

MEMORANDUM

DRAFT

From: Tania Wegwitz
Our File #: 3135.B01
Project: 780 Blanshard Street Transportation Consulting
Date: November 9, 2021
RE: DRAFT Preliminary Parking Assessment and Transportation Demand Management Strategy

1.0 INTRODUCTION

Watt Consulting Group (“WATT”) was retained by Reliance Properties Ltd. to provide transportation consulting support for the proposed redevelopment at 780 Blanshard Street in Victoria, BC, which is currently moving forward towards rezoning.

As the site is still in the early conceptual stages and as building uses and composition are not finalized, a formal parking demand and transportation demand management (TDM) study is not being completed at this time. However, to assist with understanding the site’s possibilities and constraints, at the client’s request WATT has prepared a preliminary assessment of site parking requirements based on the City of Victoria’s *Zoning Bylaw 2018*, as well as created a preliminary TDM Strategy that could be further refined based on client discussion.

This preliminary assessment and strategy are based on a conceptual breakdown of building area, uses and residential unit composition supplied by office of mcfarlane biggar architects + designers (omb). It should also be noted that the base model used to calculate parking requirements for the site is now set up for the project and can easily be adjusted to consider alternate site composition scenarios as well as for potential use later on as part of further parking demand analysis.

As part of the analysis, two different scenarios were considered for the building:

1. A scenario where the building includes a **blend of commercial, office, café, and art gallery space** on the first 5 floors and a residential tower from floors 6-22; and
2. A scenario where the building includes **hotel space (plus café)** on the first 5 floors and a residential tower from floors 6-22.

Therefore, the tables shown in this memo show two totals for the entire site: one with the residential + commercial scenario and the other with the residential + hotel scenario.

In addition, it is not yet confirmed whether the proposed residential units will be strata or rental (or a blend of both). Therefore, different calculations are also presented based on these.

1.1 LOCATION

The subject site is located at 780 Blanshard Street in the City of Victoria (see **Figure 1**). It is currently zoned as Central Business District-1 (CBD-1) and includes a heritage building that is used for office purposes. The site is adjacent to one of the main downtown Victoria terminus/layover points for the Victoria Regional Transit System at Fairfield Road and Blanshard Street. With a Walk Score¹ of 93, the site is considered to be in a very walkable location where all essential services can be accessed by foot. It is also in proximity to an All Ages and Abilities (AAA) bike route on Humboldt Street, which is part of the City's expanding AAA cycling network that provides cyclists with safe and convenient access to the downtown core, village centres, parks, recreation centres, and schools.

FIGURE 1. SUBJECT SITE LOCATION

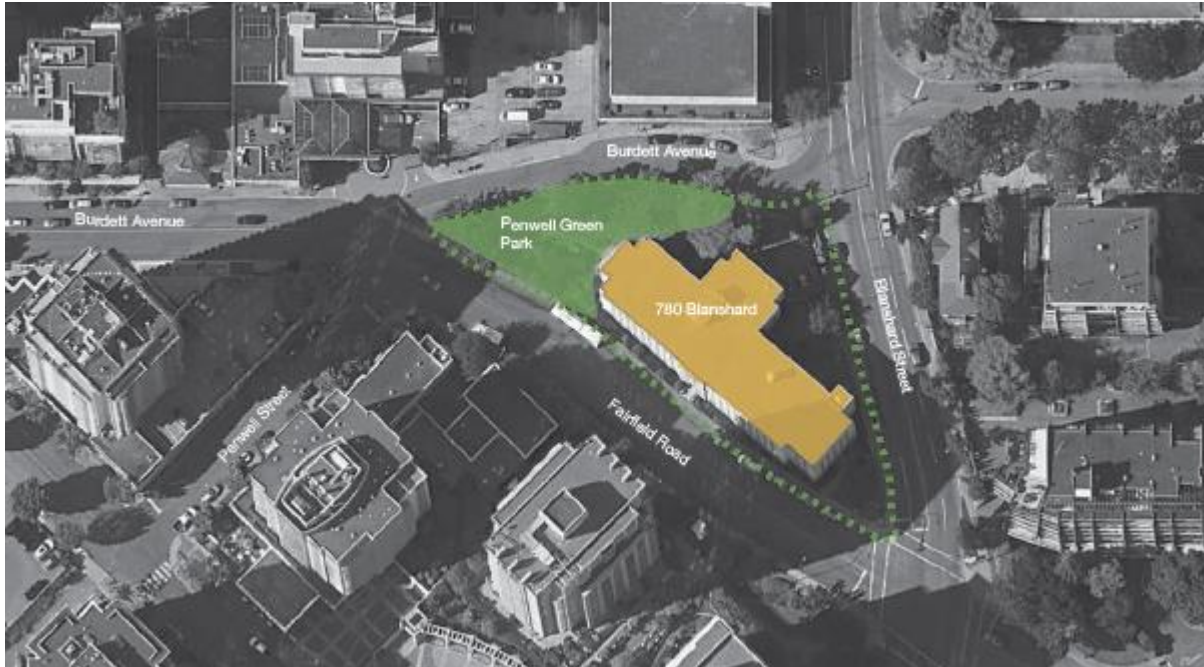


Figure source: omb, September 27, 2021

¹ More information about the site's Walk Score is available online at: <https://www.walkscore.com/score/780-blanshard-st-victoria-bc-canada>

2.0 PRELIMINARY ESTIMATED VEHICLE PARKING REQUIREMENTS

2.1 RESIDENTIAL PARKING REQUIREMENT RATES

As per the City of Victoria’s Schedule C Zoning Bylaw No. 80-159, the site is located in a geographic area that must refer to the City’s Zoning Bylaw 2018 (18-072) to calculate parking requirements. Residential parking requirements were calculated by classifying the residential units by size and converting from square feet to square metres. Size classifications included in the Zoning Bylaw 2018 are as follows: less than 45 m², between 45 m² and 70 m², and more than 70 m². Required parking rates from the Zoning Bylaw 2018 were then applied to these classifications as shown in **Table 1**. As it is not yet known whether the units will be apartment or condominium, both are shown.

TABLE 1. RESIDENTIAL PARKING REQUIREMENT RATES

Unit Size	Total Units	Apartment Use		Condominium Use	
		Rate (Parking Spaces per Unit)	Required Vehicle Spaces	Rate (Parking Spaces per Unit)	Required Vehicle Spaces
Less than 45 m ²	61	0.50	31	0.65	40
Equal to 45 m ² and up to 70 m ²	42	0.60	26	0.80	34
More than 70 m ²	8	1.00	8	1.20	10
Visitor	111	0.10	12	0.10	12
			Total 77		Total 96

2.2 NON-RESIDENTIAL PARKING REQUIREMENT RATES

2.2.1 SCENARIO 1: RESIDENTIAL + COMMERCIAL USE

The City’s Zoning Bylaw 2018 does not specify vehicle parking requirements for the commercial uses included in this scenario.

2.2.2 SCENARIO 2: RESIDENTIAL + HOTEL USE

Based on the preliminary site details received by WATT Consulting Group, the parking requirement for the hotel use was calculated by converting the supplied gross land use areas from ft² to m² (see **Table 2**).

TABLE 2. HOTEL USE PARKING REQUIREMENT RATES

Number of Hotel Units	Rate (Parking Spaces per Unit)	Required Vehicle Spaces
74	0.25	19

2.3 ASSESSED PARKING REQUIREMENTS BASED ON PRELIMINARY SITE DETAILS

Based on the provided preliminary site details and the prescribed City of Victoria rates, total vehicle parking requirements for the site are estimated to be **77 apartment or 96 condominium parking spaces** if Scenario 1 (residential + commercial use) is used or **77 apartment or 96 condominium parking spaces plus 19 hotel parking spaces, for a total of either 96 or 115 parking spaces** if Scenario 2 (residential + hotel use) is used.

- Again, these are the requirements based on regulations and not necessarily reflective of demand or any transportation demand management measures that may be considered for the site as part of a future step. (See **Section 4.0** for the preliminary TDM Strategy discussion).

3.0 PRELIMINARY ESTIMATED BICYCLE PARKING REQUIREMENTS

3.1 RESIDENTIAL BICYCLE PARKING REQUIREMENT RATES

Long-term and short-term bicycle parking requirements for each land use were also calculated based on the Zoning Bylaw 2018 rates. See **Table 3** for the residential rates.

TABLE 3. RESIDENTIAL USE BICYCLE PARKING REQUIREMENT RATES

Unit Size	Total Units	Rate (Long-Term Bicycle Parking Spaces per Unit)	Required Long-Term Bicycle Parking Spaces	Rate (Short-Term Bicycle Spaces Parking per Unit)	Required Short-Term Bicycle Parking Spaces
Less than 45 m ²	61	1	61	The greater of 6 spaces per building or 0.10 spaces per unit	6
Equal to 45 m ² and up to 70 m ²	42	1.25	53		4
More than 70 m ²	8	1.25	10		1
Total:			124	Total:	
				11	

3.2 NON-RESIDENTIAL PARKING REQUIREMENT RATES

The following sections show calculated bicycle parking requirements for the two building scenarios. The following notes apply to both tables:

- **Calculation of non-residential rates** – Bicycle parking rates for non-residential uses (except hotel) are based on the specified rate, or part thereof.
- **Outdoor patio space** – The rate used to calculate requirements for the café (Food and Beverage Service) should include both the indoor area (shown below) “plus outside seating and serving area, or part thereof.” **As patio size and seating were not finalized and provided for this preliminary assessment, the café requirement may increase based on final plans.**
- **Café Separate from Hotel** – The calculations shown also assume that the café use is separate from that of the hotel. If the café function is integrated as part of the hotel, it may potentially reduce the bicycle parking requirements.

3.2.1 SCENARIO 1: RESIDENTIAL + COMMERCIAL USE

See **Table 4** for the commercial rates for bicycle parking.

TABLE 4. COMMERCIAL USE BICYCLE PARKING REQUIREMENT RATES

Land Use	Floor Area (m ²)	Rate (Long-Term Bicycle Parking Spaces per Unit)	Required Long-Term Bicycle Parking Spaces	Rate (Short-Term Bicycle Parking Spaces per Unit)	Required Short-Term Bicycle Parking Spaces	
Commercial	1,866	1 per 200m ²	10	1 per 200m ²	10	
Artist Studios / Gallery	164	1 per 450m ²	1	1 per 130m ²	2	
Offices	555	1 per 150m ²	4	1 per 400m ²	2	
Café	98	1 per 400m ²	1	1 per 100m ²	1	
Total:			16	Total:		15

3.2.2 SCENARIO 2: RESIDENTIAL + HOTEL USE

See **Table 5** for the bicycle parking requirements for the scenario with hotel plus café use.

TABLE 5. HOTEL USE BICYCLE PARKING REQUIREMENT RATES

Land Use	Units / Floor Area (m ²)	Rate (Long-Term Bike Parking per Unit)	Required Long-Term Bike Spaces	Rate (Short-Term Bike Parking per Unit)	Required Short-Term Bike Spaces	
Hotel	74 Units	1 per 25 rooms	3	1 per 40 rooms	2	
Café	98	1 per 400m ²	1	1 per 100m ²	1	
Total:			4	Total:		3

3.3 ASSESSED BICYCLE PARKING REQUIREMENTS BASED ON PRELIMINARY DETAILS

Based on the provided preliminary site details and the prescribed City of Victoria rates, total bicycle parking requirements for the site are estimated to be **140 long-term bicycle spaces and 26 short-term spaces** if Scenario 1 (residential + commercial use) is used or **128 long-term bicycle spaces and 14 short-term spaces** if Scenario 2 (residential + hotel + café use) is used.

4.0 PRELIMINARY TDM STRATEGY RECOMMENDATIONS

Transportation demand management (TDM) is the application of strategies and policies to influence individual travel choice, most commonly to reduce single-occupant vehicle travel. TDM measures typically aim to encourage sustainable travel, enhance travel options and decrease parking demand.

In addition to further refining expected parking demand (based on shared parking analysis once building uses are confirmed), it is recommended that further analysis and refinement of the site's plans consider the following preliminary draft TDM strategy.

This section provides a high-level overview of TDM measures that the site could pursue. All of the TDM measures are recommended but the applicant will ultimately need to decide what they will commit to. The appropriate set of TDM measures will also depend on confirmed building composition and usage, as well as further discussion with the City of Victoria and BC Transit.

The preliminary draft TDM strategy is based on the following considerations and assumptions:

1. **The site will likely have zero on-site parking**, since its heritage nature precludes underground parking and since its topography and site constraints/opportunities may be potentially better utilized for improvements to the pedestrian realm rather than vehicle parking space.
2. **The site presents opportunities to leverage potential TDM improvements that may have “precinct level” impacts** due to the site's location and placement next to adjacent uses, such as Penwill Green Park, Fairfield Road at Burdett Avenue transit terminus, and the proposed one-way operation of Burdett Avenue. Precinct-level measures refer to the fact that some TDM measures may provide potential opportunity to not only offset parking demand within the building itself, but also offset parking demand in the surrounding area and may therefore be regarded favourably by the City and other stakeholders.
3. **The site may have access to 25 off-site vehicle parking spaces** through pre-existing building agreement, with the details of this to be further confirmed by the developer. Therefore, parking management strategies are also included in the proposed TDM strategy.

A short description of each TDM measure is provided, as well as its typical approximate range of reduction for residential and non-residential uses. Since many of the precinct-level improvements are harder to quantify, **Section 4.1** provides a description of how they align with the sustainable transportation goals of the City of Victoria's *GoVictoria – Sustainable Mobility Strategy*.²

² City of Victoria. (2019) *GoVictoria Sustainable Mobility Strategy*. Available at: https://www.victoria.ca/assets/Community/Cycling/GoVictoria_2020DEC.pdf

- **Pedestrian realm and accessibility improvements** (site-level and precinct-level measure) – The proposed site design includes many changes expected to improve the overall public realm of the site and its adjacent street frontages, as well as accessibility of the area and the currently underutilized adjacent Penwill Green park space. These include:
 - Transition of the existing building frontage on the corner of Blanshard Street at Burdett Avenue into a **publicly accessible upper plaza** that can also be used as an entry point for the hotel and tower residents.
 - **An upgraded and more “urban-minded” Penwill Green park** on the corner of Fairfield Road and Burdett Avenue, featuring transit infrastructure, bicycle parking, seating + gathering spaces, and connections to urban bike, walking, and transit networks, as well as access to the public programs of the building.
 - **Expanded sidewalks and improved pedestrian transitions** on Blanshard Street and Fairfield Road, **as well as a new sidewalk and expanded green space** along the south side of Burdett Avenue to improve overall pedestrian and transit passenger connection in the area, as well as directly link the proposed upper plaza and the lower Penwill Green (as well as potentially link an intermediate level café terrace). The new south side Burdett Avenue sidewalk would be made possible through the proposed transition of Burdett to fully one-way operation between Blanshard Street and Fairfield Road.

- **Long term bike parking for new mobility** (site-level and potentially precinct-level measures) – There are opportunities to design the site’s long-term bicycle parking in such a way that could further reduce vehicle parking demand at the site and meet the transportation objectives in the City’s Official Community Plan and GoVictoria. By undertaking one or more of the following measures, parking demand can typically be reduced by a further approximate 3-5% for the building. The upper threshold of this reduction for the building would be reached in cases where the facility was very well-designed with high levels of security and surveillance. Those similar considerations would also make it most effective as a precinct-level amenity.

Long-term bike parking components for the building include:

- **E-bike charging** – Commitment to design 50% of the long-term bike parking spaces to have access to an 110V wall outlet to facilitate charging for the user.

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- **Cargo bike parking** – Commitment to designing a minimum of 10% of the long-term bicycle parking spaces to accommodate larger bicycles such as cargo bikes.

Further to this, there may also be an opportunity to consider a **bike share** program of some kind, particularly for the hotel use. This could be done as a stand-alone program or through a partnership with nearby bike rental providers.

Precinct-level bicycle parking components could include:

- **Enhanced public bike parking and/or e-bike charging** located as part of the exterior amenities on the site. – There is generally a lack of secured, publicly-available storage and charging space for E-bikes in the downtown. There may be an ability to integrate e-bike charging into the outdoor amenities and programming of the site, as well as enhancements to the outdoor bicycle parking provided. These other enhancements could include additional outdoor spaces above the requirement and/or potentially covered parking or with configuration to accommodate larger cargo bikes. No typical demand reduction amount has been established for this but it would likely be looked on favourably by the City since it may be of a benefit to the larger precinct.
 - **Potential marketing of the site as a multi-modal hub.** In concert with any public bicycle parking amenities, as well as the transit, car share and curbside management improvements outlined in later sections, a facility of that nature could potentially be designed as a mobility hub around which some of the other TDM initiatives here could be clustered. **This multi-modal hub could also be geolocated and promoted through online mapping and search tools, as well as Mobility as a Service apps.**
- **Bicycle end-of-trip facilities** (site-level and potentially precinct level measure) – Bicycle end-of-trip facilities encourage the use of cycling. These facilities typically contain change rooms and showers, bicycle repair tools, and personal lockers. The provision of end-of-trip facilities has the potential to reduce parking demand. In particular, providing showers and clothing lockers at workplaces has been found to be effective at encouraging bicycle use, particularly among commuters who require professional clothing attire.³

The provision of an on-site bicycle centre could be included as part of the development proposal that could be available to on-site users, such as building residents, employees and

³ City of Victoria. (2011). Bicycle Parking Strategy. Available at: <http://www.victoria.ca/assets/Departments/Engineering~Public~Works/Documents/parking-bicycle-strategy.pdf>

hotel guests. Bicycle repair tools could be located inside as part of this or outside as a public precinct-level amenity.

Depending on site usage and employment type, the provision of such a centre typically reduces parking demand by approximately 1 to 5% among employees.⁴ The facility would be access controlled and should include the following:

- **Repair tools:** Bicycle repair tools including hex wrenches, tire levers, and a tire pump. Again, this particular item could be located inside for building-users only or as part of the exterior amenities as a precinct-level amenity.
- **Personal lockers:** A combination of day lockers and long-term lockers provided for storing helmets, cycling clothing/gear, and other personal items.
- **Showers and change rooms:** Showers and change rooms should be available.
- **Lighting and surveillance:** The facility should be well-lit (inside and out), with consideration for surveillance systems to address possible personal security issues.
- **Information:** Cycling network maps, information on bicycle shops, and advertising space for scheduled events.

A common best practice is to provide at least one on-site shower with a changing facility for any building with 100 or more workers (per gender), with an additional shower for every 150 new workers thereafter. Therefore, the feasibility of including such a facility in a single building such as that envisioned at 780 Blanshard Street may depend on its confirmed usage.

- **Transit Infrastructure Improvements** (site-level and precinct-level measures) – As noted previously, the site is adjacent to the existing Fairfield at Blanshard transit terminus point for the Victoria Regional Transit System. In addition to overall pedestrian and bicycle connection improvements to this transit node from the building and surrounding area, the site's development offers several potential transit infrastructure improvement opportunities that would be of benefit to not only the neighbourhood but the City and region. There may also be opportunity to partner with BC Transit to access funding from other levels of government for some of the improvements. The suggested transit infrastructure improvements for the site include:

⁴ Victoria Transport Policy Institute. (2015). *Parking Management: Strategies for More Efficient Use of Parking Resources*. Available at: www.vtpi.org/tdm/tm28.htm#_Toc128220491

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- **Potential for expanded transit vehicle capacity**, through the extension of the curb on the north side of Fairfield Road west towards Burdett Avenue (made possible by Burdett Avenue's proposed transition to a fully one-way only street), as well as potentially through reallocation of existing parking spaces on the east end of this Fairfield Road curb to an extended transit zone.
 - BC Transit has confirmed that space for transit vehicles will be required in future to support further frequency improvements for the transit system, including Frequent Transit routes already serving the terminus.
 - In particular, securing additional transit layover space in the downtown area will be crucial if the other main terminus point in downtown (on Government Street at Superior Street adjacent to the Legislature Buildings) is reduced in capacity or eliminated in order to accommodate design of bike lanes, as is currently being explored by the City and BC Transit.
 - Expanded capacity could also potentially support the introduction of RapidBus, since two of the transit system's proposed RapidBus routes (the West Shore RapidBus Line and Peninsula RapidBus Line)⁵ will require a terminus point in the downtown area.
 - **Placement for Transit Vehicle Electric Charging Infrastructure.** Along with the expanded transit vehicle space, the proposed site offers the opportunity for placement of transit vehicle rapid charging infrastructure.
 - Electric charging infrastructure at this location not only provides the opportunity to evolve the transit system to zero emission vehicles but also reduce noise of transit vehicles in the area.
 - BC Transit is currently in the process of undertaking a fleet electrification study so exact charging equipment requirements are still being defined. However, BC Transit staff have indicated the desire for placement of two to three charging stations in the vicinity of the Fairfield at Blanshard terminus.
 - BC Transit staff also noted that ideally these charging locations should be placed at the start and/or end of the transit zone and that the electrical source should be located outside of the building to facilitate maintenance.
 - **Expanded transit passenger amenities**, including transit shelter, expanded waiting space and bus loading facilities on Fairfield Road integrated as part of the Penwill

⁵ Victoria Regional RapidBus Implementation Strategy - <https://www.bctransit.com/documents/1529712854568>

Green improvements. There may also be opportunity for additional seating and improved weather protection adjacent to the building frontage on Fairfield Road, with the caveat that its design would need to be sensitive to the heritage structure. Expanded transit passenger facilities could also potentially be designed to include placement of electronic real time “next bus” displays at the terminus.

More information on BC Transit’s standard shelter models can be found online at <https://www.bctransit.com/documents/1529710350967>. The manufacturers’ product line information for the same series of shelters (the “Timber” series can be found at <https://monarchstructures.com/products/transit-shelters/timber-series>.

- **Transit staff facilities within the building**, including washroom and small breakroom / kitchenette for BC Transit drivers. This facility would complement the existing small washroom currently located across Fairfield Road and accessed through the back of the Marriott hotel, as BC Transit indicated that additional staff facilities in the area would be appreciated. Size of the facility within the 780 Blanshard Street site should optimally be big enough to include two washrooms, a small kitchenette space (counter, bar fridge, small sink, microwave), and then counter or table space for two to three people.
- **Transit Pass Programs** (site-level measure) – The site has excellent transit access, both in terms of its proximity to the Fairfield and Blanshard Transit Terminus and nearby access to multiple future Rapid Transit, Frequent Transit and Local Transit routes on Douglas Street and other stops within the downtown area. Based on this, transit will be appealing to future residents, site customers and employees.

A recent study by the Urban Studies Program at Simon Fraser University in Vancouver, BC shows the impact of transit subsidies on hotel employees in Vancouver. The study found that between 4-10% of employees became new transit commuters when a new 15% transit subsidy was made available and between 9-14% of employees became new transit commuters when a 50% subsidy was made available. The effect of the subsidy was particularly noted in cases where pay parking was in place and where the workplace was located near rapid transit.

Therefore, due to the location of the site, if the applicant is able to secure and administer a transit pass program for residents and employees, typically up to a 10% - 15% reduction in parking demand would be supported for each land use, depending on the level of subsidy.

The transit pass programs are developed in concert with BC Transit and can include:

- The **EcoPASS Program for New Developments**, which is a program that provides Capital Regional District developers with a potential transit-oriented solution for parking variance requests. Under the EcoPASS Program, the occupants of a new residential, commercial or mixed-use development receive annual bus passes for a pre-determined number of years that are valid for use throughout the Victoria Regional Transit System. Each annual pass has a cost to the developer of \$1,000. The size and value of the TDM program is established by the municipal government, with a minimum required program value of \$5,000.

EcoPASS program terms thus far have been for one year but BC Transit is able to accommodate programs for a longer period of time; the length of the program is typically contingent on the size of the parking variance and the number of units. BC Transit also confirmed that the EcoPASS program assigns passes to units and not individual residents. Developers are required to submit a record of the person that each pass is assigned to in order for BC Transit to provide replacement passes and to discourage fraudulent use or resale.

- **The ProPASS program** is a permanent bus pass purchased by an employee through payroll deductions. The program's primary goal is to reduce rush-hour traffic by encouraging employees to use transit whenever possible and has thus far been a major contributor to increasing transit ridership. In the case of a potential hotel use, the structure of a Pro-PASS program for hotel employees would be relatively straight forward. In the case of other non-residential uses, there may be potential for the owner to work with prospective tenants and encourage them to enroll in the ProPASS program.

The key elements of the ProPASS program are as follows:

- Paid through ongoing payroll deduction, over a 12-month period.
- To join the program, an employer must have at least five employees who are willing to enroll; the ProPASS is valid as long as the employee remains on the payroll deduction program.
- Employees are required to sign on for one year. Employees may opt-out of the ProPASS Program if their work shift changes, or they have a change in job or residence that makes the ProPass ineffective for them.

- **Carshare vehicles, space and memberships** (site-level and precinct-level measure) – Carshare is a form of car rental where people can book vehicles for varying lengths of time. They are usually co-operative and users must sign up as a member to be able to use the vehicles and pay the costs associated with it.

The site is proposing that curbside space created through the reconfiguration of Burdett Avenue be allocated to the provision of three carshare vehicles. An external carshare program is a good option for those who sometimes need access to a vehicle but may not want to or be able to pay the costs associated with owning a vehicle (or second vehicle). It is suggested that the external carshare program would be through Modo, which is the largest carsharing company in the Victoria area. Modo is a co-operative, and this means that the vehicles would not be reserved exclusively for residents/employees at the site, and other Modo members in the area could also use this vehicle.

Currently, there are 16 Modo vehicles within a 500m radius of the proposed development. Given the large number of cars in proximity, **if the development provided three Modo vehicles in the adjacent road-side spaces on Burdett Avenue plus memberships for all residential units, it is estimated that these measures would reduce demand by 25%-30%** for the residential components of 780 Blanshard Street. It would also generally improve carshare availability for the precinct.

Potentially, the City may also look favourably on at least one if not all of these car share positions with electric charging capability.

Given the recent launch of another carshare program in Victoria (Evo Car Share), additional opportunities might be available as a TDM measure.

- **Other Curbside Management** (site-level and precinct-level measures) – In addition to proposed space for three carshare vehicles, the site is also proposing reconfiguration of curbing and vehicle space in its vicinity to serve other transportation and goods movement needs. These include:
 - **A short-term passenger pick up and drop off zone for two vehicles** in the vicinity of Burdett Avenue at Blanshard Street. This on-street zone would serve the site—particularly in the case of a hotel use—but would also better enable reconfiguration of the space to serve a variety of destinations in the precinct, including the transit terminus and other area institutional, office and commercial locations. This space could serve short term passenger drop off and pick up needs of private automobiles, taxis and future ride hailing vehicles.

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- **Loading zone** located either on-site on Fairfield Road near the corner of Blanshard Street or on-street in the vicinity of that area through the reallocation of existing parking. If on-street, this space would also provide expanded loading zone and service vehicle capacity for the larger neighbourhood.
 - **Parking Management** (site-level measure) – It is assumed that any off-site parking associated with the building and placed in nearby sites—such as the 25 anticipated off-site spaces—would be priced. Given the urban location of the proposed development and its access to a number of transportation options, this approach is supported. Priced parking is the most effective demand management tool to reduce parking demand. The overall impact of priced parking on demand may differ based on a range of factors including the specific land use type and availability of other transportation options, for example. However, what is clear is that parking demand tends to decrease as the price increases.

Coordination with the non-residential uses of the building (either commercial or hotel use) is required for this measure, which may result in challenges administering priced parking. If an agreement was in place that ensured priced parking would be in effect for the proposed development and employers committed to such a measure, a reduction in parking demand could range up to 20%.

Likewise, the proposed off-street parking supply for the residential uses is recommended to be unbundled from the price of each unit, with parking spaces to be leased separately from the rental and condominium units, so that residents have the option of renting a parking space at an additional cost.

- **Other TDM Measures** – Other TDM measures that could be considered for the site include:
 - **Multimodal wayfinding signage** to direct and orient residents, employees and visitors to transportation services and available infrastructure, such as transit, bike share, car share, bicycle parking and bicycle facility, passenger pick up and drop off area, etc.
 - **Marketing and promotion**, such as including information about available TDM programs for the site as part of marketing the development and as part of a welcome package for new tenants and for distribution by site employers.

4.1 TDM SUMMARY AND RELATION TO THE CITY'S SUSTAINABLE MOBILITY STRATEGY

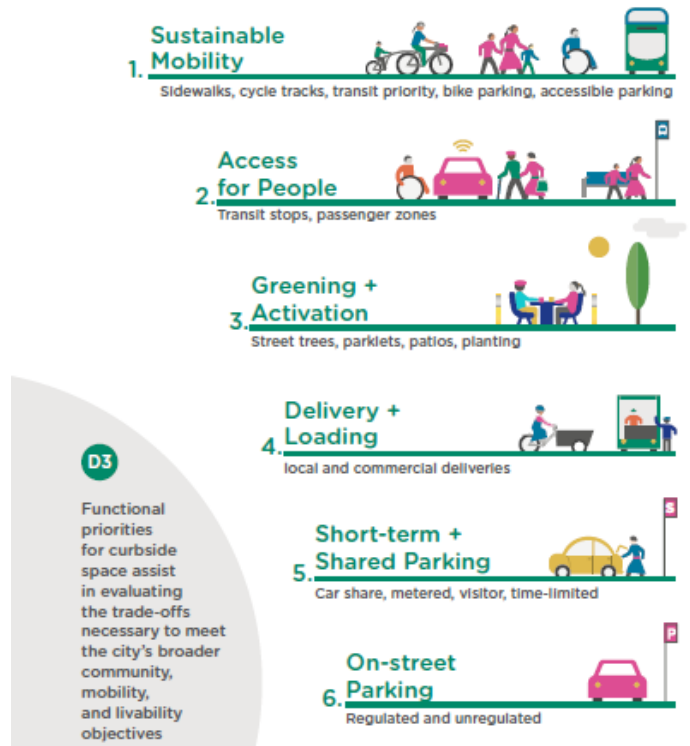
As mentioned previously, a number of the recommended TDM measures have typical projected effects on site-level parking demand that can be quantified based on research from multiple sources. However, those measures that may offer significant overall community benefit at the precinct-level are also harder to quantify in terms of demand.

Therefore, to provide a sense of how the recommended measures may meet larger community goals, this section assesses how the proposed components of the site's TDM strategy align with the goals and initiatives of the City of Victoria's *GoVictoria Sustainable Mobility Strategy*.

The City of Victoria's Sustainable Mobility Strategy ("GoVictoria") was adopted in 2019 and outlines the City's mobility values, policy positions, and key initiatives surrounding mobility. GoVictoria states that as a goal the City needs to acknowledge its role "in shaping quality of life for residents today, and for generations to come, through our mobility networks. [...] These solutions include accessible mobility options, active transportation, high-occupancy modes like transit, cleaner vehicles and high quality urban environments that are welcoming to all."

GoVictoria provides a number of policy directions that align with the proposed approach to 780 Blanshard Street, including:

- A1 - Streets are places for people.
- A2 - New growth is serviced by transit.
- A3 - Compact land use and densification reinforces sustainable travel behaviour.
- A5 - Complete communities centre on multi-modal mobility hubs.



Excerpt from GoVictoria (page 44) showing the City of Victoria's proposed prioritization of public right of way / curbside space.

The document also focusses on six initiative areas as a focus for improvement and investment. The following **Table 6** summarizes how each of the TDM measures proposed for 780 Blanshard Street align with GoVictoria’s priority initiatives.

TABLE 6. PROPOSED SITE TDM STRATEG ALIGNMENT WITH GOVICTORIA INITIATIVES

GoVictoria Initiative	Initiative Definition	Site’s Potentially Proposed Aligning TDM Measures
Adopt Vision Zero	A systems-based model for improved road safety that prioritizes human life over ease of mobility and convenience. Vision Zero acknowledges the importance of safeguarding people with better design and minimized speed to reduce accident frequency and severity.	<ul style="list-style-type: none"> • Expanded sidewalks and improved pedestrian transitions on Blanshard Street and Fairfield Road to offer better separation from the roadway. • New sidewalk and expanded green space along the south side of Burdett Avenue • One-way operation of Burdett provides improved clarity to all road users, reduces conflict zone for westbound transit vehicles on Fairfield Road.
Transform Public Transit	A new dialogue and planned investments to accelerate our shift to rapid and frequent transit that will out-perform the automobile’s convenience and speed, in a more affordable, sustainable and convenient way.	<ul style="list-style-type: none"> • Expanded transit vehicle space at the adjacent Fairfield at Blanshard terminus to support frequency improvements to Frequent Transit routes and potentially RapidBus. • Improved transit passenger waiting amenities. • On-site transit staff facility / respite area. • Transit pass programs for building residents and employees.
Accelerate Accessible and Active Transportation	A focus on investments to support safer, more sustainable, more convenient, attractive and enjoyable travel options for people of all ages and abilities.	<ul style="list-style-type: none"> • Publicly accessible upper pedestrian plaza • Upgraded Penwill Green park, including enhanced pedestrian connections, bicycle parking, transit infrastructure, seating and gathering space. • Enhanced secure bicycle parking and charging facilities for residents and employees, including space for cargo bikes. • Publicly-available outdoor bicycle charging facilities, cargo bike parking space, and bicycle repair station. • Bicycle end of trip facilities, including lockers, showers and repair tools.
Shift to Zero Emissions	An acceleration of mobility GHG reductions through the adoption of road allocations, incentives, electrification infrastructure and transportation demand management initiatives.	<ul style="list-style-type: none"> • Potential to locate 2-3 fast charging stations on-site for adjacent transit vehicles. • E-bike charging • Potential for up to three on-street charging stations associated with proposed carshare vehicles. • Comprehensive multi-modal TDM and parking management strategy for site, including wayfinding signage and TDM marketing and promotion.

GoVictoria Initiative	Initiative Definition	Site's Potentially Proposed Aligning TDM Measures
Rethink the Curb	A new approach to managing valuable curb space which incentivizes required changes to parking and loading zones, through re-allocation, configuration, pricing, performance, and other incentive schemes to ensure the highest and best usage.	<ul style="list-style-type: none"> • Significant restructuring of Burdett Avenue to prioritize pedestrian and access by all modes, plus reallocation of curbside uses on Burdett Avenue, Blanshard Street and Fairfield Road to support multimodal goals. • Creation of three adjacent on-street carshare spaces, plus provision of three carshare vehicles and memberships for residents. • Creation of passenger pick up and drop off space for two-three vehicles to better enable access to site and surrounding area for private vehicles, taxis and ride hailing vehicles. • Either on-site commercial loading zone or reallocation of existing on-street parking space on Fairfield Road to commercial loading zone.
Harness Data and Technology	The use of technology to enhance the integration, management and performance of our mobility systems to make travel safe and seamless, and use data to strengthen decisions and planning.	<ul style="list-style-type: none"> • Potential to designate the site—including its bike facilities, transit terminal, and passenger pick up and drop off area—as a multi-modal hub geolocated and promoted through online mapping and search tools, including potentially Mobility as a Service apps. • Opportunity for potential location of next bus electronic displays at the adjacent transit terminal.

5.0 CONCLUSIONS

As discussed, the purpose of this document is to provide an initial high-level assessment of parking requirements and transportation demand management strategy for the proposed development of 780 Blanshard Street based on City of Victoria parking regulations and preliminary site details. This assessment can be further adjusted as site details and proposed TDM measures are refined. Once site details are confirmed, a follow up step would be to undertake further parking demand and TDM analysis, particularly given the site's walkability and proximity to the City's bicycle network and future rapid transit.

Please direct questions related to this document to the undersigned.

Sincerely,

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