



To: General Purposes Committee
From: Roeland Zwaag,
General Manager, Engineering and Public
Works
Date: April 16, 2026
File: 10-6460-01/2025-Vol
01
Re: **Steveston Area Parking Study**

Staff Recommendations

1. That the following parking enhancement measures in the Steveston area be implemented, as described in the report titled “Steveston Area Parking Study”, from the General Manager of Engineering & Public Works, dated April 16, 2026;
 - (a) Introduce additional signage directing visitors to the various public parking lots in the Steveston area;
 - (b) Introduce three-hour parking on the south side of Bayview Street east of No. 1 Road and convert a dedicated taxi parking stall to three-hour parking; and
 - (c) Engage with area residents regarding a potential residential permit parking program.

Executive Summary

A comprehensive parking study of the Steveston area was completed to assess current conditions, understand seasonal demand, and identify opportunities to improve parking access and management. The study included public and stakeholder engagement through an open house, meetings with key stakeholder groups, and an online parking survey.

The study found that free on- and off-street parking is highly utilized during the peak summer season; however, overall parking utilization across the study area is 64 per cent, with approximately 700 spaces still available at peak times. Most of this available supply is in paid parking lots and reserved on-site commercial parking areas. Survey results indicate that the perception of a parking shortage is driven primarily by visitor preference for the limited free parking rather than an overall lack of supply.

To address these issues, staff recommend improved parking signage, conversion of underutilized stalls near commercial areas to three-hour parking, discussions with area residents regarding a potential permit parking program, and continued collaboration with private lot owners and stakeholders to improve awareness and use of paid parking. These measures are intended to make more effective use of existing parking supply in support of residents, businesses, and visitors.

Origin

At the June 11, 2024, Community Safety Committee meeting, staff received the following referral:

- (1) That staff conduct a comprehensive parking study on the Steveston Townsite and look at all occupancy levels and options including empty spots, loading zones, permit zones, paid parking zones, and Steveston Harbour Authority properties; and*
- (2) As part of the study, staff consult with Steveston Merchants Association, the Richmond Chamber of Commerce, Tourism Richmond and other stakeholders; and report back.*

This report responds to this referral.

This report supports Council's Strategic Plan 2022-2026 Focus Area #2 Strategic and Sustainable Community Growth:

Strategic and sustainable growth that supports long-term community needs and a well-planned and prosperous city.

Analysis

Overview of Steveston Area Parking Study

There are a variety of parking opportunities for customers, employees and visitors to support access to Steveston Village by vehicle. The current parking supply consists of approximately 1,930 spaces located within a five-minute walk of the core commercial area.

A comprehensive and data-driven parking study was undertaken to provide a technical assessment of the utilization characteristics of the parking supply in the area. The scope of the study was to examine the inventory, operation and utilization of the public parking spaces and identify any parking surplus or deficiencies.

Study Area and Parking Inventory

The study area included all parking facilities bounded by Garry Point Park to the west, Chatham Street to the north, Bayview Street to the south, Moncton Street and Bayview Street intersection to the east (Figure 1).

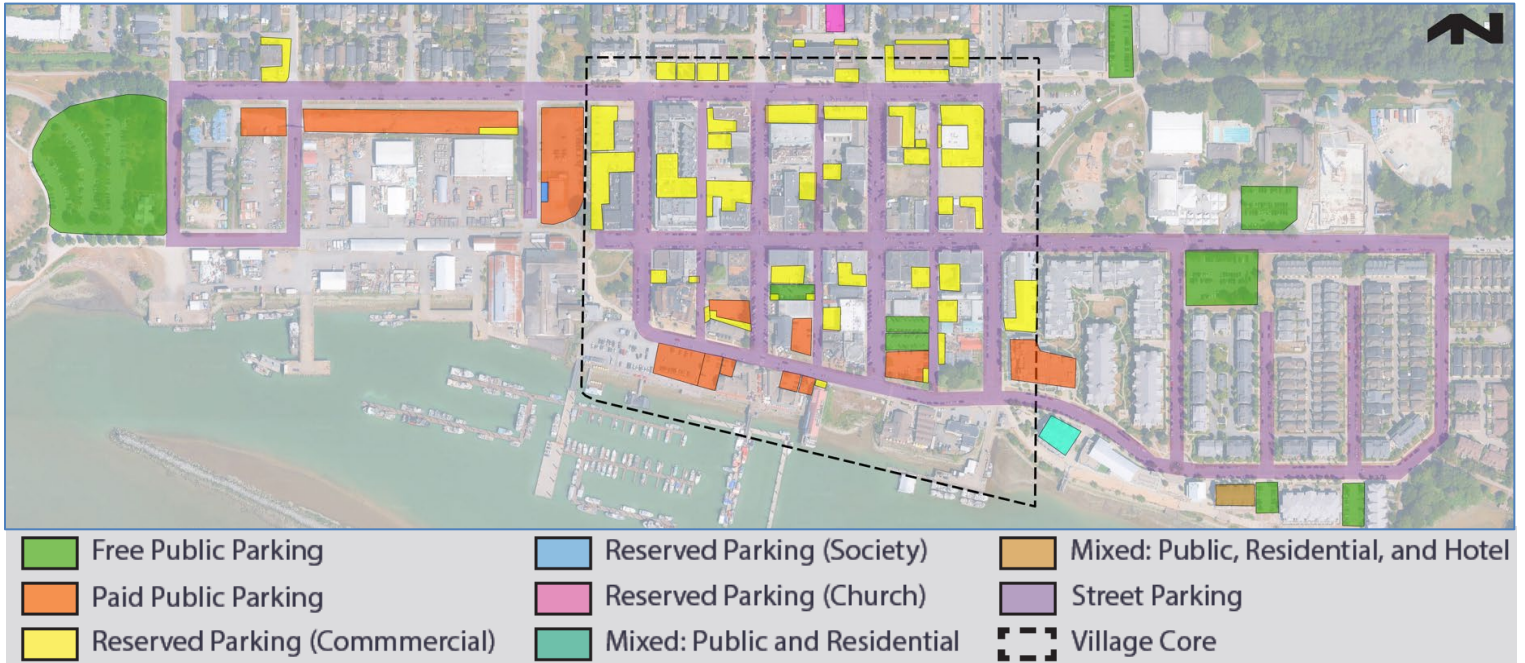


Figure 1: Steveston Parking Study Area and Inventory

The 1,930 parking spaces generally comprise of:

- Available on-street parking, restricted to a three-hour time limit (630 spaces, including the new angled parking on Chatham Street);
- Available off-street parking in City lots, restricted to three-hour time limit (415 spaces);
- Paid off-street public parking lots, hourly/daily/monthly parking options (495 spaces); and
- Reserved on-site parking areas for customers and employees of a business (390 spaces).

Parking Utilization

Parking surveys were conducted during the Spring (off peak season) and Summer (peak season) of 2025 to establish the seasonal fluctuation in typical parking demand. Special events were not included as these have specific traffic and parking management plans associated with them. Figure 2 provides a heat map of the high, medium and low parking utilization areas during the summer season to reflect the peak parking demand in Steveston.

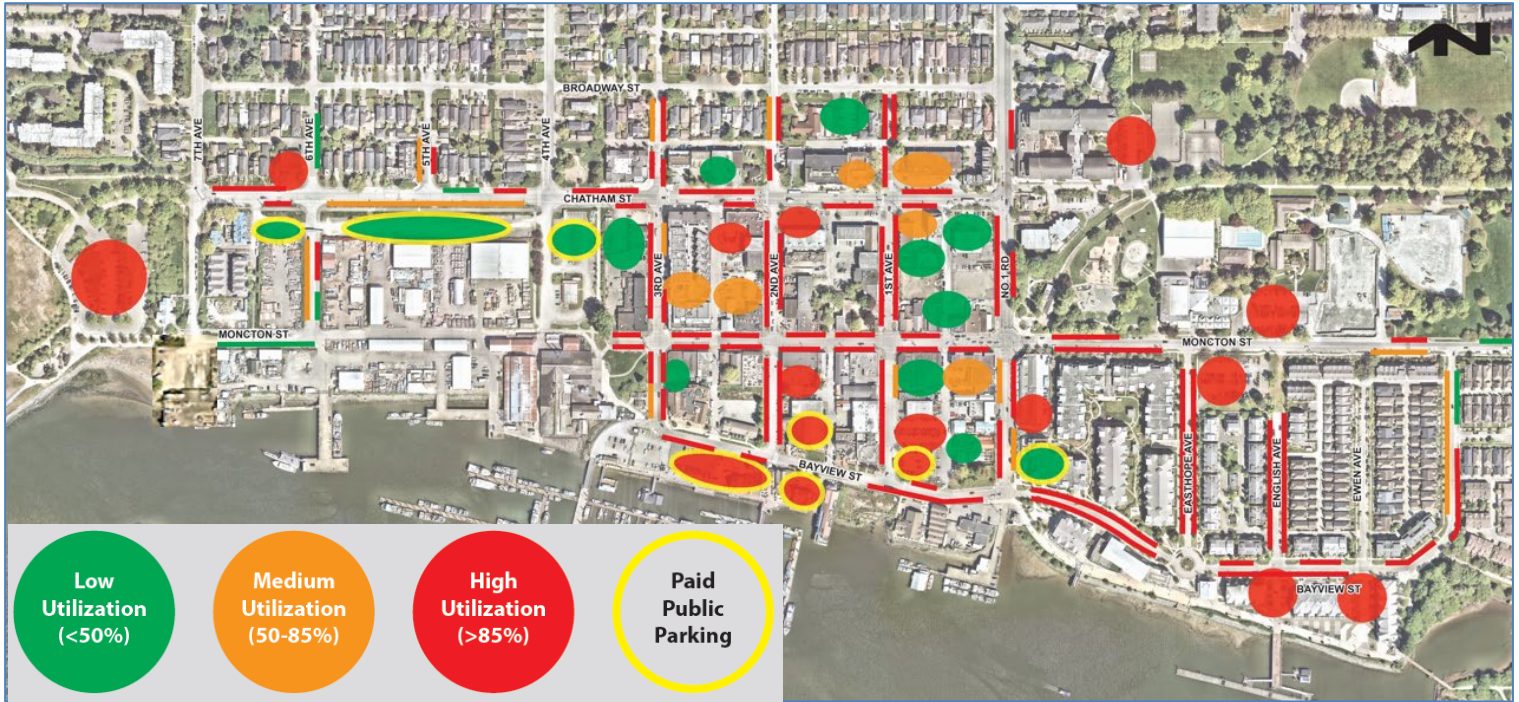


Figure 2: Summer Peak Parking Utilization

Parking Study Findings

The key findings of the parking utilization study are as follows:

- Parking demand is highest near the waterfront even for paid parking lots.
- There is only a 20 per cent difference in parking space occupancy between the peak and off-peak seasons.
- The peak parking utilization occurs in the summer with the overall parking supply utilization at 64 per cent. A breakdown of peak utilization by parking type is provided in Table 1.

Table 1: Peak Parking Demand

Parking Type	Utilization	Total Spaces
On/Off-Street Available Parking	84%	1,045
Off-Street Paid Parking	37%	495
Reserved Customer Parking (Onsite)	46%	390
Overall Parking	64%	1,930

1. Parking demand is highest for free parking. Of the City’s approximately 1,045 on-and-off street available parking spaces, 84 per cent are occupied during the peak season.

2. Even during the Summer season, 700 parking spaces remain available in the study area. However, the majority of these spaces are private paid parking lots or reserved on-site customer parking:
 - a. Paid off-street parking facilities are less than 40 per cent utilized even in the peak season; and
 - b. On-site reserved commercial parking for visitors or staff of a specific business is less than 50 per cent utilized.

Public and Stakeholder Engagement Feedback

Feedback regarding parking experience in Steveston was collected through a public open house, meetings with Steveston stakeholder groups and a public survey on Let’s Talk Richmond.

Summary of Parking Feedback

Open House and Online Public Survey Feedback

The open house held on December 10, 2025, had over 100 attendees and 1,030 visitors completed the Steveston Parking Let’s Talk Richmond online parking survey.

Key findings of the survey are provided in Table 2.

Table 2: Steveston Parking Study Key Survey Findings Summary

Survey Theme	Findings
Visitor Trips	<ul style="list-style-type: none"> • 97% are Richmond residents <ul style="list-style-type: none"> ○ 51% live in Steveston (typically neighbourhood bounded by Steveston Highway to north and No. 2 Road to east) ○ 46% visit from other Richmond neighbourhoods • 67% travel by car <ul style="list-style-type: none"> ○ 50% of Steveston residents travel by car
Trip Purpose	<ul style="list-style-type: none"> • Over 75% visit on both weekdays and weekends • Majority of trips are for shopping, leisure activities, and dining
Parking Type	<ul style="list-style-type: none"> • Visitors prefer free, public parking both on the street and in parking lots (90%) • The majority of visitors are parking between one to three-hours
Parking Experience	<ul style="list-style-type: none"> • Moderately difficult - indicating that it takes a bit of time to find parking and sometimes requires walking to the destination (42%) • Many respondents indicated a lack of parking signage in the area to guide motorists to the various parking facilities
Pay Parking	<ul style="list-style-type: none"> • 95% percent of respondents do not use paid parking lots • Free parking is preferred and paid parking is not desired even when other methods of parking are not available
Resident Feedback	<ul style="list-style-type: none"> • Residents living north of Chatham Street shared interest in a resident permit parking program to deter spillover parking into the neighbourhood
Enforcement	<ul style="list-style-type: none"> • Many respondents voiced support for increased enforcement towards those overstaying the three-hour parking space limits, especially on and around Bayview Street

Stakeholder Meeting Feedback

Staff met with the Steveston 20/20 Group, Steveston Merchants Association (SMA), Gulf of Georgia Cannery Society and Tourism Richmond to share the findings of the parking study and seek feedback. Stakeholders commented that their observations of parking in Steveston corroborated with the results of the parking study findings.

The SMA advised that as of March 15, 2026, they have leased 100 parking spaces in the Steveston Harbour Authority lot at 3300 Chatham Street for employee parking. The fee for parking is \$40/month. The SMA also requested a map of all the parking areas to share with merchants. The SMA received the information on the underutilization of the reserved onsite customer parking for further discussion with area businesses and acknowledged the potential of these spaces to reduce the pressure on street parking.

In December 2025, the Steveston Harbour Authority closed their gravel pay parking lot near Garry Point Park (35 spaces) to develop for uses supporting the fishing industry.

The Gulf of Georgia Cannery acknowledged the low utilization of their paid parking lot and staff offered suggestions such as dynamic pricing to encourage more use of the parking lot in off peak times. Recently, six electric vehicle (EV) parking stalls have been installed in this lot.

Proposed Recommendations and Next Steps

The following recommendations were developed based on the results of the parking study and feedback received through the engagement phase.

Improved Parking Lot Signage

Several respondents indicated they often have difficulty locating the public parking areas. Staff have identified opportunities to enhance signage to the City's public parking areas. This includes introducing additional signage at the various public parking lots (Figure 3) and updating the overhead guided sign at No. 1 Road and Chatham Street (Figure 4).



Figure 3: Additional Parking Signage to Help Locate Public Lots



Figure 4: Existing Overhead Guide Sign and Proposed Revised Overhead Guide Sign

Broaden Steveston Parking Information

Staff will provide a map of all the parking facilities by type in Steveston on the City’s website and share with any interested groups upon request. In addition, staff will work with Tourism Richmond and businesses in the area to identify the feasibility of including parking information in any promotional material for Steveston Village.

Parking Signage Modifications

The parking study identified street parking enhancements as follows:

Bayview Street: Install three-hour parking on the south side of Bayview Street east of No. 1 Road between No. 1 Road and Easthope Avenue to increase turnover of the visitor street parking supply in the commercial part of Bayview Street.

Explore Steveston Resident Parking Permit

Residents at the open house and via the online survey expressed concerns about spillover parking into the residential neighbourhoods north of Chatham Street (west of No. 1 Road and south of Steveston Highway) and east of No. 1 Road (between Moncton Street and Bayview Street). Staff will engage residents of these areas to explore options for a resident only permit program and seek the level of support. Staff will report to Council on the results of this engagement.

Staff also received a referral at the February 18, 2026 Public Works and Transportation Committee to look at the matter of permit parking in residential areas in Richmond, conduct a full analysis and report back. A report to Council addressing this referral is anticipated in Q3 2026.

Collaborative Approach to Parking Management

Staff will continue reaching out to individual businesses and operators of private parking areas regarding improvements for customer parking and the potential for dynamic pay parking pricing to lower rates in the off-peak season.

Concurrent Studies

Steveston Streetscape

At the Regular Council meeting of October 21, 2024, Council endorsed further investigation of Steveston streetscape options, including angled parking on Chatham Street, wider sidewalks on Moncton Street and a shared street concept for Bayview Street.

Angled Parking

In July 2025, the existing parallel parking stalls along Chatham Street between Fourth Ave and Sixth Ave were converted into angled parking stalls as a pilot project.

Moncton Street Sidewalk and Bayview Shared Street

The results of the investigation of options to enhance the pedestrian facilities on Moncton Street is anticipated to be brought forward to Council by Q4 2026. Conceptual design options of a potential shared pedestrian-cyclist-motorist facility on Bayview Street between No. 1 Road and Third Avenue are being prepared. One of the options being explored is a one-way system along Bayview Street. This option has the potential to increase the amount of on-street parking spaces.

Staff are preparing to consult with the public regarding options for Bayview Street in Q3 2026. The results of this engagement will be brought forward for Council consideration in Q4 2026.

Budgetary Implications

The cost for the additional parking signage is \$5,000. This can be funded from the existing Operating Budget.

Conclusion

A comprehensive parking study of the Steveston area has been undertaken. A public and stakeholder engagement process was conducted, utilizing a combination of an open house, meetings with key stakeholder groups, and parking survey via Let's Talk Richmond.

The on-and off-street available parking areas experience high utilization in the peak summer season, however, overall parking utilization in the study area is 64 per cent. Even in the peak season, approximately 700 parking spaces are available, however, these are comprised of paid parking lots and reserved on-site commercial parking spaces. There is a strong preference by visitors for the limited free parking spaces, which is why parking in Steveston is perceived to be constrained.

Staff are recommending improvements to parking signage, conversion of underutilized parking stalls near commercial sites to three-hour parking, initiating a Steveston Residents Parking Permits process and survey, and continuing to collaborate with private lot owners and stakeholders to improve paid parking usage.

April 16, 2026

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Respectfully submitted,

Lloyd Bie, Director, Transportation

Report Contributors

This report was prepared by Sonali Hingorani, Manager, Transportation Planning and New Mobility and reviewed by Arts, Culture & Heritage, Policy Planning, Business Services, and Community Bylaws & Licencing.

Endorsed by Serena Lusk, CAO