Town of Ingersoll Downtown Parking Study

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Paradigm Transportation Solutions Limited

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Project Summary

Town of Ingersoll Downtown Parking Study

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Executive Summary

Introduction

The Town of Ingersoll is one of eight lower-tier municipalities in Oxford County. With a population of about 13,700 people the Town supports a vibrant downtown that boasts a variety of attractions and services including boutique shopping, restaurants and cafes, and residential neighbourhoods, all within a 30-minute drive of approximately 1,000,000 people.

Parking is often viewed as one of the basic elements in sustaining a healthy downtown and expanding commercial activity within the core.

The primary objectives and overall scope of this study are to:

- quantify the existing municipal on- and off-street parking supply in the downtown areas;
- conduct parking utilization and duration surveys to determine parking demand and parking duration trends;
- quantify the adequacy of the existing parking supply;
- estimate future parking demands in the downtown and waterfront areas; and
- develop a range of reasonable, practical, and feasible parking management strategies to accommodate existing and future parking demands.

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Existing Parking Management, Supply and Demand

Parking on-street is currently free as are most public parking lots. Two municipal parking lots require a permit, currently costing $35.00 a month or $120.00 for a four-month winter pass. Parking is generally regulated through time limits on weekdays. Time limits range from ½ hour to, to three-hour, to all day parking, with no limits on weekends. Further, most parking lots restrict overnight parking (between 3 AM and 6 AM) during the winter to allow snow clearing if needed.

Parking in private off-street lots are generally prohibited to park in for non-customers to the respective businesses.

The overall parking supply in downtown Ingersoll consists of 746 spaces, 112 (15%) of which are public on-street, 313 (42%) are private off-street lots, and 321 (43%) are public off-street lots. A total of 27 accessible parking spaces are included within the existing parking

supply, including 4 spaces on-street, 7 spaces in private lots, and 16 spaces in public lots.

Demand surveys conducted in mid-June 2024 revealed that:

- the overall weekday parking utilization peaked at 64% between 1:00 PM and 2:00 PM;
- the overall Saturday parking utilization peaked at 54% between 11:00 AM and 12:00 PM on;
- higher parking utilization was observed in on-street parking along Thames Street South between Charles Street West and King Street West;
- higher overall parking utilization was observed during the weekday survey date;
- shorter parking durations (less than 1 hour) was observed in on-street parking on the roads closest to Thames Street South (Zones B and C), and longer durations (3+ hours) in on-street parking around the perimeter of the boundary;
- an average duration of less than 2 hours was observed in the off-street private and public parking lots;
- minimal differences in parking duration were observed between the weekday and weekend survey dates;
- the overall parking utilization in accessible parking spaces peaked at 48% on Tuesday, June 18, 2024; and
- average durations of less than 2 hours were observed in accessible parking spaces over both survey dates.

Based on the findings of the parking surveys, the downtown parking supply is operating with sufficient supply under peak demand conditions. Although some on-street parking on Thames Street South experiences demands greater than 80% under peak utilization conditions, there is ample capacity elsewhere in the parking system to accommodate additional parking demands.

Future Parking Needs

Giving consideration to forecast population increases over the 2024-2034 period, the projected natural increase in parking demand is on the order of 58 spaces. Using the current utilization patterns, the existing parking supply in Ingersoll is sufficient to accommodate projected ten-year parking demands with 28% surplus in peak 2034 conditions.

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Although the need for a substantial increase in parking supply has not been identified, the Town should continue to maintain its parking equilibrium by planning for the replacement of any large-scale loss of public off-street parking through the expansion of existing facilities or acquisition of property for future facilities.

Recommended Parking Strategy

The recommended parking strategy for Ingersoll is based on the principle that the Town provide a balanced approach to its parking supply. It reflects the ongoing shift in North American parking management with focuses on managing and reducing parking demands before constructing new parking facilities or expanding existing ones.

Because there is an adequate supply to meet existing and future parking demands, the updated parking strategy is focused on maintaining and improving the existing municipal parking supply. Provision of new parking facilities is not considered a component of the strategy.

The recommended program of strategies is planned to be carried out over time through on-going planning and capital budgeting processes and actions are planned in the short (one to three years), medium (four to 10 years) and long term (over 10 years).

Tables ES.1, ES.2, and ES.3 summarize the recommended actions within each time horizon.

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TABLE ES.1: SHORT-TERM PARKING STRATEGIES

Strategy	Recommended Action
Optimize Supply and Increase Efficiency	Identify opportunities to reduce wasted space in existing parking lots and on-street and improve lot design and condition (such as lot paving and parking space delineation).
	Adjust time restrictions on Thames Street South to one hour, and the public library lot to two hours.
	Implement emergency call boxes and street lighting in under utilized parking lots such as the public St. Andrew lot.
	Review enforcement efforts and education opportunities with stakeholders to optimize parking lot utilization and increase turnover. Consideration for additional efforts during peak season.
	Publish an annual Parking Guide summarizing the location of parking facilities, parking rates (if applicable), time restrictions (if applicable), and other parking related information.
	Inventory the existing parking wayfinding system to identify gaps. Municipal parking signage should include comprehensive maps which identify key pedestrian linkages in attempts to encourage “park once” trips and promote walking.
Reduce Parking Demand	Provide secure bicycle parking and install additional bike racks throughout the downtown area. Position these facilities outside of pedestrian travel routes with consideration for all-season parking. Upgrade all existing bike parking racks to meet recommendations outlined in Ontario Traffic Manual Book 18.

TABLE ES.2: MEDIUM-TERM PARKING STRATEGIES

Strategy	Recommended Action
Optimize Supply and Increase Efficiency	Consider allocating employee parking in peripheral lots and consider prohibiting employees from parking within “prime” on-street parking spaces (such as Thames Street South). Repave these lots and add markings to increase supply, as applicable.
	Strengthen pedestrian connections from under utilized parking lots such as the public post office lot and the public St. Andrew lot to adjacent streets with painted walkways.
Expand Parking Supply	Identify public/private partnership opportunities to expand parking supply or dedicate a portion of new parking to public use through conversations with interested existing landowners within the study area.
	Work with private landowners to identify available supply that could be used during peak periods or special events.
	Continue to promote active transportation through bicycle and pedestrian connections.

TABLE ES.3: LONG-TERM PARKING STRATEGIES

Strategy	Recommended Action
Reduce Parking Demands	Support regional initiatives to have inter-community transit, supporting connections from Ingersoll to Tillsonburg, as well as connections to St. Thomas, Woodstock, and London.

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1 Introduction

The Town of Ingersoll is one of eight lower-tier municipalities in Oxford County. With a population of about 13,700 people the Town supports a vibrant downtown that boasts a variety of attractions and services including boutique shopping, restaurants and cafes, and residential neighbourhoods, all within a 30-minute drive of approximately 1,000,000 people.

Parking is often viewed as one of the basic elements in sustaining a healthy downtown and expanding commercial activity within the core.

The purpose of this study is three-fold:

- identify the adequacy of the existing parking supply;
- assess its ability to accommodate future parking demands over the next ten years; and
- prepare a parking management strategy.

1.1 Study Score and Objectives

The primary objectives and overall scope of this study is to:

- quantify the existing municipal on- and off-street parking supply in the downtown areas;
- conduct parking utilization and duration surveys to determine parking demand and parking duration trends;
- quantify the adequacy of the existing parking supply;
- estimate future parking demands in the downtown and waterfront areas; and
- develop a range of reasonable, practical, and feasible parking management strategies to accommodate existing and future parking demands.

1.2 Study Area

The study area encompasses the downtown area of Ingersoll as identified by the Town.

The downtown is generally bound by King Street to the south, Mill Street to the east, Oxford Street to the west, and St Andrews Street to the north. **Figure 1.1** illustrates the downtown study area.

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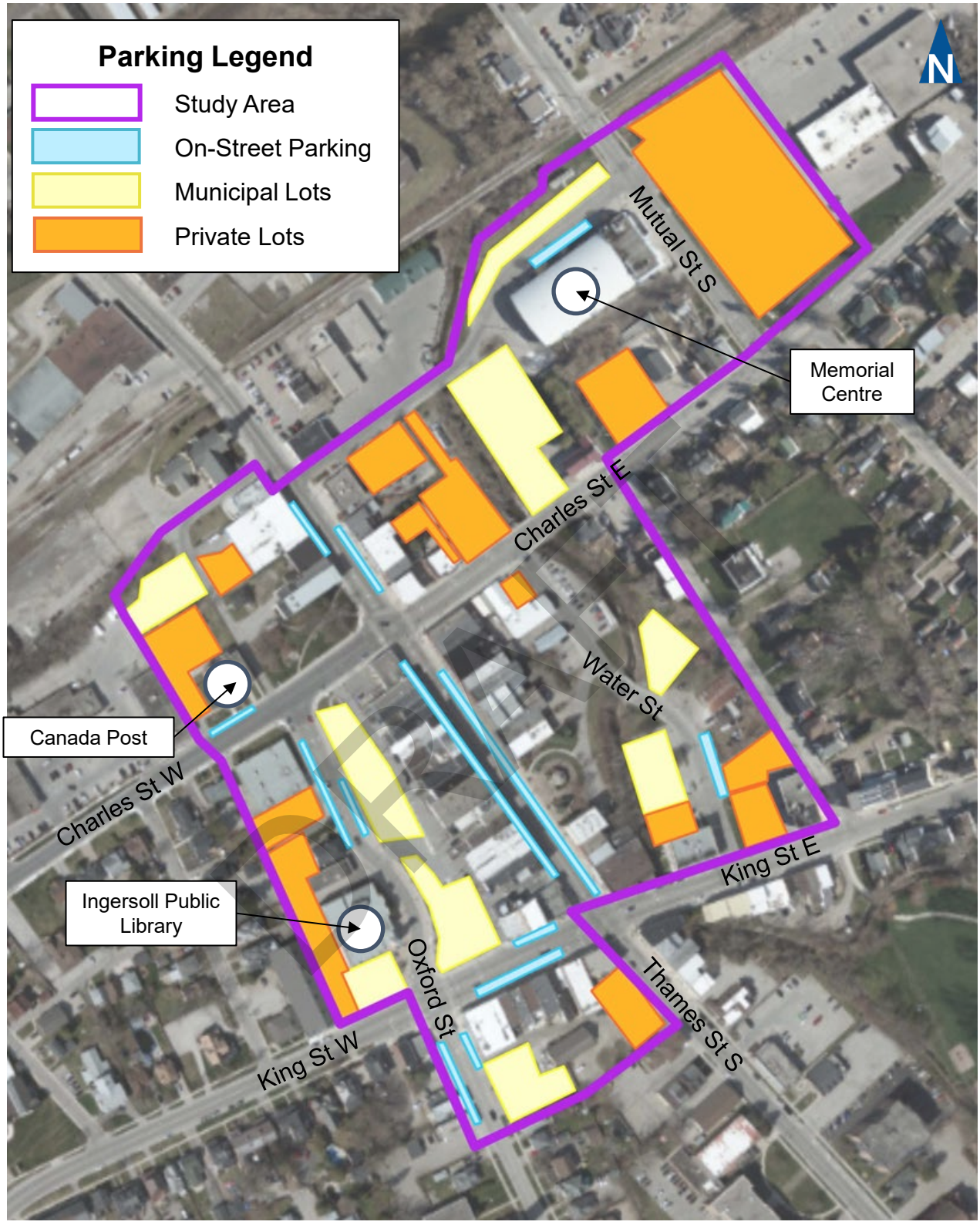

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Downtown Study Area

2 Policy Context

2.1 Oxford County Official Plan

The Town of Ingersoll refers to the Oxford County Official Plan (amended March 2023) for direction regarding the goals, objectives, and policies regarding the social, economic and natural environment.

Chapter 9 of the Official Plan contains the Town of Ingersoll Land Use Policies. Section 9.3.2.2.6 refers to Parking and Transportation. This includes providing sufficient short-term and long-term parking in the Central Area.

Section 9.3.2.3.1 regards the Central Business District and states that while accommodating considerable growth through redevelopment the pedestrian environment must be maintained.

Section 9.6.5 states that the Town Council may establish accessible and sufficient bicycle parking within the municipality to promote the use of bicycles.

2.1.1 Cash-in-Lieu of Parking

Section 9.3.2.2.6 states that the Town shall establish a cash-in-lieu policy to permit cash payment to the Town in lieu of the required parking as established in the Zoning By-law. The Official Plan states that the "money generated shall be used for the payment of interest and principal on any municipal debenture for parking facilities, acquisition of lands and/or the provision of additional municipal parking or for improvements to existing municipal parking facilities."[1]

Cash-in-lieu of parking is a tool used to address long-term parking deficiencies rather than to attain immediate goals. The revenue-generating potential of cash-in-lieu of parking is dependent upon the pace and extent of downtown development / redevelopment and as a result, should not be considered as a significant or continuous source of capital funding for municipal parking facilities.

2.2 Zoning By-Law

2.2.1 Parking Regulations

Parking requirements for developments in Ingersoll are governed by the Town of Ingersoll Zoning By-Law (04-4160). The Zoning By-Law regulates both the rate of parking to be provided (that is, the number of

[1] County of Oxford Official Plan, March 2023.

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stalls required per 100 m^2 of land use) as well as the dimensional and location requirements for parking spaces. There is also a cash-in-lieu by-law (21-5133).

2.2.2 Parking Regulations in Commercial Core (CC) Zone

Section 10.2 provides zoning provisions for parcels designated in the Commercial Core (CC) zone and directs parking requirements to be in accordance with the general provisions in Section 5.19.

Section 5.19.5 states that parking requirements shall not apply to the Core Area for non-residential use other than a motel or hotel. The core area is comprised within the study area.

2.2.3 Bicycle Parking

The Town of Ingersoll Zoning By-Law does not contain policies regarding bicycle parking. The Town currently has short-term bicycle parking racks along Thames Street South, along with a bicycle repair station located at the downtown gazebo on Thames Street South. **Figure 2.1** illustrates the existing bike rack locations in the downtown area.

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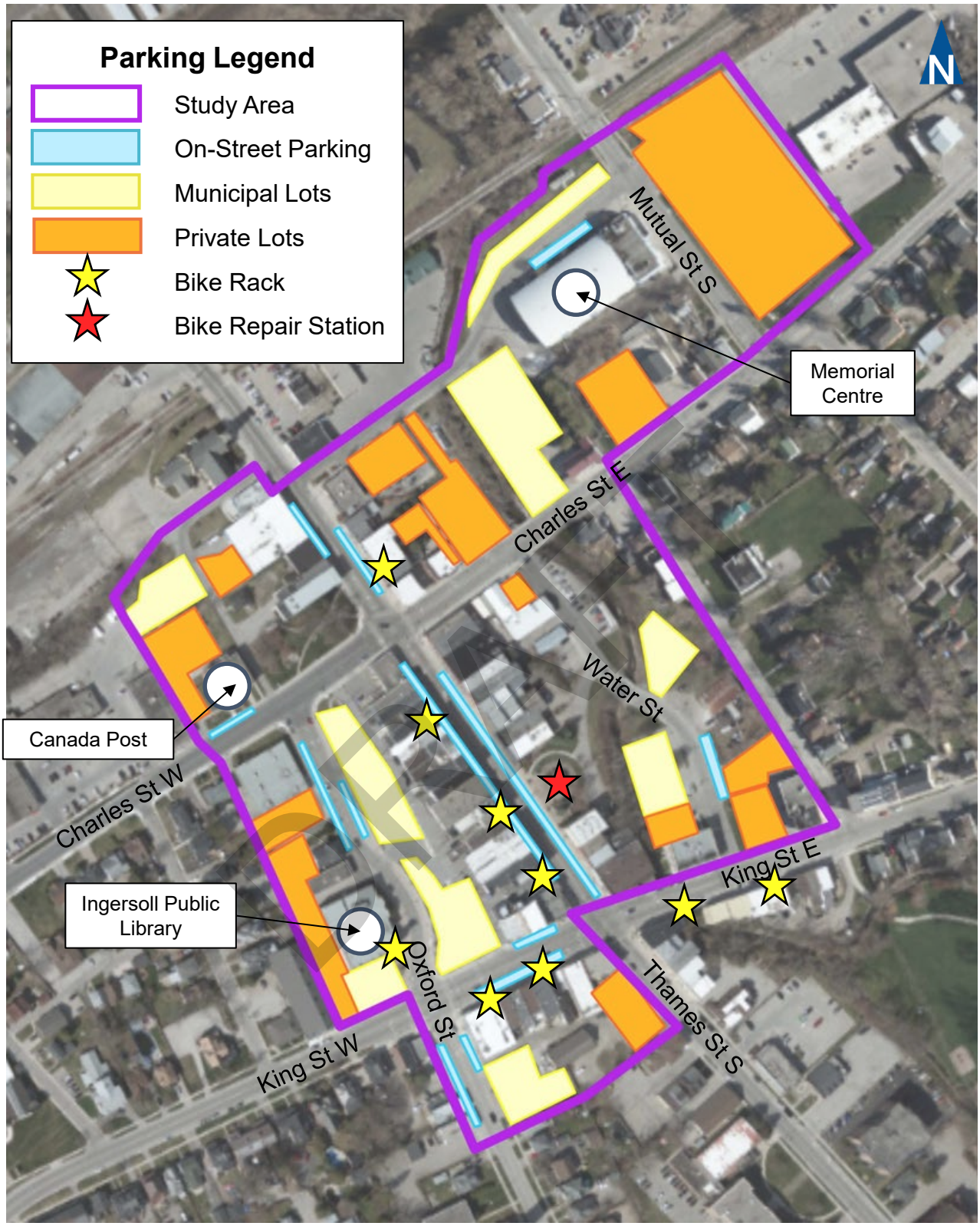

Existing Bicycle Parking Locations

3 Existing Parking System

3.1 Parking Supply

The parking supply in the downtown area consists of public on-street parking, public parking lots, and privately owned off-street parking lots. Both public and private parking has been reviewed in this study.

To document and analyze parking activity the downtown area has been divided into zones relative to the proximity to Thames Street South. **Figure 3.1** illustrate the zones for downtown Ingersoll.

Table 3.1 summarizes the respective parking supply in downtown Ingersoll. The downtown Ingersoll Parking supply consists of 746 spaces, 15% of which are public on-street, 42% are private off-street lots, and 43% are public off-street lots. A total of 27 accessible parking spaces are included within the existing parking supply, including 4 spaces on-street, 7 spaces in private lots, and 16 spaces in public lots.

TABLE 3.1: DOWNTOWN INGERSOLL PARKING SUPPLY

Zone	Public On-Street Parking	Private Off-Street Parking	Public Off-Street Parking	Total
A	42	0	0	42
B	34	66	122	222
C	32	251	199	482
Total	**108**	**317**	**321**	**746**
	15%	**42%**	**43%**	**100%**

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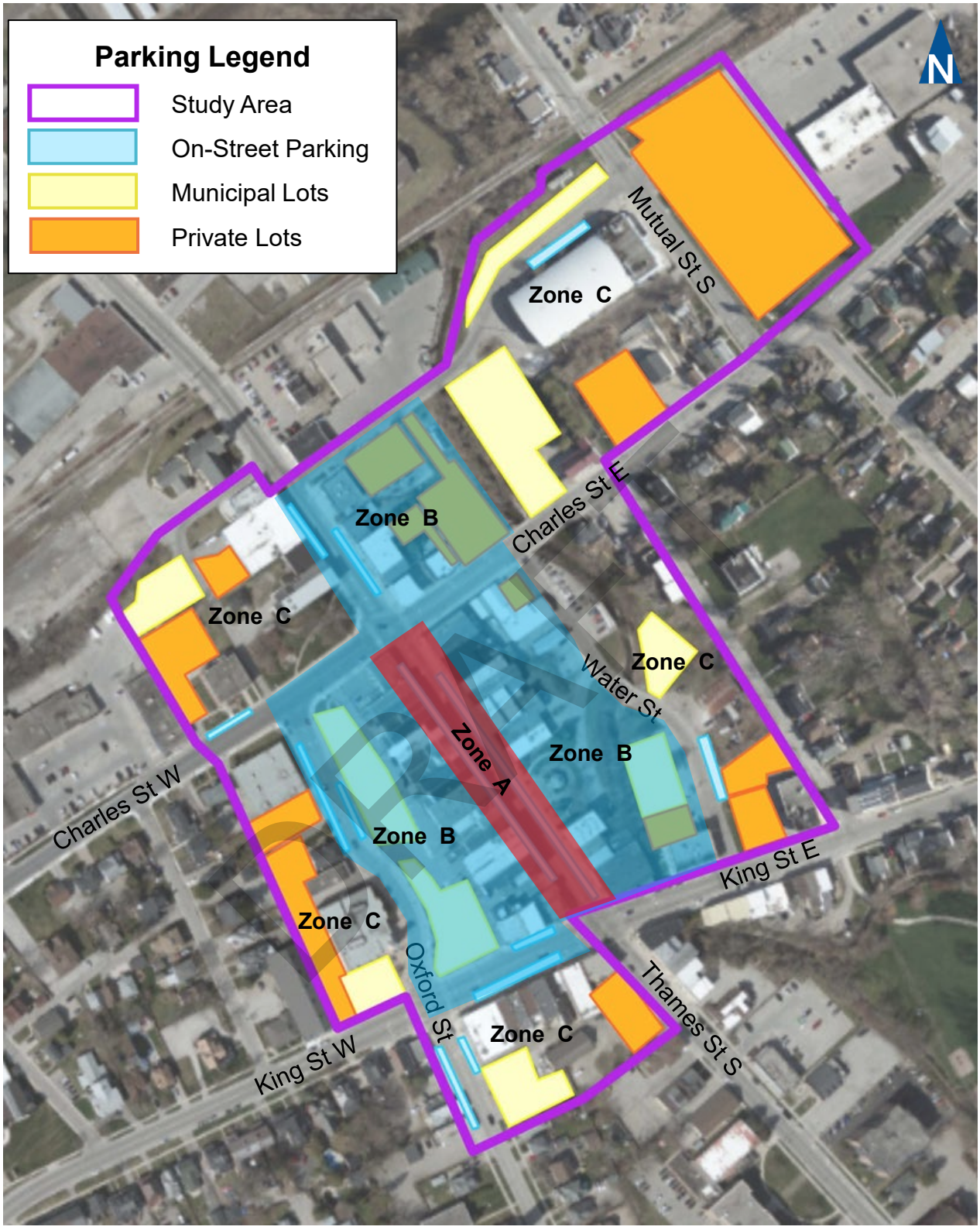

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Downtown Ingersoll Parking Zones

Town of Ingersoll Downtown Parking Study
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Figure 3.1

3.2 Parking Characteristics

Parking on-street is currently free as are most public parking lots. Two municipal parking lots require a permit, currently costing $35.00 a month or $120.00 for a four-month winter pass. Parking is generally regulated through time limits on weekdays. Time limits range from ½ hour to all day parking, with no limits on weekends. Further, most parking lots restrict overnight parking (between 3 AM and 6 AM) during the winter to allow snow clearing if needed.

Parking in private off-street lots are generally prohibited to park in for non-customers to the respective businesses.

3.3 Survey Methodology

To determine existing parking demands, parking utilization, and parking durations, Paradigm performed parking surveys in downtown Ingersoll on:

- Saturday 2024-06-15 between 9:00 AM and 6:00 PM; and
- Tuesday 2024-06-18 between 8:00 AM and 6:00 PM.

The parking surveys involved a team of surveyors who walked a pre-determined route once each hour. For each occupied parking space, surveyors recorded the last three digits of each license plate in an occupied parking space. Surveyors also noted if parking spaces were closed for a special event or otherwise impeded for use by construction or other activities.

3.4 Existing Parking Utilization

Parking utilization is used to measure the present of parking capacity that is full as any given point in time.

Appendix A contains the detailed parking demand and utilization data collected by day. The analyses and findings are discussed in terms of:

- **Average parking demand and utilization:** the average number of parking spaces occupied each hour over the survey period. Average utilization is determined by calculating the arithmetic mean of the occupied stalls observed each hour over the entire day and dividing by the total number of parking stalls (parking supply);
- **Maximum parking demand and utilization:** the peak number of parking spaces occupied over the survey period. Maximum utilization is determined by dividing the highest number of

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occupied stalls observed over the entire survey period by the total number of parking stalls (parking supply). This rate represents the peak parking requirement for the site.

Maximum values are more critical than the average rates because they represent the parking supply required to satisfy peak demand. The maximum demand also indicated the overall surplus or deficiency in parking and guides the assessment of strategies to increase or decrease the available parking supply or manage parking demands.

Table 3.2 summarizes the overall maximum parking occupancy for downtown Ingersoll. It is noted that the utilization rate is calculated based on the available parking supply during the survey period.

Figure 3.2 and **Figure 3.3** illustrate the results of the downtown Ingersoll parking demand survey by hour for the weekend and weekday survey dates, respectively.

TABLE 3.2: PEAK HOUR PARKING UTILIZATION SUMMARY

Public On-Street Demand	Public Off-Street Demand	Private Off-Street Demand	Total Parking Demand (Supply)
Saturday, 2024-06-15 (12:00 PM to 1:00 PM)			
50 (96)	82 (321)	52 (220)	305 (637)
52%	26%	24%	29%
Tuesday, 2024-06-18 (1:00 PM to 2:00 PM)			
61 (96)	157 (321)	87 (220)	305 (637)
64%	49%	40%	48%

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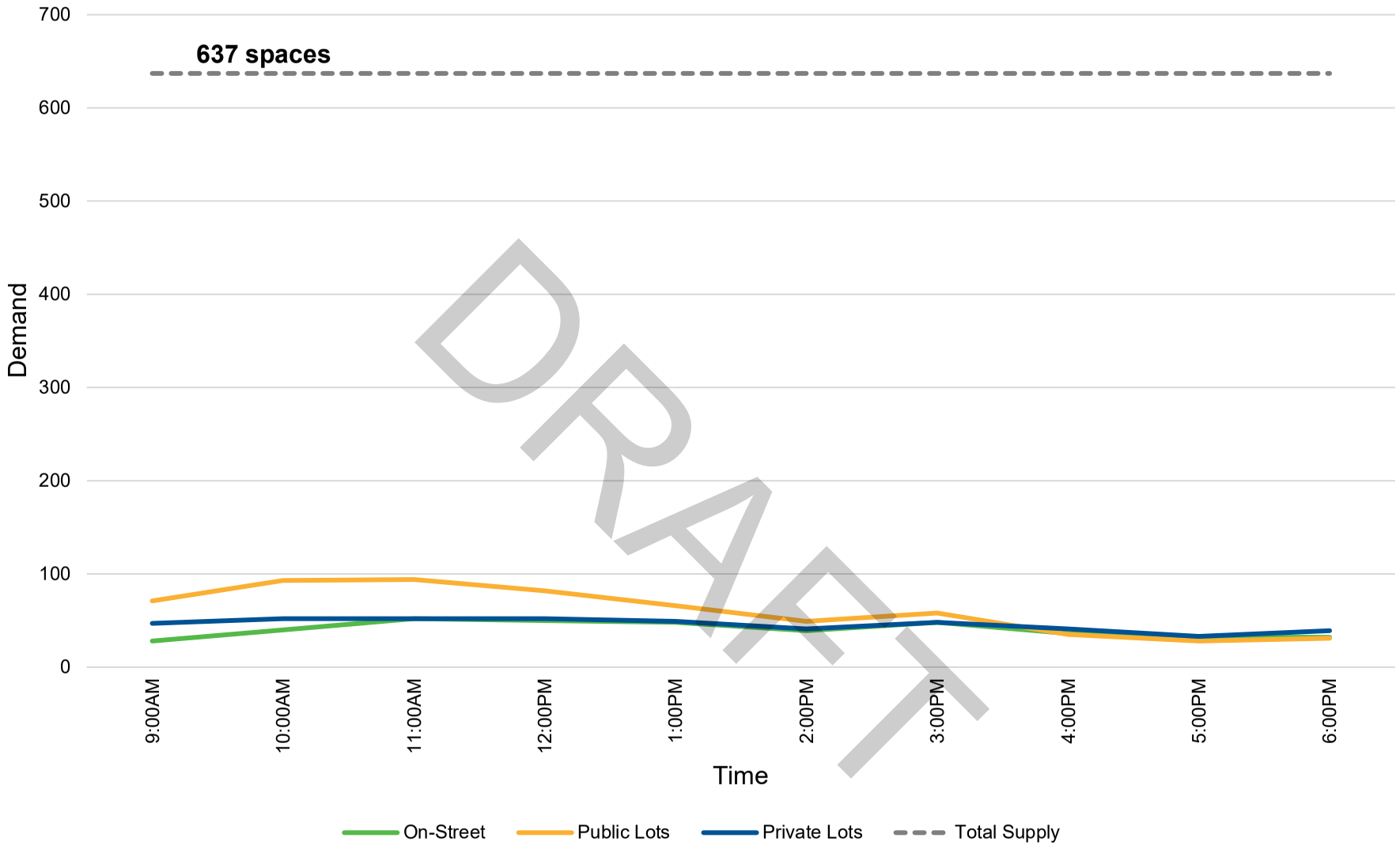

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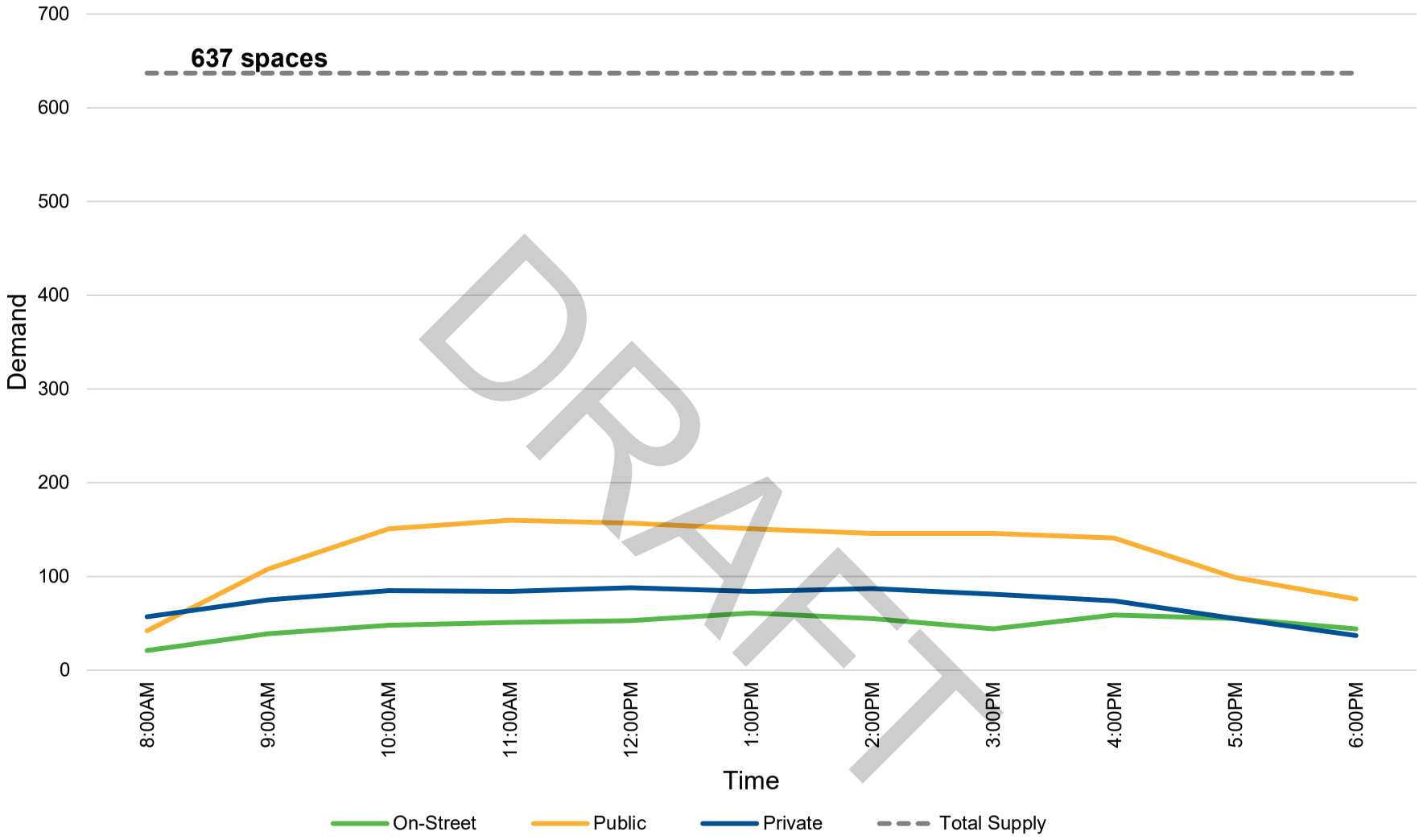
Weekend Parking Demand (June 15)



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Weekday Parking Demand (June 18)

While **Figure 3.2** and **Figure 3.3** illustrate the temporal distribution of the parking demands for each respective survey, they do not characterize the geographic distribution of these demands in the study area.

Figure 3.4 and **Figure 3.5** illustrates the parking utilization rates for each survey date at the peak hour of observed parking demand. The following is noted:

- **Weekend (Saturday June 15):** On-street parking was heavily used along Thames Street South between Charles Street West and King Street West and on Oxford Street between Charles Street West and King Street West, as was the public off-street lot on Oxford Street between Charles Street West and King Street West.
- **Weekday (Tuesday June 18):** The off-street public lot on Oxford Street between Charles Street West and King Street West was heavily used, as was the on-street parking along Oxford Street between Charles Street West and King Street West.

Table 3.3 provides the observed parking utilization for each zone during the peak demand hour.

TABLE 3.3: PARKING UTILIZATION BY ZONE

Zone	Type	June 15	June 18
A	On-Street	81%	76%
	Private Off-Street	-	-
	Public Off-Street	-	-
B	On-Street	73%	78%
	Private Off-Street	54%	57%
	Public Off-Street	76%	88%
C	On-Street	37%	61%
	Private Off-Street	31%	49%
	Public Off-Street	14%	47%

In general, parking is more heavily used along Thames Street South (Zone A) and one block away from Thames Street South (Zone B).

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Public off-street parking lots around the perimeter of the survey boundary has the lowest utilization.

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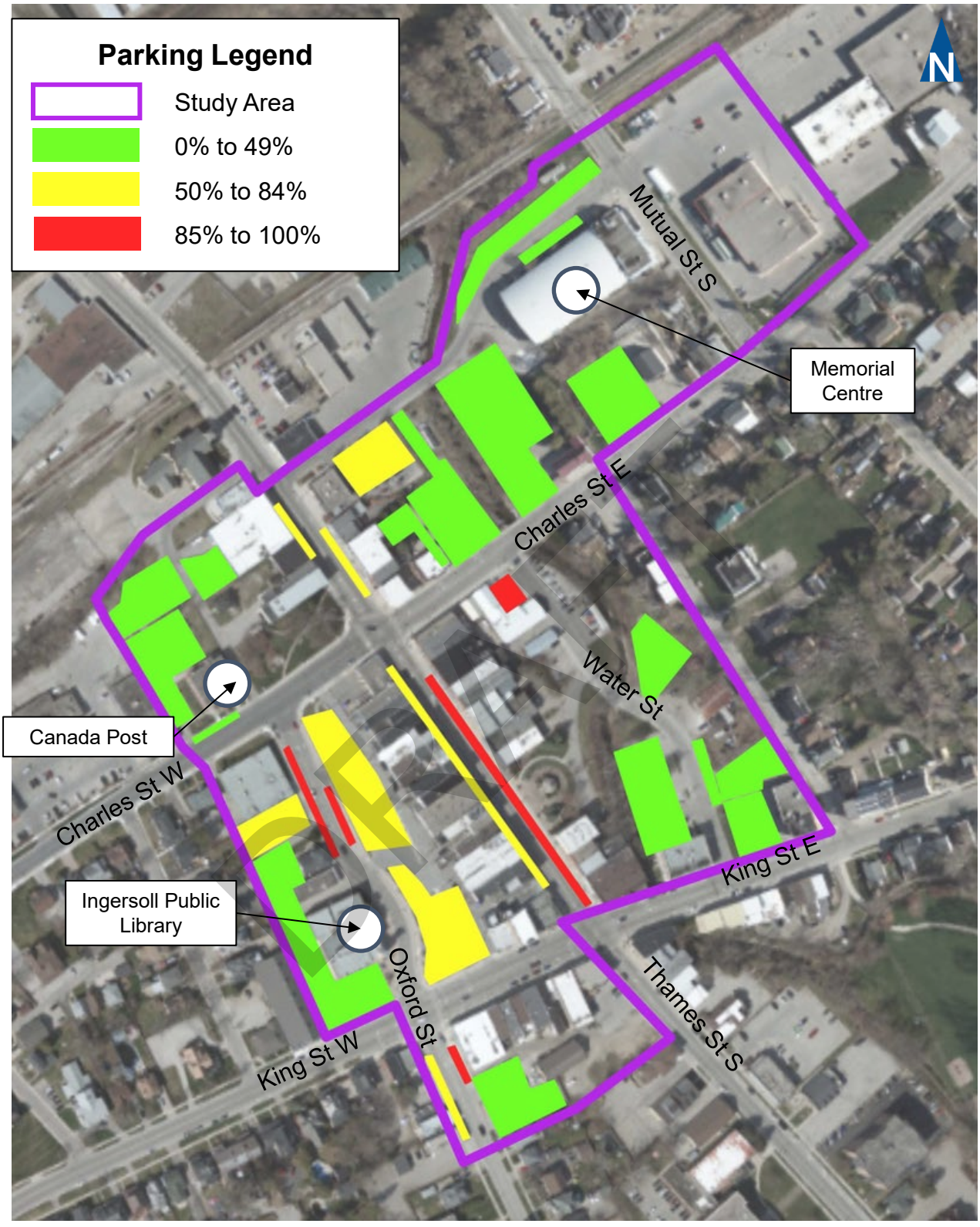
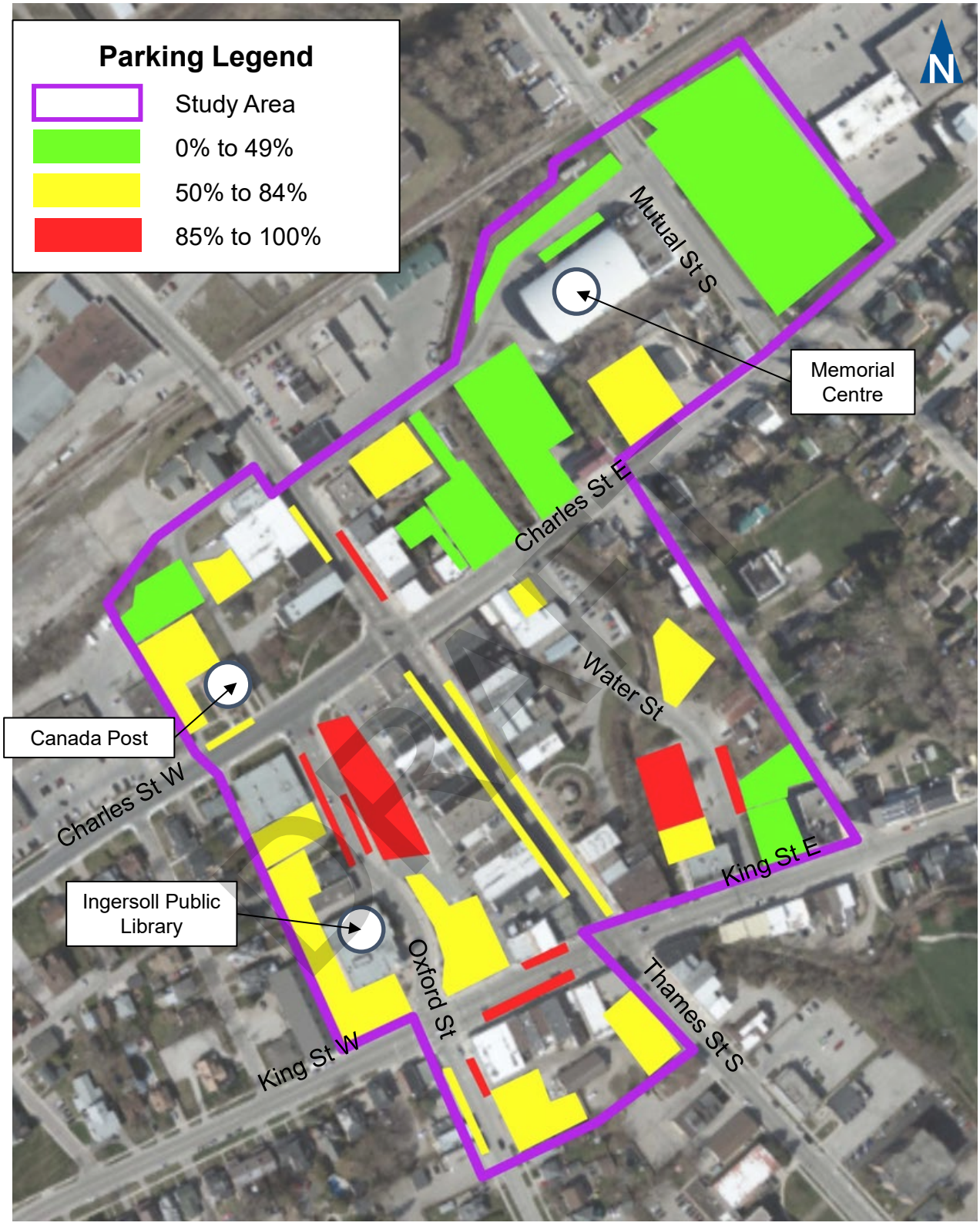


Weekend Parking Demand (June 15)



Weekday Parking Demand (June 18)

3.5 Parking Duration

The license plate data collected as part of the surveys were analyzed to determine the typical length of stay, or parking duration, in each parking space. Parking duration helps identify whether parking is being used primarily for short-term parking needs (for example, customers of local businesses) or longer-term parking needs (for example, employees). Parking duration is also helpful in identifying the percentage of vehicles that are parked beyond a specified time limit (if posted or applicable).

Table 3.4 summarizes the findings of the parking duration study for on-street and off-street parking facilities. **Figure 3.6** and **Figure 3.7** illustrate the parking duration summary for downtown Ingersoll.

Across the two survey dates, most of the on-street and off-street parking was used for less than two hours. Shorter durations were more prevalent in the on-street parking spaces, with a minimum of 70% of vehicles parked for less than 1 hour. Similar durations were observed between the weekday and weekend survey dates. Off-street parking followed a similar pattern, where a majority of users are parking for less than 1 hour.

The following subsections provide a detailed breakdown of parking durations between on-street and off-street parking facilities in the downtown.

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TABLE 3.4: PARKING DURATION SUMMARY

Date	Duration	On-Street Parking	Private Off-Street Parking	Public Off-Street Parking
June 15	<1 Hour	82%	78%	67%
	1 – 2 Hours	11%	4%	13%
	2 – 3 Hours	1%	5%	7%
	3+ Hours	6%	13%	13%
	Total	**100%**	**100%**	**100%**
June 18	<1 Hour	70%	59%	45%
	1 – 2 Hours	15%	9%	19%
	2 – 3 Hours	6%	7%	9%
	3+ Hours	9%	25%	27%
	Total	**100%**	**100%**	**100%**

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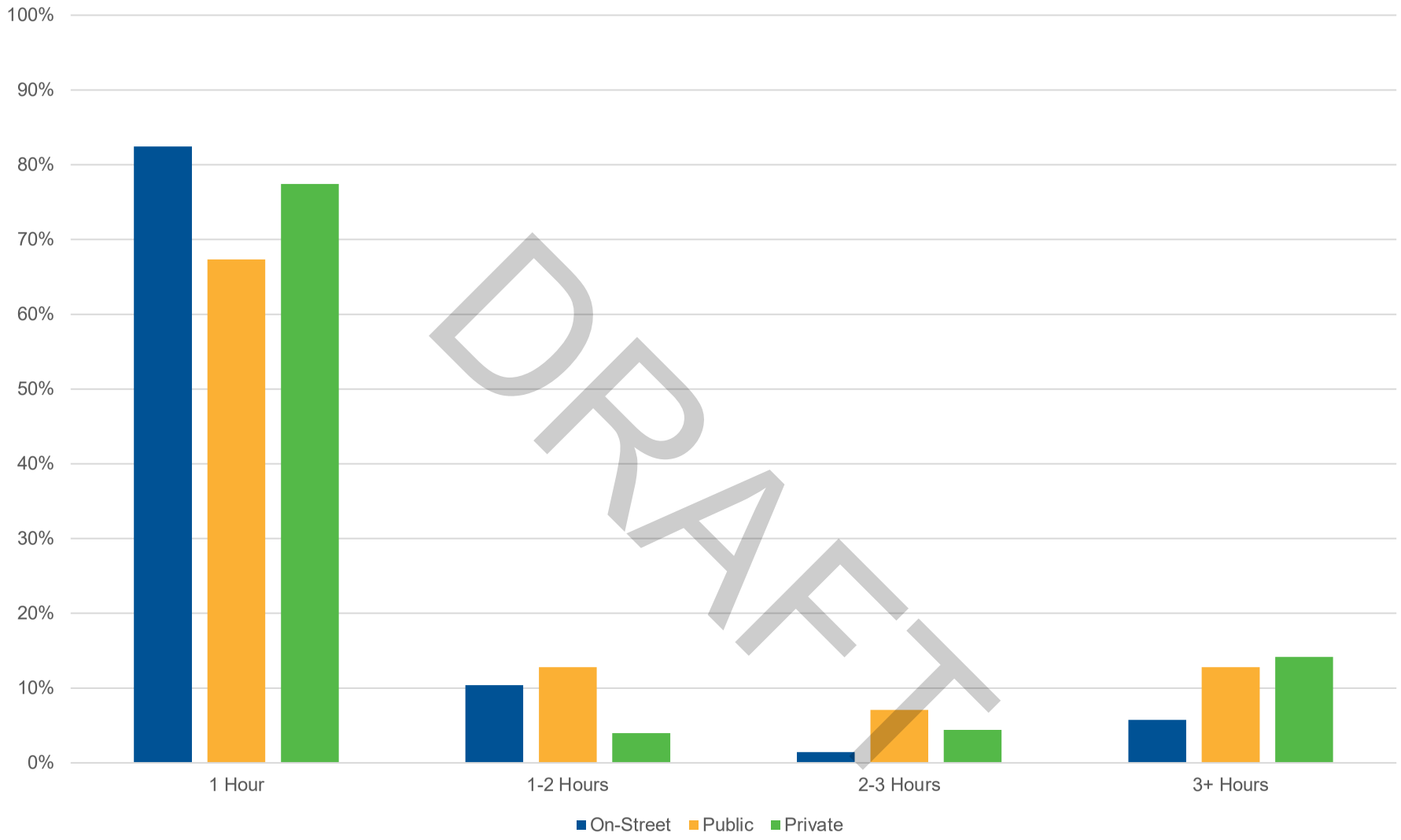

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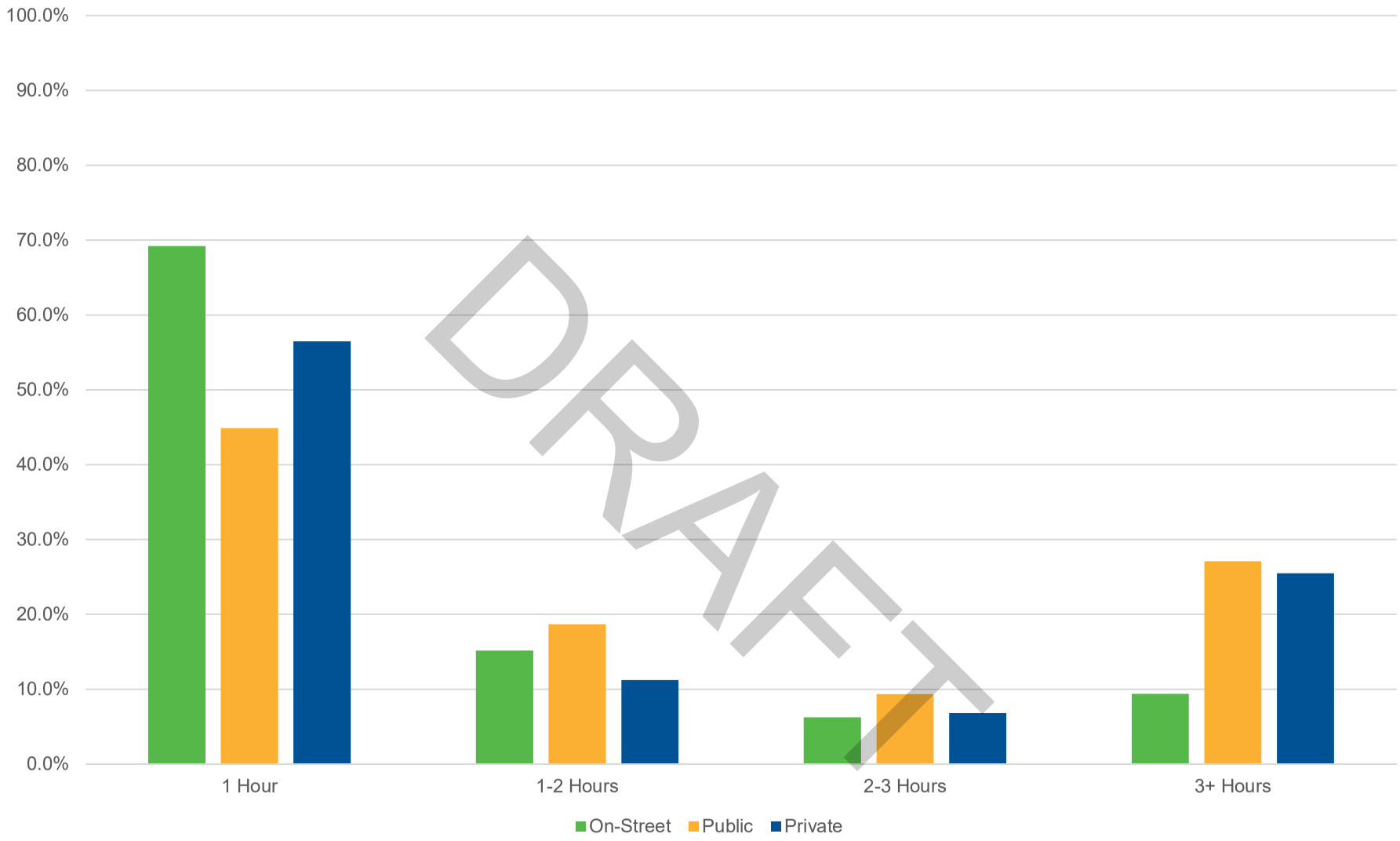
Weekend Parking Duration (June 15)



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Weekday Parking Duration (June 18)

3.5.1 Parking Duration Breakdown

Generally, the parking supply in downtown Ingersoll is free for ½ hour to all day parking, with the exception of two permit-parking only lots.

Table 3.5 summarizes the downtown on-street parking duration over the two survey dates (June 15 and June 18). The data indicates parking durations of less than 1-2 hours for on-street parking in all zones where 3-hour time limits are posted. On-street parking in Zone C (furthest from Thames Street South) has a majority of vehicles parked exceeding the posted time limit on weekdays.

TABLE 3.5: ON-STREET PARKING DURATION

Date	Zone	Parking Duration				Average Duration
		1 Hour	1-2 Hours	2-3 Hours	>3 Hours	
June 15	A	77%	15%	2%	6%	1 hr 22 mins
	B	79%	12%	0%	9%	1 hr 23 mins
	C	94%	2%	0%	4%	1 hr 8 mins
June 18	A	73%	16%	7%	4%	1 hr 25 mins
	B	83%	8%	4%	4%	1 hr 17 mins
	C	35%	12%	4%	50%	2 hrs 41 mins

Table 3.6 summarizes the downtown private off-street parking duration over the two survey dates. The data indicates in Zones B and C majority of vehicles are parked for less than 1-2 hours. Many businesses with the private lots are closed on Saturdays, reducing the number of vehicles parked in those lots.

TABLE 3.6: OFF-STREET PRIVATE PARKING DURATION

Date	Zone	Parking Duration				Average Duration
		1 Hour	1-2 Hours	2-3 Hours	>3 Hours	
June 15	A	-	-	-	-	-
	B	64%	10%	10%	16%	1 hr 47 mins
	C	87%	1%	1%	11%	1 hr 22 mins
June 18	A	-	-	-	-	-
	B	62%	12%	7%	19%	1 hr 49 mins

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	C	57%	7%	7%	29%	2 hrs 4 mins

Table 3.7 summarizes the downtown public off-street parking duration over the two survey dates. The data indicates that longer durations in lots father from Thames Street South (Zone C). The Duration in Zone B was shorter during the weekend survey date.

TABLE 3.7: OFF-STREET PUBLIC PARKING DURATION

Date	Zone	Parking Duration				Average Duration
		1 Hour	1-2 Hours	2-3 Hours	>3 Hours	
June 15	A	-	-	-	-	-
	B	72%	13%	6%	9%	1 hr 31 mins
	C	28%	13%	13%	47%	2 hrs 47 mins
June 18	A	-	-	-	-	-
	B	45%	22%	10%	22%	2 hrs 6 mins
	C	44%	12%	7%	37%	2 hrs 22 mins

The average duration is generally between than 1 and 2 hours for on-street parking and off-street private parking lots in all Zones, whereas the average off-street public parking lots duration is between 2 and 3 hours, with longer durations in Zone B during the weekday survey date.

3.6 Accessible Parking

Parking utilization data was collected at all public parking spaces including accessible (barrier free) spaces in lots and on-street. As outlined in **Section 3.1**, a total of 27 accessible parking spaces are located in the downtown. **Table 3.8** summarizes the parking utilization for accessible parking spaces.

TABLE 3.8: ACCESSIBLE PARKING UTILIZATION

Zone	Type	June 15	June 18
A	On-Street	100%	100%
	Private Off-Street	-	-
	Public Off-Street	-	-
B	On-Street	0%	100%

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	Private Off-Street	33%	100%
	Public Off-Street	23%	23%
C	On-Street	0%	100%
	Private Off-Street	33%	66%
	Public Off-Street	66%	0%

Table 3.9 summarizes the parking duration for accessible spaces over the two survey dates. Accessible parking spaces were used for an average of less than 2 hours. Accessible spaces on Thames Street South (Zone A) were only occupied for less than 1 hour.

TABLE 3.9: ACCESSIBLE PARKING DURATION

Date	Zone	Parking Duration				Average Duration
		1 Hour	1-2 Hours	2-3 Hours	>3 Hours	
June 15	A	100%	0%	0%	0%	< 1 hr
	B	63%	0%	38%	0%	1 hr 45 mins
	C	71%	0%	0%	29%	1 hr 52 mins
June 18	A	100%	0%	0%	0%	< 1 hr
	B	73%	27%	0%	0%	1 hr 16 mins
	C	100%	0%	0%	0%	< 1 hr

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3.7 Key Survey Findings

The key findings of the downtown Ingersoll parking surveys are as follows:

- Overall weekday parking utilization peaked at 64% between 1:00 PM and 2:00 PM on Tuesday June 18, 2024;
- Overall weekend parking utilization peaked at 54% between 11:00 AM and 12:00 PM on Saturday, June 15, 2024;
- Higher parking utilization was observed in on-street parking along Thames Street South between Charles Street West and King Street West;
- Higher overall parking utilization was observed during the weekday survey date;

- Shorter parking durations (less than 1 hour) was observed in on-street parking on the roads closest to Thames Street South (Zones B and C), and longer durations (3+ hours) in on-street parking around the perimeter of the boundary;
- Average duration of less than 2 hours was observed in the off-street private and public parking lots;
- Minimal differences in parking duration were observed between the weekday and weekend survey dates;
- Overall parking utilization in accessible parking spaces peaked at 48% on Tuesday, June 18, 2024; and
- Average durations of less than 2 hours were observed in accessible parking spaces over both survey dates.

Based on the findings of the parking surveys, the downtown parking supply is operating with sufficient supply under peak demand conditions. Although some on-street parking on Thames Street South experiences demands greater than 80% under peak utilization conditions, there is ample capacity elsewhere in the parking system to accommodate additional parking demands.

3.8 Issued Parking Tickets

Parking ticket data from 2023 and January to August 2024 for the Oxford Street public parking lot, Thames Street South, King Street, and Oxford Street were assessed to understand where parking violations occurred the most in the downtown area.

Table 3.10 details the number of parking tickets issued in the above-noted parking areas for violations including:

- Parked longer than maximum period allowed for such zone;
- No stopping/ stopped in an area prohibited by sign;
- No parking anytime;
- Parked in emergency fire route;
- Parked in designated accessible space;
- Parked outside of designated space; and
- Other

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TABLE 3.10: NUMBER OF ISSUED PARKING TICKETS

Parking Area	Year	Number of Tickets Issued	Percentage of Tickets Issued[1]
Oxford Street Lot	2023 (January 1 – December 31)	275	83%
	2024 (January 1 – August 28)	201	45%
Thames Street South On-Street	2023 (January 1 – December 31)	201	45%
	2024 (January 1 – August 28)	88	82%
King Street East On-Street	2023 (January 1 – December 31)	60	94%
	2024 (January 1 – August 28)	85	87%
King Street West On-Street	2023 (January 1 – December 31)	49	47%
	2024 (January 1 – August 28)	20	60%
Oxford Street On-Street	2023 (January 1 – December 31)	12	58%
	2024 (January 1 – August 28)	26	100%

Notes:

1. Excluding tickets issued for “Parked outside of designated space”

Parking tickets issued for violations not relevant to parking outside of the designated space vary depending on the parking area. There does not appear to be a pattern regarding the type of ticket issued for the parking area. The Oxford Street Lot has the highest number of parking tickets issued in both 2023 and 2024 and is one of the highest occupied area outside of Thames Street South (Zone B).

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4 Public Engagement

4.1 Program Overview

Over the course of the study, the Town and Paradigm conducted a public engagement program. The purpose of the community and stakeholder engagement program was to collect feedback from businesses, residents, and visitors to the downtown area to better understand the experiences accessing and parking in the downtown.

The objectives of the engagement plan were to:

- promote information sharing and effective two-way communication between the Town and consultant staff and study participants;
- allow for meaningful involvement of study participants in the planning and decision-making processes; and
- ensure timely and appropriate responses to comments or concerns by the project team.

The engagement program featured a wide range of consultation, outreach and communication initiatives to involve a broad spectrum of participants in the Parking Study. The program focused on the following key messages:

- planning for population and employment growth in the community, and parking needs is essential;
- providing users with convenient, accessible parking options is desired; and
- involving the community and stakeholders throughout the study ensures the final plan is pragmatic and meets needs now and into the future.

4.2 Engagement Summary

4.2.1 Program Elements

The Municipality conducted multiple engagement efforts in Downtown Ingersoll to present work completed to date and receive any feedback or questions. The specific elements of the engagement program included:

- Pop-up consultation in Downtown Ingersoll;
- Online Survey;

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- Meeting with Town Staff;
- Meeting with Ingersoll BIA.

The pop-up consultation provided the public with information of work completed to date including study objectives, data collected, and next steps. These events invited the public to view the study and provide comments and ask questions. The pop-up consultation took place during the Town's Pizza Fest on August 25th, 2024 from 4:00 PM to 8:00 PM. The online survey was open through July 12 to August 12, 2024.

Appendix B contains a copy of the paper survey provided at the in-person event.

Appendix C provides a copy of the online survey.

A total of 389 people contributed their input to the Parking Study through the engagement plan. **Table 4.1** provides a breakdown of the engagement activity and the number of participants.

TABLE 4.1: ENGAGEMENT PARTICIPATION SUMMARY

Engagement Activity	Number of Participants
Downtown Pop-Up Event (Pizza Fest)	116
Town Staff Meeting	8
Downtown Ingersoll BIA Meeting	2
Online Survey	210
Paper Surveys	53
Total	**389**

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4.2.2 Summary of Feedback Received

The following summarises the feedback received during Round 1:

- Downtown visitors typically are able to find a parking space in close proximity to their destinations.
- Free parking should continue to be provided.
- Remove on-street parking spaces close to intersections that limit through-traffic.
- Add more accessible parking spaces.
- Create more designated staff parking spaces in parking lots.
- Increase parking time limits in library lot.

- Add more short-term bicycle parking, consider long-term parking options.
- Improve wayfinding signs to direct traffic towards under-utilised parking lots within the downtown.
- Allow greater pedestrian connections from periphery downtown parking lots to the main street.
- Designated on-street spaces as short-term (15- to 30-minute) spaces for quick access to cafes, bank, etc..
- Pave and paint gravel lots to maximize and organize available lots.

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5 Future Parking System

Based on the analyses of the existing parking demands, it is concluded that overall the parking system is operating well-below its effective capacity. It is recognized that while select lots and on-street parking areas experience utilization rates greater than or equal to 80% during *some* periods of the day, there is available capacity in other areas of the parking supply.

Although the overall parking supply is operating well-below capacity during both the weekday and weekend periods, it is recognized that because of potential development and redevelopment (within and outside of the study area), there may be increased parking demands or a loss of parking spaces in the future.

5.1 Future Growth and Parking Demands

5.1.1 Current Vacancies

A review of the inventory available land and buildings for commercial use (as recent as September 2024) confirmed 15 vacancies in the downtown area, 11 of which are located on Thames Street.

5.1.2 Planned Development

The project team conducted a review of active development applications available on the Oxford County web portal for the Town of Ingersoll. None of the development applications are within the downtown area.

5.1.3 Future Growth

Future population growth throughout the Town is likely to increase the demand for parking in the study area, because of the downtown's combination of commercial/retail establishments, recreational activities, and community events. The extent of this growth is assumed to be consistent with historic and projected population trends.

Future parking demand estimates reflect those for future horizons years five and ten years from the date of study, representative of 2029 and 2034. **Table 5.1** summarizes the historic population trends from the four most recent Canadian censuses for Ingersoll.

TABLE 5.1: INGERSOLL POPULATION TRENDS

	2006	2011	2016	2021
Population	11,760	12,146	12,757	13,693

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Change		3.3%	5.0%	7.3%

Source: Statistics Canada. 2024. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released November 15, 2023. https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=ingersoll&DGUIDlist=2021A00053532018&GENDERlist=1,2,3&STATISTIClist=1,4&HEADERlist=0.

Table 5.2 summarizes the projected population for the Town of Ingersoll, as documented in the Preliminary Oxford County 2025 Comprehensive Review[2].

For the purposes of population forecasting, a future growth rate of 1.2% per annum has been assumed when projecting population growth. It is noted that several factors will impact actual growth rates, including the trends towards an aging population, density in residential areas, birth and morality rates, and population migration.

TABLE 5.2: INGERSOLL POPULATION FORECAST

	2024	2029	2034
Population	14,400	15,580	16,880
Change		1.08%	1.08%

5.1.4 Future Parking Demands

Future parking demands have been estimated for two planning horizons: five-years from date of study, and ten-years from date of study. The estimate of five-year future parking demands assumes a general population growth

TABLE 5.3: FUTURE PARKING DEMAND

Proposed Use	Estimated Parking Demand
Five-Year Population Growth (2029)	19 spaces
Ten-Year Population Growth (2034)	39 spaces
Total	**58 spaces**

5.2 Future Parking Utilization

Table 5.4 summarizes the existing and estimated future peak parking demands and utilization for Ingersoll. The analysis reflects peak

[2] Oxford County Report to County Council. *Phase 1 Comprehensive Review.* November 13, 2024.

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weekday conditions based on the parking surveys, and represents the period od higher parking demand as compared to Saturday.

The existing parking supply in Ingersoll is sufficient to accommodate projected five-year and ten-year parking demands. Although the need for a substantial increase in parking supply has not been identified, the Town should continue to maintain its parking equilibrium by planning for the replacement of any large-scale loss of public off-street parking through the expansion of existing facilities or acquisition of property for future facilities.

TABLE 5.4: FUTURE PARKING UTILIZATION

Scenario	Demand (spaces)[1]	Supply (spaces)	Utilization	Surplus or Deficit (spaces)
Existing Conditions (2024 Weekday)	305	637	48%	332
Five-Year Horizon (2029 Weekday)	324	637	51%	313
Ten-Year Horizon (2034 Weekday)	344	637	54%	293

Notes:

1.Future demand estimate reflects only those demands generated by population growth. Parking demands for development related activity in the study area are assumed to be provided on each land parcels' property.

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6 Development of Parking Strategies

There are a wide variety of tools and strategies that can be used to improve parking management and contribute to the economic viability of the Town. Accommodating future parking needs will require a comprehensive strategy that aims to manage overall demands, maintains the equilibrium of supply in the event of intensification, while maintaining or enhancing the livability of the Town.

The range of possible parking management strategies can be separated into the following three categories, which are ordered by priority:

- optimize existing parking supply and increase efficiency;
- reduce parking demand; and
- increase parking supply.

The following subsections highlight key elements of each parking management strategy category.

6.1 Strategies to Optimize Existing Parking Supply

6.1.1 Maximize Capacity Through Redesign

The capacity of off-street parking facilities could be increased without requiring additional land or major reconstruction. This could include paving and delineating parking spaces in the following existing gravel lots, through public/private partnership as needed:

- 180 Thames Street South adjacent to the CIBC parking lot (private);
- Mill Street and King Street East lot (private); and
- Carnegie Hall lot (private).

The public parking lot on the north side of St Andrews Street across from the Ingersoll District Memorial Centre could also benefit from painting delineation lines to define parking spaces. All other lots are paves and parking spaces are delineated.

The existing unpaved and non-delineated nature of the existing parking lots results in motorists defining their own parking spaces. This can reduce the overall capacity of the parking lot depending on how individual vehicles position themselves.

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6.1.2 Improve Use Information and Wayfinding

Signs and wayfinding systems are the first contact with motorists looking to parking in downtown Ingersoll. Wayfinding should be intuitive and attractive to make a positive “first impressions”. Motorists who find themselves in unfamiliar environments also need to know where they are and require convenient and accurate information pertaining to location of parking facilities, availability, fees, and/or time restrictions.

While the advent of mobile mapping applications such as Google Maps and Apple Maps can provide directions to parking facilities, supplemental signage close to the destination can reinforce a motorists’ route.

Provision of a comprehensive parking information system, which includes wayfinding, directional and information signing for drivers and pedestrians, ensures that all municipal parking facilities are identified with a consistent signage program. The following elements comprise the system:

- Wayfinding signs to assist the motorist in identifying municipal parking facilities using visual cues and typically includes easily recognized symbols such as the Green “P” sign.
- Directional signs at strategic decision-making points in a parking lot to direct motorists to important destinations or features. Typical examples include directional arrows within a lot and an arrow with the word “meter” or “pay here: for pay and display machines.
- Information signs to provide key information to the motorist about hours of use, time-limited restrictions, and other pertinent information concerning the operation of the lot or element.

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While the Town does have several wayfinding, directional, and information signs, consideration could be given to expanding the number of signs directing vehicles to under utilized parking lots such as the municipal lot between Charles Street East and St Andrew Street.

Parking information is not limited to just signing, although the provision of clear and consistent signs is a key component of improving navigation. Other elements like maps, brochures and other printed material convey key parking information to visitors. In addition, internet-based information (such as parking maps or a mobile parking application) can maximize the efficiency of the parking system, improve user convenience, and increase functional supply of available

parking. The Town does publish a variety of information on its online web portal. To enhance the user experience, this information could also be presented through signage in each lot.

Local businesses could also assist in providing information on their websites informing customers of parking options within the vicinity. Directing customers to less used municipal lots can also reduce demands in other parking lots, while ensuring the entire parking supply is used.

6.1.3 Enforce Time Restrictions

On-street parking and municipal parking lots are regulated by the Ingersoll Parking By-law 18-4996. Parking is limited to three hours on-street and not permitted between 3:00 AM – 6:00 AM from December 1 to March 31.

Without dedicated and consistent enforcement, motorists can disobey parking regulations, abuse time restrictions, or hoard parking spaces from other users. These actions can increase motorist frustration finding a parking space and increase the perception of an inadequate parking supply. Effective enforcement, in combination with appropriate parking supply rates, signage, and incentives to use parking appropriately (e.g., time restrictions, pricing) can alleviate common parking concerns.

Regular enforcement of time restrictions seeks to:

- deter and discourage the parking of vehicles beyond the time limits stipulated in the Town's by-law and on signs; and
- improve parking supply efficiency by encouraging longer-term parking in off-street parking lots to enable shorter-term parking in on-street parking spaces.

While time-based restrictions are outlined in the Town's By-law, and clear and consistent signage is installed throughout the downtown area as well as in the public parking lots, it is recommended the Town reevaluate the posted time limits in public parking lots to best align with the average length of time a user would occupy the space. Examples include extending the current time limit of 30 minutes at the library parking lot and reducing the three-hour time limit for on-street parking on Thames Street where there is a higher turnover of vehicles.

6.1.4 Improve Aesthetics and Strengthen Pedestrian Linkages

Visible, aesthetically pleasing, and safe pedestrian linkages to and from parking areas can help encourage the use of less popular

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municipal lots or on-street spaces and increase the efficiency of the parking system.

Improved pedestrian linkages and safety measures (providing illumination) can bring otherwise “remote” parking facilities within walking distance. System-wide improvements such as the provision of sidewalks adjacent to all municipally-operated parking facilities can help improve accessibility and foster a more pedestrian-friendly environment.

6.1.5 Improve Pedestrian Safety

Select lots in the downtown, such as the municipal lot near St. Andrew Street and Charles Street East, and the lot on Oxford Lane, could benefit from improved illumination and safety. It is recommended that measures including new lighting fixtures in public lots that are located within Zone 2 and Zone 3 to increase visibility, as well as emergency call boxes to improve security.

A further recommendation is for the Town to initiate a project to implement pavement markings and pedestrian treatments to move pedestrians through parking areas such as access from the St. Andrew public lots to Charles Street East or along St. Andrew Street towards Thames Street South. Pedestrian connections can also be strengthened between the public post office lot and Charles Street West along Oxford Lane.

6.1.6 Public/Private Parking Partnerships

Parking needs associated with future downtown development are assumed to accommodate their parking requirements entirely on-site, with no reliance on the municipal parking supply. However, it is anticipated that some of the proposed commercial sites may not be able to fully accommodate their parking needs or may require reduced density to do so. This provides an opportunity for the Town to encourage private investment in public parking facilities through joint venture developments.

An example of a public/private parking partnership would be a planned mixed-use residential/retail development with parking accommodated underground. The Town could enter into a parking partnership in which a portion of parking is either leased or purchased from the developer and dedicated to public use. Additional incentives (for example waiving or reducing development fees) could also be considered. It is recognized that potential partnerships will have to be sensitive to the needs of both the Town and private developers to the balance the needs of all users.

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The Town through the approval processes and planning legislation in Ontario also has multiple opportunities to attempt to increase the supply of parking in the downtown area. In **Section 5** of this report it was identified that through the development/redevelopment of lands in the downtown area over the next 5 to 10 years there could be a net reduction in the potential parking supply. Through the Building Permit, Site Plan Approval, Rezoning, and Official Plan Amendment processes the Town can try to negotiate or make it a condition of approval to provide additional parking in the downtown area.

6.1.7 Cash-in-Lieu of Parking

In circumstances where meeting the zoning by-law parking requirement becomes a considerable barrier to new development, the Town should consider entering into a cash-in-lieu of parking agreement. With this approach, the minimum parking requirement is set per the Zoning By-law, but the developer has the option of meeting the requirement by providing a combination of surface parking and funds for each deficient parking space. The Town, in turn, uses these funds to construct strategically located parking facilities that meet the needs of all users, not just parking demands associated with the development proposal.

Cash-in-lieu of parking should only be considered when the existing parking supply in the surrounding area can adequately accommodate the on-site parking deficiency without causing adverse impacts to the adjacent area.

This approach provides a cost saving incentive to the developer, who forgoes the cost of providing dedicated parking, and benefits the Town by increasing the public parking supply.

6.2 Strategies to Reduce Parking Demand

6.2.1 Implement Active Transportation

The need for vehicle parking is ultimately dependent on the mode choice of visitors to downtown Ingersoll. Although visitors from surrounding municipalities are most likely to drive, residents of Ingersoll could use other modes of transportation to get to and from the downtown area. There are no existing cycling lanes or facilities in the downtown area, cyclists are expected to share the road with motor vehicles.

Supporting active transportation and accommodating the needs of pedestrians and cyclists can reduce overall parking demands by providing and alternate way of getting to and from downtown Ingersoll.

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Where visitors still choose to drive and park, providing an improved walking environment can encourage “park once” trips where visitors park their vehicle once and walk to several destinations as opposed to parking at each destination. Enhancements such as improved sidewalks and crosswalks, combined with the creation of pedestrian shortcuts and/or improved facility design, can encourage pedestrian travel and reduce overall parking demands.

In addition to supporting pedestrian trips through improved walkability, cycling is also recommended to reduce automobile parking needs within the downtown. Given that inadequate bicycle parking and fear of theft/damage are major deterrents to cycling, provision of adequate and safe bicycle parking facilities are paramount in supporting the use of alternate modes of transportation.

Current best practices with respect to bicycle parking should be used to guide implementation of bicycle facilities:

- provide suitable bicycle parking where cyclists stop. With racks that maximize convenience for short-term stops (such as downtown retail entrances) and storage facilities that maximize security for long-term stops;
- locate bicycle parking where it is convenient to use, secure, visible, protected form the element sand has adequate clearance;
- avoid locating bicycle racks where they may impede pedestrian traffic. Location of racks should aim to minimize hazards to other vehicular and pedestrian traffic; and
- install racks that are easy to use, attractive and can be integrated into the streetscape.

Figure 6.1 illustrates locations for suggested enhancements to the existing bike parking network. Further consultation with businesses in the area can be undertaken to determine staff and visitor needs. Consideration for a bike storage facility in the downtown area can provide safety and convenience to cyclists. The downtown gazebo on Thames Street could be particularly useful to those staying longer, such as employees and tourists and will compliment the existing bike repair station[3].

[3] Tour Oxford. Ingersoll Safe Cycling Committee http://www.tourismoxford.ca/experience_oxford_responsibly/featured_stops/full_speed_ahead_the_ingersoll_safe_cycling_committee_makes_cycling_in_oxford_an_attractive_proposition.aspx/#the%20future%20of%20the%20Ingersoll%20Safe%20Cycling%20Committee

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Further upgrading all existing bike racks to the designs outlines in Ontario Traffic Manual Book 18[4] is recommended.

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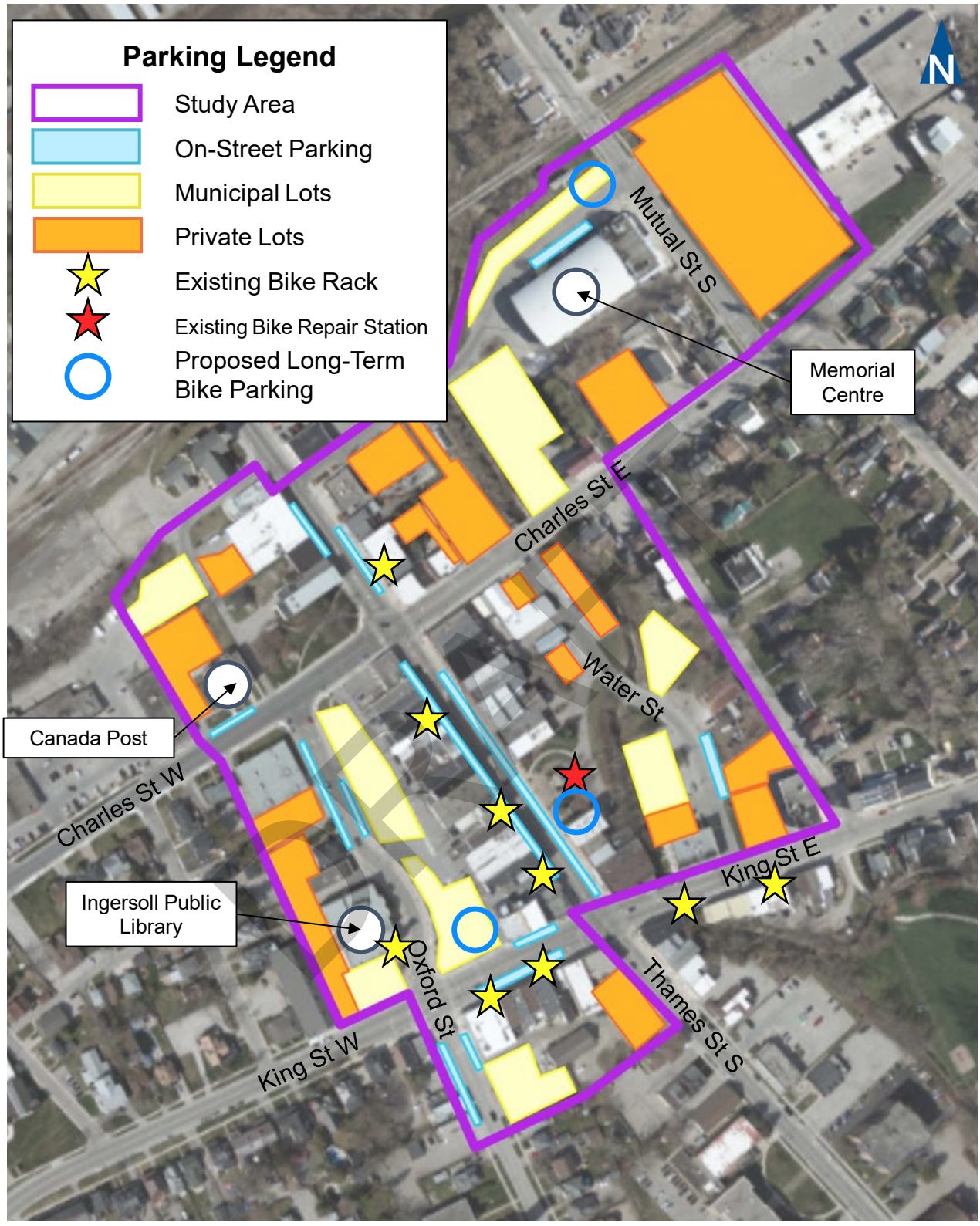
[4] Ontario Traffic Manual Book 18 Cycling Facilities, June 2021 (Section 9.1)



Proposed Enhanced Downtown Ingersoll Bicycle Facilities

6.3 Strategies to Increase Parking Supply

6.3.1 Construct New Public Parking Facilities

The parking demand forecasts prepared in **Section 5.2** indicate a peak parking utilization of 54% at the ten-year horizon. This is below the typical threshold capacity of 85% and indicate new parking facilities are not required to accommodate future parking demands.

Although the future parking supply is considered adequate, the Town may lose off-street lots to development, or on-street parking spaces to new driveway connections. Based on the estimated parking demands, a supply of spaces would represent the point at which demand equals 85% capacity. In case of a loss of parking, the Town may wish to preserve and protect land parcels to maintain supply.

When identifying future potential off-street parking opportunities, it is considered desirable to construct smaller, strategically located parking lots as opposed to one large facility. Larger facilities can negatively impact the surrounding pedestrian environment and result in pockets of significant traffic congestion at or near the parking facility. Smaller, strategically located lots are more likely to serve retail patrons and tourists better because walking distances can be minimized as compared to a large, centrally located lot.

6.3.2 Explore Agreements with Local Landowners

There are a variety of land uses and empty private lots in the downtown area whose property owners may be willing or interested in leasing or renting space(s) for parking demands. Based on the data collected in these private lots, there is excess parking inventory, but as land uses are redeveloped parking inventory may decrease, resulting in higher use of these private lots.

It is recommended the Town explore the option of allowing private landowners to lease surplus parking spaces on their property(ies) to supplement the current downtown area supply. These spaces would not form part of the standard supply and should not be considered for permits given their location(s) on private property. This could be particularly useful during special events.

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7 Recommended Parking Strategy

The recommended parking strategy for Ingersoll is based on the principle that the Town provide a balanced approach to its parking supply. It reflects the ongoing shift in North American parking management with focuses on managing and reducing parking demands before constructing new parking facilities or expanding existing ones.

Because there is an adequate supply to meet existing and future parking demands, the updated parking strategy is focused on maintaining and improving the existing municipal parking supply. Provision of new parking facilities is not considered a component of the strategy.

The recommended program of strategies can be carried out over time through on-going planning and capital budgeting processes. The recommended timeframe for implementation is:

- **Short-Term**: strategies that can be implemented in the short-term (one to three years) and are relatively low-cost and easy to implement;
- **Medium-Term**: strategies that require moderate planning and budgeting to effectively implement. Medium-term strategies are considered applicable over a four-to-ten-year time frame; and
- **Long-Term**: strategies that require significant planning, land acquisition and/or cost. Long-term strategies are considered applicable beyond ten years.

Table 7.1, **Table 7.2** and **Table 7.3** summarize the proposed short-, medium and long-term parking strategies.

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TABLE 7.1: SHORT-TERM PARKING STRATEGIES

Strategy	Recommended Action
Optimize Supply and Increase Efficiency	Identify opportunities to reduce wasted space in existing parking lots and on-street and improve lot design and condition (such as lot paving and parking space delineation).
	Adjust time restrictions on Thames Street South to one hour, and the public library lot to two hours.
	Implement emergency call boxes and street lighting in under utilized parking lots such as the public St. Andrew lot.
	Review enforcement efforts and education opportunities with stakeholders to optimize parking lot utilization and increase turnover. Consideration for additional efforts during peak season.
	Publish an annual Parking Guide summarizing the location of parking facilities, parking rates (if applicable), time restrictions (if applicable), and other parking related information.
	Inventory the existing parking wayfinding system to identify gaps. Municipal parking signage should include comprehensive maps which identify key pedestrian linkages in attempts to encourage “park once” trips and promote walking.
Reduce Parking Demand	Provide secure bicycle parking and install additional bike racks throughout the downtown area. Position these facilities outside of pedestrian travel routes with consideration for all-season parking. Upgrade all existing bike parking racks to meet recommendations outlined in Ontario Traffic Manual Book 18.

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TABLE 7.2: MEDIUM-TERM PARKING STRATEGIES

Strategy	Recommended Action
Optimize Supply and Increase Efficiency	Consider allocating employee parking in peripheral lots and consider prohibiting employees from parking within “prime” on-street parking spaces (such as Thames Street South). Repave these lots and add markings to increase supply, as applicable.
	Strengthen pedestrian connections from under utilized parking lots such as the public post office lot and the public St. Andrew lot to adjacent streets with painted walkways.
Expand Parking Supply	Identify public/private partnership opportunities to expand parking supply or dedicate a portion of new parking to public use through conversations with interested existing landowners within the study area.
	Work with private landowners to identify available supply that could be used during peak periods or special events.
	Continue to promote active transportation through bicycle and pedestrian connections.

TABLE 7.3: LONG-TERM PARKING STRATEGIES

Strategy	Recommended Action
Reduce Parking Demands	Support regional initiatives to have inter-community transit, supporting connections from Ingersoll to Tillsonburg, as well as connections to St. Thomas, Woodstock, and London.

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Appendix A

Parking Survey Data

Appendix B

Paper Survey

Appendix C

Online Survey

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