

# THE PARKING AUTHORITY OF TORONTO



Annual Report 1974

## THE PARKING AUTHORITY OF TORONTO

His Worship Mayor David Crombie  
and Members of the City of Toronto Executive Committee,  
City Hall, Toronto, Ontario

Your Worship and Gentlemen:

Your Commissioners are pleased to submit to you this annual report of the 1974 operations of The Parking Authority of Toronto.

During the year the Authority provided parking accommodation for approximately 9.2 million automobiles and collected \$6,506,338 in gross revenues.

Net surplus of \$1,841,437 was returned to the City.

Many changes occurred in the Authority's operations during 1974.

Last fall, the new head office and parking garage on Cumberland Street was completed, providing office accommodation for our staff as well as 1,000 parking spaces for motorists coming into the Yonge/Bay/Bloor area.

A new carpark, Number 116, at Glendonwynne Road and Kennedy Avenue, was acquired on lease of surplus subway lands from Metropolitan Toronto, providing space for 28 cars and a city parkette.

Carpark Number 8 at Eglinton Park with spaces for 148 cars was returned to the city in order that patrons of North Toronto Memorial Arena would be relieved of the burden of paying for parking at a city-owned recreation facility.

As well, the Authority transferred part of Carpark Number 16 on Cumberland Street to the city for the creation of an urban park. Forty-five spaces of the 122 spaces on this carpark were involved. The carpark is only a block away from the new Cumberland Street garage and motorists are therefore able to find alternate accommodation there.

Also during the year the Authority introduced a number of measures designed to assist in discouraging peak hour traffic and congestion in the downtown core.

In January a carpool incentive rate was put into effect at the commuter surface carpark at Bay and Front Streets. Cars carrying three or more people could park between 6 a.m. and 6 p.m. for a flat rate of .50¢. All other cars were excluded.

By April 1, having determined that the carpool usage appeared to have levelled out at about 140 cars, the Authority decided to accommodate cars carrying less than three persons by re-instituting the previous .25¢ hourly rate and \$1.50 daily maximum while retaining the carpool incentive rate.

At the same time, the Authority extended its carpool incentive rate experiment to its surface carpark at George and Front Sts. There the commuter rate was set at .35¢ and the hourly rate left unchanged at .20¢ per hour or \$1.00 maximum.

Results of the year-long experiment have indicated clearly that the encouragement of car pooling among motorists coming into the downtown area is a difficult task that will require a great deal of encouragement and incentive over a long period. Experiments in other cities tend to bear this out.

In February, the Authority undertook an experiment at three of its downtown parking garages designed to determine if removal of the daily maximum rate would discourage the all-day parker and thereby reduce peak hour traffic and congestion in the downtown core.

Questionnaires were distributed to former monthly parking customers and it became apparent from the answers that the removal of the maximum daily rate caused former parkers simply to relocate to private carparks nearby.

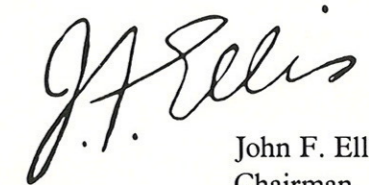
As a result of this reaction, the Authority reinstated the all-day maximum but imposed higher rates to customers entering and leaving during rush hour times.

Of significant interest during the year was a move by the Authority to initiate a multiple-use study of all city-owned lands designated for use by the Authority. The Authority staff worked closely with housing and planning board staff and consultants to examine alternate ways for making more beneficial use of 45 sites. From these studies emerged proposals for multiple use development of such 10 sites, including housing and a recommendation that the Commissioner of Planning carry out preliminary feasibility studies on the remaining 35 sites.

The Authority has been most fortunate during the year to have received excellent co-operation from a great many citizens and organizations, both from within the municipal government structure and from without. Their assistance in helping the Authority provide the best possible municipal parking for our citizens and guests is greatly appreciated.

It was with regret that the Commissioners accepted the resignation of our General Manager, Robert G. Bundy, after 16 years of dedicated service to the Authority and the citizens of Toronto. Mr. Bundy's able successor is Reginald W. Lewis, the former Deputy General Manager of the Authority.

Yours very truly,



John F. Ellis,  
Chairman.



## Meeting Today's Needs

A primary objective of The Parking Authority of Toronto is to provide a high-quality, low-cost system of off-street municipal parking facilities throughout the City. The system comprises —

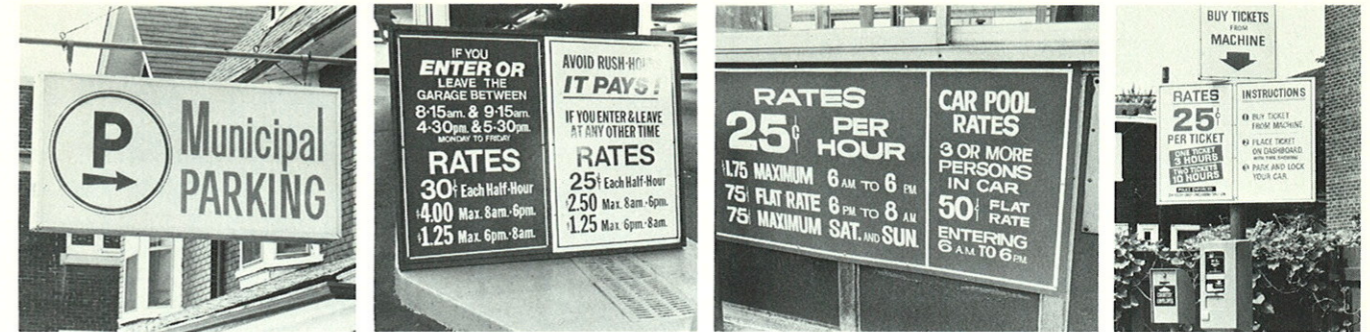
Carparks for short-term parkers in the downtown core,

Carparks for all-day parkers on the downtown fringe and at public transit stations,

Carparks to serve neighbourhood business areas,

Carparks to serve residential areas.

Each part of the system offers challenges and problems that must be continually studied and adjusted to meet new circumstances.



### Downtown Parking

Foremost of these is the Authority's responsibility to help preserve the vitality and pre-eminent position of Central Toronto as the region's main area of commercial, retail and institutional activity by providing adequate off-street parking facilities. To this traditional role there has now been added the responsibility of influencing the kind of person who uses the facilities.

Each business day, between 7 a.m. and noon, more than 100,000 motor vehicles enter the mid- and downtown area. Almost half of them enter between 8 a.m. and 10 a.m. and leave between 4 p.m. and 6 p.m.

During these times in some areas, the volume of private automobiles saturate the streets creating the frustrations of delays, pollution and accidents. Public transit vehicles are slowed, creating inefficiencies in movement of people.

With the addition of millions of square feet of office space to the mid- and downtown areas during the last few years, traffic congestion has in-

creased despite optimum use of such measures as computerized traffic lights, prohibition against rush hour street parking, and the creation of one-way streets.

In order to combat the growing congestion, new ways must be found to cope with the situation.

One of these is the adjusting of parking rates, designed to discourage drivers of private vehicles from entering or leaving the area during rush hours. Many of the vehicles are owned by commuters who drive only to and from work. Many carry a single occupant. The adjusting of parking rates at congested parts of the City aimed at ameliorating traffic conditions, must be brought about in conjunction with offering attractive parking services at less congested locations.

However, of the approximately 60,000 parking spaces in the mid- and downtown area, only 11,000 are municipally owned and administered by the Parking Authority. Despite this relatively small number, the Parking Authority is attempting, through experimentation, to determine the right "mix" of parking rates that will effectively deter some of these all-day

parkers, leaving the streets free for use by short-term parkers who enter the downtown area for business calls or for shopping.

After a year of experimenting with rate differentials at the Authority's downtown parking garages, no clear pattern of driver behaviour has emerged which would indicate the degree of influence rate changes would have on all-day parkers. It appears that in order to affect peak hour patterns in the downtown area, the co-operation of private carpark operators must be enlisted. Surveys have shown that with piece-meal adjustment of parking rates drivers will simply park elsewhere in the downtown area on private lots at cheaper rates.

The Authority also has been encouraging carpooling as a means of reducing peak hour traffic volume, with limited success. Carpooling experiments in Toronto and in other cities tend to bear out the proposition that encouragement of carpooling among motorists coming into the downtown area will require a great deal of education and promotion over a long period of time to stand any chance of success.

Opp. page: Mid-town parking garage No. 11 at Rosehill, east of Yonge St. Residential carpark No. 47 at Burnaby Blvd. Note decorative fence. Right: Neighbourhood carpark No. 71 in Kensington Market area.





The Authority maintains some neighbourhood carparks, but not enough to meet the need. And yet the acquisition of neighbourhood carparks is expensive and not always aesthetically appealing to residents. The Authority is keenly aware of its responsibility to protect the beauty of residential neighbourhoods and has an on-going programme of beautification for all of its carparks, some of it in the design of signage, lighting and enclosures, and some in plantings and shrubbery in co-operation with the Parks Development.

However, the major problem involved in provision of residential off-street parking is the cost. The Authority is required to be self-sustaining financially. High-yield downtown carparks can subsidize only limited losses. Costs of parking in residential area, therefore, must to a degree reflect the debt and operating charges of the residential carparks. Rates, however, must be attractive enough to encourage people to remove their vehicles from the streets overnight. Because the cost to the resident of casual fines for leaving his vehicle on the street overnight is less than the cost of off-street parking in an Authority carpark, many residents will opt for on-street parking, in the absence of vigorous enforcement of on-street parking by-laws.

One solution would be the diversion of fine income from the general municipal treasury to a fund used to acquire off-street residential carparks.

### Commuter Carparks

Another measure adopted by the Authority to discourage all-day parkers from bringing their vehicles into the downtown area is the use of a low all-day rate on Authority-operated carparks at subway terminals. Here, commuters are encouraged to park their cars cheaply and take the subway the rest of the way to their destinations. The combined parking charge and subway fare is cheaper than the cost of parking all day in a downtown carpark. Funds derived from higher-rate downtown carparks are used to offset losses where they are incurred at the subway terminal carparks. However, most of these lots have reached saturation use and more are needed. At the same time, flexibility must be maintained to meet changing conditions as when a subway route is extended and the terminal is changed. Since most of the subway commuter carparks are outside the geographical jurisdiction of the City of Toronto, acquisition and development of additional commuter parking facilities will depend on the co-operation of agencies of other municipalities.

Many of the older sections of the City were developed before the widespread use of the automobile and consequently there was little or no provision for private off-street parking. Yet, in recent years, many of the people now living in these areas require automobiles to get to and from work in the City and the suburbs.

Experimentation with on-street permit parking has not entirely solved the problem and residents of many neighbourhoods still face the annoyance of periodic fines for parking overnight. With the recent increase in fines instituted by the City, the problems of providing economical accommodation for residential areas becomes more acute.

### Residential Parking

In contrast with daytime parking in downtown Toronto, night-time residential area parking presents an entirely different set of circumstances and problems.

Top: Off-street carpark No. 13 near St. Clair & Yonge. Note landscaping. Right: Residential carpark No. 39.



Once carparks are established, fines can be structured high enough and enforcement strictly applied so that most residents are persuaded to park in the off-street parking facilities.

### Parking and Transportation Policy

In the 23 years of operation, the

Authority's role has shifted from one of providing low-cost parking space to one of working with other municipal agencies to develop solutions regarding the movement of motor vehicles within the City of Toronto. Parking is an element of the overall transportation system policies of a municipality

including a municipal parking programme, which must evolve in such a manner that it contributes to the smooth flowing of traffic and serves the needs of the City's business and residential communities. Decisions by the Authority, therefore, are taken only after close consultation with elected representatives and other civic officials and bodies such as police, transit, and planning authorities, businessmen's associations and interested groups.



Top: Commuter carparks at Islington Subway terminal. Left: Off-street carpark No. 16 at Cumberland & Belair. Above: Carpark No. 30 beside St. Lawrence Market.

**THE PARKING AUTHORITY OF TORONTO**

**BALANCE SHEET as at December 31, 1974**

**ASSETS**

<b>Current Assets:</b>		
Cash in bank and on hand including Term Deposits .....	\$ 3,292,192	
Accrued Interest on Deposits .....	75,470	\$ 3,367,662
Accounts Receivable .....		30,773
Prepaid Expense .....		14,367
Inventories .....		42,180
		\$ 3,454,982
 <b>Fixed Assets:</b>		
Car Parks – Lands and improvements		
Completed Projects .....	\$19,866,857	
Projects under construction .....	6,400,375	
Renovations of office premises and Furniture, Fixtures and Equipment .	530,401	26,797,633
Proceeds from sale of debentures held by the City .....		254,617
Proceeds from sale of property held by the City .....		223,923
		\$30,731,155

**LIABILITIES**

<b>Current Liabilities:</b>		
Accounts Payable .....	\$ 668,976	
Deferred Revenue .....	12,692	\$ 681,668
<b>Sick Credit Reserve:</b> .....		225,979
 <b>Current Surplus:</b>		
Balance December 31, 1973 .....	5,524,962	
Provision for capital expenditures in 1974 – .....	4,819,064	
	\$ 705,898	
Profit after provision for debt charges for year 1974, payable to City of Toronto .....	1,841,437	2,547,335
		\$ 3,454,982
 <b>Capital Liabilities:</b>		
City of Toronto For funds advanced by the City for capital expenditures pending the issue of debentures .....		702
 <b>Debture Debt:</b>		
Issued .....		\$14,320,259
Less: – Redeemed to December 31, 1974 .....	\$2,122,556	
– Sinking Fund Investment as at December 31, 1974 .....	6,995,284	9,117,840
		5,202,419
<b>Capital Surplus:</b> .....		22,073,052
		\$30,731,155

Note: Contingent Liabilities \$106,000.

**Auditor's Opinion**

I have examined the Balance Sheet of the Parking Authority of Toronto as at December 31, 1974 and the Statement of Revenue and Expenditure for the year ended on that date, and have obtained all the information and explanations I have required. My examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as I considered necessary in the circumstances.

Toronto,  
June 6, 1975

In my opinion the accompanying Balance Sheet and Statement of Revenue and Expenditure present fairly the financial position of the Authority as at December 31, 1974 and the results of its operations for the year ended on that date in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

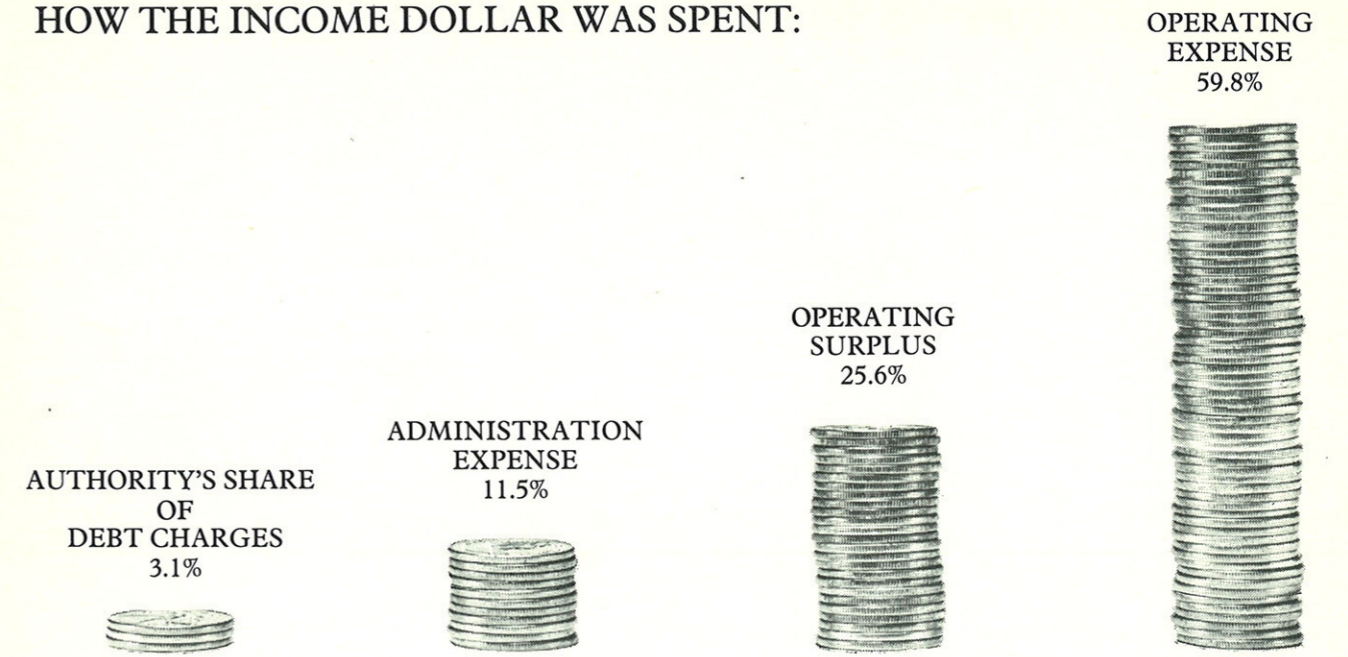
John F. Connor, C.A.,  
City Auditor.

**THE PARKING AUTHORITY OF TORONTO**

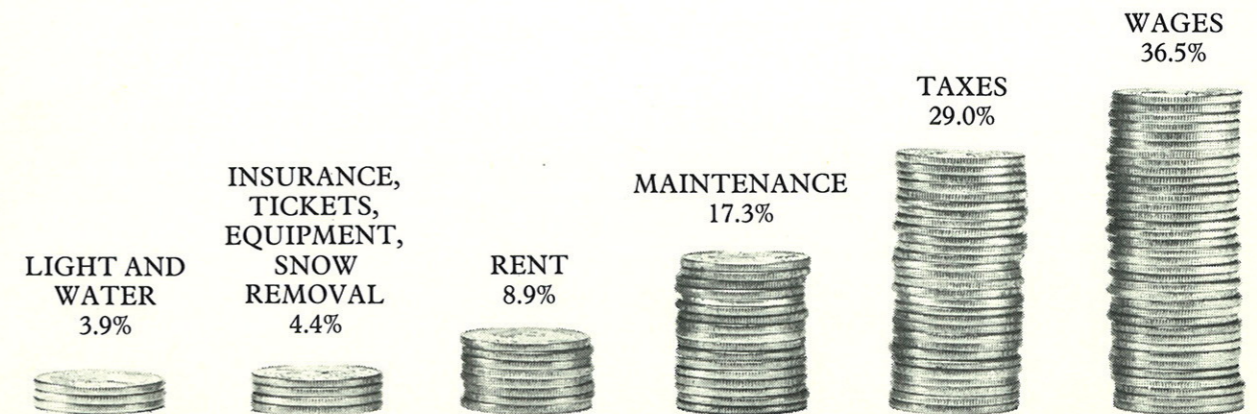
**Statement of Revenue and Expenditure**  
for the year ended December 31, 1974

Parking Revenue .....	\$6,506,338	
Parking Area Expenses .....	4,294,733	\$2,211,605
Sundry Revenue .....		644,000
		<u>\$2,855,605</u>
<b>Administration Expenses</b>		
Salaries and wages .....	\$ 502,001	
Rent and Utilities .....	31,601	
Maintenance .....	3,282	
Postage, stationery and office supplies .....	15,862	
Drafting supplies, etc. ....	1,374	
General Expense (incl. Special Surveys) .....	123,866	
Travelling and Conference Expenses .....	34,908	
Employee Welfare Plans .....	82,256	
Honoraria .....	8,251	
Legal .....	5,974	
Advertising .....	4,677	
Lease of Equipment .....	10,964	
Furniture and Equipment .....	2,004	827,020
		<u>\$2,028,585</u>
<b>Direct Operating Surplus .....</b>		<b>\$2,028,585</b>
<b>Debt Charges</b>		
– Debenture Debt Charges .....	\$ 195,594	
– Interest on funds advanced by the City .....	30,125	
	<u>\$ 225,719</u>	
<b>Less: Interest earned on fully paid</b>		
Sinking Fund Deposits .....	38,571	187,148
		<u>\$1,841,437</u>

**HOW THE INCOME DOLLAR WAS SPENT:**

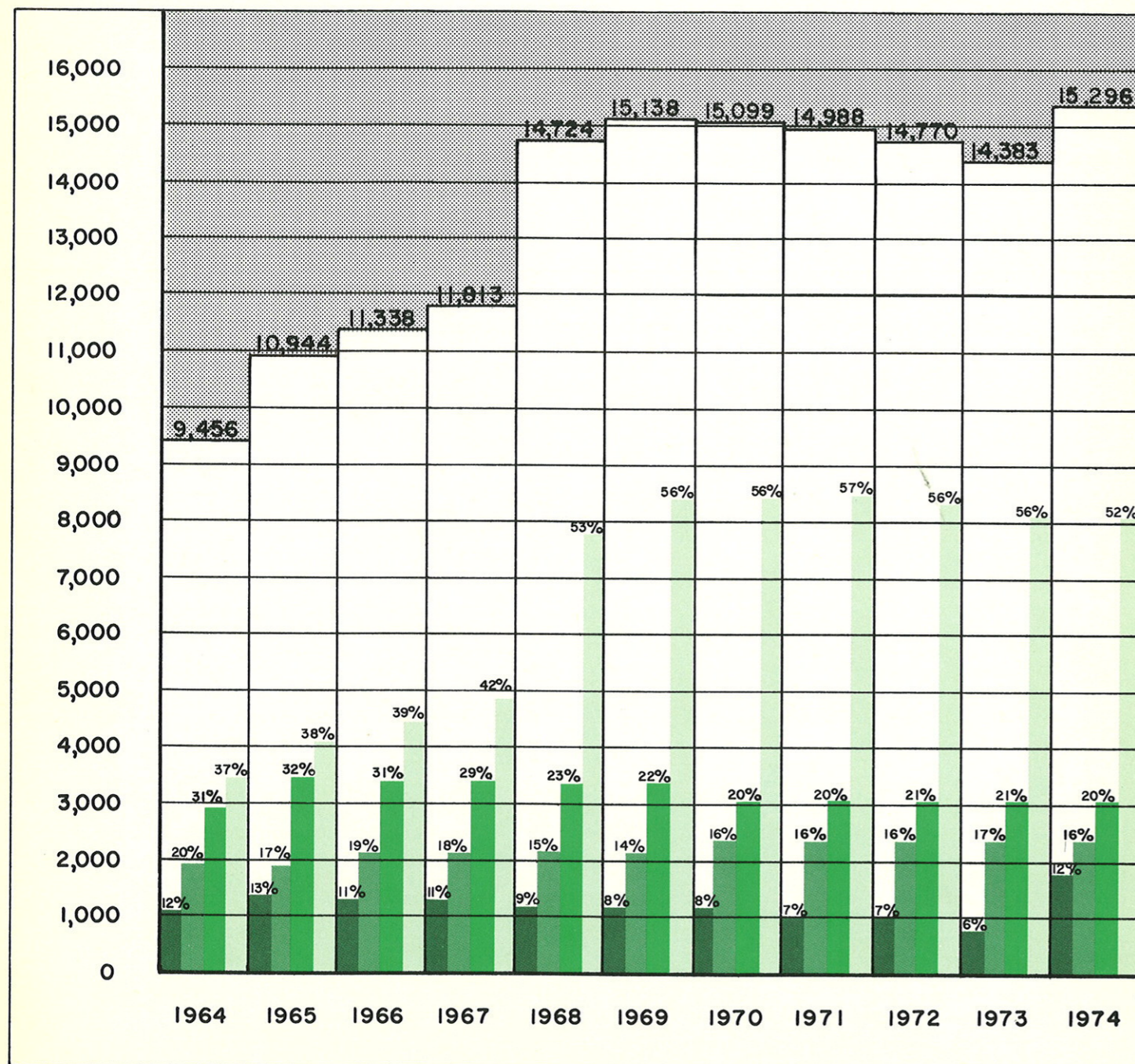


**HOW THE OPERATING DOLLAR WAS SPENT:**





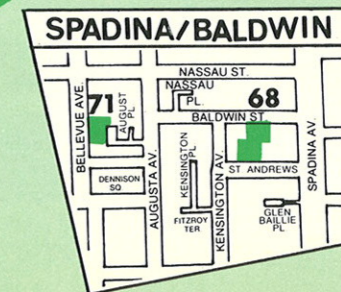
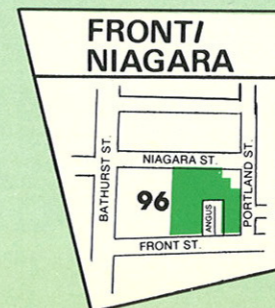
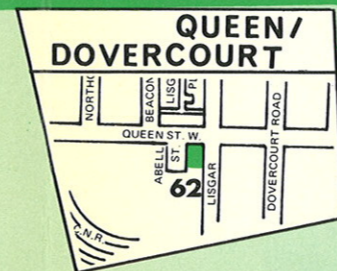
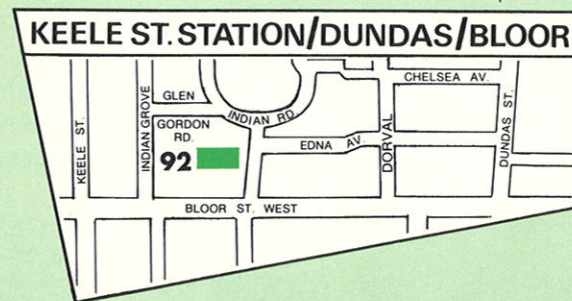
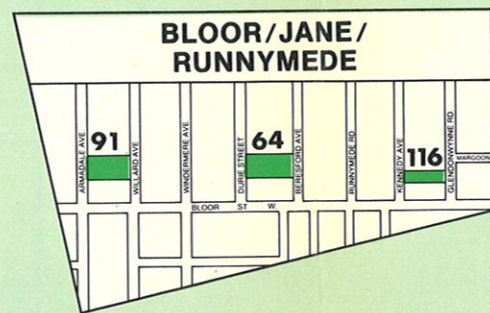
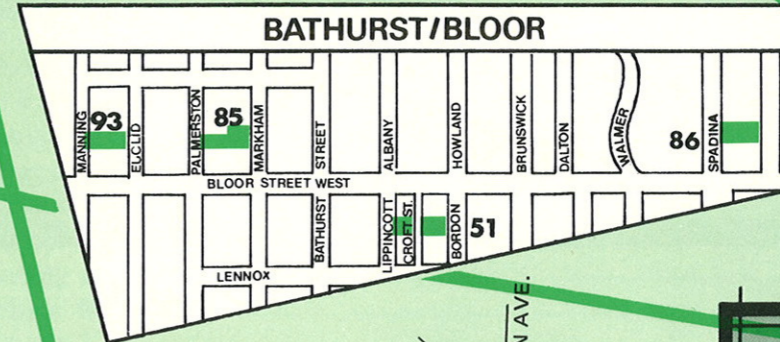
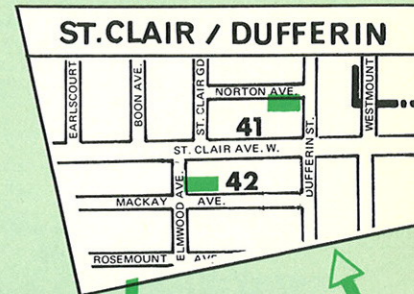
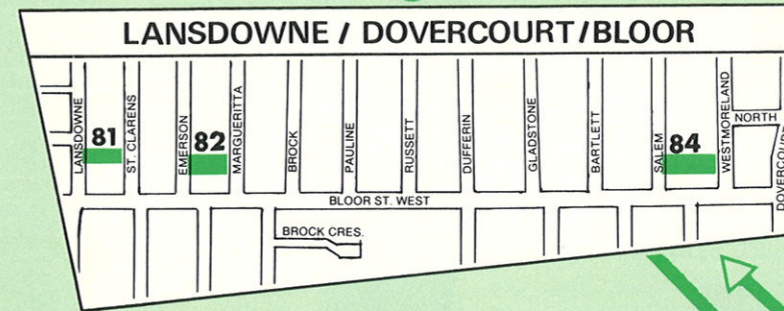
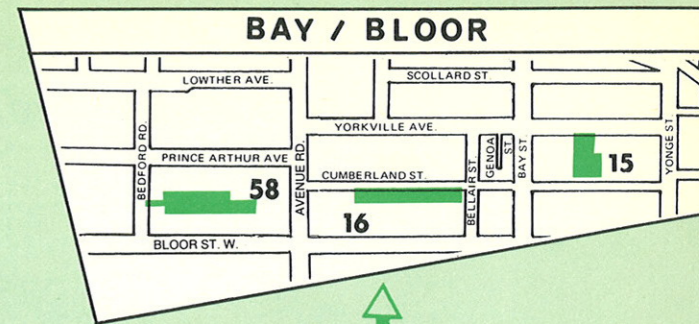
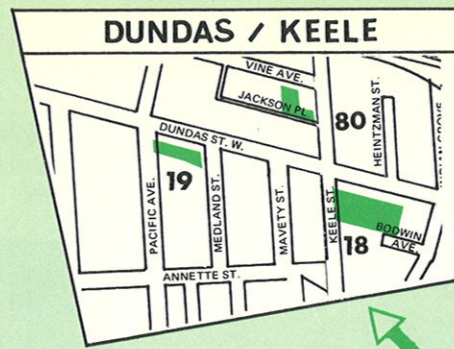
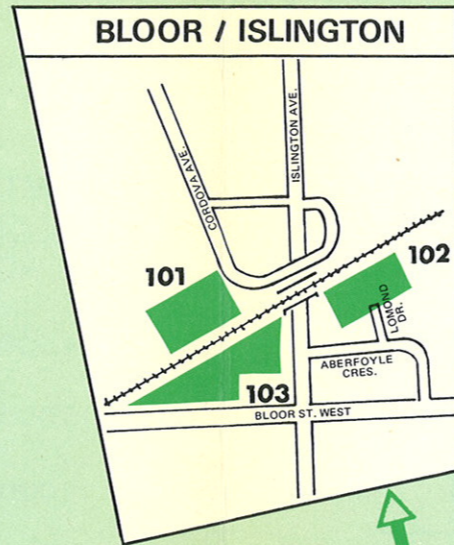
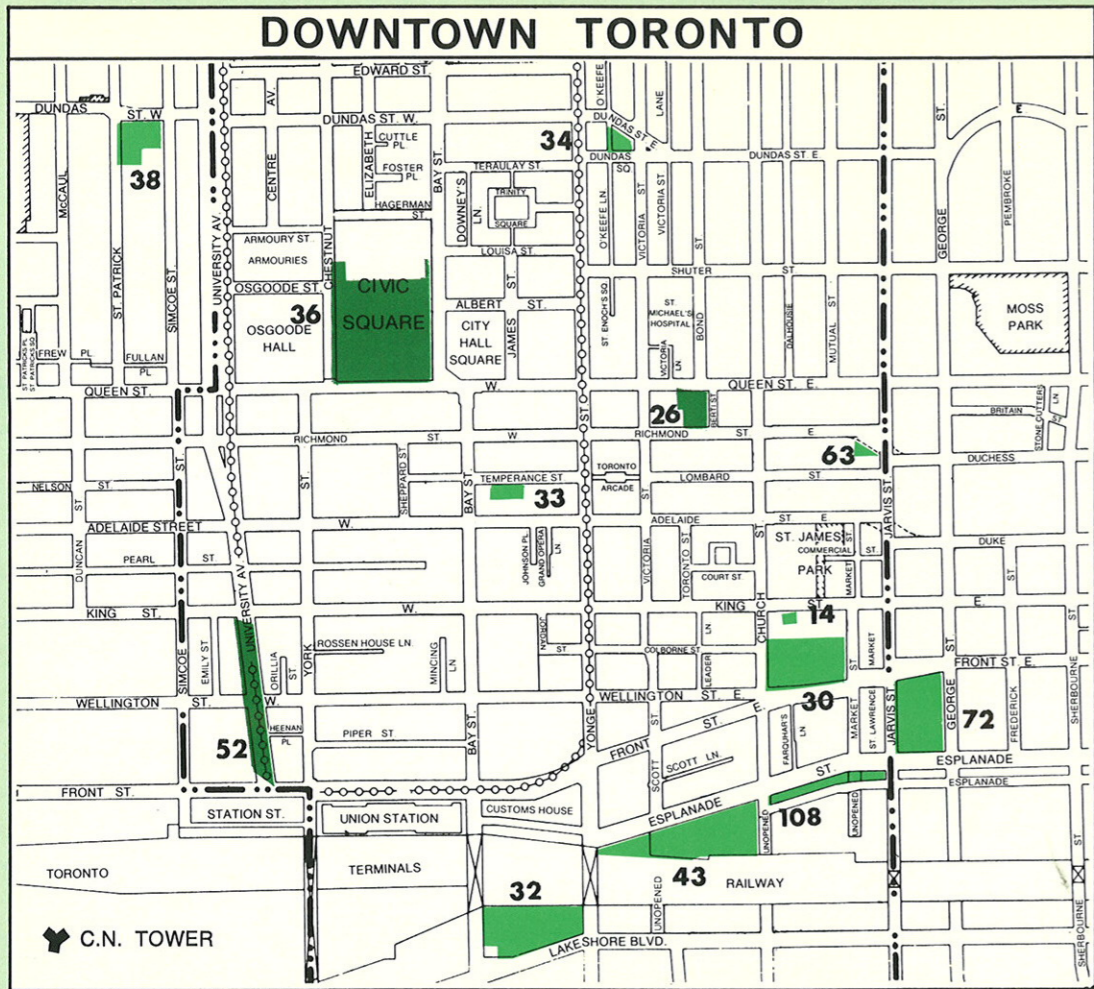
## GROWTH / DECLINE OF MUNICIPAL PARKING SPACES



## PARKING AUTHORITY OF TORONTO CARPARKS LOCATION AND CAPACITIES - 1974

CARPARK	LOCATION	CAPACITY	CARPARK	LOCATION	CAPACITY
1	Hayden Street, east of Yonge	153	63	S/W corner of Jarvis Street and Richmond Street East	17
2	Charles Street, east of Yonge	87	64	Durie Street, north of Bloor	150
3	Isabella Street, east of Yonge	121	68	St. Andrews, west of Spadina	120
5	Wellesley Street, east of Yonge	145	70	Central Library, College and St. George	95
11	Rosehill - Yonge Garage	326	71	Bellevue Avenue, south of Nassau	101
12	Alvin Avenue, north of St. Clair Avenue East	174	72	George Street, south of Front	450
13	Delisle Avenue, west of Yonge	175	78	Erindale Avenue, east of Broadview	76
14	King Street, east of Church	21	79	Sherbourne Street, north of Carlton	108
15	Yorkville - Cumberland Garage	1038	80	Keele Street, north of Dundas	58
16	Cumberland Street, west of Bay	77	81	Lansdowne Avenue, north of Bloor	23
17	Pape Avenue, north of Danforth	99	82	Margueretta Street, north of Bloor	54
18	Keele Street, south of Dundas	78	84	Salem Avenue, north of Bloor	34
19	Pacific Avenue, south of Dundas	69	85	Palmerston Avenue, north of Bloor	51
20	Cedarvale Avenue, north of Danforth	38	86	Spadina Road, north of Bloor	59
21	Amroth Avenue, south of Danforth	53	87	Chester Avenue, north of Danforth	63
26	Queen - Victoria Garage	518	88	Ferrier Avenue, north of Danforth	52
28	Pape Avenue, south of Danforth	78	89	Lipton Avenue, east of Pape	66
29	Holly Street, south of Eglinton	218	90	Eaton Avenue, north of Danforth	76
30	N/E corner of Church and Front Streets	462	91	Armada Avenue, north of Bloor	136
32	N/E corner of Bay Street and Lakeshore Boulevard W.	485	92	Indian Road, north of Bloor	253
33	Temperance Street, east of Bay	89	93	Euclid Avenue, north of Bloor	43
34	Dundas Square at Victoria	57	96	Portland Street, north of Front	249
35	S/W corner Eglinton Avenue and Duplex	93	97	Strathmore Boulevard, west of Donlands	14
36	Nathan Phillips Square Underground Garage	2022	98	Victoria Park Avenue, north of Denton	260
38	St. Patrick Street, south of Dundas	192	99	N/E corner of Warden Ave. and St. Clair Avenue East	1416
39	Castlefield Avenue, west of Yonge	180	100	Warden Avenue, south of St. Clair	152
41	Norton Avenue, west of Dufferin	68	101	Cordova Avenue, west of Islington	438
42	Elmwood Avenue, south of St. Clair	70	102	Lomond Drive, north of Aberfoyle	284
43	Esplanade Street, east of Yonge	585	103	Bloor Street, west of Islington	582
44	Fuller Avenue, north of Queen	131	104	Ossington Avenue, north of Bloor	36
45	Broadview Avenue, north of Queen	100	105	N/E corner of Richmond Street W. and Portland Street	45
47	Burnaby Blvd., west of Castle Knock	177	106	Augusta Avenue, north of Queen	119
48	Lee Avenue, south of Queen	76	107	MacPherson Avenue, opposite Rathnelly	39
49	Rochampton Avenue, east of Yonge	134	108	Church Street, south of Esplanade	216
51	Lippincott Street, south of Bloor	145	109	Aberdeen Avenue, west of Parliament Street	38
52	University Avenue Underground Garage	323	110	N/S Danforth, east of Coxwell	25
53	Walnut Avenue, south of Richmond	197	116	Kennedy Avenue/Glendonwynne Road	28
55	Bedford Park Avenue, west of Yonge	45		TOTAL - 77 Carparks	15,296 Spaces
58	Bedford Road, north of Bloor	144			
62	S/E corner of Queen Street West and Abell Street	27			

- — SPACES PROVIDED FOR MOTORISTS IN THE MIDTOWN AREA.
- — SPACES LOCATED ON THE DOWNTOWN FRINGE FOR LONG TERM PARKERS.
- — SPACES PROVIDED FOR MOTORISTS DOING BUSINESS IN THE DOWNTOWN AREA.
- — SPACES SERVING BUSINESS DISTRICTS AND SUBWAY STATIONS.



CITY OF TORONTO

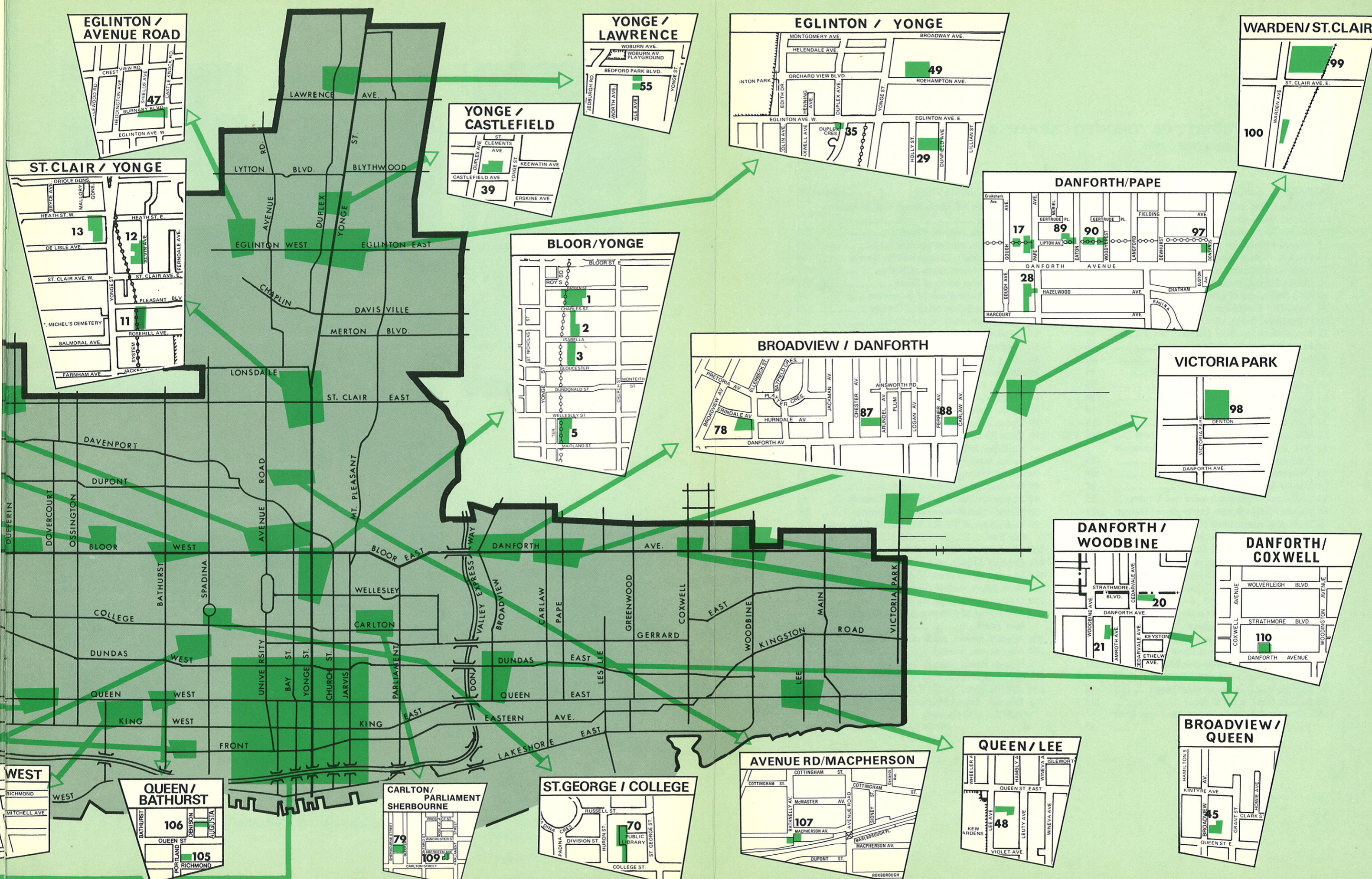


### MUNICIPAL CARPARKS

SURFACE LOTS

GARAGES





**EGLINTON / AVENUE ROAD**  
47

**YONGE / LAWRENCE**  
7  
55

**EGLINTON / YONGE**  
49  
35  
29

**WARDEN / ST. CLAIR**  
99  
100

**ST. CLAIR / YONGE**  
13  
12  
11

**YONGE / CASTLEFIELD**  
39

**DANFORTH / PAPE**  
17  
89  
90  
97  
28

**BLOOR / YONGE**  
1  
2  
3  
5

**BROADVIEW / DANFORTH**  
78  
87  
88

**VICTORIA PARK**  
98

**DANFORTH / WOODBINE**  
20  
21

**DANFORTH / COXWELL**  
110

**QUEEN / BATHURST**  
106  
105

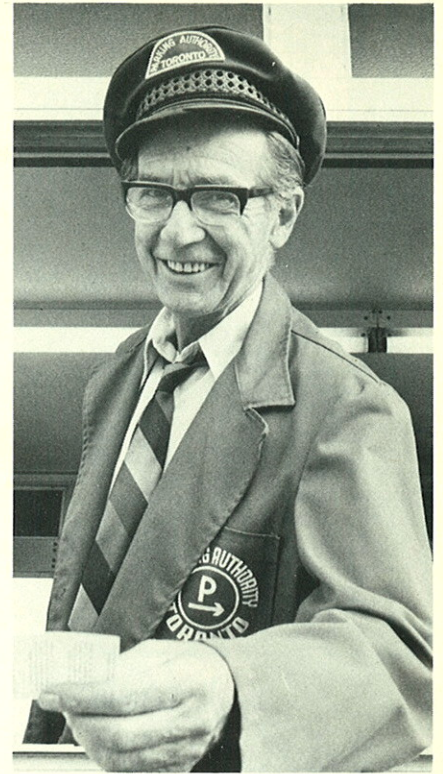
**CARLTON / PARLIAMENT SHERBOURNE**  
79  
109

**ST. GEORGE / COLLEGE**  
70

**AVENUE RD / MACPHERSON**  
107

**QUEEN / LEE**  
48

**BROADVIEW / QUEEN**  
45



**THE PARKING AUTHORITY OF TORONTO**  
50 Cumberland Street, Toronto, Ontario M4W 1J5