

DUNEDIN CITY COUNCIL

PARKING STRATEGY (2008-2018)



28 September 2009

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1.0 Introduction

The provision of parking within Dunedin's central city area can greatly influence the type of activity that takes place within the city, and its economic well-being. The Dunedin City Council provides and manages the majority of on and off-street parking in Dunedin to meet the needs of the community. In order to do this effectively, the Council must balance the needs of different groups, including residents that live close or in the central area, commuters that work in the city, businesses, visitors/shoppers, tourists, and parking for vulnerable groups such as the elderly and mobility impaired. The Parking Strategy looks to give direction in balancing these needs and addressing other parking issues in Dunedin using hierarchical strategies, consultation and survey data as its basis. The Parking strategy provides a set of objectives and outcomes to achieve the desired direction of a policy for parking in Dunedin.

The rational behind the strategy is described in Chapter 2.0. The strategy outcomes are introduced in Chapter 3.0 and detailed in Chapter 4.0. The Parking Strategy Implementation Plan accompanies this strategy, and describes the timeframe for each action, departments/organisations responsible, and the parking outcomes to which each action contributes. Chapter 5.0 covers the targets and indicators for assessment of progress in implementing the strategy.

2.0 Rationale

2.1 Hierarchical strategies

The key overriding strategy is the city's Transportation Strategy 2006 'Your City Your Future', whose vision includes:

'to optimise the existing network by enhancing passenger transport, implementing travel demand management and catering for remaining growth by completing key routes through the city and carrying out congestion mitigation at critical intersections.'

The parking policy within this document is as follows:

'Providing casual parking only in areas of high demand. If necessary, investigations into the inventory and occupancy of on-street parking will be carried out. If occupancy rates rise above 80% for most of the relevant time period, and reasonable parking alternatives are not available, the Council will consider the provision and management of parking as follows: on-street time restricted parking, on-street metered parking, off-street parking with priority given to supplying casual parking. These methods are in order of preference'

'Council will consider entering into joint ventures for parking development to enhance casual parking opportunities in activity areas, within District Plan provisions.'

The provision of parking in the central city supports business by providing customer access but it does not have purely positive effects. Valuable commercial land is often used for car parking buildings, and the visual effect of on-street parking can detract from amenity and streetscape values. The Transportation Strategy 2006 recognises that providing ample parking encourages people to drive, which may cause negative effects - such as congestion, air pollution, noise, and contribute towards health problems such as obesity. In response Council is developing travel demand management strategies such as 'Workplace Travel Plans' Council recognises that further developing such strategies could include limiting the provision of parking spaces, or increasing parking charges to make driving less attractive where feasible whilst balancing communities' needs.

The parking strategy's objectives sit under the overlying vision of the transportation strategy and as such, the parking strategy should be read alongside the Transportation Strategy.

Other documents overarching Dunedin's Transportation strategy, and their relevance include the New Zealand Transport Strategy 2002 which recognises the key role that transport plays in helping the country 'develop economically and socially in ways that protect the environment'. The Ministry of Transport's 'Sustainable Transport: An Update to the New Zealand Transportation Strategy' 2007 contains analysis and many proposed targets that will assist in achieving the overall greenhouse gas emission reduction target by 2040. Encouraging use of alternative travel modes and alternative technologies are key methods to reaching the target.

The New Zealand Transport Strategy 2002 identifies five objectives:	
Assisting economic development	Provision of adequate parking supports local organisations and businesses and encourages economic growth. Supply, cost and location of parking can all influence the ease with which people can access businesses, and therefore contribute to growth of the local economy.
Assisting safety and personal security	The location of parking in relation to the final trip destination, and the nature of the final stage of the journey after the vehicle has been parked, can influence personal safety and security.
Improving access and mobility	Adequate parking for disabled/elderly persons close to trip destinations, at appropriate cost, can significantly influence access and mobility for these vulnerable groups, as well as for the wider population.
Protecting and promoting public health	Parking contributes to this objective in several different ways: provision of adequate parking at reasonable cost near to hospitals, particularly for vulnerable groups; ensuring that the journey from the parking area to destination is not unreasonably risky; and using parking as a tool to encourage modal shift to more active modes thereby increasing health and reducing health problems such as obesity.
Ensuring environmental sustainability	Cost, supply and location of parking can all be used to contribute to environmental sustainability through demand management. Reducing the supply of parking, increasing its cost, or locating it further from the trip destination can all reduce the demand for parking as alternative travel modes become more attractive, relative to driving.

2.2 Current parking provision in Dunedin

This Parking Strategy (2008-2018) reflects the national direction for transportation contained in the New Zealand Transport Strategy, the city council direction included in the Long Term Council Community Plan (LTCCP) and DCC Transportation Strategy (which includes specific actions relating to parking), results of the Dunedin City Council Parking Survey (Occupancy and Duration) 2007, Dunedin City Council Parking Review 2008, a Parking Focus Group meeting with stakeholders and community, and consultation with staff and elected members.

During the development of The Dunedin City Council Transportation Strategy 2006 'Your City Your Future' it was recognised that a separate parking strategy was required to develop an understanding, based upon qualitative and quantitative evidence, of the current trends for parking within the city. Council undertakes a five-yearly survey of occupancy and duration of parking in the central area, with the last survey being undertaken in 2007. During late 2007/early 2008, Council's Transportation Planning department undertook a comprehensive parking review which addressed:

- Policy context for parking
- Journey to work mode and trip length
- Car ownership rates
- 2007 Parking Survey results (parking supply/demand in Dunedin city centre)

- 2008 Parking Survey results for both South Dunedin and Mosgiel surveys
- Parking tariff data
- Parking permit data
- Parking provision around the hospital, museum and campus areas
- Clarity of parking locations & signage
- Proposed future (major) development areas in Dunedin

This parking review provided key background data for developing the parking strategy. Of key relevance to the Parking Strategy, the Parking Review highlighted that:

- There is no shortage of restricted parking in central Dunedin at the current time as the supply of spaces in parking buildings, off street car parks and on-street restricted areas generally exceeds demand. There is ongoing parking pressure in the area of North Dunedin between the Dunedin Public Hospital, University of Otago and the Otago Museum. Opportunities for increasing the supply of on street parking need to be investigated in partnership with these organisations.
- Another area where significant parking pressure does exist is in the zone outside the central paid parking area, which currently offers free kerbside parking for commuters. In this area there is conflict between commuters, residents and local businesses.
- There is parking pressure in South Dunedin, which is compounded by the difficulty of enforcing time restrictions in free on and off street parking spaces.
- Other Activity areas such as Mosgiel and Green Island have sufficient parking which is not under pressure at the current time.

Specific issues, problems and recommendations identified by the Parking Review were taken forward into the strategy development process. This evidence has been used to review existing practice, identify issues and assist in developing a Parking Strategy that includes locally appropriate parking management policies. The issues and recommendations raised in the review were subject to a 'Strengths, Weaknesses, Opportunities and Threats' (SWOT) analysis - a copy of which is presented in Appendix 2.

2.3 Consultation

To gain an understanding of the views of and include input from the general population of Dunedin and key stakeholders, a variety of consultation was undertaken. Council held a focus group meeting for key stakeholders during the development of the first draft of the strategy. The draft strategy was publicly notified.

2.3.1 Key Stakeholder Consultation

An evening Focus Group meeting held in February 2008 addressed parking in central Dunedin. The Focus Group was run by an independent consultant, and was attended by 27 people representing the following stakeholders:

- The AA
- Age Concern
- The University
- People with disabilities
- Chalmers Property
- The Chamber of Commerce
- Tourist attractions
- Transit New Zealand
- Spokes

- Property developers
- Planning consultants
- Wider community (who volunteered via Residents Opinion Survey to assist at Council Focus Groups)

The Focus Group discussion sought to identify key issues relating to parking in central Dunedin, canvas the range of views and opinions on these issues, and obtain suggestions and recommendations on how to address these issues. Key issues addressed were:

- Parking objectives and policies
- Use of time restrictions
- Charging for parking (including free parking)
- Removing parking spaces from the main street and the Octagon
- Resident Parking Scheme
- Mobility Parking Scheme
- Commuter parking

The key findings of the focus group are presented in Appendix 1.

2.3.2 Public Consultation

The Draft Parking Strategy went out for comment to the general public on Saturday 19 April 2008. The consultation period concluded on Friday 23 May 2008 with 32 submissions being received, a further two submissions were received late. The majority of submitters were in general support of the need for a parking strategy, however were concerned about some elements of the strategy.

The key issues that were raised are based around the following areas:

- Proposed parking fees in CBD area and for residential permits
- Mobility Parks
- Public transport and the lack of alternative travel options
- Cycling
- Parking around Museum, Hospital, Campus area.

The Hearings Subcommittee sat on 3rd September 2009 and submitters were heard, deliberations concluded 10th September 2009. Following hearings, the draft strategy was adjusted into its current form.

3.0 Parking Strategy Objectives and Outcomes

As discussed in section 2 the Parking Strategy objectives recognise the wider Council outcomes detailed in the LTCCP, the DCC Transportation Strategy (2006) as well as overarching strategies. Outcomes developed from these objectives and take into account the quantitative and qualitative research described in section 3 above.

3.1 Wider Objectives / Outcomes

The objectives in the Transportation Strategy reflect the LTCCP Outcomes ('Community Outcomes', below). Those which relate specifically to parking and which therefore need to be considered here are summarised below. The LTCCP outcomes are stated first, then the objectives, issues, methods and actions that were included in the DCC Transportation Strategy are listed.

LTCCP Community Outcome: Environmental Well-Being	Outcome Area: Sustainable City, Safe & Healthy People
DCC Transportation Strategy 2006	
Objective	Support sustainable transportation that minimises energy consumption and engine emissions into the environment, is an efficient use of Dunedin's infrastructure and encourages physical activity.
Issues	The negative impacts of commuter parking on residential areas
Methods	Travel Demand Management: the need for charging for commuter parking will be monitored and, if it is required it will follow the introduction of enhancements to the passenger transport, pedestrian and cycling networks. Review of Residents Parking Scheme to protect residents' access in areas affected by commuter demand.
Actions	Review residents parking policy. Identify suitable park and ride sites and opportunities. Monitor commuter parking and consider charging if required
Objective	Protect and enhance the vibrancy and vitality of Dunedin's central city, campus, suburban and town centres
Issues	Demand for additional accessible and convenient parking facilities throughout the central city. The presence of free kerbside parking in the CAA induces additional traffic circulation, compounding traffic congestion.
Method	Provide accessible and convenient casual parking facilities throughout the Central Activity Area consistent with this strategy
Actions	Provide an additional 1,800 off-street casual parking spaces in the CAA. Replace existing free 30 minute parking in George, Princes and Stuart Streets with premium-priced paid parking. Encourage use of off-street facilities. Provide a combination of time restricted and metered parking areas in North Dunedin to support short to medium-term visitors, and in the Tennyson St/View St and Anzac Ave/ Andrew St areas.

The following activity areas have been mentioned in the Transportation Strategy with specific reference made to parking.

Activity Area	Issues	Action
Mosgiel Taieri	Increasing casual parking demand	Monitor and provide for parking needs as required.
South Dunedin	Parking demand in the area	Monitor and provide for on-street parking needs as required.
Harbourside	Accommodating the future increase in casual parking demand.	Monitor and manage on-street casual parking.

3.2 Parking Strategy Outcomes

There are two community outcomes to which parking can contribute, Economic Well-Being and Environmental Well-Being. The Transportation Strategy identified two specific objectives that related to parking (see section 3.1). These have been used as overarching objectives for the Parking Strategy, and four outcomes relating specifically to parking have been identified. These are:

Economic: Parking to provide access to the city centre, in order to support the economy. Parking will be provided for all groups including vulnerable groups such as the elderly or mobility impaired.

Environmental: Policies that encourage use of travel modes other than single occupant vehicle trips. Provision for cyclists in form of cycle parking and cycle lanes. Use of parking charges and supply to manage demand for parking.

Choices: Providing a range of choices of parking types e.g. on/off street, short/ medium/ long stay parking to suit people's needs, providing for residents to access their properties, and providing parking for mobility impaired.

Amenity: Recognising the effect that parking has on amenity in the city centre, and aiming in the long term to increase amenity and streetscape values in key areas of the city.

These outcomes are based on national, regional and local policy, the Parking Survey, Parking Review and through consultation. The hierarchy of outcomes is as follows, with Parking Strategy outcomes sitting under Transportation Strategy objectives, which sit under the LTCCP outcomes:

LTCCP Community Outcome: Economic Well-Being	Outcome Area: Accessible City, Wealthy City
Transportation Strategy Objective	Provide for the competitive movement of goods, services and people by investing in key routes that improve transportation flows.
Parking Strategy Outcome 1:	Economic: Highly accessible CBD and main streets citywide to ensure vitality of the city
Parking Strategy Secondary Outcomes:	a. Strong and growing businesses in Dunedin b. Highly accessible city centre for all c. More efficient utilisation of the parking asset

LTCCP Community Outcome: Environmental Well-Being	Outcome Area: Sustainable City, Safe and Healthy People
Transportation Strategy Objective	Support sustainable transportation that minimises energy consumption and engine emissions into the environment, is an efficient use of Dunedin's infrastructure and encourages physical activity.
Parking Strategy Outcome 2:	Environmental: Encourage mode shift away from single occupancy car trips
Parking Strategy Secondary Outcomes:	d. Reduced congestion on road networks at peak times e. Use of parking charges and supply of free parking to influence behaviour f. Reduced demand for parking in key areas of the city g. Provision of cycle parking and facilities for pedestrians h. Support provision of cycle lanes on key routes
Transportation Strategy Objective	Protect and enhance the vibrancy and vitality of Dunedin's central city, campus, suburban and town centres.
Parking Strategy Outcome 3:	Choices: Appropriate transport choices for all (shoppers, commuters, residents, tourists, visitors, mobility impaired)
Secondary Outcomes:	i. High levels of access for residents living in the commuter parking zone j. Provision of a range of parking options k. Provision of parking for mobility impaired
Parking Strategy Outcome 4:	Amenity: Maximise amenity of CBD and main streets citywide
Secondary Outcomes:	l. Improved amenity in key areas of CBD m. Recognise impact of on-street parking in key areas of city

Chapter 4.0 describes the 13 separate strategic elements that make up the strategy. For each element, the strategic direction is given, and this is followed by an implementation plan of actions. The contribution that each action makes to the above outcomes is described.

4.0 Parking Strategy

The following strategic elements have been identified and included in the Parking Strategy.

1. On and Off Street Parking Management
2. Leased Parking
3. South Dunedin and Mosgiel
4. Other Local Activity Areas
5. Partnerships with North Dunedin Organisations
6. Residents Parking Scheme
7. Mobility Parking
8. Rideshare Scheme
9. Bicycle Parking and Bicycle Lanes
10. Motorcycle Parking
11. Park and Ride
12. Parking on Footpaths
13. Parking at Schools
14. Information Provision and Signage
15. District Plan
16. Monitoring the Strategy

4.1 On and Off Street Parking

Council currently provides parking buildings, surface level car parks and on street car parks. The parking buildings contain CCTV to provide security.

The 2007 Parking Survey, referred to in Section 2.2, showed that there is capacity in the off street parking buildings, in particular in the Great King Street parking building. The 2007 survey also identified issues with cars overstaying in free restricted parking. The parking survey further highlighted problems in other off street car parks e.g. Frederick Street, where there is currently no maximum stay and high demand from visitors to the hospital. A survey of South Dunedin showed that the Rankeilor Street car park is well utilised and increased enforcement of the time restriction for this car park would be beneficial.

4.2 Leased Parking

Council provides leased parking spaces to better utilise its off street parking resource and to support businesses without on-site parking operating in the central area. Council will continue to make some spaces available to businesses and organisations operating in the central city area. As casual off street demand increases, leased parking will be phased out.

An examination of charges for leased parking spaces in both DCC and privately owned car parks showed that prices for several DCC leased parking areas are below present market values. Council is currently undervaluing this type of parking, and should increase charges accordingly.

Although leased spaces are available to the lessee on a 24 hour basis, they are not necessarily required by businesses outside of office hours. Therefore some spaces should only be leased for the 7am – 6pm period Monday - Friday and enabling these spaces to be available for general parking outside of these hours.

4.3 South Dunedin and Mosgiel

Parking occupancy and duration surveys in these two key local activity areas showed that there was parking pressure in the off-street parking facility in South Dunedin, with many overstaying the 60 minute maximum stay, but that in Mosgiel, there was considerable spare capacity in off street parking areas.

Council will investigate options for additional off street parking facilities in South Dunedin, and increase enforcement of the time limit in this car park in order to generate turnover. In Mosgiel, the parking survey showed that more P60s are needed on Factory Road, Gordon Road and in the immediate vicinity. Council will install additional P60s in these locations to meet demand

4.4 Other Local Activity Areas.

Parking in other local activity areas such as Port Chalmers, Portobello and Green Island, is provided through free time restricted on street parking. In these areas, Council will continue to respond to residents/businesses requests for additional free time restricted parking, and will investigate any problems that arise with occupancy and duration surveys. Should problems be evident, Council will implement the following (in order of preference): providing additional free time restricted parking, exploiting potential for additional parking supply within the road reserve (e.g. angle parking), investigating possibilities for additional off street facilities, introducing paid parking.

4.5 Partnerships with North Dunedin Organisations

The University of Otago, Otago Polytechnic, Dunedin Hospital and the Otago Museum are all centrally located, and have been identified as experiencing significant parking pressure, both because of the large number of staff they employ, but also because of the high number of visitors both attract, the tertiary authorities in the form of students, the hospital in the form of patients, outpatients and visitors.

The Council will take a lead role in developing new partnerships with these institutions to identify issues and possible solutions to manage on-street parking pressure at both sites.

Ongoing consultation with Dunedin Hospital's key stakeholders is addressing parking and personal safety issues.

4.6 Residents Parking Scheme

The current Residents Parking policy was adopted in 1997 and allows residents to apply for a permit that can be displayed in a vehicle, which can then park in dedicated 'residents only' parking spaces. The scheme is designed to provide some access and parking for those who live in areas affected by commuter parking in particular.

The review has identified the following issues:

- Areas where residents can qualify for a permit needs to be defined
- Maximum number of permits per household needs to be considered
- Cost of permits currently does not cover administration costs of scheme
- No set policy regarding annual price increase for permit
- Ambiguous signs for residents parking areas
- No vehicle registration on permit allows system to be abused

The existing residents parking scheme has been reviewed and the following changes are proposed to the Residents Parking Policy:

- Residents may apply for a permit if they own a car and live in a residential unit as defined in the Dunedin City District Plan, in Residential Zones affected by commuter parking.

- The maximum number of permits allowed per residential unit is two less the number of off street spaces available to the residential unit, (2 – (number of off-street parking spaces available to the unit)).
- The first permit will include the residents car registration number. The second permit will include the residential address so as to allow for visitor parking.
- The dedicated residents parking spaces will wherever possible be located within 100 metres of the applicant's residence, and officers will aim to locate several spaces together so as to assist with management and enforcement of the restrictions.
- Signage will be improved to remove any ambiguity and to reflect the wording in the Traffic Control Devices Rule.
- The Council will set a fee for Residential Parking Permits and review it annually.

In the longer term, if commuter parking charges are introduced in the residential zones currently affected by commuter parking, the effects on the Residents Parking scheme will be reviewed.

4.7 Mobility Parking

Council supports the National Mobility Scheme which allows card holders an extra hour free, provided the allowable time has been paid for. In addition, Council will work with CCS on options for improving parking availability for the disabled.

4.8 Rideshare Scheme

The Council provides 'rideshare spaces' in the campus area for those that are registered for the rideshare scheme, have at least two rideshare permit holders in the car at the time of parking, and display at least two permits in the car when it is parked. The scheme is administered by the University and Polytechnic, and is open to both staff and students. The intention is to provide priority parking spaces to encourage people to share lifts, rather than driving alone, thereby reducing the volume of vehicles arriving in the campus area.

Since the scheme started there have been a number of problems regarding abuse of the spaces (mostly by people using the spaces who have driven and parked alone in the rideshare spaces). In the short term, the Council intends to increase enforcement of these spaces by Parking Officers, who will be policing the spaces between 7am and 6pm. A recent survey showed that around 30% of users of the scheme are staff, and to provide an additional incentive for staff to rideshare year round, the scheme will be extended to operate all year, rather than the current part year (March – November). The Council will also investigate the possibility of extending the zone where people live too close to the campus to qualify for a rideshare token to within 2km of the campus, as this is an internationally recognised distance within which walking and cycling is feasible.

The Council will monitor the effect of these changes, and they are successful in reducing abuse of the system, additional rideshare spaces will be provided to better meet the demand for parking. This may be through spaces provided on-site through the Parking Protocol, which will be revised as a result of this strategy, and/or by changing spaces on the proximal edge of the commuter parking area to rideshare spaces.

In the medium term, assuming measures to reduce the abuse of the scheme have been effective, the Council will extend the scheme to any Dunedin organisations that have Travel Plans, and will provide more spaces within the commuter parking area for ridesharers. Council will also consider introducing charges for rideshare spaces within the paid parking area, set at lower rates than for normal parking spaces in the same area.

4.9 Bicycle Parking and Bicycle Lanes

The Council aims to encourage more people to cycle by providing adequate bicycle parking facilities in the central area, and other popular areas where required.

The Council will undertake annual surveys of existing bicycle parking facilities in order to identify areas where current supply is inadequate. This information will then be used to develop an annual plan for installation of new parking stands in the city, if and where these are required.

A problem has been identified with 'hitching rail' style cycle racks, which are not easily identifiable. Council will explore options for labelling these cycle racks, and carry out retrospective labelling of hitching rails, as costs permit. All new hitching rail style cycle racks will be clearly labelled.

On-road cycle lanes are not always compatible with on-street parking facilities, particularly where roads are not wide enough to accommodate both. In order to encourage more cycling in the city, provision of cycle lanes should take precedence over on street parking, on routes where there is a conflict. Where change is required consultation will take place with residents.

4.10 Motorcycle Parking

The Council will set up a motorcycle user group and work with the group to identify areas on and off street that are suitable for additional spaces, draw up guidelines regarding location of spaces, tackle problems with existing spaces and help publicise location of spaces to users.

The Council will support free parking on and off street for motorcycles where dedicated motorcycle spaces are occupied, in order to encourage use of this travel mode which tends to be less polluting than single occupancy car travel.

4.11 Park and Ride

Park and ride was one area which members of the Parking Focus Group thought may have potential and that the Council should investigate further. Analysis of the journey to work through the Parking Review indicated that park and ride may be viable for settlements to the west of the city, such as Mosgiel, Fairfield, Abbotsford and Green Island. There may be problems locating a suitable site for park and ride for people to use when approaching the city from the west, however, this will be investigated further.

4.12 Parking on Footpaths

The Council considered the matter of parking in footpaths in 2007 and adopted a list of streets where parking on a footpath would be permitted.

4.13 Parking at Schools

Parking at schools at the beginning and ending of the school day is recognised as an issue. The Council's community Road Safety Advisers work in partnership with school communities to develop specific solutions for each site.

4.14 Addressing the Key Issues

Sections 4.1 to 4.13 raised a number of Dunedin's parking issues. Below is a list of key issues with on and off street parking.

- Over complicated parking restrictions in central area;
- Provision of free parking spaces within the Central Paid Parking area generates additional traffic with related problems of congestion, pollution, noise and safety for pedestrians;
- Time restrictions on meters ineffective as people 'feed the meter' rather than moving on;

- Problems of enforcement and overstaying in free time restricted spaces;
- Need for additional mobility parking spaces in central area;
- Time restrictions on meters and free parking spaces too restrictive;
- Current spare capacity in some off-street parking buildings as on-street parking charges are comparable in price;
- Hours of charging currently complicated and Friday night charges unnecessarily restrictive
- Some surface level car parks e.g. Frederick St, Dowling St, are over-subscribed;
- Commitment in Transportation Strategy to provide additional 1,800 off street parking spaces, but existing supply of off street parking currently under used;
- South Dunedin off street facility over subscribed and people over stay 60 minute time limit;
- Leased parking prices not in line with market
- Leased spaces available for commuters does not accord with travel demand principles or efficient parking practices

The table below outlines how all of these issues will be addressed through the Parking Strategy.

Current practice	Proposed regime	Reasons
Free parking in Central City area, (George Street, The Octagon, Princes St, and Lower Stuart Street).	Charge for all parking in the Central City area after making adequate provision for loading and mobility parking.	This will: ▪ Reduce circulating traffic ▪ Improve safety
The current charging regime is based on time and on distance from the main street with fees reducing and the length of stay allowed increasing as the distance out increases. 1 hour \$1.80/hr 2 hour \$1.50/hr 4 hour \$1.00/hr 12 hour \$0.60/hr These charges apply Mon-Thurs 09.00-17.30, Fri 09.00-21.00 & Sat 09.00-16.00	The proposal will allow for a 30 minute maximum stay in George and Princes Streets between Albany Street and Rattray Street, a 60 minute maximum stay in the balance of the core zone, with the exception of the area around Dunedin Hospital where a range of time restrictions will apply, and a four hour maximum stay in the inner and outer zones Charges will be: George Street, \$4.00/hr Zone 1-Core \$3.00/hr Zone 2- Inner \$2.00/hr Zone 3-Outer \$1.00/hr (refer to plan of proposed cost zones below) The charges will apply Mon-Sat 09.00-18.00	This will: ▪ Encourage the use of off street parking. ▪ Ensure more efficient allocation of the parking resource ▪ Simplify the on and off street parking systems ▪ Reduce traffic circulating while looking for free parks ▪ Improve safety ▪ Reduce meter feeding ▪ Only apply peak charges at times of maximum demand
Off street carparks charge \$1.60/hr with the hours of charging generally being Mon-Thurs 09.00-17.30 Fri 09.00-21.00 Sat 09.00-16.00 The building hours vary with the YMCA Building charging a flat fee of \$5.00 for night	Off-street \$2.00/hr 09.00-18.00, \$1.00 per hour at other times Mon-Sat, free on Sunday The length of stay in Frederick Street and Dowling Street carparks will be four hours maximum Mon-Sat 09.00-18.00	Off street carparking is discounted to encourage the use of these facilities

Current practice	Proposed regime	Reasons
parking. Parking charges reviewed through the annual plan process.	Parking charges to be adjusted annually based on CPI figures with rounding.	This will tie parking charges to accepted annual adjustment figures.
Leased parking utilises surplus off street carparking spaces. The fees the Council charges for leased parking are set through the Annual Plan process and are behind market rates. Lease charges are not necessarily matched to the Council's on street charges Parks are generally leased 24 hours/day seven days/week	Ensure lease spaces are not impacting on casual parking availability. Allow lease charges to reflect market rates and on street charges Allow choices on leases between full time and business hours	This will; ▪ Ensure casual parking is maximised ▪ Set the correct charges for leased parking
There are seven different classes of free time restricted parking used. P5, P10, P15, P20, P30, P60, P120	Limit free time restricted parking to four classes, P5, P30, P60 and P120	This will; ▪ Simplify the system ▪ Reduce signage costs
Commuters utilise free unrestricted spaces around the central paid parking area impacting on businesses and residents. Council introduced a commitment to consider charging commuters for parking once the passenger transport upgrades are complete if mode shifts did not occur in the Transportation Strategy 2006	Supply free restricted parking areas to suit business needs within commuter parking areas. Monitor the extent of commuter parking on a regular basis. Introduce a new Residents Parking Policy to protect residents.	This will; ▪ Protect business needs ▪ Provide residents parking needs ▪ Assess the extent of commuter parking as part of mode shift monitoring.
Mobility parks are provided on street in positions agreed with CCS. There is a national mobility card scheme which allows mobility card holders an extra hours parking free provided the allowable time has been fully paid.	Liaise with CCS to determine additional mobility park requirements. Uphold the National mobility card scheme and maintain an ongoing dialogue with CCS over other options for improving parking for the mobility impaired	This will support the needs of those with mobility difficulties
The Transportation Strategy 2006 set out a proposal to provide an additional 1800 off street car park spaces	The use of on and off street paid parking will be monitored and as demand builds the need for additional off street capacity will be reassessed.	This will ensure prudent use of resources.
The 2007 Parking Survey showed that many people over stay the time limits in free time restricted spaces, particularly in the paid parking	The Council will need to increase enforcement of the time restrictions in these areas.	This will improve compliance with restrictions.

Current practice	Proposed regime	Reasons
area and in South Dunedin.		
Council operates a scheme for residents who are over 75 which allows them free parking on metered parks. As there has been a move to control off street carparks with meters this has increased the range of opportunities for the over 75's.	That those aged over 75 who provide proof they own a motor vehicle will be entitled to park free of charge on all on street paid parking, except in George Street between Frederick Street and the Octagon, and in the Councils off street carparks controlled by prepaid meters.	This maintains the benefits previously afforded by the over 75's Parking Policy.

These changes will be implemented progressively from the **end of January 2009** and the first CPI adjustment of fees takes place on 1 July 2010.

The Council will monitor and assess the effects of these changes. If peak occupancy levels are lower than 40% on George Street, lower Stuart Street and the Octagon, the Council may consider other options for these parking areas, including using the extra space to widen footpaths and provide additional amenity improvements such as plantings, public art and street dining.

4.15 Information Provision and Signage

Several DCC off street parking buildings frequently have spare capacity, as does the Meridian car park. There is scope to improve the signage to all parking buildings, which will increase occupancy and make it easier for visitors to the city to find somewhere to park. In order to improve information, a leaflet will be produced that will show the locations of on and off street car parking in the central area, including charges, and distributed through customer services, the visitor centre and the hospital.

The Council will investigate options for providing more 'real time information' (RTI) to people looking for a parking space, initially in the form of display boards outside car parking buildings displaying either 'full' or 'spaces', and in the longer term, if required, in the form of RTI displays on key routes notifying arrivals of which car parks currently have spaces available.

A public relations campaign will be initiated to inform the public of the changes to the parking system, and to communicate the potential Dunedin has to become more sustainable in terms of transportation.

4.16 District Plan

Transportation Planning will commence a review of the Transportation Section of the District Plan during 2008/09. As part of this review, parking requirements for each zone will be revisited.

The following are specific requirements that will be considered as part of the review that have emerged from consultation and the Parking Survey and Parking Review.

In order to cater adequately for motorcycles and bicycle parking, specific numbers of spaces for each should be included in the District Plan Transportation Section so that provision is made for these modes of transport.

The Parking Survey showed that staff and customer car parks in and near the central activity area are at peak times only two-thirds full. This is inefficient use of valuable retail space. Inoperative Variation 1 which is currently used to assess parking requirements will be amended to reflect this by ensuring that two-thirds of the recommended figure is used for parking if the development is in or near the central activity area.

The University has highlighted the need to review the District Plan requirements for Residential 3 zone, such that on-site parking is not provided at the expense of amenity space, and so that the impact of parking requirements for new dwellings and alterations is reconsidered. A maximum of 2 parking spaces per dwelling should be considered for dwellings in the Residential 3 zone so that further erosion of streetscape and amenity in this area does not occur.

4.17 Monitoring

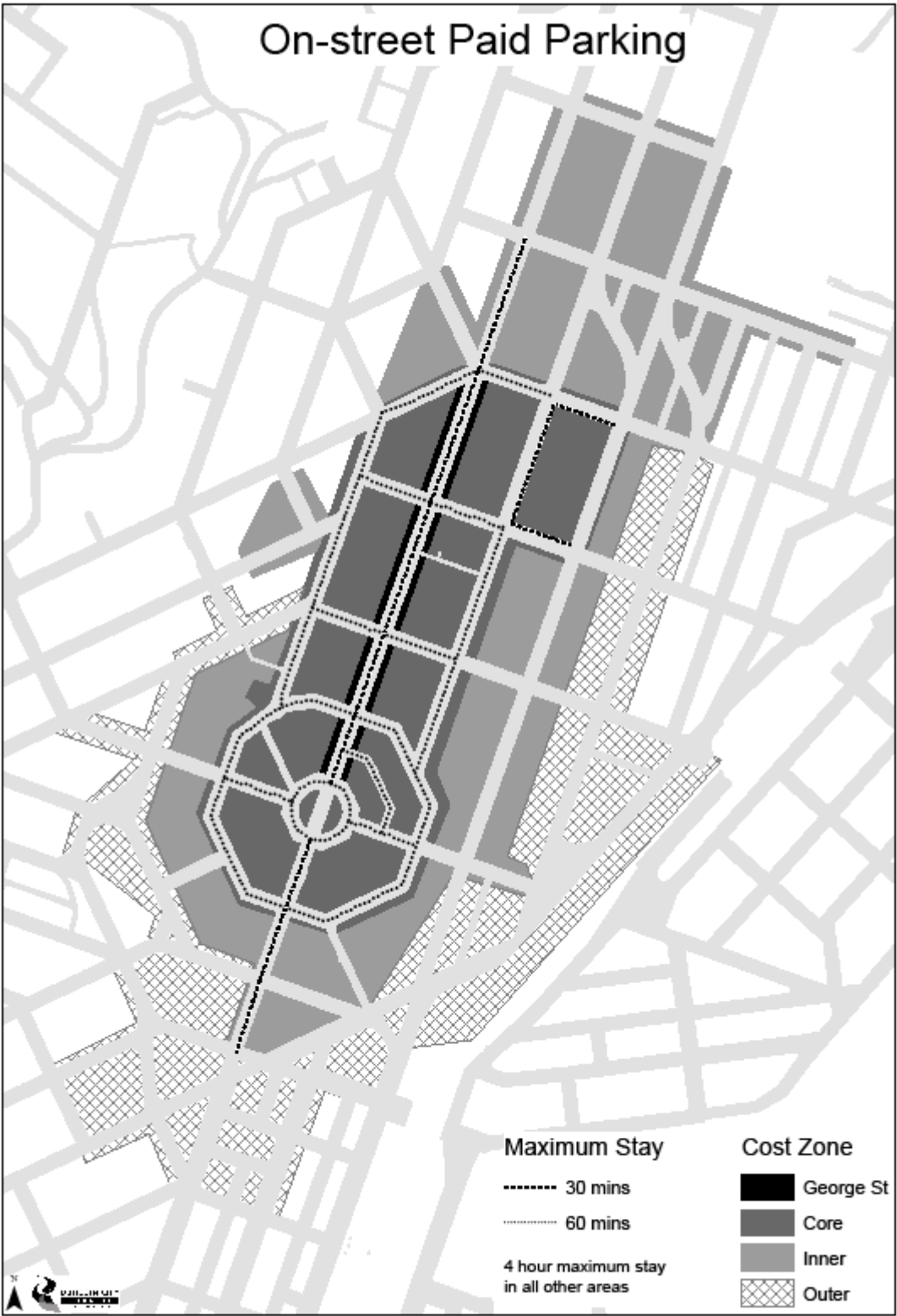
Regular monitoring of parking is essential to monitor the effects of changing parking charges and to ensure that the parking resource is being managed effectively. This is particularly true in areas experiencing high parking pressure, such as around the campus area and the hospital.

Council will monitor occupancy of on and off street parking facilities in the Central City South Dunedin and Mosgiel through a major 5 yearly parking survey. The next survey is scheduled for 2011.

Additional surveys will be carried out after changes to the on-street parking charges, to assess any effect on the occupancy levels of off street parking facilities. Additional parking surveys will also be carried out if changes occur in other factors such as fuel availability and price or early improvements to passenger transport.

Council maintains the flexibility to carry out surveys to monitor the situation as required.

A plan of proposed cost zones is presented below:



5.0 Indicators

In order to measure the effectiveness and implementation of the Parking Strategy, a number of indicators are proposed. The DCC Transportation Strategy included one indicator from the LTCCP that related to parking, and this has been replicated below (3). Other strategy targets and indicators have been included in Table 2 below.

Targets and Indicators for Parking Strategy are as follows:

No.	Indicator	Current (2007/08)	Target	Comments
Outcome: Economic				
1	Availability of casual parking at peak demand times	Great King – 67% YMCA – 63% Moray Place – 84% On street – 70%	80% occupancy for peak hour on and off street parking in the core zone	This will ensure availability of parking for casual users
Outcome: Environmental				
2	Extent of commuter parking footprint around CAA	Shown in 2007 Parking Study report	Maintain extent at 2007 level when measured in 2011 study	The footprint has been growing and holding at the 2007 level will demonstrate reduced pressure
Outcome: Choices				
3	Dissatisfaction level with availability of car parking in central city as measured by the Residents Opinion Survey.	46% dissatisfied or less in 2005.	Reduce the dissatisfaction level to 35% by 2016	Existing target from Transportation Strategy and LTCCP.

6.0 References

- Bell, J. (2008) 'Vehicle Parking in Central Dunedin' paper from Focus Group)
- Dunedin City Council 'Long Term Council Community Plan' Dunedin.
- Dunedin City Council (2006) 'Transportation Strategy: Your City Your Future' Dunedin.
- Dunedin City Council (2008) 'Dunedin City Parking Review' Transportation Planning Internal Document, Dunedin.
- Dunedin City Council and Beca Carter Hollings and Ferner Ltd (2008) 'Parking Strategy Implementation Plan' Transportation Planning Internal Document, Dunedin.
- Ministry of Transport (2002) 'New Zealand Transportation Strategy' Wellington.
- Porter, G. (2007) 'Dunedin City Parking Survey 2007' Dunedin.

Parking Focus Group Findings

The key findings of relevance to the review are as follows (*denotes those suggestions which have been taken forward and included in the strategy):

General:

Parking policy needs to be developed looking forward 10 years, not looking solely at what is necessary today e.g. considering also peak oil, ageing population, government policy, etc, and “the parking problems of today might disappear in a couple of years with the increasing price of petrol”. Parking is to some extent self-limiting “if people don’t like the current situation then they can use alternative transport...if we make parking better and easier then more people will use it until the same problems return”.

There was no consensus on what parking policy objectives should be. Those with a commercial focus want parking managed for convenience and efficiency of motoring and shopping and conducting business, while those with an environmental and social focus want parking managed to reduce the negative environmental and health impacts of private motor vehicle usage.

Parking Management – On Street Central Paid Parking Area:

Parking needs to be micromanaged at the city block level, taking into account the type of businesses and attractions that exist in each block and the parking needs of their customers.*

Participants want this area (George Street (Octagon – Frederick St)) to look and feel “vibrant”, and many felt that the dominance of motor vehicles detracted from this feeling. The DCC needs to look to see how other cities with “vibrant city centres” manage their parking to achieve a vibrant atmosphere.

Participants did not consider time restrictions on metered and pay-and-display parks to be necessary or effective; motorists are often unaware what the time restriction is in any particular place.*

There was a consensus that it is appropriate that the level of charge be variable, highest where demand is highest.*

The cost of parking for motorcycles should be less than for motorcars as they take up less space, use less fuel and generate fewer carbon emissions.*

There was very nearly a consensus that there would be few negatives and several positives if all the parking spaces in the main street and Octagon were converted to P5 or P10 with the addition of more loading zones and disability parking spaces.*

With only 35 spaces in George Street (Octagon – Frederick St) they would not be a great loss. Few participants ever expect, or try to find a park in central George Street.*

There was consensus that there need to be more mobility parking spaces on the central city streets.*

The areas around the University, the Hospital and the Museum were seen as having significant problems and requiring special attention.*

There was concern at the gradual loss of parking spaces to “yellow lines, kerb protrusions, and pedestrian crossings”.

Commuter Parking / Residents Parking:

Participants acknowledged that commuter parking in some areas impacted on resident's enjoyment and convenient use of their homes, and consequently that the resident's parking scheme was justified.*

There was a consensus that charging for commuter parking would either just shift the problem "further out", or that it would have no effect on commuter parking behaviour and would simply antagonise commuter parkers.

As can be seen, many of the views (those with a * following) of the Focus Group were translated into actions or incorporated in the Parking Strategy.

General / Partnership Working

Issues:

Lack of city centre vision and urban growth strategy;

The need for true partnership working with hospital and university regarding parking;

Need for increased parking revenue to be ring fenced for enhancing alternative travel modes and improving parking facilities;

Protecting existing activities from the potential effects of proposed Stadium, and Harbourside developments.

CBD Amenity Improvements

The Parking Focus group attendees expressed a desire for Council to develop a City Centre vision that would focus on the future development of the city centre. Issues such as pedestrianisation of small areas were raised, and it was felt that these possibilities should be explored further. This ties in with the DCC Visitor Strategy, which recognises the need for city centre amenity improvements, and the provision of additional opportunities for street dining, street entertainment and public art in creating vibrancy in the central area, as opposed to relying on the flow of traffic to create the feeling of movement.

This is linked to the provision of parking and flow of traffic in the central area, but there is a much wider agenda when considering amenity and streetscape and the visitor experience. Council departments will work in partnership to develop a city centre vision.

Urban Growth Strategy

The Parking Review recognised the negative impact that urban sprawl has by increasing pressure for parking in the central area. In order to better manage development in the city, an Urban Growth Strategy is required that will look at suitable areas for development within the existing road network and in particular those that are well provided for in terms of public transport. This approach will have a knock on effect for parking in the central city, as development will be favoured in areas with good passenger transport links, meaning reduced parking demand overall.

Again there is a wider agenda here, and Council departments need to work in partnership to develop an Urban Growth Strategy for the city.

Partnerships with University, Polytechnic and Hospital

Otago University, Otago Polytechnic and Dunedin Hospital are all centrally located, and have been identified as experiencing significant parking pressure, both because of the large number of staff they employ, but also because of the high number of visitors both attract, the tertiary authorities in the form of students, the hospital in the form of patients, outpatients and visitors.

The Council will take a lead role in developing new partnerships with these institutions to identify issues and possible solutions to manage on-street parking pressure at both sites.

Stadium

The proposed new stadium will increase on-street parking pressure in an area already affected by commuter parking. In order to minimise demand for parking, the Council will assist in the preparation of a Travel Plan for the site, when consent is granted. The Council will consider introducing a Controlled Parking Zone (CPZ) in the area around the stadium, so that residents are not adversely affected by stadium parking. The Controlled Parking Zone could include measures such as P120s and zones for Residents Only Parking.

Harbourside

The proposed development of the Harbourside area could have effects on the central CBD area, in particular if there is a plentiful supply of parking provided free in the Harbourside area, yet visitors to town must pay for parking. In order to prevent the decline of the central CBD as a result of the Harbourside development, it is important that the interplay between the two areas is recognised when the Council assesses parking provision and charges in the Harbourside area.

SWOT analysis of main issues identified through Parking Review

Strengths • The New Zealand Transport Strategy highlights the need for Travel Demand Management in making transport more energy efficient and less environmentally harmful. • The majority of residents that responded to the Residents Opinion Survey were satisfied with off-street car parks and parking buildings. • Overall there is a surplus of parking supply in the city. • Occupancy of paid 2hr and 4hr parking indicates good efficiency with supply slightly exceeding demand. This is also true of P30s and P60s. • The ability of residents to park overnight when there are no commuter/visitor cars is only an issue in very small areas; this indicates there is sufficient parking for residents in the area north of Hanover St. • DCC control 49% of off-street public car parking. • Rates for casual parking compare well with other cities used for benchmarking, and suggest these are set at the right level. • Supply of leased parking spaces for businesses in the central area supports economic development by allowing these businesses to operate without having on-site car parking.	Weaknesses • The District Plan parking standards are ready for review. • High growth in student numbers living close to the campus with limited on-site parking options has led to increased parking demand • 39% of residents were dissatisfied with on-street parking in the central city area (Residents Opinion Survey). • There is significant overstay in Loading Zones, P5s, P10s and P30s. Enforcement is difficult. • P5s, P10s and P30s that are scattered throughout the paid parking area are difficult to enforce, increase circulating traffic and congestion. • Locating P5s, P10s and P30s in the main CBD goes against much parking guidance. • Free kerbside parking for commuters has implications for travel mode choice, residents and business parking. • P5s, P10s and Loading Zones in the CBD represent inefficient use of parking space as many are vacant throughout the day. • Provision of 1hr paid meter spaces far exceeds demand. • YMCA and Great King Street car park buildings have relatively low occupancy. • Frederick Street car park is in high demand, has no time limit and is often over-subscribed. • The Parking Protocol requires review. • The current distribution of on-street parking and fees needs rationalising to reflect the desirability of parking. • The rate of \$4-\$5 a day for commuter parking compares well with comparable cities. However, compared to bus fares, a higher rate e.g. \$8 a day would be needed to generate significant mode shift. • Rates for some City Council leased car parks are much lower than the market rate. • Leased parking for commuters does not encourage mode shift. • The 75+ permit and the mobility permit have different rules regarding parking, for no good reason. • Lack of provision for camper van parking, and information for visitors regarding where they can park. Lack of signs to parking buildings.
Opportunities • The National Energy Efficiency and Conservation Strategy recognises that increasing the parking prices is one of the most effective demand management tools available. • Dunedin City Council has made a commitment to the Communities for Climate Protection programme. • The Regional Land Transport Strategy for Otago recognises the need for travel demand management in Dunedin, and suggests using parking and pricing signals as ways to achieve modal shift. • There is a commitment in DCCI Transportation Strategy 2006 to introduce \$5/day commuter parking charges in the central area, in streets where commuters currently park for free on-street if commuters do not show a willingness to move to other transport modes. • The Visitor Strategy commits to encourage beautification of the city centre and provide conditions to support an increase in street dining. • Dunedin is very centralised and has a compact centre; with high numbers using public transport, walking and cycling it has the potential to be a very sustainable city in terms of transportation. • Leased parking prices could be increased to reflect market value of premium parking sites (at least \$30/wk), which are central, in particular, York Place, Fileul St and Station South.	Threats • There is currently high dependency on private cars for the journey to work. • There are high levels of car ownership in Dunedin. • Increasing parking charges for short stay parking may negatively affected the number of shoppers and visitors to Dunedin, thus affecting the economy. • There is a large supply (73% of parking spaces in central city area) of free unrestricted on-street parking outside of the main retail areas, which lends itself to commuter parking, which has impacts on choice of mode of travel to work, residents parking problems, and negative effects on local businesses/services which rely on kerbside parking for visitors/customers. • Parts of Dunedin are hilly, and the city has unpredictable weather, both of which can make alternatives to the car unattractive.