

## **Waive Weekend Parking Rates to Support Festivals, Events and Economic Development in the City**

### **Recommendation:**

**THAT Council approves waiving underground parking rates on Saturdays and Sundays, annually from April 1 through October 31.**

### **Report Purpose and Summary Statement:**

The purpose of this reports is to present a proposal for free underground parking annually on weekends from April through October to support festivals, events and economic development in the City Centre.

### **Previous Council Action:**

Council was provided a report on July 9, 2024, (attached) that reviewed parking within the City Centre, walking distances, fees, revenues and historical information.

### **Financial Impact:**

Loss of revenue in underground parking lot on Saturdays and Sundays for 7 months of the year.

### **Strategic Alignment:**

Engaged, Healthy Community; Diversified, Thriving Economy;

**To:** Mayor and Council

**File number:** 01-0640-30-2025

## **Waive Weekend Parking Rates to Support Festivals, Events and Economic Development in the City**

### **BACKGROUND:**

The Maple Ridge Business Centre Underground Lot serves the leasehold tenants of the Maple Ridge Business Centre (MRBC), employee and public parking for City Hall, the ACT Theatre, the Leisure Centre, the Library, Memorial Peace Park and other retail businesses within the civic precinct, as well as evening and weekend Town Centre events.

	<b>MRBC UG Lot</b>
Total Spaces	489
Reserved Spaces	(89)
<b>Accessible Spaces</b>	(16)
<b>Sub-total - Spaces available</b>	<b>384</b>

Current Parking Rates are outlined below:

*Monday to Friday:*

\$1.00 per hour from 6:00 am to 6:00 pm (no hour free)

\$3.00 flat evening rate from 6:00 pm to 11:00 pm

*Saturday & Sunday:*

First hour of parking is free (license plate registration is required)

Additional hours of parking are \$1.00 or a daily rate of \$4.00

*Statutory Holidays:*

The highway traffic bylaw does not apply on Statutory holidays as defined in the provincial *Interpretation Act*. There is no requirement to pay on any Statutory holiday.

### **ANALYSIS:**

#### **Discussion:**

Staff have been approached in the past by event managers and not-for-profit groups seeking opportunities to utilize the city-owned lots, usually at no cost for their respective events.

This proposal aims to boost both foot traffic to the Town Centre and the duration of visits, encouraging more participation in events, shopping and dining. Staff are recommending Council waive weekend parking rates in the city-owned Maple Ridge Business Center underground lot. Given its ample weekend capacity and strategic location, the lot is identified as the ideal venue for this initiative, ensuring convenience and accessibility for visitors.

## **Strategic Alignment:**

Engaged, Healthy Community: Free city parking directly contributes to creating a more accessible and inclusive environment for residents and visitors. By removing parking barriers, it encourages greater participation in community activities, events, and services, helping people engage more easily in social, cultural opportunities.

Diversified, Thriving Economy: Free city parking plays a key role in stimulating local commerce by increasing foot traffic to businesses and attracting more visitors to the Town Centre. It reduces the friction of parking costs, making it easier for people to shop, dine, and participate in events, thereby supporting a more vibrant retail and service sector.

## **Financial Impact:**

The City would incur a loss of revenue between the months of April until October. Based on past years data below would have been the lost revenue in 2022 and 2023:

2022: \$18,147

2023: \$10,266 (Data only available for April 1, 2023 – August 27, 2023)

2024: Waiting for this number from Impark

## **CONCLUSION:**

As the Town Centre continues to evolve and its population steadily increases, the introduction of free parking in the underground lot will serve as a vital catalyst for boosting economic activity. This initiative will not only strengthen the vibrancy of local businesses but also foster a more accessible and welcoming environment for residents and visitors alike. By supporting both city-led and community-driven events, the proposal will enhance the overall appeal of the Town Centre, making it a thriving hub for commerce, culture, and connection.

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Services

Attachments: (A) July 23, 2024, Council Report on Parking

## Report Approval Details

Document Title:	Free Weekend Parking to Support Festivals, Events and Economic Development in the City.docx
Attachments:	- July 23 2024 Council Report on Parking.pdf
Final Approval Date:	Mar 26, 2025

This report and all of its attachments were approved and signed as outlined below:

Carolyn Mushata, Director of Legislative Services and Corporate Officer

Scott Hartman, Chief Administrative Officer