LEA Consulting Ltd.
625 Cochrane Drive, 9th Floor
Markham, ON, L3R 9R9 Canada
T | 905 470 0015 F | 905 470 0030
WWW.LEA.CA

July 17th, 2019

Reference Number: 20045/220

Mr. Aly Premji
Trinity Development Group Inc.
77 Bloor Street W, Suite 1601,
Toronto, ON
M5S 1M2

Dear Mr. Premji:

RE: Parking Study
Proposed Additional Retail Area
Northumberland Mall, Town of Cobourg

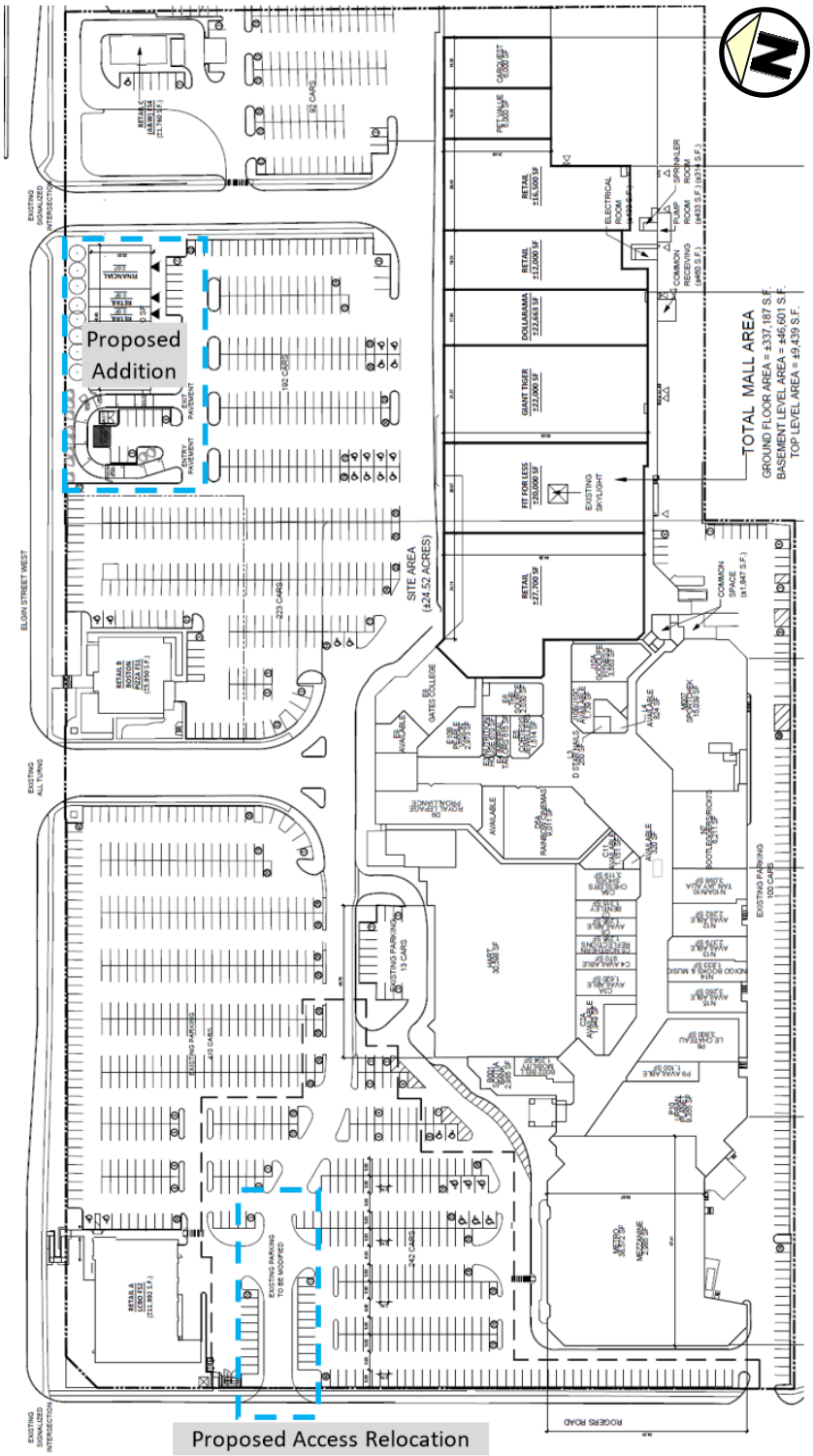
INTRODUCTION

LEA Consulting Ltd. (LEA) was retained by Trinity Development Group Inc. to undertake a parking study for the Northumberland Mall in the Town of Cobourg (herein referred to as "subject site"). The subject site is located in the southeast corner of Rogers Rd and Elgin St W, approximately 600 m west of Burnham St. Currently, Northumberland Mall contains approximately 35,400 m^2 (~381,200 ft^2) of retail use.

The subject site and context of the location is illustrated in **Figure 1**. A retail pad containing approximately 930 m^2 (10,000 ft^2) of commercial use is proposed to be added on the subject site, to be located at the southwest corner of Strathy Rd and Elgin St W within the existing parking lot. The preliminary site statistics are outlined in **Table 1,** with the proposed site plan shown in **Figure 2**.

Figure 1: Site Location

Figure 2: Proposed Site Plan



Source: Petroff Partnership Architects (Dated: May 2019)

Table 1: Site Statistics

Site	GFA	
	ft²	m²
Existing	381,227	35,417
Addition	10,000	929
Total	**391,227**	**36,346**

By way of background, as requested by the Town, LEA prepared a Traffic Impact Assessment (TIA) to assess the traffic impact with respect to the proposed relocation of Rogers Rd access in June 2019. To speed up the approval process, the traffic impact related to the proposed retail pad was also included in that report as requested by the Town.

The objective of this current study is to assess the parking impact associated with the proposed retail pad and to confirm whether the future parking demand can be accommodated within the available parking supply.

EXISTING PARKING DEMAND

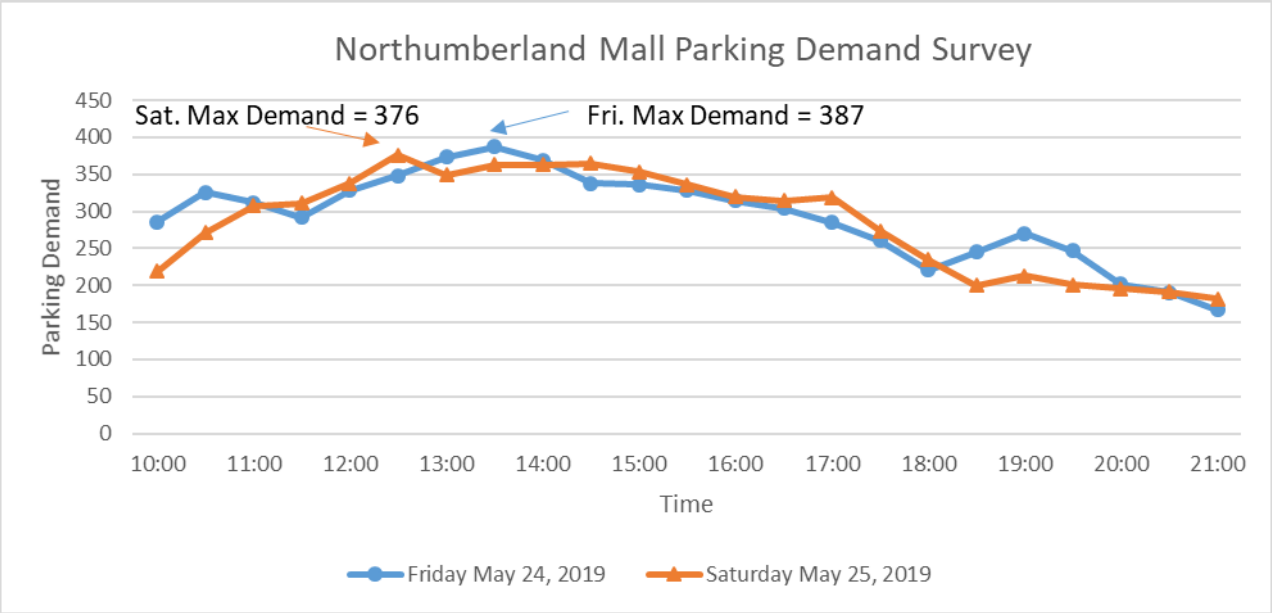
A comprehensive parking utilization survey was conducted by LEA on Friday, May 23rd, and Saturday, May 24th, 2019 from 10:00 AM to 7:00 PM to determine the existing parking demand at the Northumberland Mall.

Based on our field observations, the subject site consists of 1,396 parking spaces, of which only 1,367 spaces are available after accounting for obstructions such as cart corrals. Considering that some of the parking spaces from various on-site features, the actual parking supply is 1,367. **Table 2** summarizes the peak parking demand and the residual parking supply during the peak periods, while **Figure 3** illustrates the parking demand profile. Details of the surveys are attached in **Appendix A**.

Table 2: Parking Utilization Summary

Date	Time of Peak Parking Demand	Overall Supply	Peak Parking Demand	Utilization %	Residual Parking
Friday, May 24, 2019	1:30 PM	1,367	387	28.3%	+980
Saturday, May 25, 2019	12:30 PM		376	27.5%	+991

Figure 3: Northumberland Mall Parking Demand Survey



Based on the survey results, the maximum observed parking demand was 387 and 376 parking spaces occurring on Friday at 1:30 PM and Saturday at 12:30 PM, respectively. A minimum residual parking supply of 980 spaces is determined during the surveyed days.

BY-LAW REQUIREMENT

The proposed retail addition is located along the northern limits of the subject site, at the southwest corner of the signalized mall access at Elgin St W. The proposed retail pad contains an approximate 930 m^2 (10,000 ft^2) of commercial use. As part of the development proposal, some existing parking spaces will be removed in conjunction with the proposed retail pad. With the reconfiguration of the parking lot, the future parking supply is expected reduce by approximately 95 spaces (1,367 – 1,272 = 95 space).

The Town's Zoning By-law 85-2003 was referred in determining the minimum parking requirement for the proposed retail addition. A minimum parking supply of 59 spaces is required for the proposed retail addition, while the existing shopping centre requires 1,999 spaces, in accordance with the Zoning By-law. **Table** 3 summarizes the Zoning By-law parking requirements for the proposed retail addition.

Table 3: Parking Requirements for the Subject Site

Use		GFA (m^2)	Zoning By-Law 85-2003	
			Parking Rates	Parking Supply
Existing Shopping Mall		36,346	5.5 spaces per 100 m^2	1,999
Proposed Addition	Restaurant	190	1 space per 9 m^2	21
	Financial	279	1 space per 23 m^2	12
	Retail	460	1 space per 18 m^2	26
			TOTAL	**2,058**

PROPOSED PARKING DEMAND

As noted, the parking supply of the subject site will be reconfigured to provide a total of 1,272 spaces, which is a decrease of 95 spaces from the existing overall parking supply and a shortfall of 786 spaces from the minimum requirement.

To evaluate the future parking needs of the subject site, the future demand of the site was determined based on the sum of the current on-site uses, as surveyed, and the projected demands from the proposed site using the minimum Zoning By-law requirements for the proposed retail addition. **Table** 4 summarizes the projected parking demand and comparison with the reconfigured parking supply. **Figure 4** and **Figure 5** illustrates the projected parking demand for the typical Fridays and Saturdays respectively.

Table 4: Future Parking Analysis

Day of the Week	Peak Period	Existing Parking Demand	Projected Demand for the Retail Pad	Future Parking Demand	Future Supply	Residual
Friday	1:30 PM	387	59*	446	1,272	826
Saturday	12:30 PM	376		435		837

**Based on Town's Zoning By-law Requirement.*

Figure 4: Projected Parking Demand for Typical Friday

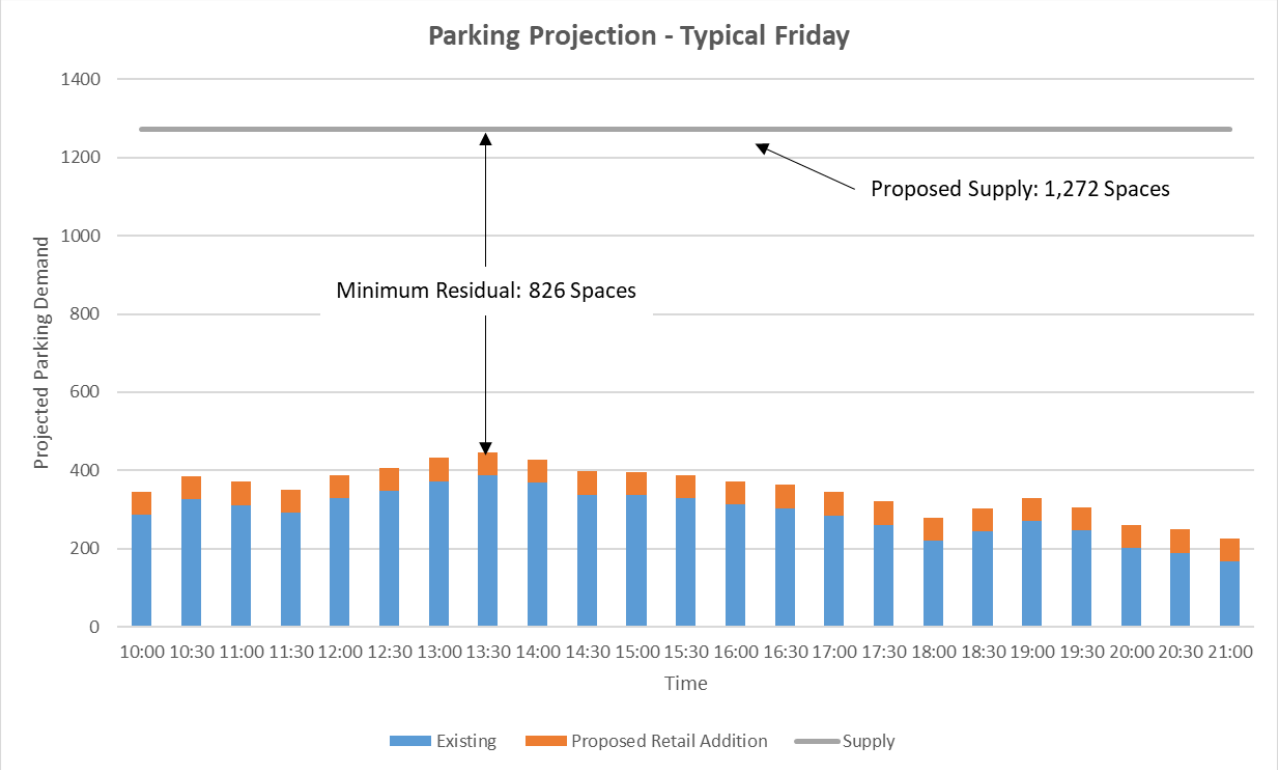
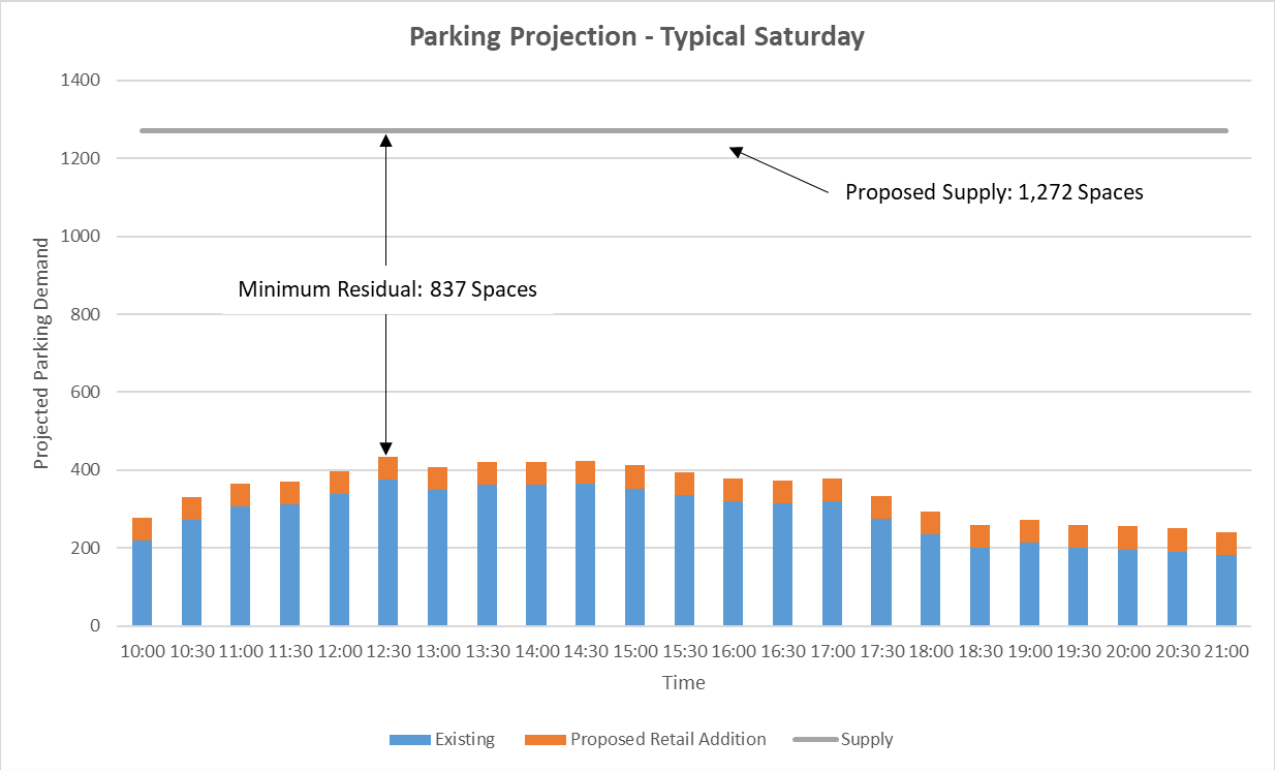


Figure 5: Projected Parking Demand for Typical Saturday



As can be seen above, a maximum of 446 parking spaces will be required to accommodate the parking demand for the proposed retail pad. In comparison with the reconfigured parking supply, a minimum residual of 826 spaces is anticipated. It is evident that under the assumed parking demand from the Town's by-law, the reconfigured parking supply will be more than sufficient to accommodate the future parking demand with the proposed retail pad in place.

Furthermore, some synergy can be expected between the proposed retail addition and the existing retail use as customers are able to utilize the same parking space for various purposes (e.g. visit the bank and the shopping mall in a single trip). This may translate into an even lower parking demand for the proposed retail addition.

CONCLUSIONS

The subject site is currently proposing an expansion with a retail pad containing approximately 930 m² (10,000 ft²) of commercial use to the existing Northumberland Mall, which has an approximate GFA of 36,350 m². Under the proposal, the parking supply is to be reconfigured to provide 1,272 parking spaces. Parking demand at the subject site is anticipated to be a maximum of 446 parking space, resulting in a minimum residual parking supply of 826 spaces. The proposed parking supply is therefore found to be sufficient in accommodating the parking demand of the existing mall and proposed retail addition.

Should you have any comments with our assumptions or have any concerns, please contact the undersigned.

Yours truly,

LEA CONSULTING LTD.

Tony Chiu, M.A.Sc., P.Eng.
Project Manager, Transportation Engineering

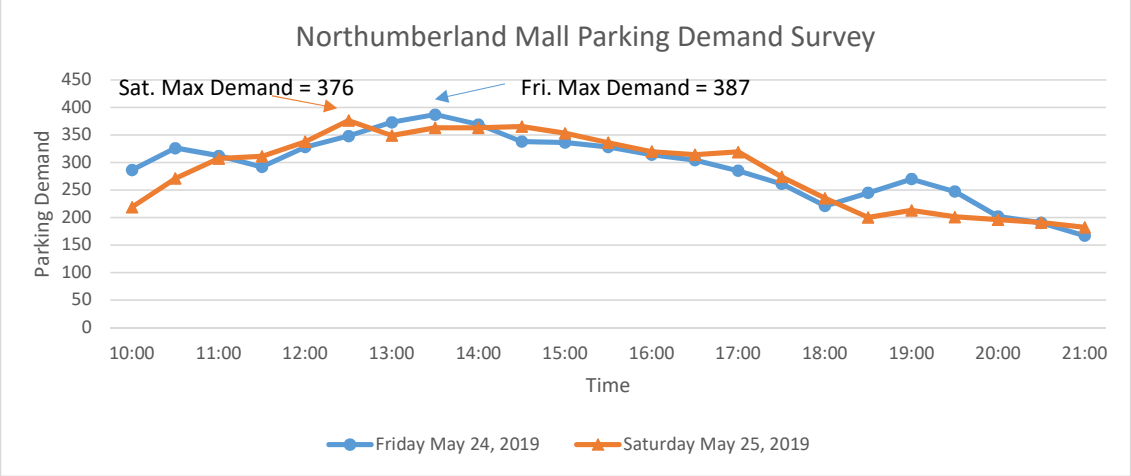
Natalie Tsui, B.A.Sc.
Transportation Analyst

:tcc/af

Encl. Parking Survey Summary

20045.200 - Northumberland Mall Parking Survey

Site Location:	**Northumberland Mall (111 Elgin St W, Cobourg)**
Approx. GFA (ft^2):	391,227
Available Supply:	1,396
Actual Supply:	1,367
Max. Parking Demand:	387
Max. Utilization	28.3%
Survey Date:	Fri May 24 & Sat May 25, 2019
Surveyor(s):	Jerry Cheng, Justin Miu

Time Beginning	Friday May 24, 2019		Saturday May 25, 2019	
	Parking Demand	Utilization	Parking Demand	Utilization
10:00	286	20.9%	219	16.0%
10:30	326	23.8%	271	19.8%
11:00	312	22.8%	307	22.5%
11:30	292	21.4%	311	22.8%
12:00	328	24.0%	338	24.7%
12:30	348	25.5%	***376***	**27.5%**
13:00	373	27.3%	349	25.5%
13:30	***387***	**28.3%**	363	26.6%
14:00	369	27.0%	363	26.6%
14:30	338	24.7%	365	26.7%
15:00	336	24.6%	353	25.8%
15:30	328	24.0%	336	24.6%
16:00	314	23.0%	320	23.4%
16:30	304	22.2%	314	23.0%
17:00	285	20.8%	319	23.3%
17:30	261	19.1%	274	20.0%
18:00	221	16.2%	235	17.2%
18:30	245	17.9%	200	14.6%
19:00	270	19.8%	213	15.6%
19:30	247	18.1%	201	14.7%
20:00	202	14.8%	196	14.3%
20:30	190	13.9%	191	14.0%
21:00	167	12.2%	182	13.3%

Note: Peak Demand Intervals for each survey day are shown in bold italic font