



TOWN OF
WHITCHURCH-STOUFFVILLE



Media Release

November 7, 2016

FOR IMMEDIATE RELEASE

PARKING PERMIT PROGRAM TO BE ROLLED OUT IN DOWNTOWN STOUFFVILLE

**New system, signs, enforcement will help alleviate parking issues faced by
businesses, visitors.**

Whitchurch-Stouffville, ON – The Town of Whitchurch-Stouffville unveiled their new parking permit program Monday in portions of four Downtown Stouffville parking lots.

The new permit system, approved by Whitchurch-Stouffville Council in April, was part of the comprehensive On-Street Residential And Commercial Parking Study conducted over the course of the last year and a half.

As part of the study, Council approved the need for the new permits, along with new signage and wayfinding, better customer service practices to help citizens with their parking concerns and providing better and more consistent parking enforcement.

The Community of Stouffville has three hour free parking on most of its roads, including Main Street and all residential streets, and in many of its Town-owned parking lots. The Study found that there was no means of accommodating long-term parking in the Downtown, including business employees and apartment tenants.

“Many downtown businesses approached us saying they need parking alternatives for their staff who frequently require parking longer than three hours,” said Tamara Carlson, Manager of Customer Services and project lead. “Employees were getting parking tickets – but they didn’t have any other option.”

Business owners have first right to purchase the new permits Carlson said.

The parking lots which now have a portion dedicated to permit parking include:

- the Park Drive South lot in Memorial Park;
- the Market Street lot south of Main Street;
- the 6240 Main Street parking lot; and
- the 12 Edward Street parking lot.

None of the parking lots owned and operated by GO Transit or the parking lot at the Leisure Centre are affected.

According to Carlson, staff and businesses owners parking on Main Street has always been in issue in the Town.

“GO Transit riders and business owners have historically parked on Main Street past the 3-hour limit. This creates situations where short-term visitors, such as shoppers and delivery vehicles, cannot access the businesses they need too,” Carlson said.

“Allowing business owners to purchase dedicated parking spaces for their staff now frees up more parking on Main Street for shoppers,” said Tina Sharma, Downtown Coordinator. “From a business perspective, it’s a win-win situation.”

Of the over 330 parking spots the Town owns in parking lots in downtown Stouffville, 81 will now be set aside for long-term parking and require a permit. The remaining 251 remain free for 3 hours.

Permits are good for one dedicated spot and can have two license plate numbers assigned to it. Therefore if a staff member goes on vacation, another one can use it, Carlson said.

The permits can be purchased by week, month, three month or six month periods. The following fees apply:

Permit Type	2016 Fee
1 Week	\$30.00 + tax
1 Month	\$75.00 + tax
3 Months	\$150.00 + tax
6 Months	\$200.00 + tax

The Parking Study also indicated the need to enhance parking enforcement, particularly the three-hour limit.

“Stouffville has had a three-hour time limit for as long as I can remember,” said Linda Mainprize, Manager of By-Law Enforcement. “But we have struggled with having enough staff to enforce it. With the addition of two new recruits to our force, we can now enforce the by-law more effectively.”

Residents will start to see a significant increase in parking enforcement throughout the town, she said.

“I would also like to remind residents that there is a three-hour limit on their residential street,” Mainprize said.

Residential parking permits are also available for anyone needing parking longer than 3 hours Mainprize said.

Implementing permit parking is only part of the plan to alleviate the parking issues in Stouffville, said Carlson.

“Other issues still exist, such as parking in residential areas and school zones, but we are working hard on those areas too.” She said. “It’s a process that takes time to be implemented correctly.”

“I want to sincerely thank the hundreds of residents and businesses owners for being engaged in this project and providing candid and constructive feedback throughout the study period.” Carlson said.

Permits for downtown lots, and residential streets, can be purchased by calling Customer Service at (905) 640-1900 or visiting Town Hall at 111 Sandiford Drive, Stouffville.

Permits are being sold on a first-come first-served basis and are expected to sell out quickly.

- 30 -

** PHOTOS AVAILABLE UPON REQUEST

** ACCOMPANYING VIDEO CAN BE VIEWED HERE: <https://youtu.be/b8kln9Zkvk0>

Media Contact: Tamara Carlson | Manager of Customer Services
Phone: 905-640-1910 or 1-855-642 8697 Ext. 2449 | Email:
tamara.carlson@townofws.ca

Media Contact: Glenn Jackson | Corporate Communications
Phone: 905-640-1910 or 1-855-642 8697 Ext. 2451 | Email:
glenn.jackson@townofws.ca