



## Port Credit Business Improvement Area

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November 10, 2023

### Re: Proposed Amendments to Traffic By-Law 0555-2000

Dear Councillor Dasko and Geoff Wright,

The Port Credit BIA would like to provide feedback and request your support regarding the proposed amendments to Traffic By-Law 0555-2000 contained in the Paid Parking Fees and Additional Paid Parking Locations Report (The Report).

The Report makes the following recommendations:

- a. To increase existing on-street paid parking fees by \$1.00 per hour
- b. To increase existing off-street paid parking fees by \$1.00 per hour
- c. To implement paid parking at additional off-street parking lots, and
- d. To implement paid parking at additional on-street paid parking locations

It is the feeling of the Port Credit BIA that these recommendations would impose undue and direct financial impact to our Small Businesses along our Main Street.

Our businesses continue to struggle to recover and to reach pre-COVID level sales and patronage. They have been further impacted by the ongoing construction within Port Credit and at access points leading to Port Credit. The construction has a direct impact on the number of tourists and patrons willing to drive to Port Credit due to the state of the infrastructure of the roads, traffic, and significant increase in the commute to Port Credit.

The recommendations to increase parking from \$1.50/hour to \$2.50/hour (67% increase) and to implement new locations of paid parking in Port Credit would further burden our businesses and make the Port significantly less attractive for tourism and shopping or dining. Visitors would not be willing to contend with construction and delays to visit a destination with increased parking fees.

The PCBIA is cognizant of the potential annual gross revenues of \$1,000,000 the City anticipates from this stimulation and expansion of paid parking; more than doubling the number of paid parking lots that are currently managed by Municipal Parking.

This plan comes at a cost to the Small Businesses that will not receive any additional features, financial benefits, or percentage of this revenue generated; businesses that have historically paid into the City Parking in Lieu program without significant benefit or increased access to parking in Port Credit.

The Report defines a very urgent timeline with implementation of the parking hourly fee increase and installation of paid parking at the municipal parking lots and on-street areas completion by the end of Spring 2024.

The PCBIA would ask that Council, Members of the Budget Committee, and the Mayor/Acting Mayor consider the following on behalf of our Port Credit Business Community:

1. Defer parking increases until additional/alternative modes of transportation are available:
  - a. Implementation of the proposed pedestrian walking bridge in Port Credit
  - b. Easement of construction along Hurontario/ opening of the LRT
2. Defer parking increases until additional benefit or features such as the implementation of the proposed parking app is available
3. Implement incremental increases to hourly parking rates i.e. \$0.25/hour increasing over time up to the \$1.00/hour
4. Impose a cap to hourly parking rates so that they do not continue to increase at an exponential rate
5. Phase in enforcement of paid parking to allow the community and visitors to adjust to the new paid parking program
6. Ensure adequate signage well in advance of implementation of the increased parking rates and locations
7. Consider permits or consideration for staff that will be impacted at Port Credit businesses (especially those making minimum wage)

The paid parking program as a method to manage parking demand, encourage parking turn over, and discourage longer term general use parking, will have a detrimental impact to our Small Businesses if not implemented with considerations as noted above and acknowledgement of the current and ongoing challenges our businesses continue to face with recovery efforts, outstanding CEBA loans, construction, and reduced sales.

We are seeing a significant decrease in retail shops and increase in business closures in Port Credit and request that you consider the future of our Main Street in Port Credit and in Mississauga overall prior to approving the proposed amendments to Traffic By-Law 0555-2000.

Thank you for your consideration,

Warm regards,

DocuSigned by:  
  
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Kelly Ralston  
Executive Director  
Port Credit BIA