

4.0 Parking/Capacity

background

- > *General planning statements re: parking and transit:*

Parking saturation is a result of the nature and character of the events that are held at Exhibition Place. There is a tradition, and expectation that parking for these events will be readily available. Sports event venues like SkyDome and the Air Canada Centre have very little dedicated parking. They were developed with an understanding that walk-in and transit connections would be the key choice of delivery of patrons, however, locations on rapid transit/subway lines dramatically increase the efficiency of transit for large events at these venues versus bus and streetcar/LRT lines. SkyDome and ACC seem to function well, although parking and traffic congestion are problematic, but these are problems that patrons know about, and are willing to accept. Patrons who are coming to Exhibition Place do not have the same expectation of parking and traffic congestion problems;
- > Parking capacity is critical for consumer/trade shows because the scope of these shows is regional not local;
- > Availability of parking is a key selling point to new and existing clients at the NTC - approximately 6,000 parking spaces located within walking distance of a 1 million s.f. of show floor space;
- > Annual revenues from parking total \$4.5 million;
- > Comparative venues:
 - > McCormick Place - 2.2 million s.f. show floor space - 8,000 parking spaces;
 - > Deutsche Messe (Hannover) - 5.4 million s.f. - 36,000 parking spaces;
 - > Reliant Center (Houston) - 700,000 s.f. - 26,000 parking spaces;
 - > International Center - major competitor - 5,000 free parking spaces for 510,000 s.f. show floor space;
 - > Excel Centre (London, England) - 700,000 s.f. - 4,600 parking spaces;
 - > MTCC - 460,000 s.f. - 26,000 parking spaces;
- > Saturation of parking capacity occurred 160 operating days in 2002 as follows:
 - > Number of operating days when sales in garage and primary surface lots (C,D,F,G) exceeded capacity by more than 2 times daily = 27 days (this included major shows such as Boat Show, Sportsmen, Hardware, Spring and Christmas Craft, National Home, RAWF);
 - > Number of operating days when sales in garage and primary surface lots (C,D,F,G) exceeded capacity by more than 3 times daily = 12 days (this included weekends of Boat Show, National Home Show and RAWF);
 - > Number of operating days when sales in primary surface lots (C,D,F,G) exceeded capacity by more than 2 times daily = 61 days (this included major shows such as Chinese New Year, Interior Design, British Isles, Sportsmen, Motorcycle, Traders Forum, Ride for Heart, IIDEX/Neocon, Ski/Snowboard);
 - > Number of operating days when sales in primary surface lots (C,D,F,G) exceeded capacity by more than 3 times daily = 6 days (this included weekends of Sportsmen, Fall Home and Ski/Snowboard);
- > New uses such as the Ricoh Coliseum that will be opening in November (a 10,000 seat venue) will put further demand on parking;
- > Liberty Grand/Medieval Times increased use by 40,000 vehicles annually;
- > Board's position in the Program and Development Concept (1998): *"Permanent surface parking areas should be reduced...uses which encourage public transit usage and shared parking will be favoured...new or replacement parking should be provided below grade, where feasible"*.

4.0 Parking/Capacity (contd.)

site requirements

- > Exhibition Place currently has parking facilities for 7,400 vehicles (1,300 underground in NTC and 1,500 at the far western edge of the grounds) at \$9 (\$7 after 6pm) for surfacing parking, and \$11 (\$9 after 6pm) underground in the National Trade Centre.

opportunities

- > Less surface parking means more potential developable parcels, more event space, more revenues, including the input of capital capable of financing underground parking;
- > Potential to increase atmosphere and attractiveness of whole Exhibition Place grounds either through new parking alternatives and strategies or re-treatment of existing parking areas;
- > Increase parking capacity through new design approaches in order to decrease actual land use for parking.

challenges

- > Limited available/underused land to accommodate more parking;
- > Cost of building parking structures or underground parking;
- > Public/Client perception of surface or parking structures - negative or positive?;
- > As parking becomes more saturated, it will be a challenge to retain income from outdoor events and automotive test drives;
- > Parking requirements for new tenants will be difficult to meet on prime operating days - estimated that new developments at RICOH Coliseum, Horticulture Museum and Bandshell Restaurant will require an average of 4,000 spaces.