



**CITY OF HAMILTON**  
**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT**  
**Transportation Planning and Parking Division**

<b>TO:</b>	Chair and Members Planning Committee
<b>COMMITTEE DATE:</b>	November 2, 2021
<b>SUBJECT/REPORT NO:</b>	Revisions to the Pre-Christmas Free Parking Program for Business Improvement Areas (BIAs) (PED21210) (Ward 1)
<b>WARD(S) AFFECTED:</b>	Ward 1
<b>PREPARED BY:</b>	Amanda McIlveen (905) 546-2424 Ext. 6009
<b>SUBMITTED BY:</b>	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

That the annual Pre-Christmas Free Parking Program, approved by City Council on June 25, 2003, and amended from time to time, be further amended as follows:

- (a) That on-street parking be free at all times from November 24 to December 24 annually, and limited to two hours in duration for the Westdale Business Improvement Area.

**EXECUTIVE SUMMARY**

The purpose of this Report is to request City Council approval to revise the Pre-Christmas Free Parking Program for the Westdale Business Improvement Area (BIA). The revision is to change the dates of the Program, which currently runs from December 1 to December 31, to be in line with the period for the majority of BIAs, which runs from November 24 to December 24 annually. The Recommendation contained in this Report has been endorsed by the affected BIA.

**Alternatives for Consideration – Not Applicable**

## **FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: Allowing the Westdale BIA to alter their period of participation in the Pre-Christmas Free Parking Program will result in a projected decrease of additional revenues of approximately \$1,500 annually. This projection is based on a review of parking activity and the shifting of dates for the free parking period.

Staffing: N/A

Legal: N/A

## **HISTORICAL BACKGROUND**

In 2003, staff consulted with the former Hamilton Association of Business Improvement Areas (HABIA) and individual BIAs to develop a consistent Pre-Christmas Free Parking Program. The resulting Council-approved Program provided free on-street parking (with a two-hour limit) in BIAs from November 24 to December 24 annually, except in Westdale, Dundas, and on Ottawa Street, where the details differ as there are different needs and desires.

Westdale originally chose not to participate in the Pre-Christmas Free Parking Program, as for several years Westdale had free parking on the four Saturdays before Christmas and the last five weekday business days before Christmas.

In November 2015, Report PED15177 was approved to allow the Westdale BIA to participate annually in the Pre-Christmas Free Parking Program from December 1 to December 31 due to the different needs of the Westdale business community.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

N/A

## **RELEVANT CONSULTATION**

- BIA Advisory Committee; and,
- Westdale BIA.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The Hamilton Municipal Parking System (HMPS) is seeking Council approval to adjust Westdale's Pre-Christmas Free Parking Program such that parking will be free at all times from November 24 to December 24 annually. Essentially, this would see the free

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parking period start seven days earlier and end eight days sooner to coincide with the prime holiday shopping period.

Adjusting the Westdale BIA's free dates to begin on November 24 would be in line with other BIA organizations that currently participate in the Pre-Christmas Free Parking Program.

This request aligns with the 2003 direction from Council to allow free parking in the BIA areas to assist businesses during the Christmas season.

**ALTERNATIVES FOR CONSIDERATION**

N/A

**ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

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Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

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Hamiltonians have a high level of trust and confidence in their City government.

**APPENDICES AND SCHEDULES ATTACHED**

N/A

AM:cr