticipated. Expanded Gallery and Public Programs floor areas will increase the space available for public occupancy. Art Gallery staff have also indicated that a significant increase in guests is not anticipated. A short-term increase in attendance is likely immediately after the Renewal is complete as a result of enthusiasm and interest in the project¹¹.

3.1 Typical Conditions

Future conditions have been assessed based on an approximate 30% overall increase in floor area and in consideration of the increase in each floor area type.

3.1.1 Overall

The three-day observation of the Art Gallery parking lot during "typical" conditions (see *Section 2.1.1*) found peak demand to be 24 vehicles, a demand rate of 1 vehicle per 1,639 sq.ft. The increase in floor area is approximately 30%, suggesting that peak demand could increase to 31 vehicles. Average observed parking demand was 12 vehicles, suggesting that average demand could increase to 16 vehicles.

3.1.2 Floor Area Type

The Art Gallery consists of five floor area types, as defined in *Table 5*.

¹¹ Based on discussion with Art Gallery staff, 25 November 2014

TABLE 5. SUMMARY OF ART GALLERY FLOOR AREA TYPES

| Floor Area | Description |
|------------------------|--|
| Administration | Art Gallery employee offices and associated space |
| Collections | Storage space for art collections that are not currently on display |
| Galleries | Spaces for art display and viewing by Art Gallery guests |
| Public Programs | Assembly spaces where lectures, demonstrations and similar activities are hosted |
| Services | Spaces for staff supportive activities, such as kitchen and bicycle storage |

Parking demand has been estimated based on the various floor area types. See *Table 6*. The following outlines how each demand rate was obtained:

Administration, Services, Collections. As there is no expected increase in number of employees, parking demand for administration, services, and collections is not expected to be effected by the renewal project, and will remain consistent to what is being experienced currently.

Galleries. The characteristics of a gallery are similar to what is outlined in the ITE Land Use, Museum. Galleries will be open at all times during Art Gallery opening hours, and is the location of where art will be displayed. Based on additional floor area, it is expected there will be an increase of five vehicles attributed from the galleries floor area. It is important to note that this rate obtained from ITE includes all aspects of an Art Gallery (including administration, services, collections) but is the closest rate which is applicable to this floor area type.

Public Programs. This space will be typically set up where attendees will be seated at chairs with or without tables, similar to an auditorium or public gathering place. Based on the function of a public program space, it will only be occupied during a scheduled program. It is assumed that this space will be empty or in certain circumstances the space may be used outside of scheduled programs, and will operate similar to the gallery space. Therefore on a typical day, the public program space will exhibit a maximum vehicle demand of four vehicles.

On a typical day, based on floor area, parking demand will range from 29 to 33 vehicles, depending on if the public programs space is being used, with an average of 31 vehicles.

TABLE 6. SUMMARY OF EXPECTED PARKING DEMAND BY FLOOR AREA

| | Existing | | Future | | | | Total Parking Demand |
|--------------------|---------------|-------------------|-----------------------|---------------------------|--------------------------------|-------------------|----------------------------|
| | Floor Area | Parking Demand | Floor Area (total) | Floor Area (change) | Parking Demand Rate | Parking Demand | |
| Administration | 8,380 | | 8,741 | + 361 | | | |
| Services | 2,164 | 15 | 2,421 | + 257 | N/A | 0 | 15 |
| Collections | 10,218 | | 12,313 | + 2,095 | | | |
| Galleries | 13,143 | | 18,260 | + 5,117 | 1 / 1,020 sq.ft. ¹² | 5 | |
| Public Programs | 5,426 | 9 | 9,640 | + 4,214 | 1 / 1,020 sq.ft. | 4 | 18 |
| Total | 39,331 | 24 | 51,375 | + 12,044 | | 9 | 33 |

3.1.3 Summary

Future conditions for a typical day at the Art Gallery were calculated to determine what should be expected in terms of vehicle demand, post-renewal. The Art Gallery will be increasing its floor area by a total of 30%. Based on existing peak vehicle observations of 24 vehicles, this will be increased to 31 vehicles, and average parking demand will be increased to 16 vehicles (from 12 vehicles). Future parking demand was also estimated based on floor area types. Parking demand will average 31 vehicle and range from 29 to 33 vehicles, depending on if the public programs space is being used. This will result in the primary and secondary lots being at maximum occupancy and a spillover of three vehicles onto on-street parking during the peak period.

3.2 Scheduled Programs

Scheduled Programs occur regularly at the Art Gallery and range in size and frequency. See *Section 2.3*.

3.2.1 Overall

Based on a 30% increase in floor area *Table 7* shows estimated parking demand in the future during scheduled programs. Vehicle demand will average 21 vehicles for small scheduled programs (drop-in tours, etc.) and 122 vehicles for large scheduled programs (Urbanite).

¹² ITE, Land Use: 580 Museum

TABLE 7. SUMMARY OF EXPECTED PARKING DEMAND FOR SCHEDULED PROGRAMS

| Scheduled Programs | Existing | | Future | |
|--------------------|---------------|----------------|---------------|----------------|
| | Floor area | Parking Demand | Floor Area | Parking Demand |
| Small | | 16 | | 21 |
| Medium | 39,331 sq.ft. | 39 | 51,375 sq.ft. | 51 |
| Large | | 93 | | 122 |

The increase in floor area suggests that vehicle demand for each sized scheduled program will increase. Although the Art Gallery will be able to physically hold more people, there is no immediate increase that is anticipated. There is no additional marketing of the Art Gallery planned, suggesting that these programs will likely stay similar in size or slightly larger than existing.

3.2.2 Public Programs Space

As mentioned in *Section 3.1.2*, the public programs space is assumed to be only used during a scheduled program. Based on the total floor area of the public programs space of 9,640 sq.ft. and a demand rate in ITE¹³, if the whole space is used it will have a total peak demand of 81 vehicles. This demand is consistent with some medium sized scheduled programs and large programs.

3.2.3 Summary

Based on a floor area increase of 30%, the scheduled programs may increase. The Art Gallery lot will be able to accommodate demand during a small scheduled program, and spillover to on-street parking will occur during medium and large scheduled programs. Parking management options will need to be implemented to mitigate the impacts of this increased parking demand. See *Section 4.0*.

3.3 Summary

Future parking demand was estimated post-renewal for a typical day at the Art Gallery and during scheduled programs. Results indicate that there will be a vehicle demand of 31 vehicles on a typical day, with a spillover of three vehicles onto adjacent streets. This however, can be accommodated on Wils Spencer Place and Moss Street. Average parking demand was calculated to be 16 vehicles, which would be accommodated on the off-street parking lot. During scheduled programs, demand will be accommodated on the Art Gallery lot during small

¹³ ITE, Land Use: 560 Church. Demand rate – 1 / 119 sq.ft.

scheduled programs, and there will be spillover of 23 vehicles during medium scheduled programs and 94 vehicles during large scheduled programs. This on-street parking demand can be reduced by implementing parking management options outlined in *Section 4.0*. Although based on a 30% increase in floor area, parking demand during scheduled programs was calculated to increase; this may not materialize as conversations with Art Gallery staff suggest it is not anticipated to have a significant increase in attendees during scheduled programs.

4.0 Parking Management

Parking management approaches have been identified to ensure the Art Gallery parking lot is used efficiently and better address peak parking demand periods. Consideration is given to day-to-day management and management during scheduled programs.

4.1 Day-to-day

By and large, day-to-day parking demand will be met on-site with little spillover into adjacent on-street parking. As such, parking management is only needed to ensure efficient use of available parking and not to address a parking shortfall.

The Renewal proposal includes 28 off-street parking spaces divided among two parking areas. See *Figure 2*. The primary parking area at the northwest of the site will consist of 23 parking spaces. The secondary parking area is at the northeast of the site and will consist of 5 spaces and is proposed as “flexible” space that will be used as parking when needed and otherwise function as part of the front courtyard area. This area will have a subtle surface treatment to differentiate spaces from non-parking areas.

The assessment of future parking conditions (*Section 3.1*) determined that on a typical day at the Art Gallery peak parking demand will be 31 vehicles, resulting in a spillover of three vehicles onto adjacent streets. Based on this, flex spaces should be open at all times; however, this is peak demand, and average demand during a typical day will be 16 vehicles, which will be accommodated on site.

The secondary parking area should be managed so that it is empty when parking demand is met by the primary supply and available when the primary supply is nearing full occupancy. The subtle surface treatment will help differentiate this parking supply as contingency parking. Other options include the following:

- Install “overflow parking” signs to clarify parking is to be occupied only once the primary supply is fully occupied;
- Install “5 minute drop-off” signs to limit general use of parking spaces and Art Gallery staff may replace signs with “general parking” signs when parking is needed; or
- Place temporary art in parking spaces that Art Gallery staff remove when parking is needed.

FIGURE 2. PROPOSED PARKING AREAS



4.2 Scheduled Programs

Parking management is primarily concerned with mitigating impacts on the surrounding neighborhood during scheduled programs. As clarified in *Section 3.2*, parking management is required during medium and large scheduled programs to address anticipated parking spillover. Parking management is not required for small programs.

4.2.1 Off-Site Parking

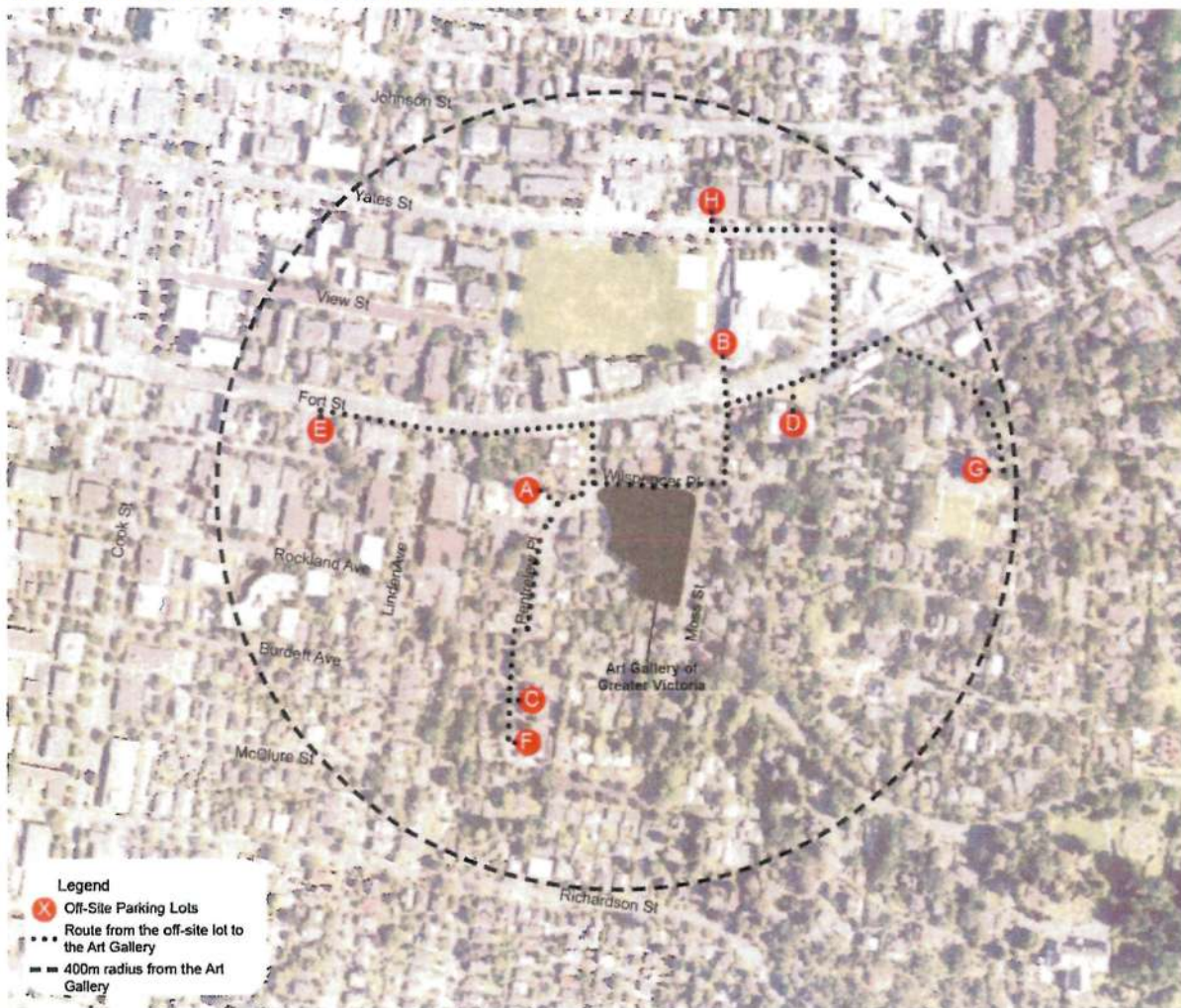
The Art Gallery has made agreements in the past to utilize off-site parking lots for additional parking during scheduled programs, including Central Middle School and the Victoria Truth Centre, although this was not the case when observations were conducted. As part of the Renewal Project proposal, it is recommended that the Art Gallery commit to securing nearby off-site parking supplies, as possible, to accommodate guest parking during scheduled programs. Any such arrangement would be impermanent and subject to cooperation from nearby property owners. As all sites will not necessarily be available during all scheduled programs, the Art Gallery should approach a number of possible property owners to ensure a variety of options.

Possible off-site parking sites are identified in *Table 8* and *Map 3*. No correspondence has been made with identified properties and not all property owners will be amenable to such an arrangement. Other properties within walking distance (400m) may also be targeted.

TABLE 8. SUMMARY OF POSSIBLE OFF-SITE PARKING SITES

| ID | Location | Parking Supply | Distance from Art Gallery |
|----|---|----------------|---------------------------|
| A | Victoria Truth Centre, 1201 Fort St | 20 spaces | 125 m |
| B | Central Middle School, 1280 Fort St | 40 spaces | 240 m |
| C | The Laurels (Victoria Heritage Found.), 1249 Rockland Ave | 15 spaces | 220 m |
| D | Grace Lutheran Church, 1273 Fort St | 20 spaces | 166 m |
| E | First Memorial Funeral Services, 1155 Fort St | 20 spaces | 320 m |
| F | Langham Court Theatre, 805 Langham Crt | 20 spaces | 280 m |
| G | Craigdarroch Castle, 1050 Joan Cres | 40 spaces | 300 m |
| H | Boys and Girls Club of Greater Victoria, 1240 Yates St | 10 spaces | 300 m |

MAP 3. POSSIBLE OFF-SITE PARKING SITES



Based on estimates of future vehicle demand during scheduled programs, *Table 9* outlines the number of off-site lots which should be obtained during each sized scheduled program. Off-Site lots are not necessary during small and medium scheduled programs, but should be obtained during large scheduled programs. During a large scheduled program, approximately 30%-40% of total parking demand should be accommodated on an off-site lot, and the remaining vehicles will be accommodated on-street without displacing a large amount of residents.

TABLE 9. SUMMARY OF VEHICLE DEMAND DURING SCHEDULED PROGRAMS

| Scheduled Program Size | Parking Demand | Accommodation of Vehicle Demand | | | | |
|-------------------------------|----------------|---------------------------------|---|-----------|-----------------|-------------------------------------|
| | | On-Site | On-Street (Wilspencer and Moss) ¹⁴ | Remaining | Off-Site Spaces | Additional On-Street Parking Needed |
| Small (50 people) | 21 | 21 | | | N/A | |
| Medium (125 people) | 51 | 28 | 19 | 4 | N/A | 4 |
| Large (300 people) | 122 | 28 | 19 | 75 | 40-50 | 25-35 |

4.2.2 Art Gallery Parking Lot

The Art Gallery parking lot should be managed during scheduled programs to ensure effective use of this sought-after parking supply. The following should be undertaken:

- Open the Secondary Parking Area: The secondary on-site parking area should be available as parking for all scheduled programs.
- Off-Site Staff Parking: Staff should be directed to park off-site during medium and large programs. Staff should be notified by email on program days, indicating times they may not park on-site and identifying off-site parking options.
- Carpool Parking: Two on-site parking spaces should be allocated as "carpool parking" during large programs. Signs should be installed indicating that carpool spaces are reserved for vehicles with three or more occupants. Carpool spaces may revert to general parking if they are unoccupied one hour after a program has begun.
- Signage: A temporary sign should be placed at the primary driveway indicating where to find off-site parking during large programs.

A summary of scheduled program parking management is provided in *Table 10*.

¹⁴ Amount of parking supply has changed due to new intersection configuration

TABLE 10. SUMMARY OF SCHEDULED PROGRAM PARKING MANAGEMENT

| | Open 2nd Parking Area | Staff Park Off-Site | Carpool Parking | Signage | Off-Site Parking |
|------------------------------------|--------------------------|------------------------|--------------------|---------|---------------------|
| Small Program (50 people) | ✓ | | | | |
| Medium Program (125 people) | ✓ | ✓ | ✓ | | |
| Large Program (300 people) | ✓ | ✓ | ✓ | ✓ | ✓ |

5.0 Transportation Demand Management

Transportation demand management (TDM) measures should also be pursued to encourage patrons to walk, bicycle, use transit, or carpool to scheduled programs at the Art Gallery. The following TDM strategies are identified in the *Transportation Demand Management Strategy*:

Permanent TDM Facilities

- Bike Racks
- Long-Term Bike Parking
- Cycling Trip-End Facility
- Passenger Drop-Off

Scheduled Programs

- Parking Management
- Transit Tickets
- Bike Parking / Valet
- Chaperone
- Information

Supplementary Programs

- Transit Passes
- Guaranteed Ride Home
- Bike Share
- Electric Vehicle Charging Station
- Carpool Program
- Alternative Scheduling
- Information
- Transportation Allowance
- Events

6.0 Summary

The Art Gallery of Greater Victoria is undergoing a renewal project which will increase the total floor area of the site by approximately 30%. As such, a parking study was developed to assess existing conditions at the site, and project parking demand in the future, post renewal. The parking lot is proposed to have 28 parking spaces, split into two separate lots; a primary lot with 23 spaces and a secondary lot with 5 spaces. The parking requirement for the site is 169 spaces.

As part of this parking study, extensive observations were conducted to assess existing conditions during a typical day and a scheduled program. During a typical day it was observed that the off-street parking lot has an acceptable occupancy which adequately accommodates demand. On-street parking is also quite limited.

Observations took place during the largest scheduled program that is hosted at the Art Gallery called Urbanite. It attracted a total of 400 employees, volunteers and guests to the site. The off-street lot was observed at full occupancy, and on-street parking had a high occupancy compared to a non-scheduled program night. It was estimated that this scheduled program brought an additional 125 vehicles to the site and surrounding streets.

Future parking demand projections were made based on future floor area. Results suggest that during a typical day at the Art Gallery, during the peak period there will be a total demand of 31 vehicles to the site; three more than the off-street parking supply. This overspill can be accommodated on Wilspener Place and Moss Street. Average parking demand is expected to be at 16 vehicles. During scheduled programs, parking demand is estimated to increase to 21 vehicles during small scheduled programs, 51 vehicles for medium scheduled programs, and 122 vehicles during large scheduled programs. Although this is the calculated increase in parking demand based on floor area increase, this demand may not materialize as no immediate increase in guests is anticipated.

During a typical day, parking demand is expected to be at 31 vehicles; suggesting that the lot will be at full occupancy with limited spillover into on-street parking. Average parking demand is expected to be at 16 vehicles, which will be accommodated in the primary parking lot. Proper monitoring of the lots should take place when considering if the secondary lot should be opened. Based on the frequency and size of scheduled programs throughout the year, parking management strategies are provided to manage the sites parking in a way to reduce vehicle demand and accommodate alternative modes. For all scheduled programs, the secondary lot should be open to accommodate an increase in demand. Management strategies will be necessary approximately 27 times throughout the year when the off-street lot is at full occupancy and there is an influx of on-street parking demand due to medium and large scheduled programs. Management strategies include obtaining off-site parking lots, opening

secondary parking lot, directing staff to park off-site, providing carpool parking spaces and installing signage.

6.1 Recommendations

The following are recommendations in which the Art Gallery should pursue:

- Monitor off-street parking lots occupancy to determine if the secondary parking lot should be opened
- Implement the following parking management programs during scheduled programs:
 - Small Scheduled Programs. Open secondary parking lot
 - Medium Scheduled Program. Open secondary parking lot, direct staff to park off-site and provide carpool parking spaces
 - Large Scheduled Programs. Obtain off-site parking lots, open secondary parking lot, direct staff to park off-site, provide carpool parking spaces and install signage

Appendix A SUMMARY OF EMPLOYEE SURVEY

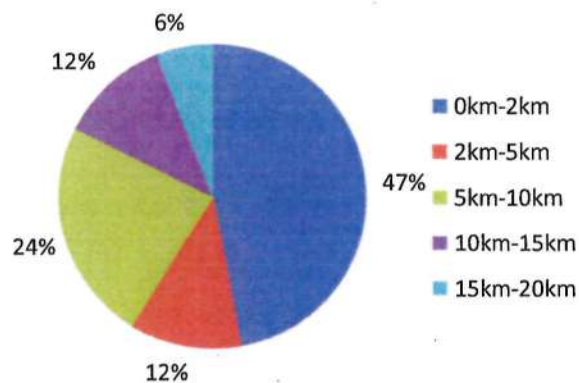
Summary of Employee Survey

Parking Study I Transportation Review

Art Gallery of Greater Victoria Renewal Project

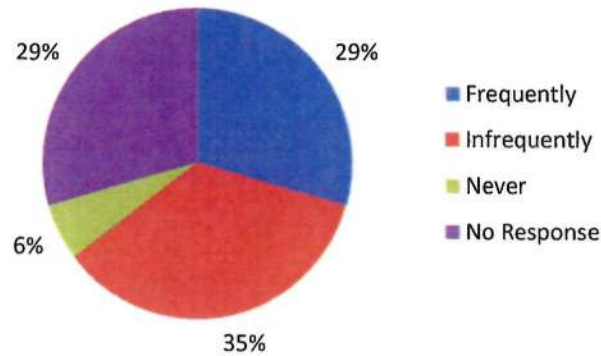
Q.1. How far do you live from the Art Gallery?

| | Count | Percentage |
|--------------|-----------|-------------|
| 0km-2km | 8 | 47% |
| 2km-5km | 2 | 12% |
| 5km-10km | 4 | 24% |
| 10km-15km | 2 | 12% |
| 15km-20km | 1 | 6% |
| Total | 17 | 100% |



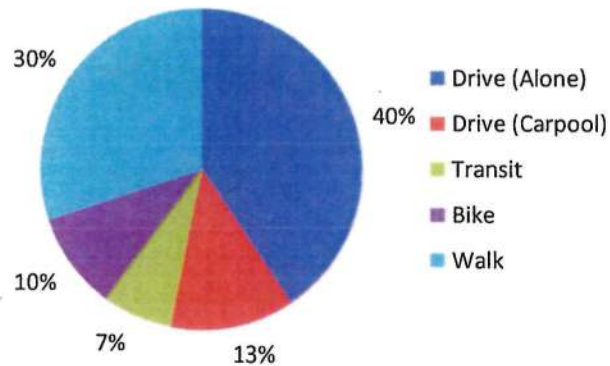
Q.2. How often do you need access to a vehicle to perform your job?

| | Count | Percentage |
|--------------|-----------|-------------|
| Frequently | 5 | 29% |
| Infrequently | 6 | 35% |
| Never | 1 | 6% |
| No response | 5 | 29% |
| | 17 | 100% |



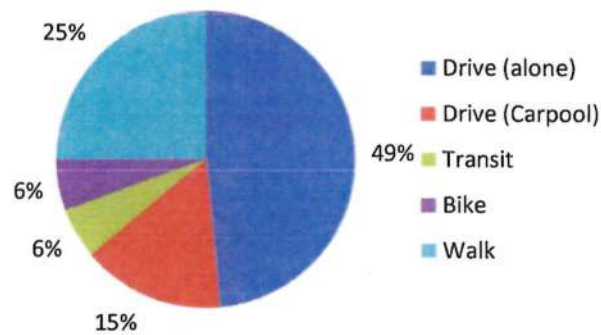
Q.3. Approximately how many days per week do you travel to the Art Gallery using each travel mode
Summer

| | 0 days | 1 day | 2 days | 3 days | 4 days | 5 days |
|-----------------|-----------|----------|----------|----------|----------|----------|
| Drive (Alone) | 6 people | 4 people | 3 people | 0 people | 1 people | 3 people |
| Drive (Carpool) | 14 people | 1 people | 0 people | 1 people | 0 people | 1 people |
| Transit | 14 people | 2 people | 0 people | 1 people | 0 people | 0 people |
| Bike | 14 people | 1 people | 0 people | 1 people | 0 people | 0 people |
| Walk | 10 people | 0 people | 4 people | 0 people | 1 people | 2 people |
| Other | 0 people | 0 people | 0 people | 0 people | 0 people | 0 people |



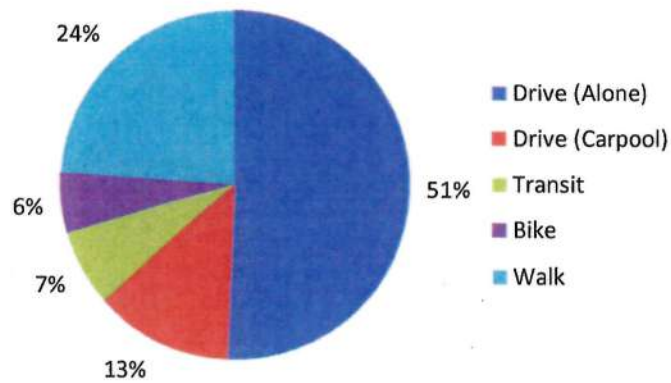
Spring/Fall

| | 0 days | 1 day | 2 days | 3 days | 4 days | 5 days |
|-----------------|-----------|----------|----------|----------|----------|----------|
| Drive (Alone) | 4 people | 3 people | 4 people | 0 people | 1 people | 4 people |
| Drive (Carpool) | 13 people | 2 people | 0 people | 0 people | 1 people | 1 people |
| Transit | 14 people | 2 people | 1 people | 0 people | 0 people | 0 people |
| Bike | 15 people | 1 people | 0 people | 1 people | 0 people | 0 people |
| Walk | 11 people | 1 people | 2 people | 1 people | 0 people | 2 people |
| Other | 0 people | 0 people | 0 people | 0 people | 0 people | 0 people |



Winter

| | 0 days | 1 day | 2 days | 3 days | 4 days | 5 days |
|-----------------|-----------|----------|----------|----------|----------|----------|
| Drive (Alone) | 4 people | 5 people | 2 people | 1 people | 1 people | 4 people |
| Drive (Carpool) | 15 people | 0 people | 0 people | 0 people | 1 people | 1 people |
| Transit | 14 people | 1 people | 2 people | 0 people | 0 people | 0 people |
| Bike | 15 people | 1 people | 0 people | 1 people | 0 people | 0 people |
| Walk | 12 people | 0 people | 2 people | 1 people | 0 people | 2 people |
| Other | 0 people | 0 people | 0 people | 0 people | 0 people | 0 people |



Q.4. What is preventing you from walking, cycling, using transit or carpooling more often?

| | Count | Percentage |
|--------------------------------|-------|------------|
| Lack of shower facilities | 4 | 15% |
| Distance | 4 | 15% |
| Taking kids to school | 4 | 15% |
| Lack of change room facilities | 2 | 8% |
| Lack of personal/bike lockers | 2 | 8% |
| Time | 2 | 8% |
| Require a vehicle at work | 2 | 8% |
| Unorganized | 2 | 8% |
| Weather | 2 | 8% |
| Transit is unreliable | 2 | 8% |

Q.5. What could the Art Gallery do to encourage you to walk, bike, use transit or carpool more often?

| | Count | Percentage |
|--|-------|------------|
| Install personal / bike lockers | 6 | 30% |
| Provide discounted transit passes | 5 | 25% |
| Install showers | 4 | 20% |
| Install change rooms | 3 | 15% |
| Arrange for carpools | 1 | 5% |
| Coordinate with BC Transit to alter routes | 1 | 5% |

Appendix B

SUMMARY OF ON-STREET PARKING OBSERVATIONS

On-Street Parking Observations
 Parking Study I Transportation Review
 Art Gallery of Greater Victoria Renewal Project

| Section | Side | Restrictions | No. Stalls | Tuesday October 21, 4:00 pm | | Wednesday October 22, 11:30 am | | Wednesday October 22, 2:00 pm | | Friday October 24, 9:00 pm | | Saturday October 25, 2:00 pm | | Friday November 7, 9:30 pm | |
|--|-----------------------|---|------------|--------------------------------|----------------|-----------------------------------|----------------|----------------------------------|----------------|-------------------------------|----------------|---------------------------------|----------------|-------------------------------|----------------|
| | | | | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate | Observed Vehicles | Occupancy Rate |
| Pentrelew Place Fort St to Wilsperner Pl | East | Residential Parking Only (8am-5pm, Mon-Fri) | 5 | 0 | 0% | 1 | 20% | 0 | 0% | 0 | 0% | 0 | 0% | 4 | 80% |
| Pentrelew Place Fort St to Wilsperner Pl | West | 2 Hour, 8am-6pm, Mon-Sat | 7 | 0 | 0% | 0 | 0% | 0 | 0% | 1 | 14% | 1 | 14% | 5 | 71% |
| | | Residential Parking Only (8am-5pm, Mon-Fri) | 2 | 0 | 0% | 0 | 0% | 0 | 0% | 2 | 100% | 1 | 50% | 2 | 100% |
| | | Residential Parking Only (8am-5pm, Mon-Fri) | 21 | 2 | 10% | 0 | 0% | 0 | 0% | 17 | 81% | 2 | 10% | 14 | 67% |
| Pentrelew Place Circle | East (Outside) | Residential Parking Only (8am-5pm, Mon-Fri) | 14 | 5 | 36% | 2 | 14% | 5 | 36% | 2 | 14% | 3 | 21% | 11 | 79% |
| | West/ South (Outside) | 1 hour maximum (8am-6pm, Mon-Sat) | 10 | 0 | 0% | 1 | 10% | 0 | 0% | 2 | 20% | 0 | 0% | 8 | 80% |
| Pentrelew Place Circle to Rockland Avenue | East | Residential Parking Only (8am-5pm, Mon-Fri) | 10 | 0 | 0% | 1 | 10% | 1 | 10% | 2 | 20% | 1 | 10% | 4 | 40% |
| | West | Residential Parking Only (8am-5pm, Mon-Fri) | 12 | 1 | 8% | 3 | 25% | 3 | 25% | 3 | 25% | 0 | 0% | 5 | 42% |
| Rockland Avenue Pentrelew Pl to Moss St | North | Residential Parking Only | 16 | 6 | 38% | 7 | 44% | 5 | 31% | 8 | 50% | 6 | 38% | 16 | 100% |
| Moss Street Rockland Ave to Fort St | South | | | | | | | No Parking | | | | | | | |
| | East | | | | | | | No Parking | | | | | | | |
| Moss Street Rockland Ave to Art Gallery | West | Unrestricted | 8 | 7 | 88% | 0 | 0% | 4 | 50% | 4 | 50% | 3 | 38% | 7 | 88% |
| Moss Street Art Gallery to Wilsperner Pl | West | 2 Hour, 8am-6pm, Mon-Sat | 12 | 1 | 8% | 5 | 42% | 2 | 17% | 0 | 0% | 2 | 17% | 9 | 75% |
| Moss Street Wilsperner Pl to Fort St | West | Unrestricted | 9 | 5 | 56% | 4 | 44% | 6 | 67% | 4 | 44% | 3 | 33% | 8 | 89% |
| Wilsperner Place Moss St to Pentrelew Pl | North | Residential Parking Only | 11 | 4 | 36% | 3 | 27% | 3 | 27% | 7 | 64% | 5 | 45% | 10 | 91% |
| | South | 2 Hour, 8am-6pm, Mon-Sat | 11 | 0 | 0% | 1 | 9% | 3 | 27% | 1 | 9% | 2 | 18% | 11 | 100% |
| Total Occupancy | | | 148 | 91 | 61% | 28 | 19% | 32 | 22% | 53 | 36% | 29 | 20% | 114 | 77% |

Summary of Parking Occupancy

| | | | | | | | | | | | | | |
|---|-----|----|-----|----|-----|----|-----|---|-----|----|-----|---|-----|
| Residential Parking Only | 27 | 10 | 37% | 10 | 37% | 8 | 30% | 15 | 56% | 11 | 41% | 26 | 96% |
| Residential Parking Only (8am-5pm, Mon-Fri) | 64 | 8 | 13% | 7 | 11% | 9 | 14% | Observations occur outside of restrictions and are therefore unrestricted | | | | | |
| 2 Hour, 8am-6pm, Mon-Sat | 30 | 1 | 3% | 6 | 20% | 5 | 17% | Observations occur outside of restrictions and are therefore unrestricted | | 5 | 17% | Observations occur outside of restrictions and are therefore unrestricted | |
| Unrestricted | 17 | 12 | 71% | 4 | 24% | 10 | 59% | 36 | 32% | 13 | 16% | 80 | 72% |
| Total | 138 | 31 | 22% | 27 | 20% | 32 | 23% | 51 | 37% | 29 | 21% | 106 | 77% |

Appendix C

SUMMARY OF SCHEDULED PROGRAMS

Summary of Scheduled Programs from January-December 2014

Parking Study I Transportation Review

Art Gallery of Greater Victoria Renewal Project

| | January | February | March | April | May | June | July | August | September | October | November | December |
|--------------------|--------------------|--|---|--|---|---|-------------------------------------|----------------------|---|--|------------------------|----------------------------------|
| Month | | | Urbanite | | | Urbanite | | | | | Urbanite | |
| Program Categories | Opening Reception | | | Opening Reception Exhibit Opening | Children's Exhibit Opening Summer Season Opening | | | | Exhibit Opening Fall Season Opening | | | |
| Meetings | | Gallery Associates Meeting | Gallery Associates Meeting | Associates General Meeting | Associates General Meeting | Associates Annual General Meeting Annual General Meeting | | | | | | |
| Events | Concert Lecture x2 | Concert x2 Lecture Family Sunday | Concert Lecture Family Sunday | Concert Lecture Family Sunday | Lecture x2 | | Screening Lecture | | Screening x3 Lecture x2 | Lecture Family Sunday | Family Sunday | Family Sunday |
| Tours | Drop-in Tour | Drop-in Tour x9 Curators Tour Art Interest Tour x4 | Drop-in Tour x12 Curators Tour Art Interest Tour x4 | Drop-in Tour x8 Curators Tour Art Interest Tour x4 | Drop-in Tour x12 Curators Tour Art Interest Tour x2 | Drop-in Tour x11 Art Interest Tour x2 | Drop-in Tour x9 Curators Tour x2 | Drop-in Tour x13 | Drop-in Tour x8 Art Interest Tour x2 | Drop-in Tour x10 Curators Tour x2 Art Interest Tour x2 | Drop-in Tour x12 | Drop-in Tour x5 Curators Tour |
| Other Events | | | Art Show Reception x2 | | | Book launch | | Slow Fashion Week x3 | | | Animation Workshops x2 | Print making Workshop |

| Scheduled Program Size | | Scheduled Program Frequency | |
|---------------------------|--------------------|-----------------------------|------------------|
| | | Per month (Average) | Per year (Total) |
| Small Scheduled Programs | 0-50 people | 14 | 163 |
| Medium Scheduled Programs | 50-200 people | 2 | 23 |
| Large Scheduled Programs | 201 or more people | | 4 |

Scheduled Programs occur approximately 190 times throughout the year

Description of Scheduled Programs from January-December 2014

Parking Study I Transportation Review

Art Gallery of Greater Victoria Renewal Project

| Event Name | Size | Event Frequency (per year) | During/After Opening Hours | Description |
|-----------------------------------|--------|----------------------------|----------------------------|---|
| Drop-in Tour | Small | 110 | During | Offer visitors a chance to learn more about current exhibits; included in the price of admissions. These happen several times a week |
| Curators Tour | Small | 8 | During | Professional curator guides the tour, included in admission |
| Art Interest Tour | Small | 20 | During | This is a discussion based tour and included in the price of admission |
| Concert | Small | 5 | During | A group of musicians come to the Art Gallery and perform music. Tickets can be up to \$35 |
| Screening | Small | 4 | During | When the Art Gallery showcases a film |
| Lecture | Small | 11 | During | A special guest comes and provides a lecture about the arts |
| Family Sunday | Medium | 6 | During | Children and guardians are welcome to the gallery for arts and crafts and film screenings. This is included in the price of admission |
| Urbanite | Large | 3 | After | Is an adult event with liquor, exhibition tours, local music and hands on activities. This event occurs three times over the year |
| Fairfield Gonzales Gala | Large | 1 | After | A gala which includes music, wine tasting, food and an auction. |
| Opening Reception | Medium | 2 | During/After | Members have the opportunity to speak with the curator and then it is open to the public. |
| Exhibit Opening | Medium | 2 | During | New exhibit is showcased and open to the members and public for a designated amount of time |
| Children's Exhibit Opening | Medium | 1 | During | New children's exhibit is showcased and open to the members and public for a designated amount of time |
| Summer/Fall Season Opening | Medium | 2 | After | Typically occurs coinciding with an exhibit opening. There is a private members preview before it is open to the public |
| Gallery Associates Meeting | Small | 2 | During | A meeting which is open to anyone who is interested in joining the association |
| Associates General Meeting | Small | 2 | During | A meeting which is open to anyone who is interested in joining the association |
| Associates Annual General Meeting | Small | 1 | During | A meeting for members of the association to discuss the past years activities, reports |
| Annual General Meeting | Medium | 1 | After | A meeting for everyone to present the years previous activities, fiscal reports and election of members for the board of directors for the next year. |
| Art Show Reception | Medium | 2 | During | Art is showcased and for sale for a specific artist. |
| Book Launch | Medium | 1 | During | The launch of a new book by an author. Refreshments are provided |
| Slow Fashion Week | Medium | 3 | During | Various artists present their work at multiple venues. This is included in the price of admission |
| Animation Workshops | Medium | 2 | During | Free with admission, guests will participate in creating a series of animated abstract films. Space is limited |
| Print Making Workshops | Medium | 1 | During | An introduction course to printmaking processes. Included in the price of admission |

| Scheduled Program Size | | Scheduled Program Frequency (per year) |
|---------------------------|--------------------|--|
| Small Scheduled Programs | 0-50 people | 163 |
| Medium Scheduled Programs | 50-200 people | 23 |
| Large Scheduled Programs | 201 or more people | 4 |

Scheduled Programs occur approximately 190 times throughout the year