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Central Kingston Parking Strategy

For Kingborough Council

Strategy Development Stage – Draft Strategy

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1 Introduction

1.1 Background

Kingborough Council (Council) is responsible for the management of on-street and off-street parking within the central Kingston town centre.

Council has acquired the former Kingston High School site, which has been earmarked for redevelopment within the next 10 years as a multifunctional area with land-use activities including an Integrated Health Care Centre (1), Community Centre (2), residential, small scale retail and commercial and public open spaces¹ (refer Figure 1).



Figure 1 - Former High School Site development plan²

Unrestricted and free parking is currently available within the site and therefore the redevelopment proposal will likely result in the loss of a significant amount of off-street parking close to the town centre. The development plan considers the parking requirements to service the development but does not consider the overall parking requirements for central Kingston. As such Council has recognised the need to develop a parking strategy for the town centre aimed at further stimulating the redevelopment of the central business district (CBD) of one of the fastest growing communities within Tasmania and reversing the past trend for

¹ TIA Former Kingston High School Site Development Plan Section 3

² Figure 10 (Former) Kingston High School Site Development Plan v09



each individual development to provide its own parking needs³. The management and provision of parking will impact the future quality, liveability and economic viability of the CBD.

Council conducted a community survey in March 2015 which identified there is an expectation for Council to provide unrestricted parking within the town centre. The survey identified 26% (66/250) of the participants felt there was currently an insufficient supply of all day parking; this is before the closure of the temporary car parks as a result of the High School site redevelopment.

In November 2015 Council commissioned parking surveys in central Kingston on a “typical weekday” to observe the peak parking demand and understand which parking areas are more highly utilised. The survey was limited to one weekday and as such is indicative only. The results of the survey are detailed in a Report to Council dated 8 February 2016 attached to this Strategy as Attachment 1. The following existing and emerging issues were identified from an analysis of the survey data:

- Insufficient longer term parking (greater than 3 hours). The analysis identified a mismatch between time restrictions and parking demand.
- Effective enforcement of time restrictions. Without a robust enforcement process, time restrictions are ineffective in managing parking turnover and create the perception of a lack of parking.
- The majority of short term parking supply is privately owned, limiting Council’s ability to control.
- Community perception regarding parking availability does not align with reality. The surveys showed at peak only 57% of the available public parking is occupied indicating there is sufficient supply. The public perception may be because:
 - patrons cannot park directly outside their intended destination,
 - patrons may not know how to locate the closest available parking,
 - patrons are attempting to park on the northern side of the highway despite these car parks being at practical capacity, or
 - a combination of the above.
- Car dependency. An analysis of Australian Bureau of Statistics data on the method of travel to work in the Kingborough LGA in 2011 (latest available data) indicated the percentage who travel to work by car is in line with the rest of the state, but is greater than the rest of Australia. Those travelling by bus exceeded the state statistics however those walking to work were less.

³ Central Kingston Parking Strategy Addendum 1



Table 1 - Travel to work (ABS 2011)⁴

<u>Travel to work, top responses</u>	Kingborough (M)		Tasmania		Australia	
		%		%		%
<i>Employed people aged 15 years and over</i>						
Car, as driver	10,100	63.0	137,139	63.1	6,059,972	60.2
Car, as passenger	1,168	7.3	14,797	6.8	537,638	5.3
Bus	681	4.2	5,507	2.5	301,187	3.0
Walked only	372	2.3	10,849	5.0	377,043	3.7
Truck	123	0.8	2,041	0.9	104,746	1.0
People who travelled to work by public transport	871	5.4	6,868	3.2	1,046,721	10.4
People who travelled to work by car as driver or passenger	11,318	70.5	152,618	70.2	6,620,840	65.8

The car is overwhelmingly the preferred mode of travel. The dependence on the car represents a significant cost to the community, developers and Council due to:

- the environmental costs of traffic congestion as drivers circulate to find an available parking space,
- the capital cost of providing adequate parking supply, and
- the ongoing costs of parking management and road maintenance.

Council's ability to reduce car dependency is impacted by the efficiency, frequency and cost of the area's public transport services (which is outside Council's direct control) as well as pedestrian and cycling amenity.

Currently, the majority of residents travel outside the LGA to work, primarily to Hobart. Given an objective of Hobart City Council's parking strategy⁵ is to use appropriate levels of fees to discourage long term parking in high-demand on-street and off-street spaces in the CBD, Kingston has become a Park and Ride destination for commuters placing additional demand on the limited parking supply.

Parking is a finite resource which is expensive to supply and maintain. It also competes with other land uses within the local community (e.g. public spaces, parks, shared road space, commercial and residential developments). Contemporary literature (domestic and international) advocates for local government to **reduce demand** for parking by encouraging other means of transport, rather than **increase supply**⁶. It also proposes:

- Short term parking should be closest to desired locations
- Parking spaces should be prioritised for desired users over others considering the parking needs of both private (commercial tenants and residents) and public users
- Parking controls should be undertaken in conjunction with the promotion of alternate transport modes, which includes encouraging businesses to provide initiatives for their employees to use alternate modes
- Parking should be easy to locate and managed by appropriate and easy to understand signage

A parking strategy should consider both the management of current supply and the needs of the future.

⁴ http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/LGA63610?opendocument&navpos=220

⁵ *Parking a Plan for the Future – 2013*; file:///C:/Users/PTC7/Downloads/Parking_-_A_Plan_for_the_Future_2013%20(1).pdf

⁶ D. Shoup (2000), *The High Cost of Free Parking*, p. 229



Free parking is subsidised by ratepayers and those that don't drive. It is expensive to provide and regulate and is socially, economically and environmentally unsustainable. People who use public transport are penalised as they pay whereas those who drive get to park for free. Contemporary literature suggests parking users should pay market prices for the space they occupy and the revenue used to improve public amenity.

1.2 Aim of Strategy

The aim of a sustainable parking strategy is to achieve a fair distribution of available parking spaces (on street and off street) to meet the community's parking needs at different times of the day, week and year as well as into the future.

The Strategy is designed to assist Council by providing a framework to manage future change required to meet the Community's parking needs.

1.3 Where Strategy Applies

The study area which is the subject of this Strategy and the location of time restricted on street parking and off street public car parks are illustrated in Figure 2 below:

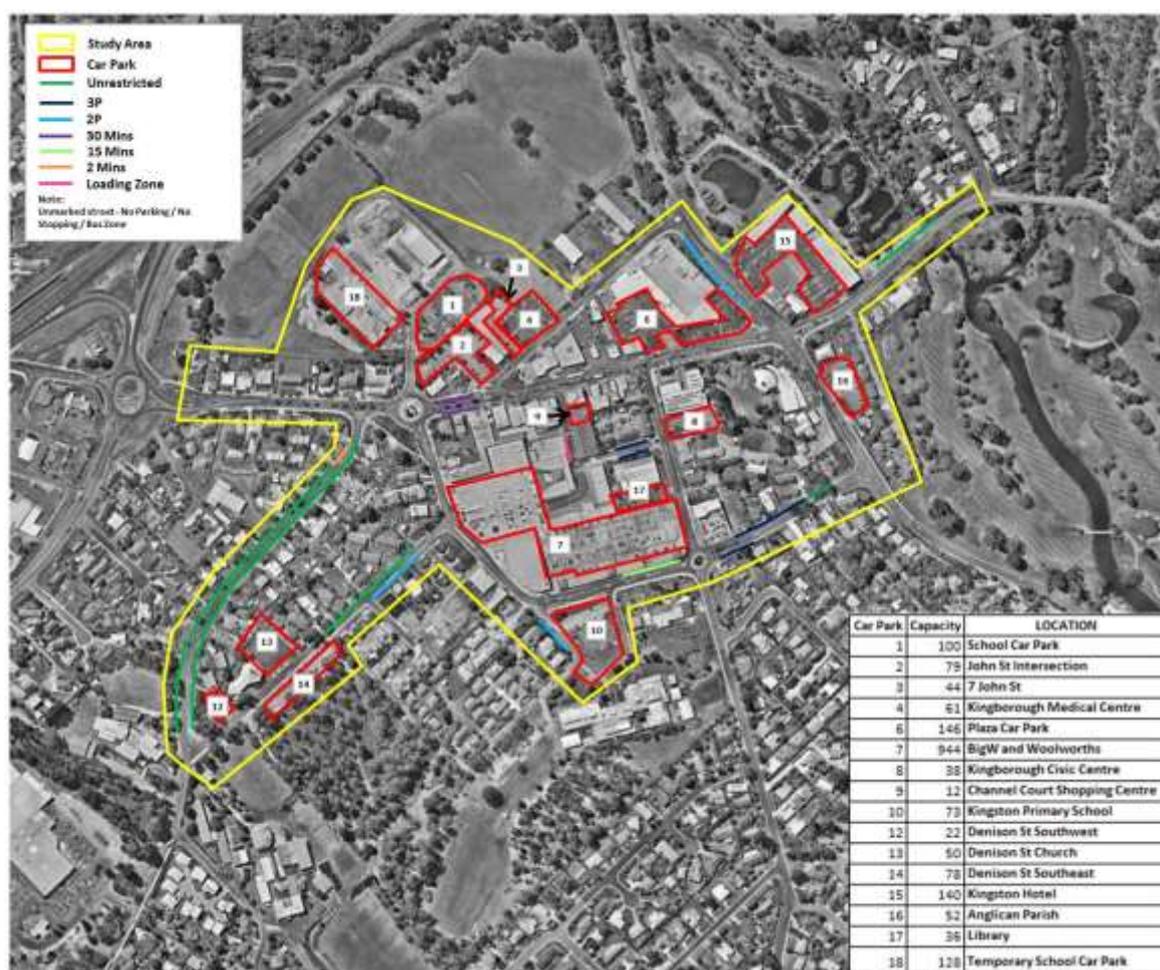


Figure 2 - Study Area and Public Off Street Car Parks



All parking is located within a reasonable walking distance from Central Kingston (up to 500 metres). The time restrictions in the off street car parks range from 15 min – unrestricted with the majority of public spaces (51%) being 3P. The current restrictions per car park are summarised below:

Table 2 - Time restrictions off street parking

CAR PARK	Public Spaces	Unrestricted	3P	2P	1P	Less than 1P
1	100	100	0	0	0	0
2	71	37	0	34	0	0
3	42	0	0	42	0	0
4	36	0	0	36	0	0
6	137	0	0	137	0	0
7	880	0	874	0	0	6
8	36	14	0	0	0	22
9	9	0	0	0	0	9
10	71	0	71	0	0	0
12	22	22	0	0	0	0
13	42	42	0	0	0	0
14	78	78	0	0	0	0
15	129	0	0	84	0	45
16	45	45	0	0	0	0
17	31	0	0	0	31	0
18	128	128	0	0	0	0
TOTAL CAR CAPACITY	1,857	466	945	333	31	82
% CAPACITY		25%	51%	18%	2%	4%

The car parks impacted by the development of the High School site include:

- Car Park 2 (71 public spaces, 37 unrestricted, 34 time restricted),
- Car Park 18 (128 unrestricted public spaces), and
- Car Park 1 (100 unrestricted public spaces), earmarked by the State Government for the construction of the Kingborough Integrated Care Centre.

Together these three car parks represent 57% of the free unrestricted off street parking in the study area (265/466). It is intended that the High School site will provide additional parking to support the requirements of the development (Location 13, Figure 1) and a Park N Ride car park (approximately 100 spaces in Location 15, Figure 1).

1.4 Terms of Reference

This parking strategy cannot be implemented in isolation and is to be considered in conjunction with other Council documents including:



- Development Plan for the former Kingston High School site – prepared for Council by Beca Pty Ltd (May 2013)
- Kingborough Integrated Transport Strategy – prepared for Council by Parsons Brinckerhoff (May 2010)
- Survey Results for Central Kingston (March 2015)
- Kingborough Interim Planning Scheme 2015 – Parking and Access Code
- Kingborough Strategic Plan 2015-2025
- Central Kingston Parking Strategy – Strategy Concept Stage – prepared for Council by Parking &Traffic Consultants (February 2016)

A strategic objective of the Integrated Transport Strategy is to reduce the use/dependence on the private motor vehicles through the encouragement of other forms of access and transport⁷ and this strategy proposes options to address this objective.

The development of this parking strategy is based on the specific needs identified within the Kingston town centre as defined in Section 1.3 as well as extensive research on best practice, including strategies developed by other councils (in Australia and overseas) and therefore takes into consideration contemporary and generally accepted principles of sustainable parking management.

⁷ Page 13 Kingborough Integrated Parking Strategy



2 Strategy Goals & Outcomes

2.1 Strategy Goals

The main goals of the Parking Strategy are as follows:

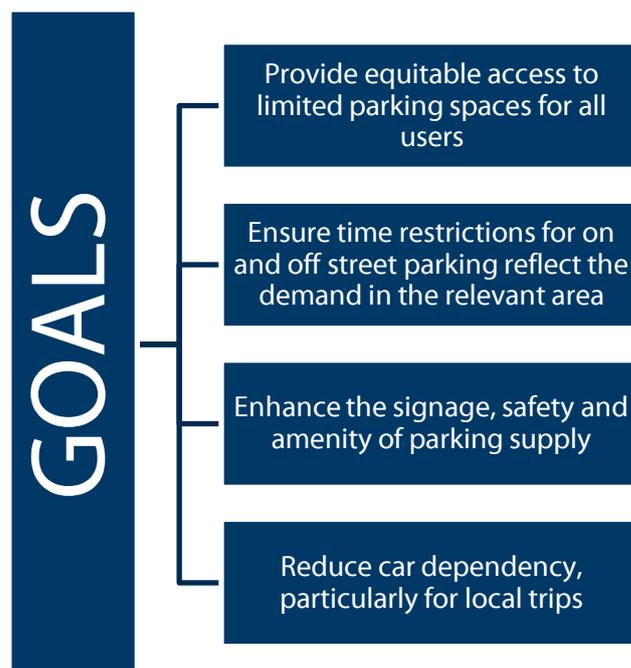


Figure 3 - Strategy Goals

2.2 Options

Following the recent parking surveys a number of options for addressing existing and emerging parking issues were presented to Council as summarised below:



Figure 4 - Options for consideration

Council sought further feedback on the above options in stakeholder meetings with the management of Channel Court Shopping Centre, Kingston Plaza and John Street Medical Centre and public consultation through the local newspaper and social media (Council’s Facebook page).

2.3 Outcomes of the Consultation Process

The business stakeholders supported the need for a parking strategy in central Kingston. Their car parks provide short term parking for customer use and they support the resumption of a Council managed enforcement regime to ensure compliance with restrictions. Free parking is seen to provide a competitive advantage with Hobart CBD.

International research⁸ indicates more parking does not necessarily increase the commercial viability of a shopping area. A good mix of shops and services and a quality environment, incorporating improved streetscape and open spaces, are some of the most important factors in attracting visitors to town centres .Factors influencing main street vitality include those illustrated in Figure 5 below.

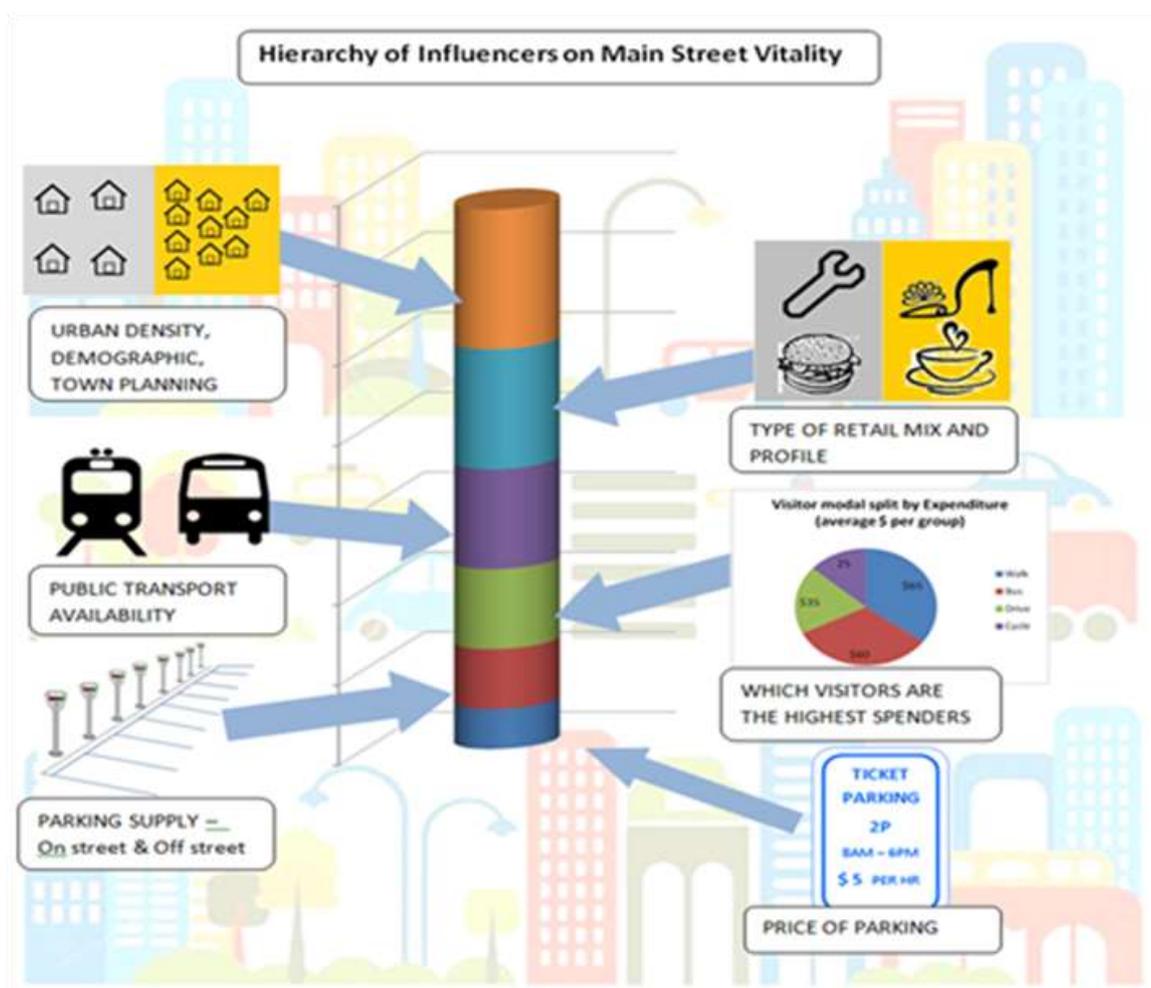


Figure 5 - Factors influencing main street vitality

⁸ Source: The means (2012) – Place making consultants UK: The means was commissioned by London Councils to carry out a review of the relevance of parking to the success of urban centres. The Report concluded there is no correlation between parking supply or parking cost and the vitality of a town centre area.



More parking does not necessarily mean greater commercial success. Shopkeepers generally overestimate the share of their customers travelling by car. In some cases, this is by a factor of as much as 400%⁸.

Car drivers spend more on a single trip; walkers and bus users spend more over a week or a month.

There is limited statistical data measuring the impact on the commercial viability of town centres when there is a reduction in parking provision. Salt Lake City Council (SLCC) in the USA reduced on-street parking and added bike lanes in its downtown business area. To measure the impact of this project on local retailers, SLCC analysed tax data from before and after the street modification. As is demonstrated in Figure 6 below, there was a sales increase of 8.8% in the bike lane route area compared to 7% city wide indicating the reduced parking provision did not have an adverse effect on the economic viability of the area.

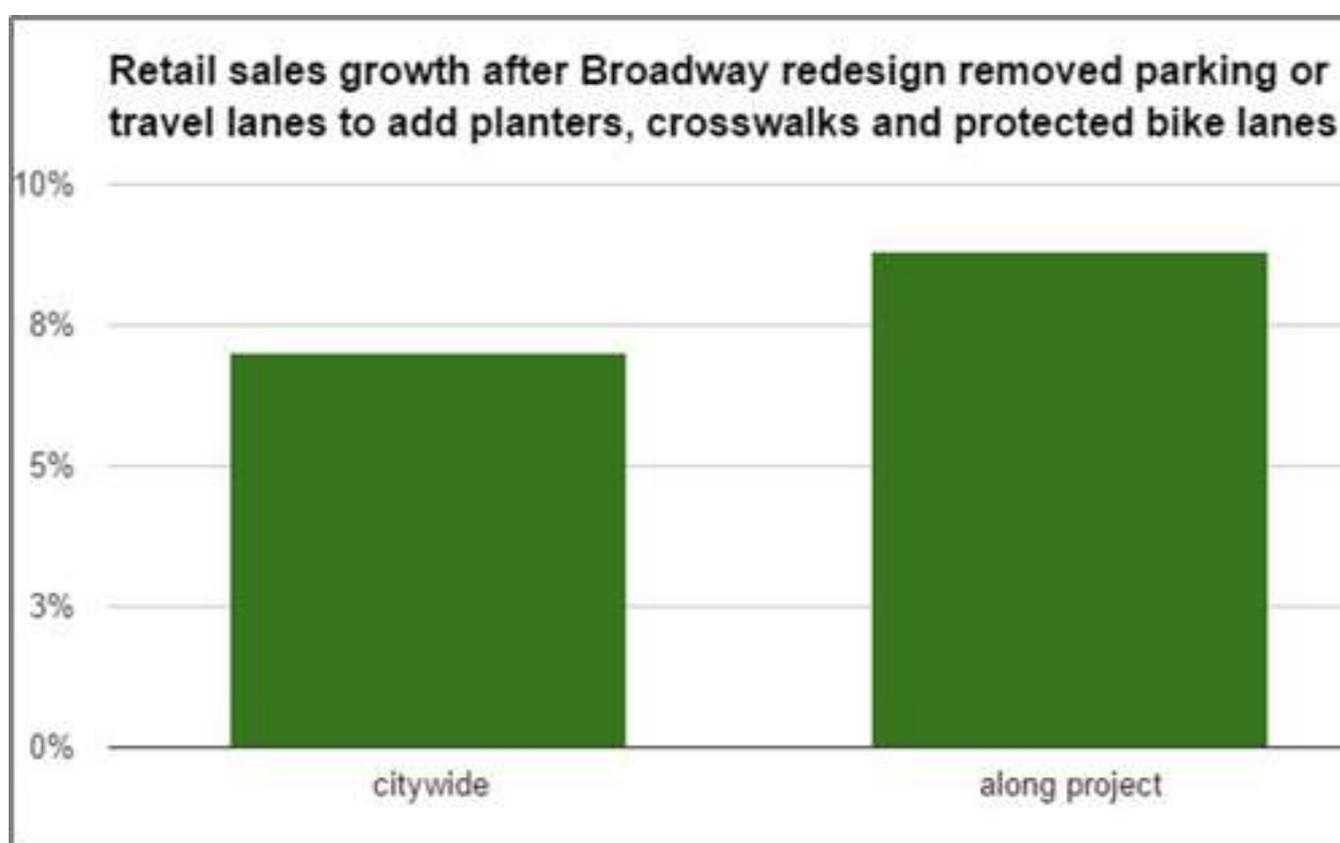


Figure 6 – Retail sales growth in SLC after a reduction in on street parking due to the addition of bike lanes. Source: Streetblog

No feedback was received from the public consultation process.

2.4 Framework

In implementing any strategy a robust framework is required to manage change. Council will follow the framework detailed in Figure 7 below before implementing any change.

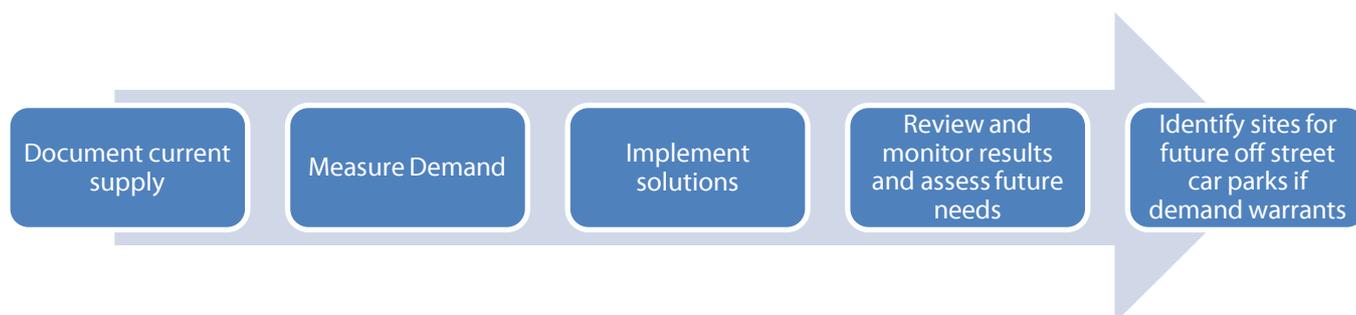


Figure 7 - Strategy Framework

- Document Supply – Following the recent surveys (November 2015) Council has up to date records of the parking supply in central Kingston; both on street and off street recording use (e.g. loading zone, disabled parking etc.) and time restrictions (1/2P, 1P, permit parking etc.). This provides a base position from which to manage future change.
- Measure Demand – Regular occupancy and length of stay surveys are required to measure demand at different times of the day and days of the week to ensure appropriate parking controls and compliance thereof. The surveys undertaken in November 2015 were on one weekday only and additional surveys over a period of time are required to build a more robust demand profile for the area.
- Implement Solutions – As parking occupancy in a given area approaches 85%, being practical capacity, proposed solutions to be implemented in a controlled manner after community consultation. Supply records to be updated for any change accordingly.
- Review and Monitor results – it is important to monitor the outcome of any change through regular surveys to ensure appropriate parking controls are in place.
- Identify Sites for Future Off Street Car Parks – Council will incorporate potential sites for off street car parks into their overall development masterplan to ensure appropriate planning controls are in place when the need arises

A significant constraint to Council's ability to implement parking strategies is the high proportion of privately owned off street parking. Therefore effective implementation of parking strategies will only be achieved with the cooperation of private centre owners.

All change will be referenced back to the current situation (report dated April 2016) to measure success. It is also proposed that the community consultation process will continue as part of the above framework and that information about parking strategies and implementation plans will be incorporated into Council's website, local newspaper and other communication tools, including social media as appropriate.

The collection of parking data and information on an ongoing basis is imperative to enable Council to measure the success of implemented strategies. To ensure this is undertaken in a cost effective manner Council will:

- Prepare a specification for updating parking inventory inclusive of number of spaces and type of restrictions subsequent to any change.



- Develop a program for conducting occupancy and average length of stay surveys in accordance with an agreed timetable and encompassing different times of day, days of the week and with regard to seasonal impacts, and
- Develop a reporting package incorporating graphs for use in future reporting of parking demand and the effects of implementing change.



3 Draft Strategy

The main options available to manage parking can be allocated into the following categories:

- Improve use of existing supply
- Encourage more non car trips, and
- Increase supply

3.1 Improve Use of Existing Supply

Existing supply can be improved by maximising turnover, by matching supply to demand, by ensuring in general that shorter term stays are satisfied on street and longer stays off street and by providing wayfinding and capacity signage to ensure it is fully utilised.

The specific strategies proposed to improve the use of existing parking supply are as follows:

3.1.1 Review time restrictions

STRATEGY: *The closer the parking supply is to the commercial hubs, the shorter the time restriction.*

The recommended time restrictions based on distance from commercial centres is as follows:

- ▼ 0-50m: ½ P
- ▼ 50-150m: 1P
- ▼ 150-300m: 2P

Allowance needs to be made in regard to specific locations (e.g. pick and drop off in front of medical centres, schools etc.) to be determined on a case by case basis (e.g. ¼ P).

STRATEGY: *Shorter time restrictions should apply to on street parking supply vs off street parking supply. Available on street parking should support high turnover users*

The general principle, recognised across Australian local government areas as well as overseas is that only those drivers who want to make a short stop at a particular location should park in the street, whilst drivers who want to spend longer periods (or even all day) should park in off street car parks.

STRATEGY: *Where occupancy levels exceed 85%⁹ on a consistent basis, consider a change in time restrictions to manage parking demand.*

The following 5 step process should be undertaken on a regular basis to maximise supply by encouraging turnover. As a parking area approaches practical capacity, deemed to be 85%, consideration should be given to reducing the time restriction until ultimately paid parking is introduced and supply is managed through a pricing strategy.

⁹ Concept of practical capacity ; being the level of utilization at which potential parkers perceive parking is full

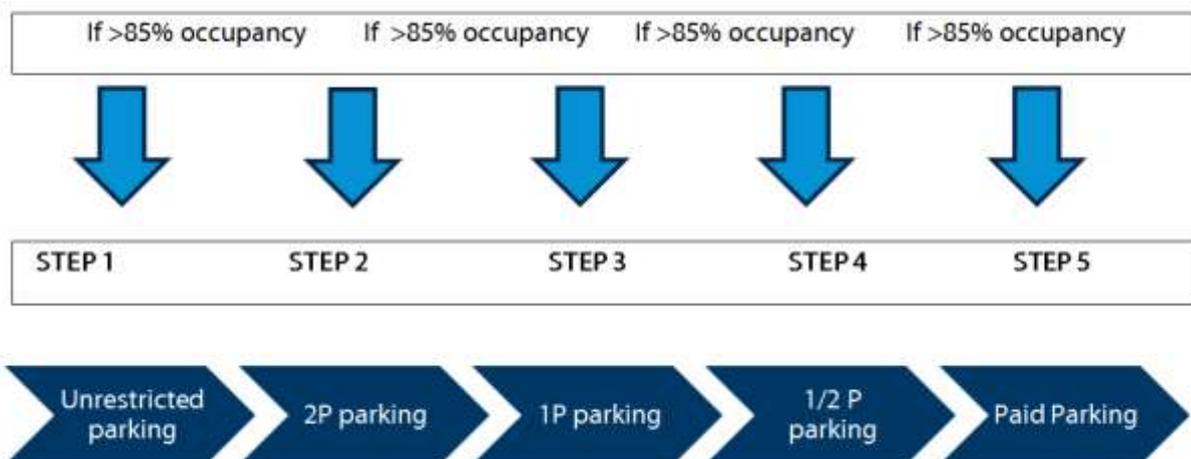


Figure 8 - Process for managing demand using time restrictions

Following the framework discussed in Section 2.4, Council will analyse the results of the regular occupancy surveys conducted to measure parking demand and where appropriate consider changing time restrictions to manage demand i.e. reduced time restrictions will increase turnover and therefore supply. Conversely, if areas record low levels of occupancy Council may increase or remove time restrictions.

ACTION:

- While some parts of the study area (defined in Section 1.3) might have the correct time restrictions in place, the recommendation is for all streets and car parks to be reviewed with regard to appropriate time restrictions for off street and on street parking, noting Council’s ability to change time restrictions in private off street car parks is limited.

The review should be informed by the recent parking surveys which showed:

- peak occupancy exceeded 85% at some time during the day in the following car parks, and

Table 3 - Peak occupancy greater than 85%

CAR PARK	Public Spaces	Time Restriction	Peak Occupancy	Time of Day
1 School Car Park	100	Unrestricted	100%	1-3pm
2 John Street Intersection	37	Unrestricted	85.9%	11-12pm
2 John Street Intersection	34	2P		
4 Kingborough Medical Centre	36	2P	91.7%	11-12pm
6 Plaza Car Park	137	2P	92%	3-4pm
13 Denison Street Church	42	Unrestricted	88.1%	10-12 pm
16 Anglican Parish	45	Unrestricted	100%	10-12pm
17 Library	31	1P	96.8%	
Channel Highway to Beach Road	30	Unrestricted	90%	11-12pm
Lane 1 to Hutchins Street	10	3P	100%	11-12pm
Freeman Street	3	2P	100%	2-3pm



- as there is sufficient 2P-3P parking available in the off street car parks all on street parking, other than Maranoa Road and Denison Street, could be reduced to 1P (or less).

3.1.2 On Street User Group Allocation

As in all commercial centres, there is strong competition for the limited parking supply from a number of user groups as illustrated in Figure 9 below:



Figure 9 - User Groups

STRATEGY: Council to consider the needs and priorities of the various user groups to create a safe environment, improve kerbside road efficiency and support amenity in residential areas whilst fostering a vibrant environment in the retail and commercial hubs and ensure that the aged and disabled members of the community are not disadvantaged.

Currently, loading zones, seniors, parents with prams and disabled parking represent the following proportion of total parking supply. The percentage of mobility spaces is at the higher end of the typical range.¹⁰

Table 4 - User group restricted zones

	Total Supply	Loading Zones	Disabled/ Seniors/ Parents with Prams
Off street	2,003	7	69
On Street	184	4	0
TOTAL	2,187	11	69
% of total		0.5%	3%

¹⁰ Class 6 retail development up to 1,000 spaces 2% thereafter 1%; Class 9a healthcare 2% Source Building Code Australia TABLE D 3.5 Car parking numbers for people with a disability



STRATEGY: *Consult with local businesses to determine the demand for all day parking (staff working in the area) not satisfied by the private parking provision and where staff currently park.*

This will enable Council to better determine the parking demand profile for the area and better inform required parking ratios for future developments. It will also help determine if there is insufficient parking adjacent to local businesses because their staff are parking in the most conveniently located spaces that should be used by short term parkers.

The following hierarchy is a guideline for use in developing an action plan to prioritise user groups:

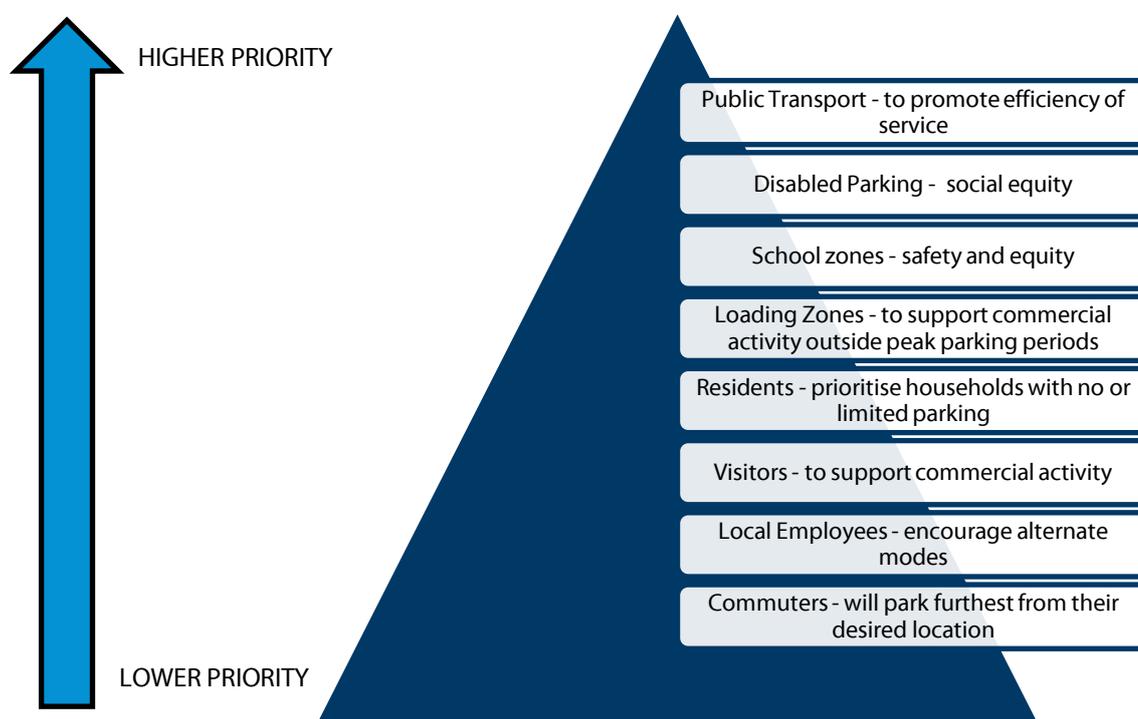


Figure 10 - Kerb side Hierarchy

An objective of the proposed Strategy should be to promote alternate modes of transport therefore public transport access is given high priority in the hierarchy. Accessible parking for disabled parkers and school zones are also prioritised to promote safety and social equity. Loading zones to support retail and commercial activity are given the next priority; however, Council should promote loading access outside peak parking times where appropriate. Residents, particularly those with no or limited off street parking and short term visitors to the area are the next priority. Local employees and commuters are ranked lowest priority as the strategy should be designed to promote alternate modes of transport where possible and they, being all day parkers, are the user groups most likely to park furthest from their destination.

In implementing the strategy the Australian Standards for Access (AS 2890.5 -1993) should be considered.

STRATEGY: *Consider the introduction of resident parking schemes if all day parkers are displaced from off street car parks to all day on street parking.*



Resident parking schemes may be considered if time restricted parking is introduced in residential streets within the study area, as a result of all day parkers being displaced to residential streets with the closure of Car Parks 1, 2 and 18.

If required, Council should follow the four step process outlined below in reviewing a request for a resident parking scheme:

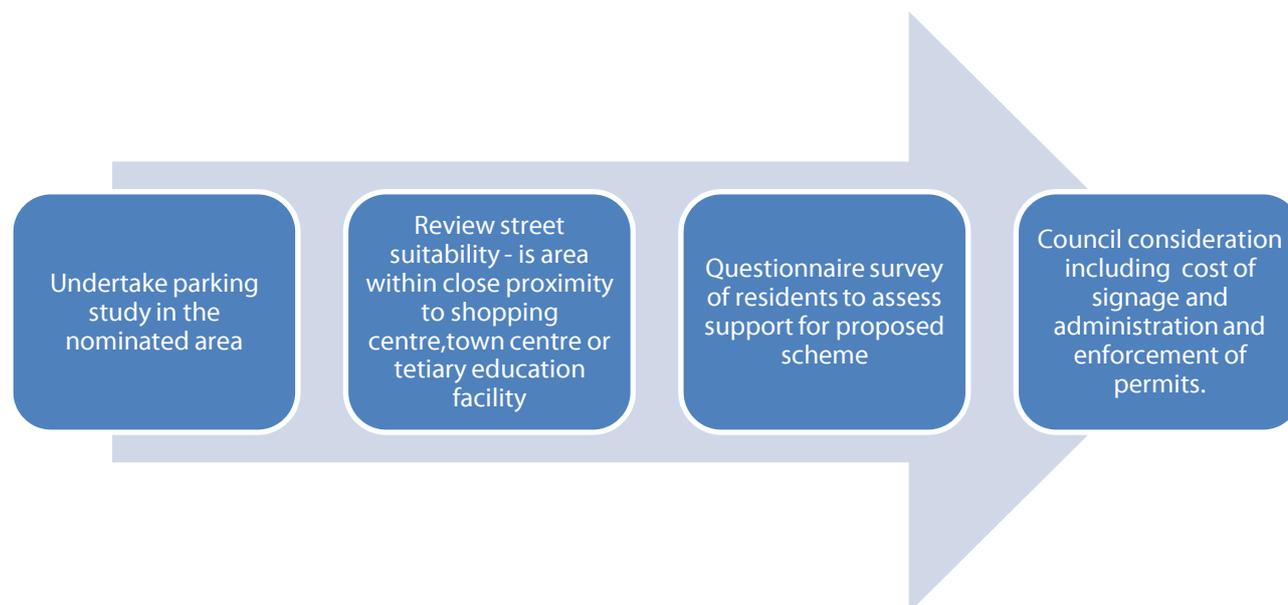


Figure 11 - Process for reviewing applications for a resident parking scheme.

Transport Tasmania (Department of State Growth) has published a guideline to Permit Parking (Installation of Parking Restrictions – Delegation to Councils December 2009 Appendix A - Guidelines for Resident Parking Permit Schemes) which provides guidelines for Council to follow when introducing a Parking Scheme¹¹. These guidelines should be incorporated into any Council Policy.

Parking permits should only be provided where:

- A person is a resident of the nominated street,
- The relevant vehicle belongs to that person, and
- There is no off street parking space available for the vehicle.

If a resident parking scheme is considered appropriate within the study area, permits should not be issued to residents of new developments approved after implementation of the scheme. The parking provision associated with the new developments is provided in line with the local planning controls, which are designed to meet Council's objectives relating to car usage / ownership etc. As such, the provision of permits to these residents would counteract the intent of the planning controls.

¹¹ http://www.transport.tas.gov.au/documents/roads/Installation_of_Parking_Restrictions_-_Delegation_to_Councils_-_final.pdf Appendix A



ACTIONS:

- Review parking allocations in the Area defined in 1.3 to ensure there is an equitable amount of space set aside for each group on the basis of the priorities shown in Figure 10 - Kerb side Hierarchy. Council to promote loading access outside peak parking times where appropriate.
- Survey local businesses to determine the demand for all day parking (staff working in the area) not satisfied by the private parking provision and their usual parking location. The results will inform Council in developing required parking ratios for future developments.
- Monitor occupancy in residential streets as part of Council's ongoing review framework outlined in Section 2.4, particularly following the closure of all day car parks, to assess the requirement for a residential parking scheme.

3.1.3 Signage and Wayfinding

One of the most common problems in town centres is that the location of off street car parks is not always well known. Even for residents, some car parks may have a higher profile than others.

Furthermore, within each car park, there is available capacity at certain times of the day and days of the week and in some instances, physical areas where there is low utilisation most of the time (such as Car Park 7).

Maximising the use of the current car park supply entails the provision of reliable and up to date information to drivers as to the location and availability of parking within the area.

STRATEGY: *Provide wayfinding through a town centre parking signage plan for the main off-street car parks. Alternatively or in conjunction with the signage, Council can consider mobile based apps to promote efficient use of available space.*

This would direct drivers to available parking, reducing traffic circulation and congestion. If implementing a signage strategy it is important to consider that street signs compete with many other visual stimuli for drivers and there is a fine line to walk between good signage and signage clutter. For this reason the location of signs at key decision points as well as the size of the sign and the contents is of extreme importance.

STRATEGY: *Collaborate with the owners of Channel Court to trial the installation of dynamic signage at Car Park 7 (Big W /Woolworths) for future deployment to the remaining off street car parks over an appropriate period of time, subject to costs and measurable outcomes at the test site.*

At the individual car park level, a variable signage board located at the car park entrance and visible to drivers from the various directions of traffic should indicate the number of available spaces. When the car park is full, a simple red cross is sufficient to indicate that alternative options should be sought before the driver enters the car park, circulates and exits after not having found a parking space.

The combination between the individual sign at the car park entrance and the town centre signs would allow drivers to only visit car park locations with available spaces.

ACTIONS:

- Collaborate with the private car park owners to prepare an integrated signage plan for the town centre, considering technology solutions such as dynamic signage and mobile apps /web based real time data to "find a park".



- Install signs on approach to the town centre at the Channel Highway roundabout and Beach Road/Channel Highway intersection advising of available parking to the north or south of the Highway to reduce traffic circulation and improve pedestrian amenity.
- Load maps showing the location of various parking areas on the Council website so that people can check where parking is available prior to undertaking a visit (especially if they only do so occasionally).

3.1.4 Enforcement policy

The success of any strategy to increase the availability of parking through the management of time restrictions is dependent upon the consistent application of an enforcement regime. Given the high proportion of privately owned car parks within central Kingston Council will need to engage with a number of stakeholders to ensure this strategy can be implemented effectively.

STRATEGY: *Consider more efficient ways to ensure that time restrictions are complied with to maximise turnover of spaces. The selected methodologies and polices are to be applied consistently across all streets and car parks.*

The principal purposes of parking management are to:

- Assist in ensuring the safety of pedestrians, drivers of motor vehicles and all other road users,
- Ensure the equitable use of the limited available parking spaces in an environment where demand for such spaces reaches capacity at peak times,
- Ensure effective traffic flow within the area,
- Provide a general service to the community, and
- Promote environmentally sustainable motor vehicle use.

In seeking to maximise the utilisation of available parking supply the role of the Compliance Officers is crucial to the extent that unless the parking time limits are enforced, drivers will tend to abuse them by staying longer thus impacting on turnover. This applies in both on street and off street parking areas.

ACTIONS:

- Consult with car park owners to agree an enforcement policy across the study area in line with Council's recommendation on monitoring private car parks (15 March 2016).
- Investigate and action technology solutions for improving the efficiency and productivity of the enforcement team. It should be noted that the shorter the time restrictions (anything less than 2 hours) the more time consuming, expensive and ineffective manual enforcement activity is as the Compliance Officer is required to patrol their area more frequently to check for infringements and may not have the bandwidth to do so.
- Conduct a publicity campaign utilising the local newspaper, Council website and social media to inform the community of the enforcement regime and the importance of enforcing time restrictions in managing parking availability.



3.1.5 Paid Parking

It is an accepted principle that there is no such thing as “Free Parking”:¹²

- Parking is expensive to build and maintain and it also has an opportunity cost with regard to alternative uses of the space dedicated to it.
- “Free” parking is also expensive to monitor (refer to 3.1.4 on enforcement)
- Drivers who overstay the time limit even by a very small amount of time risk incurring fines
- Free parking penalises people who use public transport and other alternative modes which are in fact the more environmentally sustainable means of transport.

The implementation of paid parking allows for the User Pays mechanism which has been successfully adopted by many councils.

For Kingborough Council, the introduction of paid parking would be challenging to implement as:

- many of the off street car parks are not Council owned, therefore Council would need to obtain consensus from a number of stakeholders,
- free parking is seen by the largest private car park owner to provide a competitive advantage to Hobart CBD,
- the size of the car parks in many instances would not justify the capital cost of installing the access control equipment to facilitate payment, and
- there is currently no paid parking in Kingborough LGA.

STRATEGY: *Consult with car park owners to consider the introduction of paid parking, after a suitable free period in appropriate off street car parks(if agreed by all car park owners), together with appropriate time restrictions elsewhere, to achieve a balance between the demand for parking by long and short stay parkers, turnover of spaces and encourage more non-car trips.*

Currently, free parking is seen to provide a competitive advantage to Hobart CBD and there is resistance to introducing paid parking in the largest privately owned off street car park which offers 3P parking. Longer time restrictions encourage all day parkers (such as workers in the area) to drive out of the car park at the end of their allowed stay and re-enter for a further free parking period - usually called the 3 hour “shuffle”. This is an inappropriate use of the time restrictions and reduces car park turnover and thus impacts negatively on parking supply. License plate recognition (LPR) technology can address this misuse.

ACTIONS:

- Monitor parking demand vs supply on an ongoing basis to determine if paid parking after a suitable free period is warranted to manage demand in off street car parks. If considered appropriate lobby private car park owners to agree with Council’s strategy to achieve a balance between the demand for parking by long and short stay parkers.

¹² Christian Seibert Vol.24 No 2 Winter 2008 POLICY, *There's No Such Thing as a Free Parking*



- Monitor parking demand vs supply on an ongoing basis to determine if paid parking after a suitable free period is warranted to manage demand for on street parking.

3.2 Encourage more non car trips

STRATEGY: *Reduce car dependency by providing incentives to use alternate modes of transport and working more closely with Metro in optimizing bus routes within suburban areas, improving bus stops and increasing the regularity of services.*

Car share is an inexpensive and sustainable means of transport for the community 24/7 which should be considered for future high – medium density residential developments. Dedicated car share parking spaces should not take up more than 5% of the available parking spaces in a given street or off street car park and should be located close to public transport hubs and high density residential and commercial areas. The provision of car sharing allows the community to use public transport or carpooling for day to day trips whilst having the safety net of access to a vehicle in the event of an emergency.

A Car Share Review undertaken by the Future Melbourne Committee found a car share's primary impact is:

- Reduced car ownership ,and
- Reduced car use,

whilst maintaining convenient access to a motor vehicle.¹³

These findings are supported by Go Get statistics in a suburban Council in Sydney, where the following was found:

- Of the 78% of members who used the service and did not own a car 66% indicated they would buy a car if the area was not serviced by a car scheme provider, and
- 57% would occupy an on street car space¹⁴.

Reduced car dependency must be supported by an efficient and convenient public transport network and as such to achieve this objective Council are reliant on the support of the State in developing the bus network in Kingborough LGA.

STRATEGY: *Ensure a safe and accessible environment for pedestrians and cyclists.*

Kingborough Council is committed to improving pedestrian amenity in the study area. Streetscape design, currently under review, is to incorporate shared use by pedestrians, cyclists etc. including speed reductions where appropriate.

Motorcycles and scooters are becoming an increasingly popular form of sustainable transport that should be provided for in new developments. There is no specific provision for motorcycle parking in the study area other than the 3 bays in the Channel Court car park.

STRATEGY: *Ensure the Council web site promotes alternative travel modes*

¹³ Car Share Services Review City of Melbourne Phillip Boyle & Associates July 2015

¹⁴ Go Get data June 2013



The Council website's Transport link refers to the Bruny Island Ferry timetable, Parking and Roads (maintenance and safety). Alternative travel modes such as bicycles walking and public transport are not promoted.

ACTIONS:

- Establish a framework to facilitate collaboration between Council and Metro aimed at optimising routes and improving amenity and frequency of service.
- Survey the local community to determine whether demand warrants the provision of a shuttle bus service, a public bike system and/or a car share scheme to supplement the public transport system. A shuttle bus could connect the Town Centre with other available parking available including parking adjacent to sporting fields etc.
- Install bike racks in strategic locations in close proximity to likely destinations.
- Council to provide motorcycle parking in areas deemed inappropriate for parking cars to increase kerbside supply.
- Work with local schools and businesses to promote travel smart initiatives (e.g. public transport, car-pooling, walking and cycling etc.).
- Update the Council website to display maps of bike and walking routes with links to appropriate sites for public transport timetables.

3.3 Increase Supply

Increasing parking supply should only be considered by Council as part of its overall strategic development plan for the area as it is costly and will lead to more traffic in the area. The main driver for Council considering this option is the loss of the temporary parking currently being provided on the old High School redevelopment site.

There are a number of existing car parks in the study area where parking bays are not clearly identified and an improved layout and linemarking would maximise the supply and facilitate enforcement without establishing new parking areas.

STRATEGY: *Maximise supply of existing car spaces by formalising car park layouts and linemarking parking spaces. This will also facilitate enforcement.*

Contemporary literature suggests if Council builds more car parks more people will drive.

"If you plan for cars and traffic – you get cars and traffic, if you plan for people and places – you get people and places"¹⁵

STRATEGY: *No new parking structures to be built unless there is a justifiable business case.*

As the parking surveys showed there is sufficient short term parking supply (< 3 hours) in the town centre, Council is to consider the requirements of Section E6.6.1 of the Kingborough Interim Planning Scheme 2015¹⁶

¹⁵ Fred Kent Projects for Public Spaces

¹⁶ <http://www.iplan.tas.gov.au/pages/plan/book.aspx?exhibit=kinips&hid=74748&s=car+parking+provision>



and assess the following when reviewing new developments rather than mandating the provision of parking spaces based on ratios related to land use.

- parking demand at different times of the day, days of the week and times of the year based on an analysis of user groups related to the development site,
- availability of alternative sources of parking supply to satisfy the associated demand, e.g. is there currently sufficient supply elsewhere,
- proximity to alternate modes of transport to and from the development (e.g. developments next to public transport hubs provide less or no parking), and
- initiatives proposed by developers within the site to reduce car dependency e.g. end of trip facilities for cyclists, carpooling, etc.
- timing and take up of emerging technologies and services (driverless vehicles, car sharing, etc.)

Parking provisions for new residential developments should be unbundled and treated as a separate asset, where possible to maximise utilisation i.e. the number of parking spaces per residence is not based on number of bedrooms; if a purchaser requires two parking spaces, they can buy two spaces within the overall provision etc.

STRATEGY: *Park and Ride facilities should be located on the periphery of the study area adjacent to bus stops.*

If new parking supply is deemed necessary to satisfy all day commuter parking, it should be located on the periphery of the central business district to minimise traffic congestion. The recent parking surveys identified that there is currently a shortage of all day parking which will be exacerbated by the closure of the temporary Council car parks due to the redevelopment of the Kingston High School site. Following consultation with private car park owners it is unlikely this shortfall will be satisfied by reallocating short stay spaces to all day parking in privately owned car parks.

Based on the assessment of future parking demand undertaken as part of the strategy concept stage (refer Section 5 Attachment 2) it is projected that the shortfall in all day parking will be within a range of 200-275 spaces by the year 2035. The extent of this shortfall will depend on the likelihood of the private motor vehicle continuing as the principle transport mode and may be impacted by the future take up of technology such as driverless motor vehicles.

Potential locations for Park and Ride car parks are identified as A-C in Figure 12 below.

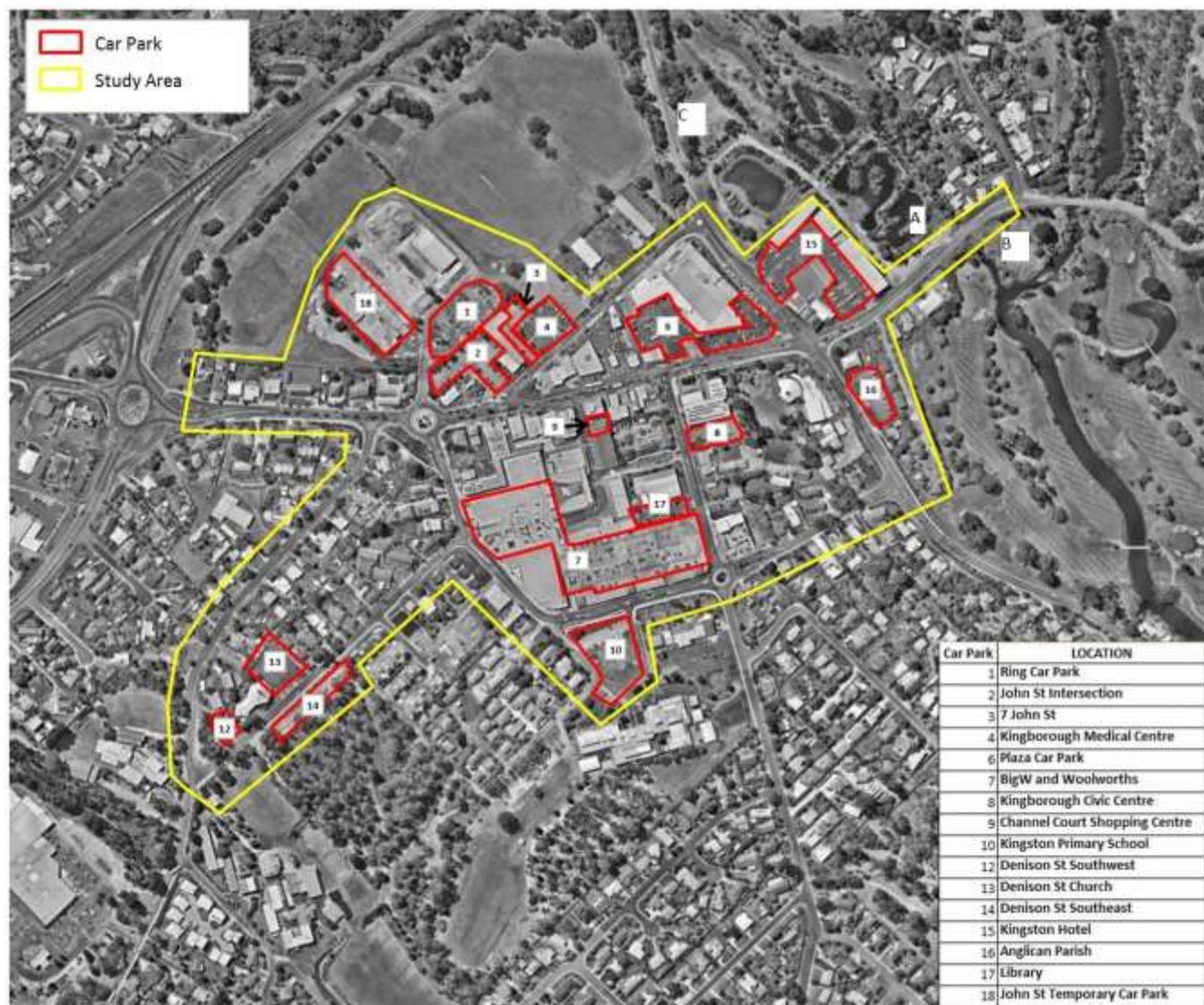


Figure 12 - Potential locations for Park N Ride car parks.

- Location A is a small dirt car park which is located at the last bus stop before the bus heads into Hobart. This is already a popular parking place for commuters. This area is being upgraded by Council and this will increase the available parking supply (It is in this year's capital works program).
- Location B is also close to the bus stop serving routes to Hobart and therefore a potential development location.
- Location C is adjacent to the High School development site and could be developed in conjunction with the proposed Park N Ride facility at Location 15 (see Figure 1).

STRATEGY: *As there is sufficient timed parking to meet demand Council could consider the introduction of a "cash in lieu" type contribution plan for developers of new commercial and residential buildings to reduce the need for them to provide on-site parking Funds could be used to promote alternative travel modes or to construct a centrally located car park to satisfy the various users when demand warrants.*



It is a Council objective to encourage investment and development in the area and create a vibrant local economy¹⁷. However, rather than each development supplying parking independently as is currently the case, Council could identify a site for future parking supply in a conveniently located area to service future demand and fund the development of that supply by receiving monetary contributions in lieu; these contributions could also fund initiatives to promote a change in travel mode (e.g. improving cycling access) or improvements to pedestrian amenity.

Section E6.6.1 of the Kingborough Interim Planning Scheme 2015¹⁶ allows for Council to adopt a cash –in – lieu parking plan. Parameters such as, price per space and how the contributions should be invested are typically established by Council with legal input to ensure the robustness of the plan. For example, within NSW, Councils prepare contribution plans according to Section 94 of the Planning Act.

The following framework, to be read in conjunction with Section E6.6.1, provides a guideline for decision making should a monetary contributions policy be adopted:

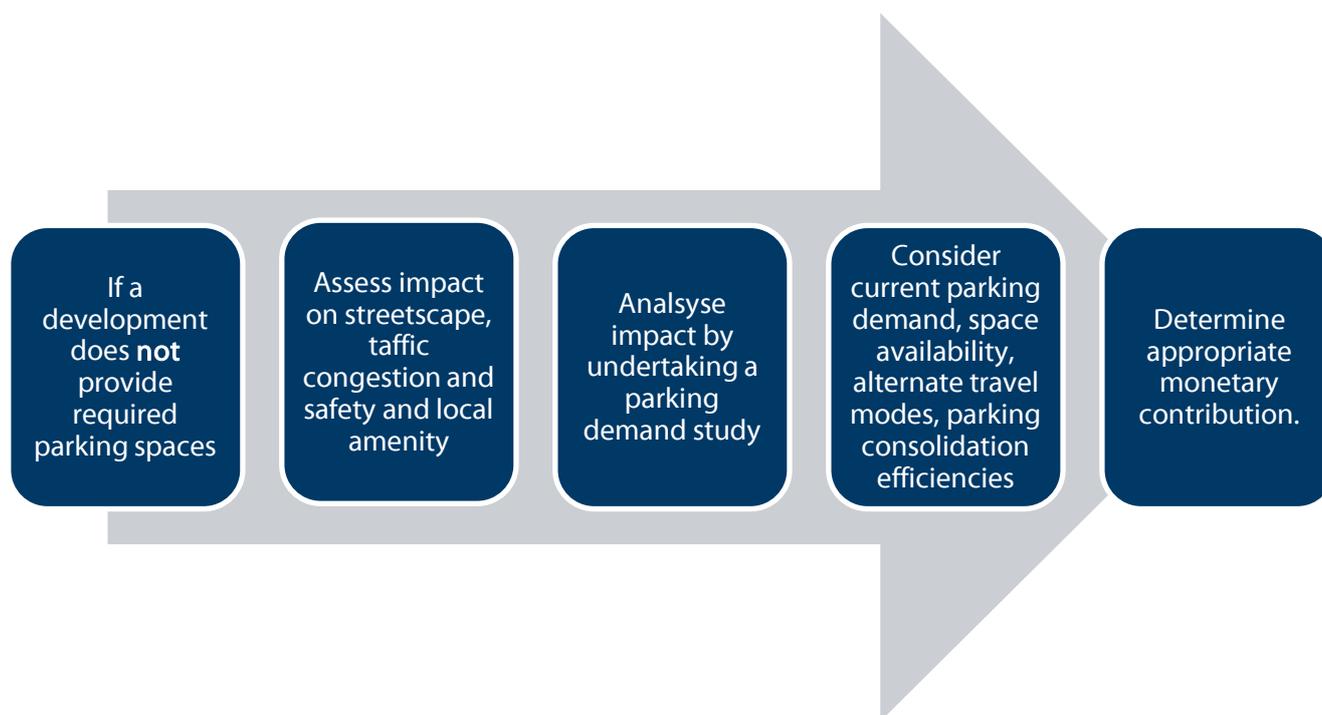


Figure 13 - Cash-in-lieu policy decision making framework

STRATEGY: *Develop overflow parking plans for peak periods e.g. school parking for weekend events; parking at sporting facilities underutilised during the week for Park and Ride.*

It is not economically viable to build additional parking to satisfy peak parking demand which only occurs at certain times of the day, on certain days of the week or at certain times of the year. All parking supply needs to be reviewed to ensure it is utilised efficiently, particularly where there are underutilised facilities during the week to satisfy weekday demand or vice versa.

Such locations, if they exist need to be identified as part of the next stage of the strategy development.

¹⁷ Kingborough Council Strategic Plan 2015-2025, Key Priority Area 4 Page 12



ACTIONS:

- Review parking areas where it is possible to maximise supply by formalising the parking area layout and clearly linemarking parking spaces e.g. Car Park 14, unpaved section of Car Park 10 and unpaved area adjacent to Channel Highway between Beach Road and Browns Road near the last bus stop to Hobart (in this year's capital works program).
- Review proposed locations for Park N Ride car parks to satisfy the projected shortfall in all day parking.
- Assess parking demand before creating new parking in line with the provisions of Section E6.6.1 of the Kingborough Interim Planning Scheme 2015¹⁶ and consider unbundling parking in new developments.
- Develop a cash in lieu contributions policy to enable efficiencies in parking provision given the current oversupply of short stay parking (< 3 hours).
- Review possible locations for overflow parking and publicise locations on the Council website and social media as appropriate. Overflow parking could be serviced by a shuttle bus to improve convenience.



4 Implementation Strategy

A staged approach is to be adopted for implementing change by categorising action items into the following categories:

- Quick wins (2016-2017)
- Medium term strategy (2017-2019)
- Longer term solutions (2019-2021)

ACTION ITEM #	REF	ACTION ITEM	QUICK WINS	MEDIUM TERM	LONGER TERM
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IMPROVE USE OF EXISTING SUPPLY

1	3.1.1	Review all streets and car parks with regard to appropriate time restrictions for off street and on street parking, noting Council's ability to change time restrictions in private off street car parks is limited.	✓		
2	3.1.2	Review parking allocations to ensure there is an equitable amount of space set aside for each user group on the basis of the priorities shown in Figure 10 - Kerb side Hierarchy.		✓	
3		Consult with local businesses to promote loading access outside peak parking times where appropriate.		✓	
4		Survey local businesses to determine the demand for all day parking (staff working in the area) not satisfied by the private parking provision and their usual parking location. The results will inform Council in developing required parking ratios for future developments.	✓		
5		Monitor occupancy in residential streets as part of Council's ongoing review framework outlined in Section 2.4, particularly following the closure of all day car parks, to assess the requirement for a residential parking scheme.		✓	✓
6	3.1.3	Collaborate with the private car park owners to prepare an integrated signage plan for the town centre, considering technology solutions such as dynamic signage and			✓



ACTION ITEM #	REF	ACTION ITEM	QUICK WINS	MEDIUM TERM	LONGER TERM
		mobile apps /web based real time data to "find a park".			
7		Install signs on approach to the town centre at the Channel Highway roundabout and Beach Road/Channel Highway intersection advising of available parking to the north or south of the Highway to reduce traffic circulation and improve pedestrian amenity.			✓
8		Load maps showing the location of various parking areas on the Council website so that people can check where parking is available prior to undertaking a visit (especially if they only do so occasionally).	✓		
9		Consult with car park owners to agree an enforcement policy across the study area in line with Council's recommendation on monitoring private car parks (25 February 2016).	✓		
10	3.1.4	Investigate and action technology solutions for improving the efficiency and productivity of the enforcement team. It should be noted that the shorter the time restrictions (anything less than 2 hours) the more time consuming, expensive and ineffective manual enforcement activity is.	✓		
11		Conduct a publicity campaign utilising the local newspaper, Council website and social media to inform the community of the enforcement regime and the importance of enforcing time restrictions in managing parking availability	✓		
12	3.1.5	Monitor parking demand vs supply on an ongoing basis to determine if paid parking after a suitable free period is warranted to manage demand in off street car parks. If considered appropriate lobby private car park owners to agree with Council's strategy to achieve a balance between the demand for parking by long and short stay parkers.			✓
13		Monitor parking demand vs supply on an ongoing basis to determine if paid parking			✓



ACTION ITEM #	REF	ACTION ITEM	QUICK WINS	MEDIUM TERM	LONGER TERM
		after a suitable free period is warranted to manage demand for on street parking.			

ENCOURAGE MORE NON CAR TRIPS

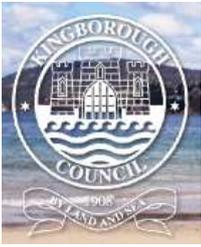
14	3.2	Establish a framework to facilitate collaboration between Council and Metro aimed at optimising routes and improving amenity and frequency of service.	✓		
15		Install bike racks in strategic locations in close proximity to likely destinations.	✓		
16		Survey the local community to determine whether demand warrants the provision of a shuttle bus service, a public bike system and/or a car share scheme to supplement the public transport system. A shuttle bus could connect the Town Centre with other available parking available including parking adjacent to sporting fields etc.			✓
17		To increase kerbside supply provide motorcycle parking in areas deemed inappropriate for parking cars.	✓		
18		Work with local schools and businesses to promote travel smart initiatives (e.g. public transport, car-pooling, walking and cycling etc.).	✓	✓	
19		Update the Council website to display maps of bike and walking routes with links to appropriate sites for public transport timetables.	✓		

INCREASE SUPPLY

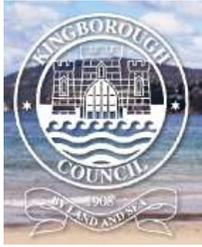
20	3.3	Review parking areas where it is possible to maximise supply by formalising the parking area layout and clearly linemarking parking spaces e.g. Car Park 14, unpaved section of Car Park 10 and unpaved area adjacent to Channel Highway between Beach Road and Browns Road near the last bus stop to Hobart	✓		
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ACTION ITEM #	REF	ACTION ITEM	QUICK WINS	MEDIUM TERM	LONGER TERM
		(in this year's capital works program).			
21		Review proposed locations for Park N Ride car parks to satisfy the projected shortfall in all day parking.		✓	
22		Assess parking demand before creating new parking in line with the provisions of Section E6.6.1 of the Kingborough Interim Planning Scheme 2015 and consider unbundling parking in new developments.	✓	✓	✓
23		Develop a cash-in-lieu contributions policy to enable efficiencies in parking provision given the current oversupply of short stay parking (< 3 hours).		✓	
24		Review possible locations for overflow parking and publicise locations on the Council website and social media as appropriate. Overflow parking could be serviced by a shuttle bus to improve convenience.	✓		



Attachment 1 - Report to Council dated 8 February 2016 – Background Document Strategy Concept Stage



Attachment 2 - Implementation Plan

QUICK WINS – Improve use of existing supply

ACTION ITEM 1: Review all streets and car parks current time restrictions and adjust as appropriate.

Summary Key Council Issues

Mismatch parking demand and parking supply.

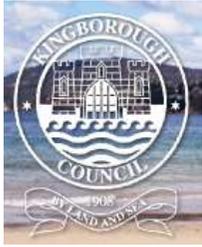
Limited on street parking supply.

Private ownership of off street car parks.

Community perception regarding parking availability does not align with reality.

Backlash from businesses with special needs e.g. 5 min parking.

Steps	Action	Year
a)	Review available occupancy and length of stay data and carry out any necessary additional surveys	2016 - 2017
b)	Review restrictions in line with parking strategy – shortest times in areas closest to commercial strip. Weekdays vs Weekends (based on occupancy data and retail trading hours)	2016 - 2017
c)	Propose any changes to time restrictions.	2016 - 2017
d)	Agree final time restrictions	2016 - 2017
e)	Communicate changes and date for implementation to the community and relevant Council departments (enforcement)	2016 - 2017
f)	Change signage as appropriate	2016 - 2017
g)	Monitor outcome of change – conduct post implementation surveys.	Ongoing
h)	Communicate outcomes to the community	Ongoing



ACTION ITEM 4: Survey local businesses to determine the demand for all day parking (staff working in the area) not satisfied by the private parking provision and their usual parking location. The results will inform Council in developing required parking ratios for future developments.

Summary Key Council Issues	
Insufficient longer term parking (> 3 hours).	
Mismatch parking demand and parking supply.	
Majority of short term parking supply is privately owned.	
Car dependency.	

Action Item	Action	Year
a)	Identify key stakeholders.	2016 - 2017
b)	Prepare survey and distribute link to online survey.	2016 - 2017
c)	Analyse results and provide feedback to Council and stakeholders.	2016 - 2017
d)	Use data to inform action items 1,2,5,9,12,13,15,16,17,20,23	2016 - 2017

ACTION ITEM 8: Load maps showing the location of various parking areas on the Council web site.

Summary Key Council Issues	
Community perception regarding parking availability does not align with reality.	
Cost of preparing parking maps.	
Maintaining accuracy of data on web site.	



Action Item	Action	Year
a)	Prepare parking location maps for off street parking including capacity and restrictions.	2016 - 2017
b)	Upload map to Council web site.	2016 - 2017
c)	Prepare a procedure to ensure data updated on a regular basis as appropriate.	2016 - 2017

ACTION ITEM 9 & 11: Consult with car park owners to agree an enforcement policy across the study area in line with Council's recommendation on monitoring private car parks (15 March 2016) and conduct a publicity campaign to promote community awareness.

Summary Key Council Issues

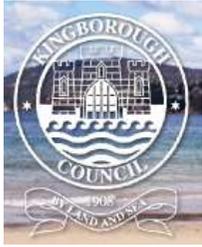
Majority of short term parking supply is privately owned.

Effective enforcement of time restrictions

Private car park owners' endorsement of policy.

Community reaction to enforcement regime.

Action Item	Action	Year
a)	Negotiate with private car park operators to agree with Council proposed enforcement policy for monitoring private car parks.	2016 - 2017
b)	Resource department to provide appropriate level of service	2016 - 2017
c)	Undertake a public awareness campaign to inform the community of the benefits of enforcing time restrictions.	2016 - 2017
d)	Monitor compliance levels and report to Council.	Ongoing
e)	Conduct post implementation occupancy surveys and provide feedback to the community.	Ongoing



ACTION ITEM 10: Investigate and action technology solutions for improving the efficiency and productivity of the enforcement team.

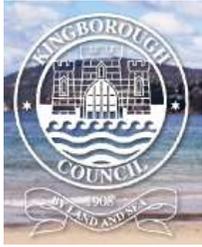
Summary Key Council Issues

Effective enforcement of time restrictions.

Cost vs efficiency particularly in monitoring shorter time restrictions

Improved reporting to provide evidence enforcement has improved.

Action Item	Action	Year
a)	Prepare tender specification for technology to support enforcement operations. Options to include mobile cameras, hand held devices etc.	2016 - 2017
b)	Select preferred tenderer.	2016 - 2017
c)	Deploy technology	2016 - 2017
d)	Prepare report on benefits of technology	2016 - 2017



QUICK WINS – Encourage more non car trips

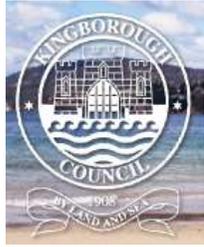
ACTION ITEM 14: Establish a framework to facilitate collaboration between Council and Metro aimed at optimising routes and improving amenity and frequency of service.

Summary Key Council Issues
Stakeholder engagement
Car dependency.
Encourage alternate modes

Action Item	Action	Year
a)	Identify appropriate point of contact in Metro to form a working group.	2016-2017
b)	Prepare a framework for collaboration and obtain Council endorsement	2016-2017
c)	Agree framework with Metro, including frequency of workshops.	2016-2017
d)	Report back to Council and the community on an ongoing basis.	2016-2017

ACTION ITEM 15: Install bike racks in strategic locations in close proximity to likely destinations.

Summary Key Council Issues
Car dependency.
Lack of amenity for bike users
Encourage alternate modes



Action Item	Action	Year
a)	Consult with local businesses and residents regarding potential locations for bike racks considering the impact on pedestrians and safety of cyclists.	2016 - 2017
b)	Prepare a specification to determine type and cost of racks and installation.	2016 - 2017
c)	Select preferred supplier.	2016 - 2017
d)	Communicate installation to Community as Council initiative	2016 - 2017
e)	Complete installation	2016 - 2017

ACTION ITEM 17: To increase kerbside supply by providing motorcycle parking in areas deemed inappropriate for parking cars.

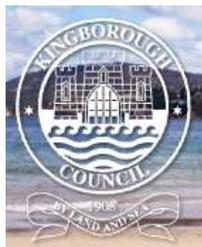
Summary Key Council Issues

Car dependency.

Limited kerbside parking supply.

Cost of signage

Action Item	Action	Year
a)	Consult with local businesses and community to assess demand for motorcycle parking.	2016 - 2017
b)	Review on street parking supply and identify suitable locations for motorcycle parking.	2016 - 2017
c)	Council to endorse identified locations.	2016 - 2017
d)	Update signage as appropriate.	2016 - 2017
e)	Publicise change in local media and update parking information on Council website.	2016 - 2017
f)	Monitor occupancy of parking spaces and report on outcome of change	2016 - 2017



ACTION ITEM 18: Work with local schools and businesses to promote travel smart initiatives (e.g. public transport, car-pooling, walking cycling etc.).

Summary Key Council Issues

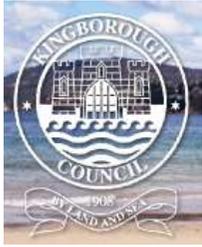
- Car dependency.
- Traffic congestion in school zones
- Promote alternate modes.
- Shortage of all day parking for workers in the area.

Action Item	Action	Year
a)	Identify key stakeholders and propose initiatives for promoting alternate travel modes.	2016 - 2017
b)	Document feedback from stakeholders including identified issues and potential solutions.	2016 - 2017
c)	Attend school P&C meetings to promote the benefits of alternate modes.	2016 - 2017
d)	Publicise initiatives on the Council web page, local newspaper, social media.	2016 - 2017

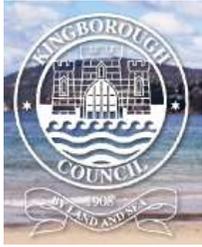
ACTION ITEM 19: Update the Council website to display maps of bike and walking routes with links to appropriate sites for public transport timetables.

Summary Key Council Issues

- Car dependency.
- Cost of preparing bike and walking route maps.
- Maintaining accuracy of data on web site.



Action Item	Action	Year
a)	Prepare maps of bike and walking routes.	2016 - 2017
b)	Upload maps to Council web site.	2016 - 2017
c)	Prepare a procedure to ensure data updated on a regular basis as appropriate.	2016 - 2017



QUICK WINS – Increase supply

ACTION ITEM 20: Review parking areas where it is possible to maximise supply by formalising the parking area layout and clearly linemarking parking spaces e.g. Car Park 14, unpaved section of Car Park 10 and unpaved area adjacent to Channel Highway between Beach Road and Browns Road near the last bus stop to Hobart (in this year’s capital works program).

Summary Key Council Issues

Insufficient longer term parking (> 3 hours)

Effective enforcement of time restrictions.

Cost of linemarking and formalising parking areas.

Action Item	Action	Year
a)	Identify areas where supply can be increased by formalising parking area and linemarking parking spaces.	2016 - 2017
b)	Prepare budget for works and seek Council and/or stakeholder approval.	2016 - 2017
c)	Engage contractor and complete works.	2016 - 2017
d)	Update parking maps and Council web site.	2016 - 2017
e)	Publicise improvements on Council web site, in local newspapers, on social media.	2016 - 2017



ACTION ITEM 22: Assess parking demand before creating new parking in line with the provisions of Section E6.6.1 of the Kingborough Interim Planning Scheme 2015 and consider unbundling parking in new developments.

Summary Key Council Issues

Insufficient longer term parking (> 3 hours)

The majority of short term parking supply is privately owned.

Action Item	Action	Year
a)	Ensure Council procedures for reviewing new development applications consider the objectives of the parking strategy for the town centre and comply with Section E6.6.1 of the Kingborough Interim Planning Scheme 2015	2016 - 2017

ACTION ITEM 24: Review possible locations for overflow parking and publicise locations on the Council website and social media as appropriate.

Summary Key Council Issues

Insufficient longer term parking (> 3 hours)

Action Item	Action	Year
a)	Prepare timetable of events in Kingston.	2016 - 2017
b)	List potential sites for overflow parking e.g. weekend parking in school car parks, Park N Ride parking at venues with underutilised parking on weekdays etc.	2016 - 2017
c)	Incorporate parking options in on Council website and social media as appropriate.	2016 - 2017



MEDIUM TERM: Improve use of existing supply

ACTION ITEM 2: Review parking allocations to ensure there is an equitable amount of space set aside for each user group on the basis of the priorities shown in Figure 10 - Kerb side Hierarchy.

Summary Key Council Issues

Limited on street parking supply.
Achieving equitable parking allocation.

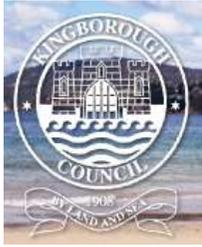
Action Item	Action	Year
a)	Agree proposed parking hierarchy.	2017-2019
b)	Review parking allocation and ensure consistency with priority hierarchy.	2017-2019
c)	Document changes in allocation where required.	2017-2019
d)	Install or update signage as required.	2017-2019

ACTION ITEM 3: Consult with local businesses to promote loading access outside peak parking times where appropriate.

Summary Key Council Issues

Limited on street parking supply.

Action Item	Action	Year
a)	Identify key stakeholders and propose loading access outside peak parking times.	2017-2019
b)	Document feedback and proposed Council policy.	2017-2019
c)	Update signage as appropriate	2017-2019
d)	Incorporate changes on parking maps and upload to website.	2017-2019
e)	Provide feedback to stakeholders.	2017-2019

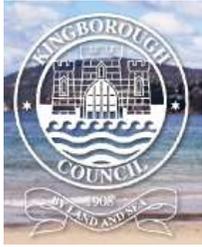


ACTION ITEM 5: Monitor occupancy in residential streets as part of Council's ongoing review framework outlined in Section 2.4, particularly following the closure of all day car parks, to assess the requirement for a residential parking scheme.

Summary Key Council Issues

Insufficient long term parking (>3 hours)
 Car dependency

Action Item	Action	Year
a)	Review occupancy data collected as part of Council's ongoing review framework outlined in Section 2.4.	2017-2019
b)	If parking displacement occurs to residential streets as a result of the closure of all day car parks consider the implementation of a resident parking scheme (RPS).	2017-2019
c)	Review street eligibility for (RPS).	2017-2019
d)	Survey residents to assess support for proposed scheme.	2017-2019
e)	Consider in conjunction with Council's Traffic Committee including cost of signage and administration and enforcement of permits.	2017-2019



MEDIUM TERM: Increase supply

ACTION ITEM 21: Review proposed locations for Park N Ride car parks to satisfy the projected shortfall in all day parking.

Summary Key Council Issues

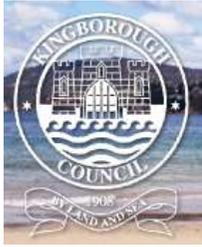
- Insufficient longer term parking (> 3 hours).
- The majority of short term parking is privately owned.
- Community perception regarding parking availability does not align with reality
- Car dependency.
- Expensive to build with little economic benefit to town centre.
- Potential increased traffic congestion with additional parking supply

Action Item	Action	Year
a)	Identify potential sites for future Park N Ride car parks, considering proposed locations per Figure 12.	2017-2019
b)	Incorporate preferred locations in town centre master planning.	2017-2019
c)	Community consultation to be undertaken before proceeding with development.	2017-2019

ACTION ITEM 23: Develop a cash-in-lieu contributions policy to enable efficiencies in parking provision given the current oversupply of short stay parking (< 3 hours).

Summary Key Council Issues

- Mismatch between parking demand and parking supply.
- The majority of short term parking is privately owned.
- Remain competitive within region for new developments.
- To determine parameters such as, price per space and what contributions should be spent on.



Action Item	Action	Year
a)	Prepare cash-in-lieu policy to be endorsed by Council.	2017-2019
b)	Review by legal counsel.	2017-2019
c)	Update Council procedures as appropriate.	2017-2019



LONG TERM: Improve use of existing supply

ACTION ITEM 6: Collaborate with the private car park owners to prepare an integrated signage plan for the town centre, considering technology solutions such as dynamic signage and mobile apps /web based real time data to “find a park”.

Summary Key Council Issues	
Insufficient longer term parking (> 3 hours).	
Community perception regarding parking availability does not align with reality.	
Informative signage vs. signage clutter	
Engagement with private car park owners.	
Cost	

Action Item	Action	Year
a)	Identify and engage with key stakeholders.	2019-2021
b)	Prepare a town centre wayfinding signage plan incorporating off street car parks as required.	2019-2021
c)	Agree signage plan and associated costs with key stakeholders.	2019-2021
d)	Council endorsement of town centre wayfinding signage plan.	2019-2021

ACTION ITEM 7: Install signs on approach to the town centre at the Channel Highway roundabout and Beach Road/Channel Highway intersection advising of available parking to the north or south of the Highway to reduce traffic circulation and improve pedestrian amenity.

Summary Key Council Issues	
Informative signage vs. signage clutter	
Determining location of key decision points	



Action Item	Action	Year
a)	Prepare a specification for the installation of approved signage.	2019-2021
b)	Select preferred tenderer.	2019-2021
c)	Install signage as appropriate.	2019-2021
d)	Monitor occupancy of relevant car parks.	2019-2021
e)	Communicate outcomes to community.	2019-2021

ACTION ITEM 12: Monitor parking demand vs supply on an ongoing basis to determine if paid parking after a suitable free period is warranted to manage demand in off street car parks.

Summary Key Council Issues

- Insufficient longer term parking (> 3 hours)
- Effective enforcement of time restrictions
- The majority of short term parking supply is privately owned.
- Community backlash against the introduction of paid parking
- Communication strategy – fines vs. pay as you go after suitable free period

Action Item	Action	Year
a)	Review occupancy data in off street car parks on a six monthly basis.	2019-2021
b)	If warranted propose paid parking after a suitable free period on a trial basis in a test site. (Proceeds to be used to fund parking infrastructure).	2019-2021
c)	Report findings to Council and private car park owners.	2019-2021
d)	Negotiate preferred strategy with private car park owners.	2019-2021
e)	Monitor results post implementation of paid parking solution.	2019-2021
f)	Communicate outcome to the community, including decrease in fines due to the implementation	2019-2021



ACTION ITEM 13: Monitor parking demand vs supply on an ongoing basis to determine if paid parking after a suitable free period is warranted to manage demand for on street car parks.

Summary Key Council Issues

- Insufficient longer term parking (> 3 hours)
- Effective enforcement of time restrictions
- The majority of short term parking supply is privately owned.
- Community backlash against the introduction of paid parking
- Communication strategy – fines vs. pay as you go after suitable free period

Action Item	Action	Year
a)	Review occupancy data for on street parking on a six monthly basis.	2019-2021
b)	If warranted propose paid parking after a suitable free period on a trial basis in a test site. (Proceeds to be used to fund parking infrastructure).	2019-2021
c)	Report findings to Council.	2019-2021
d)	Prepare equipment specification and RFP for supply of equipment.	2019-2021
e)	Select preferred tenderer.	2019-2021
f)	Install equipment	2019-2021
g)	Monitor results post implementation of paid parking solution.	2019-2021
h)	Communicate outcome to the community, including decrease in fines due to the implementation	2019-2021



LONG TERM: Encourage more non car trips

ACTION ITEM 16: Survey the local community to determine whether demand warrants the provision of a shuttle bus service, a public bike system and/or a car share scheme to supplement the public transport system. A shuttle bus could connect the Town Centre with other available parking available including parking adjacent to sporting fields etc.

Summary Key Council Issues

Car dependency.
 Cost of service; real or opportunity cost

Action Item	Action	Year
a)	Prepare survey and set up as an on line link on Council website.	2019-2021
b)	Develop a communication strategy to encourage participation incorporating face to face contact at community events, letter drops and promotion in local newspapers, on the Council website and social media.	2019-2021
c)	Analyse results and report outcomes to Council and the community.	2019-2021
d)	If warranted, prepare a cost benefit analysis for Council endorsement.	2019-2021
e)	Monitor outcome of any change	2019-2021
f)	Provide feedback on the success of the initiative.	2019-2021