2019

PALMERSTON CITY CENTRE

PARKING STUDY

PARKING STRATEGY

city of
PALMERSTON
'A Place for People'
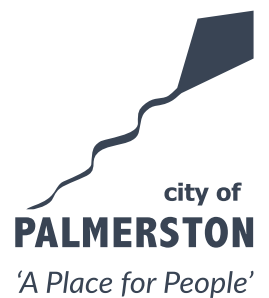
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THE CONTENTS
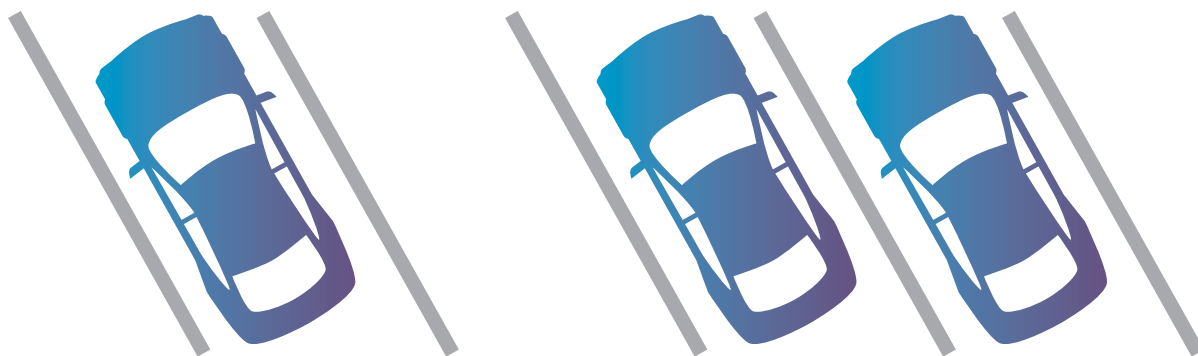
1 INTRODUCTION

The City of Palmerston has identified the need to revise the previous (2015) Parking Strategy and develop an Implementation Plan to provide a clear pathway to long term parking goals by developing a clear set of objectives and strategies of targeted short, medium and long term outcomes.

This document forms the Implementation Plan.

1.1   Related Documents

The Study deliverables comprised of:

Background Report,

Parking Strategy ('the Strategy'), and

Implementation Plan ('the Plan').

The Background Report incorporated the following:

- An assessment of the existing framework for managing parking within Palmerston City Centre (including the NT Planning Scheme, the existing Palmerston City Centre Parking Strategy (2015), the existing Contributions Plan and the Draft City of Palmerston Community Plan.

- Guidance regarding principles associated with developing a parking hierarchy and effectively establishing pricing for parking.

- A review of the parking stock and layout in the City of Palmerston City Centre.

- A description of parking surveys undertaken, including an assessment of the results, identification of issues, as well as recommendations.

The Parking Strategy described the foundation upon which parking outcomes were developed, as well as the objectives themselves. The Strategy sets out the following:

- The Aim for parking within the City of Palmerston,

- Key Outcomes to achieve the Aim, and

- Guiding Principles.

    The Implementation Plan set out the following:

- A series of Objective Statements to achieve Key Outcomes,

- Strategies to deliver the Objective Statements, with proposed timeframes.

    To achieve the Strategy Aim, a number of Key Outcomes have been identified. The Plan provides Objectives and Strategies that sit under each identified Key Outcome, to allow the controlled implementation of the Parking Strategy. The structure of the Strategy and Plan is shown in Figure 1.
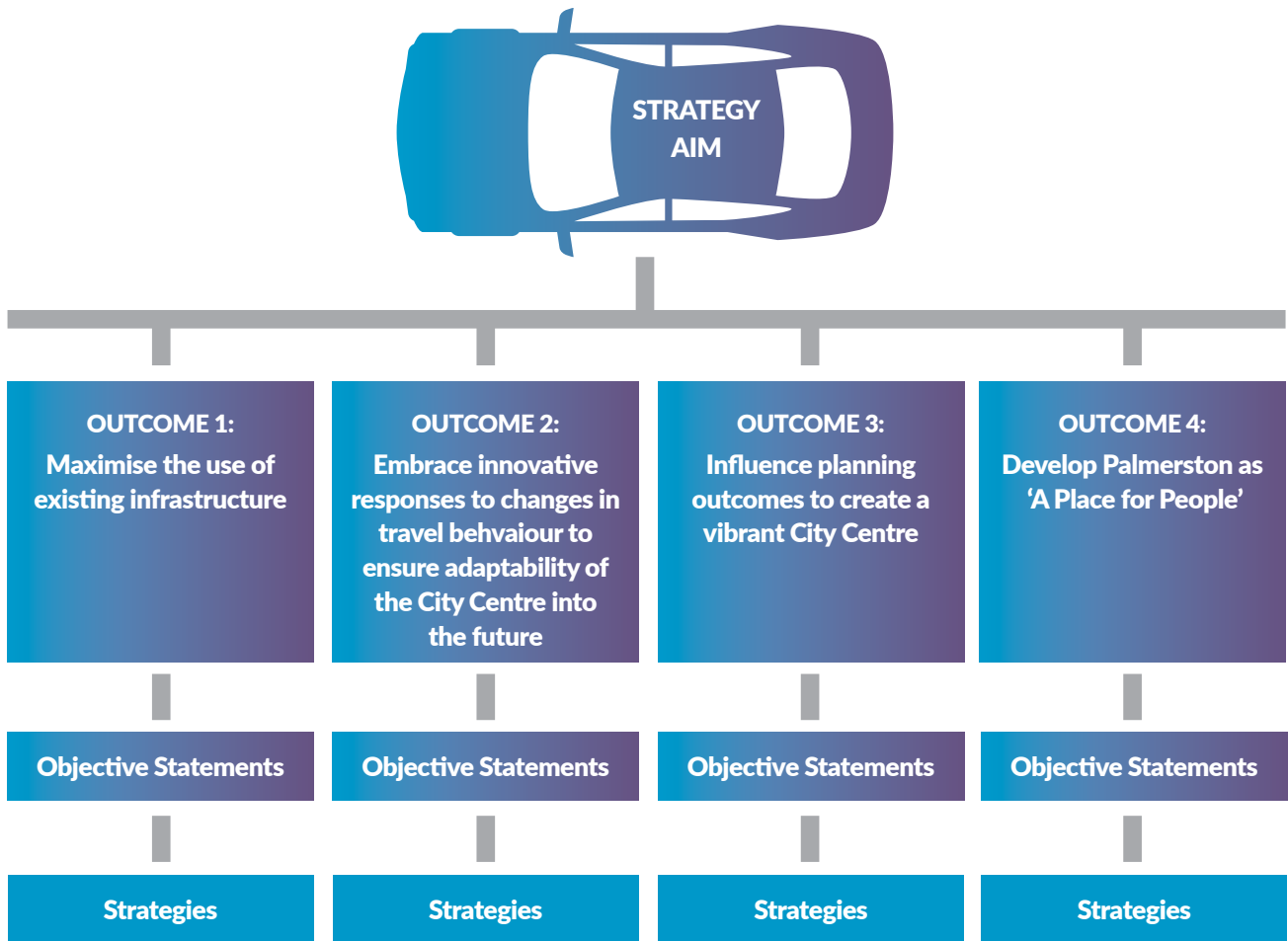

STRATEGY AIM

OUTCOME 1: Maximise the use of existing infrastructure	OUTCOME 2: Embrace innovative responses to changes in travel behvaiour to ensure adaptability of the City Centre into the future	OUTCOME 3: Influence planning outcomes to create a vibrant City Centre	OUTCOME 4: Develop Palmerston as 'A Place for People'
Objective Statements	Objective Statements	Objective Statements	Objective Statements
Strategies	Strategies	Strategies	Strategies

Figure 1: Structure of Strategy and Plan

2 PARKING STRATEGY AIM & OUTCOMES

City of Palmerston will create a 'Place for People' through developing a vibrant and active City Centre by managing parking to balance movement, community and business needs, place-making and growth.

OUTCOME 1: MAXIMISE THE USE OF EXISTING INFRASTRUCTURE

Objective Statements:

- Develop a hierarchy for off-street and on-street parking areas.
- Ensure regular enforcement of parking across all City Centre area including private parking lots to promote compliance and turnover.
- Ensure pricing for off-street and on-street parking is reflective of the Strategy Aim and Outcomes
- Identify opportunities to improve the use of underutilised parking areas.

Strategies support each Objective (refer Implementation Plan)

OUTCOME 2: EMBRACE INNOVATIVE RESPONSES TO CHANGES IN TRAVEL BEHAVIOUR TO ENSURE ADAPTABILITY FOR THE CITY CENTRE INTO THE FUTURE.

Objective Statements:

- Build relationships with industry and other jurisdictions *(both within and external to the NT)* to share information and improve readiness in the uptake of emergent, relevant new technologies.
- Facilitate the adoption of new operational smart technologies as appropriate.
- Incorporate long-term adaptability in design considerations for parking lots.

Strategies support each Objective (refer Implementation Plan)

OUTCOME 3: INFLUENCE PLANNING OUTCOMES TO CREATE A VIBRANT CITY CENTRE

Objective Statements:

- Build relationships with the Northern Territory Government to ensure that there is cohesion between the NT Planning Scheme requirements, and the needs of the City.
- Ensure there is cohesion between the Strategy and relevant strategic planning documents, including the City Centre Masterplan.
- Explore new parking rates and their integration with the NT Planning Scheme.
- Review and update the Parking Contributions Plan to build in flexibility for the management of parking.
- Explore and assign suitable locations for the construction of city-fringe off-street parking.
- Unlock the potential of existing parking spaces and convert to economically valuable development.

Strategies support each Objective (refer Implementation Plan)

OUTCOME 4: DEVELOP PALMERSTON AS 'A PLACE FOR PEOPLE'

Objective Statements:

- Reduce reliance on the private vehicle by supporting the provision of alternative transport modes.
- Foster 'trip-linking' *(encouraging users to park and visit multiple destinations)* by facilitating parking within City Centre fringe areas

Strategies support each Objective (refer Implementation Plan)

3 PARKING PRINCIPLES

3.1 Parking Supply

The provision of a mix of short and longer term parking across the City Centre is important to support an active city centre and facilitate business and trade.

Presently, a significant proportion of City Centre surface area is devoted to parking. Vast expanses of low-value surface level parking consumes high-value space in the city centre, that could otherwise be dedicated to activating the city, providing opportunity for commercial development. It appears that parking consumes approximately 40% of Palmerston City Centre surface area.

There is also limited connectivity between different areas of the City Centre, where parking is often provided at or near the destination. This facilitates reliance on private vehicles for transport within the City Centre and decreases active transport such as walking and cycling. Through the management of parking, we can begin to support the uptake of alternative transport options and change the focus of the City Centre from car focussed to people focussed. At the least, we can achieve parking behaviour that is equitable for our City Centre.

Through the management of parking, there is an opportunity to create more attractive, pleasant and dynamic community spaces - *'A Place for People'*.

It has also been shown that large areas of asphalt and concrete act as 'heat sinks' and can be up to several degrees higher than the surrounding surface. In the Northern Territory, we should be looking to mitigate these heat contributors.

This Strategy – and the management of parking in the city centre – are supported by evidence. Understanding the data enables effective decision-making and monitoring. Based on the surveys undertaken, there are several areas where parking supply significantly exceeds demand. This presents an opportunity to make better use of the existing parking supply through encouraging trip-linking, encouraging use of lesser-used parking areas and potentially reducing the number of parking spaces provided.

It is acknowledged that the surveys completed to date provide only a snapshot of parking across the City Centre and further data should be collected to inform the parking management throughout the City Centre.

Figure A1: Changed Parking Time Limits

3.2   Parking Hierarchy and Time Limits

In outlining a set of parking principles, a new parking hierarchy and times limits are proposed.

The parking hierarchy defines the intended function of each parking area based on the location within the area and the land uses that the parking serves. In line with the Austroads Guide to Traffic Management: Part 11 Parking (AGTM: 11), on-street areas should be reserved for short-term parking and off-street areas should be primarily for longer term parking.

It is proposed to provide following zones:

P ZONE A
15 or 30 MINUTE

P ZONE B
1 HOUR

P ZONE C
2 HOUR

P ZONE D
4 HOUR

P ZONE E
ALL DAY PARKING

3.2.1   Zone A – 15 or 30 Minute Parking

This short-term parking is intended to be on-street or off-street directly facing land uses where customers need only a short period of time and to encourage turnover in high demand areas. This limit should be applied to land uses such as Post Offices and banks.

3.2.2 Zone B – 1 Hour Parking

1 hour parking should be provided for short-term on-street parking. This parking should be used outside commercial and shopping areas where longer than 15 minutes would be required.

It is proposed that this generally be adopted for all on-street parking within the core of the city centre, where activity is highest.

3.2.3 Zone C – 2 Hour Parking

This parking should be adopted for off-street car parking areas that service professional and personal services and shopping areas. The 2 hour limit should generally be used in off street car parking but in city-fringe areas outside the core area, this parking may be used on-street.

3.2.4 Zone D – 4 Hour Parking

In private shopping centre car parks where significant trip-linking is likely, more than 2 hours may be required. To restrict all-day parking from workers or commuters, a 4 hour limit may be employed.

3.2.5 Zone E – All Day Parking

All-day parking should be provided for employees to park within the city centre. This parking should be provided in off-street car parking areas.

Over time, all day parking should be transitioned to city fringe areas.

3.3 Parking Enforcement

Parking enforcement provides a key component of the Strategy; while limitations can be placed on parking through timing and pricing, effective enforcement is critical in helping ensure compliance and effect change in behavior.

Several tools are useful in assisting with parking enforcement,

particularly where parking supply is high. Parking meters *(without associated charging)* may be utilised as a time check on parking duration. This may reduce staffing requirements for Council.

It is important to note that any scheme *(paid or unpaid)* requires effective enforcement to ensure that time limits are being adhered to. A small number of vehicles overstaying time limits can have a significant impact on the availability of spaces within the area. Effective enforcement *(with or without charging)* will still encourage compliance within timed areas such that the desired turnover is achieved.

3.4 Parking Pricing

Pricing of parking should reflect the parking hierarchy. Objectives for the implementation of paid parking, as outlined within the Australian Standard (AS2890.3) and the Austroads Guide, may include:

- Encourage turnover *(to provide more free spaces for parking)*

- Encourage drivers to park in designated long-term parking areas in preference to short term parking spaces

- Defining an accurate time check on parking duration to assist in enforcement

- Encouraging modal shift *(drivers using alternative transport options in preference to driving and parking)*

- Providing a value on the parking space to recoup costs.

It is critical that the pricing is at a level where it reflects the desired change in behavior. Rates should also be easy to change to reflect changing parking behaviors.

Within the City of Palmerston, there is a large supply of uncharged parking across both public and private areas which would allow drivers to relocate to an uncharged area if the parking charge is set too high. Over the long term, bringing more private parking under the management of City of Palmerston will allow better control of these movements as a consistent approach to parking management could be applied across the City Centre.

In the short-medium term, the most important aspects of charging for parking in City of Palmerston are:

- Ensuring pricing is set appropriately to achieve desired outcomes

- The facilitation of accurate enforcement of parking time limits, to encourage compliance and turnover to support local businesses.

4 REVIEW OF STRATEGY

Parking demand isn't static - it reflects the land uses and activity within the area. It is clear that there are currently buildings which are underutilised and future changes in land use or tenants will influence the demand for parking.

This Strategy has been developed based on surveys of the current parking demand across three time periods, all of which are within either build-up or wet-season. Parking surveys are yet to be undertaken during dry-season, in line with the Plan.

It is relevant for the City of Palmerston to continue to collect data on parking behaviour and regularly review this Strategy, the parking hierarchy and parking management to ensure that the parking supports a vibrant city centre.

It is recommended that this Strategy is reviewed at the following minimum intervals:

- 12 months after the initial acceptance of the Strategy.
- Every 4 years, or when major changes occur.

The parking hierarchy and parking charges should be reviewed on a more regular basis following additional data collection rounds.

city of
PALMERSTON

'A Place for People'

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