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DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

COUNCIL REPORT

Date:	January 26, 2026
From:	Emily Willobee, Senior Manager, Engineering Services
Subject:	On-street Parking Policy for Areas Adjacent to Pay Parking Zones

RECOMMENDATION

THAT

1. the report from the Senior Manager, Engineering Services dated January 26, 2026, titled “On-street Parking Policy for Areas Adjacent to Pay Parking Zones” be received for information; and
2. the proposed “On-street Parking Policy No. 0222” be approved.

1.0 Purpose

This report and its recommendations respond to Council’s February 24, 2025, and September 15, 2025, direction to prepare and bring forward an on-street parking policy for Council consideration at a regular meeting.

Enclosed with this report is proposed On-street Parking Policy 0222, **Appendix A**, for Council’s consideration and approval.

Since the launch of pay parking in Ambleside Park in September 2025, staff have prepared several reports, collected additional survey data and responded to additional pieces of Council direction to fine-tune the implementation of pay parking in Ambleside Park. These matters will be the subject of a subsequent report to Council.

2.0 Legislation/Bylaw/Policy

The District of West Vancouver (the District) does not currently have a specific policy in place that provides direction regarding on-street parking regulations, nor does it have a general policy regarding pay parking.

Traffic and Parking Regulation Bylaw 4370, 2004, establishes the existing parking regulatory tools that are deployed at staff’s discretion.

The **British Columbia Motor Vehicle Act** establishes municipal authority for regulating traffic and parking.

Pay Parking Exemptions Policy No. 0198 and supporting **Pay Parking Exemptions Procedure No. 0199** were adopted in March 2025 and amended October 6, 2025. These establish pay parking exemptions for people who have Veterans or Memorial Cross licence plates or a valid accessible parking placard. They also authorize staff to approve short-term pay parking exemptions for District volunteers while supporting District-led activities.

The **2012 Parks Master Plan** states the following as one of its core values:

- Prudent financial stewardship and management.

Recommendation 4.6.1 in that Plan states the following:

- Consider potential revenue generation uses in terms of the potential management benefits associated with charging for use, e.g., dive schools fees, more concessions/cafes, picnic shelter booking charge, vending machines, equipment rentals, advertising on park maps.

3.0 Council Strategic Objective(s)/Official Community Plan

Council's Strategic Plan 2024-2025

Strategic Goals include delivering municipal services effectively and enhancing the social well-being of our community. The following objectives are applicable:

- Objective 5.7 Establish Park zone pay parking.
- Deliverable 5.7.1 Pay parking established in Council approved park zones (2024-2025+).

Official Community Plan

Sections 2.4 and 2.7.1 of the District's Official Community Plan (OCP) contains supporting language relating to transportation and road network accessibility, as well as managing the District's valuable park system and open spaces.

4.0 Financial Implications

Developing this proposed policy for Council's consideration required staff time investment from multiple departments including Engineering and Transportation Services, Legislative Services, and Bylaw.

The financial implications of policy approval are minimal. Because it is not a significant departure from current practice, the proposed policy can be actioned with existing resources.

However, implementing on-street parking regulations and any changes do have associated costs.

Each request for on-street parking regulation change requires staff review and response (administrative costs). However, the proposed policy, if approved, could have a positive impact on administrative costs. With clarity provided by a Council-approved policy, this could help streamline the District's response to on-street parking regulation requests.

Any changes to on-street parking regulations can be expected to have capital costs for new or updated signage and associated enforcement costs (implementation costs). The scale of implementation costs is highly variable, depending on the scale of the change and its impact. If this policy is approved, it will begin to inform the District's response to existing or on-going requests related to on-street parking regulations. The adoption of this policy will be integrated into the District's current operational work plan and it is not expected to generate new projects.

5.0 Background

This report and the proposed On-Street Parking Policy are brought forward as a supporting part of the District's pay parking in destination parks program.

For the purpose of this report, the background is focused on items and material that can be directly linked to the development of the proposed On-street Parking Policy 0222, as underlined below.

5.1 Previous Decisions

At its **September 15, 2025, regular meeting**, Council approved the following motion:

THAT

- 1. Council supports the implementation plan provided in the report from the Senior Manager, Engineering Services dated August 29, 2025, titled "Pay Parking Implementation Plan for Business Area Adjacent Parks", with proposed timeline of 6 months;*
- 2. staff prepare the proposed spillover parking policy, and bring it forward for Council consideration and approval at a Regular Meeting before the end of 2025;*
- 3. staff prepare a traffic count program to measure on-street parking trends in areas adjacent to where pay parking is implemented, to be funded by pay parking revenue; and*
- 4. staff report back to Council before April 2026 with a progress update and to confirm Council direction before launching pay parking in business adjacent parks (Argyle Avenue between 14th and 16th Street, John Lawson Park, and/or Dundarave Park).*

At its **July 7, 2025, regular meeting**, Council approved the following motion:

THAT

- 1. staff are directed to expediently implement as necessary pay parking in all areas of Ambleside Park, excluding where the Squamish Nation is the rightsholder; and*
- 2. staff provide Council with a progress update on Ambleside Park pay parking program within 6 months of implementation.*

At its **February 24, 2025, regular meeting**, Council brought forward and approved the following motion:

THAT

- 1. staff be directed to hire a contract Parking Program Lead to work with the Ambleside and Dundarave Business Association (ADBIA) to explore and support enhanced parking opportunities in our Ambleside and Dundarave business areas, and to support the planning, implementation, and program development of pay parking within and adjacent to the ADBIA boundaries in West Vancouver, to be funded by the revenue generated through pay parking programming;*
- 2. staff be directed to take steps necessary to proceed with implementation of pay parking at Cypress Falls Park, Seaview Walk Park, consistent with the phase one pay parking programming format;*
- 3. when the new Parking Program Lead is hired, staff be directed to proceed with implementation and work with the ADBIA throughout the implementation of pay parking within the business areas (John Lawson and Dundarave Parks), to monitor the program, and to report back to Council on its progress;*
- 4. staff prepare an update of the District's applicable bylaws in connection to on street parking offenses and penalties for the purposes of pay parking programming enforcement;*
- 5. staff report back to Council with a Parking Policy to support pay parking programming expansion based on the Parking Policy Framework Parameters; and*
- 6. staff be directed to engage Squamish Nation regarding advancement of pay parking in Ambleside Park, and report back to Council.*

5.2 History

This section of the report will provide an overview of useful background that sets the context for this report and the proposed On-street Parking Policy.

It includes an overview of past reports focused on spillover parking impacts of pay parking and an overview of Council's direction to develop on-street parking policy.

It will also touch on the feedback the District has received about spillover parking since pay parking was expanded to Ambleside Park.

Staff reports on spillover parking considerations of pay parking

Several previous staff reports associated with the District's pay parking in destination parks program have included an overview of the potential for the program to result in spillover parking impacts.

The most recent of these reports was titled "*Pay Parking Implementation Plan for Business Area Adjacent Parks*" and it came forward as part the agenda package for Council's September 15, 2025, regular meeting.

The report provided an overview of spillover parking concerns, described existing parking utilization in commercial areas, and reviewed factors that contribute to spillover parking impacts.

Council direction to develop a parking policy

Council initially directed staff to develop a parking policy in February 2025, and reinforced this direction at its September 15, 2025, regular meeting by approving an implementation plan for expanding pay parking to additional business adjacent waterfront parks (Argyle Avenue from 14th to 16th Street, John Lawson Park, and Dundarave Park).

The plan approved by Council in September includes developing a parking policy that establishes clear goals, definitions and a set of regulatory tools for staff to deploy to address spillover parking impacts of pay parking should they arise.

Spillover parking and Ambleside Park implementation follow up

In general, spillover parking challenges are more likely when pay parking is introduced near where demand for on-street parking is already high, as is the case in the commercial areas of Ambleside and Dundarave Villages.

Since launching pay parking in Ambleside Park, the District has received some feedback on spillover parking impacts. These came primarily from the business community, including Ambleside Dundarave Business Improvement Association (ADBIA). The District has also received some enquiries from residents living on adjacent residential blocks.

Council has responded to this feedback from the public and stakeholders in several ways. The most significant program adjustment – the adoption of a seasonal parking rate – responded to concerns from non-resident park users about affordability as well as neighbourhood concerns about spillover parking impacts near the park. Council adopted a reduced parking rate of \$2.50 per hour (including tax) for Ambleside Park in late October and it came into effect November 1, 2025. The winter seasonal rate remains in place until end of May 2026. Council will have the opportunity to review the pricing structure for Ambleside Park as part of an upcoming report.

Spillover parking can be difficult to measure, but staff have made efforts to monitor the impact of the pricing change. Impark monthly reporting for November shows a reduction in overall revenue, which is expected with a rate reduction, but also an increase in number of parked hours. This suggests more people are choosing to park at Ambleside Park lots rather than on-street near the park.

Staff also coordinated on-street parking counts of the area in November to capture parking utilization trends following the hourly rate reduction. When compared to similar counts done in August and October 2025, November results suggested a similar pattern. However, some shifting of parking behaviours can be attributed to seasonality. It's typical that parks see less use November to March.

The public feedback about spillover parking impacts that accompanied the launch of pay parking in Ambleside Park provides context for the proposed policy and demonstrates why it is useful to establish policy and procedures prior to further expanding the program. However, Ambleside Park implementation is not the focus of this report. Staff expect to provide a complete report back to Council on pay parking implementation in Ambleside Park before the end of April 2026.

This report specifically responds to that direction to bring forward an on-street parking policy for consideration and approval.

The proposed On-street Parking Policy 0222 is attached to this report and is explored in greater detail in the Discussion section below.

6.0 Analysis

6.1 Discussion

This section provides an overview of the proposed On-street Parking Policy 0222, **Appendix A**.

The policy outlines the District's on-street parking management goals, available parking management regulatory tools, and application for implementing on-street parking regulations.

The proposed policy will:

- formalize and reinforce existing practices, and
- provide clarity for staff and the public on the use of on-street parking measures.

Because it was prompted by the introduction of pay parking in destination parks, the policy has a particular focus on areas near parks where pay parking is in effect. However, if approved, it would provide an equitable framework that applies District-wide.

The proposed policy will serve as a useful tool for staff and the public regardless of whether Council directs the further expansion of pay parking.

The proposed policy confirms a set of goals for on-street parking regulations. The goals align with best practices and with significant local policy documents including the Official Community Plan, local areas plans and the Parks Master Plan.

Regulatory tools and their use cases

The proposed policy outlines the mechanisms that staff will use to regulate on-street parking. Like the goals, the tools align with best practice, support the policy goals, and are summarized below.

- *Time limited parking*

Time limited parking is a well-established tool to encourage parking turnover in high demand areas.

The proposed policy allows for time limited parking in commercial areas and other high demand parking zones, including parks and residential areas near parks where pay parking has been introduced. This affirms and clarifies current practice.

- *Resident Exempt permits and Resident Only permits*

The proposed policy allows for Resident Exempt permit zones, if appropriate, in residential areas where time limits are in place. Resident Exempt permits allow for local residents to park longer than posted time limits, in accordance with the Traffic and Parking Bylaw.

Resident Exempt permit zones are not always appropriate (e.g. where residents have access to off-street parking). However, they are one tool that can help maintain resident access to on-street parking where parking demand is high and parking time limits are in place.

The proposed policy clarifies the District will not implement new Resident Only parking zones. Resident Only parking restricts on-street parking for the exclusive use of residents holding permits. This prevents visitors, commercial service providers, or other members of the public from using parking in those areas even for a short time.

Resident Only parking conflicts with public access principles for public streets as well as the goal of supporting equitable access for all. It is resource intensive to administer and is generally not aligned with best

practices. Most municipalities, including the District, have been moving away from establishing new Resident Only zones for some time.

The proposed policy does accommodate for the District's existing resident-only on-street parking zones and does not require a change for those areas.

- *Pay parking*

The proposed policy clarifies where and under what conditions the District would deploy pay parking. It confirms that staff would only deploy pay parking if Council were to provide direction to do so.

Staff met with representatives of the ADBIA in mid-January 2026 to review a draft of the proposed policy. The ADBIA provided feedback, agreeing that the policy goals and regulatory tools are clear and relevant.

The ADBIA also provided the following additional feedback:

- Support for expanded parking enforcement: The ADBIA supports enforcement to improve compliance with on-street parking regulations and encourage parking turnover.
- Concern for spillover parking from Ambleside Park: The ADBIA expressed continued concerns and wishes to collaborate with District staff to adjust time limit restrictions for on-street parking in nearby commercial zones in compliance with the proposed on-street parking policy.
- Opposition to on-street pay parking: The ADBIA does not support the introduction of on-street pay parking or expanding pay parking programming within parks near business areas due to concerns about spillover parking.
- Public engagement: The ADBIA remains concerned about the previous approach to public engagement related to pay parking.

Anticipated next steps

In addition to developing an on-street parking policy and supporting procedures, the implementation plan and timeline approved by Council in September 2025 included several other pieces of work that staff are moving forward. These included:

- developing procedures to support the parking policy,
- establishing a parking count program, and
- reviewing opportunities to expand parking enforcement capacity.

The most time sensitive of these was to establish a parking count program. In fall 2025, staff initiated an on-street parking count program to understand if and where spillover parking is occurring. On-street parking

utilization counts were completed for residential and commercial streets adjacent to Ambleside Park in August, October, and November. Additional counts are scheduled for Spring 2026. Staff are currently exploring expanding the scope of this data collection to include parking duration, which will help to understand how long people park in the highest demand areas.

Staff have also begun to draft procedures to support implementation of this policy, if approved. When complete, the future On-street Parking Procedures will outline criteria for changes to on-street parking regulations and the process by which the District implements those changes. To inform procedures, staff have been consulting best practices for on-street parking management, reviewing existing internal processes, and developing data-informed criteria.

The procedures supporting the On-street Parking Policy 0222 will be brought forward at a later date for Council consideration and approval. In the meantime, the draft procedures will be refined through select pilots. For example, staff have begun to work with the ADBIA on a request to shorten on-street parking time limits for select blocks nearest Ambleside Park. Also, since last fall, several residents who live near Ambleside Village and Ambleside Park have requested staff consider new on-street parking regulations to address spillover parking on their residential streets. With Council's approval of the On-street Parking Policy, on-street parking count data, and draft procedures, staff will have better tools to consider whether it is appropriate to introduce new on-street parking restrictions.

And, finally, the Bylaw Department has been reviewing opportunities to expand enforcement capacity for on-street parking regulations since summer 2025. The Bylaw Department has put forward a 2026 budget request that supports additional enforcement work.

6.2 **Climate Change & Sustainability**

On-street parking regulations including time limited parking and pay parking can be considered a highly effective Transportation Demand Management (TDM) tool where it can incentivize the reduction of auto use. Reduced auto use has the positive environmental impact of reducing greenhouse gases.

The TDM benefits of parking regulatory tools are best achieved in context of a broader parking and transportation demand management strategy.

6.3 Public Engagement and Outreach

Council has directed staff to take an “inform” only approach to public outreach and engagement during the implementation of the District’s pay parking program. Staff will continue to apply an “inform” only approach for public and stakeholders until Council provides alternate direction.

In February 2025, Council directed staff to initiate some targeted engagement with Squamish Nation and the ADBIA as it relates to expansion of the pay parking program into Ambleside Park and business adjacent park areas in Ambleside and Dundarave.

Because of previous Council direction to inform rather than engage the public, staff did not conduct public consultation when developing the enclosed proposed On-street Parking Policy 0222 but did review a draft of the policy and collected input from the ADBIA.

6.4 Other Communication, Consultation, and Research

To inform this proposed policy, staff completed an internal review of current parking management practices.

Staff also reached out to counterparts in neighbouring municipalities, including the District of North Vancouver, City of North Vancouver, and Vancouver Parks Board to collect information on common practices for on-street parking regulation for areas that are near parks where pay parking is in place.

And, finally, staff also referred to best practices for managing and regulating on-street public parking.

7.0 Options

Staff have prepared two recommendations for Council which are included with this report, as provided below. Council could also request additional information or provide alternate direction to be specified.

7.1 Recommended Option

THAT

1. the report from the Senior Manager, Engineering Services dated January 26, 2026, titled “On-street parking Policy for Areas Adjacent to Pay Parking Zones” be received for information; and
2. the proposed “On-street Parking Policy No. 0222” be approved.

7.2 Considered Options

Section 4.6 of the proposed On-street Parking Policy No. 0222 specifies that pay parking could be considered for areas other than parks only if directed by Council.

Council could direct staff to begin to investigate on-street pay parking for commercial village centres and report back.

This is not recommended at this time.

The ADBIA and members of the business community have expressed concern about the impacts of pay parking in Ambleside Park on businesses in the nearby commercial area. Directing staff to expand the scope of pay parking to on-street areas or additional parks could amplify those concerns.

Staff continue to collect information on impacts of pay parking in Ambleside Park and are preparing for a full report back to Council with a 6-month implementation update by end of April 2026.

Additionally, staff also continue to pursue Council direction to report back on potential expansion of the pay parking program to additional parks that are adjacent to business areas (Argyle Ave between 14th-16th Streets, John Lawson Park, and Dundarave park). The intent is to report back in the next few months.

These upcoming reports will provide an overview of lessons learned since the fall 2025 expansion into Ambleside Park and can inform Council’s decision whether to further expand the District’s pay parking program.

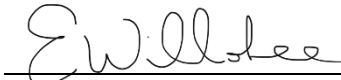
8.0 Conclusion

This report responds to Council direction to prepare and bring forward an on-street parking policy for consideration at a regular meeting. Enclosed is proposed On-street Parking Policy 0222 , **Appendix A**, for Council’s consideration. Staff recommend the proposed policy be approved.

Date: January 26, 2026
From: Emily Willobee, Senior Manager, Engineering Services
Subject: On-street Parking Policy for Area Adjacent to Pay Parking Zones

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Author:



Emily Willobee, Senior Manager, Engineering Services

Concurrence



Sean O'Sullivan, Senior Manager, Roads & Transportation

Appendix A: Proposed "On-Street Parking Policy No. 0222"

District of West Vancouver
POLICY

Title: On-Street Parking
Division: Engineering and Transportation Services
Policy Number: 0222
File Number: 0282-20-0222

1. Purpose

- 1.1. This policy outlines the District's on-street parking management goals, available parking management regulatory tools, and application for implementing on-street parking regulations.

2. Scope

- 2.1. This policy provides employees and the public with clarity on the use of on-street parking regulatory measures, in particular areas adjacent to parks where pay parking is in effect.

3. Definitions

- 3.1. **"Collector Road"** means a street for which vehicle movement and access are of equal importance and is intended to carry higher vehicle volumes and larger vehicles.
- 3.2. **"Council"** means the Council of The Corporation of the District of West Vancouver.
- 3.3. **"District"** means The Corporation of the District of West Vancouver.
- 3.4. **"Employee"** means any current permanent full-time, permanent part-time, temporary, casual and contract employees of the District.
- 3.5. **"Local Road"** means a street for which the primary function is to provide access to adjacent properties and is not intended to carry higher volumes of traffic or larger vehicles.
- 3.6. **"Resident Exempt Permit Zone"** means a resident permit parking zone where residents can obtain a permit to park and be exempt from posted parking time limits for up to 72 hours. Non-residents are permitted to park within the resident exempt zone in accordance with the posted time limits.
- 3.7. **"Resident Permit Parking"** or **"RPP"** means a residential zone where residents are allowed to obtain a permit that provides different parking privileges than non-residents for that zone.
- 3.8. **"Resident Only Permit Zone"** means a resident permit parking zone where residents of the resident only zone can obtain a permit to park in the resident only zone. Only permit holders are permitted to park within the resident only zone in accordance with posted signage.
- 3.9. **"Residential Area"** a neighbourhood or street that is not commercial or mixed use.
- 3.10. **"Time Limited Parking Zone"** means the area or space on a roadway designated

by a traffic control device and established to restrict parking of vehicles for the indicated limited continuous periods of time.

4. Policy Statement

4.1. Goals of On-Street Parking Regulatory Tools

Regulatory tools will be used on a site-specific basis to support the following goals:

- 4.1.1. Maintain public accessibility to parks and other open spaces;
- 4.1.2. Support equitable curb access for all, including but not limited to residents, visitors, people with disabilities, and commercial services or deliveries;
- 4.1.3. Promote local commercial activity through increased parking turnover and provision of loading zones;
- 4.1.4. Encourage travel by public transit and sustainable modes of transportation;
- 4.1.5. Achieve fair and consistent parking management treatments across the District; and
- 4.1.6. Complement and support the Official Community Plan (OCP), Local Area Plans (LAPs) and village centres, as well as the District's pay parking in destination parks program.

4.2. On-Street Parking Regulatory Tools

The following on-street parking regulatory tools are endorsed for use in the District:

- 4.2.1. Resident Permit Parking (RPP);
- 4.2.2. Time Limited Parking with/without RPP; and
- 4.2.3. Pay Parking, as directed by Council.

4.3. Application of Time Limited Parking Zone

Time limited parking zones may be considered for the following areas:

- 4.3.1. Village centres;
- 4.3.2. Within parks;
- 4.3.3. Around major trip generators such as parks, transit hubs, civic buildings, schools, libraries, tourist attractions; and
- 4.3.4. In residential areas within 400 meters of pay parking zones.

4.4. Application of Resident Exempt Permit Parking Zones

Resident exempt permit parking zones may be considered:

- 4.4.1. In residential areas with time limited parking only; and
- 4.4.2. On local and collector roads only.

4.5. Application of Resident Only Permit Parking Zones

- 4.5.1. The District will not introduce any new resident only permit parking zones, as

District of West Vancouver POLICY

these do not align with objectives of the On-Street Parking Policy.

- 4.5.2. Existing resident only permit parking zones are accommodated in the Traffic and Parking Bylaw.

4.6. Application of Pay Parking Zones

Pay parking may be considered for the following areas:

- 4.6.1. Within parks as directed by Council; and
 4.6.2. In other areas if directed by Council such as village centres or major trip generators such as transit hubs, civic buildings, and tourist attractions.

5. Related Documents

- 5.1. Traffic and Parking Bylaw No. 4370, 2004 (as amended)

6. Approval

Approved by	<input type="checkbox"/> Municipal Manager	<input type="checkbox"/> Mayor and Council
Approval date	Click here to enter a date.	
Council minutes Document ID (Council Policies only)		
Council report Document ID (Council Policies only)		
Signature	X _____	

7. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Related procedure	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Date of last review	2026	

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