

New Plymouth District Parking Strategy 2013-2023





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Introduction



The development, distribution and on-going management of parking is one of several key elements needed in successfully planning and providing for growth and development of the New Plymouth district.

The New Plymouth central area plays an important role in the district as a centre for shopping, business, accommodation, entertainment and some essential services. There is a need to balance the demand for parking between short term users, e.g. shoppers, and long term users, e.g. commuters, particularly during weekdays when the demand for parking is highest.

From a retail perspective, businesses in the New Plymouth central area are increasingly competing with new retail development that is occurring at The Valley Mega Centre in Waiwhakaiho. There is also an increasingly mixed use of activities in the New Plymouth central area including apartments, art galleries, theatres, cafes, restaurants and specialty retail.

As part of its commitment to facilitating and supporting the growth and development of the New Plymouth district, the Council has prepared this strategy as a framework for how it will provide for and manage parking in the next ten years.

The strategy encompasses all parking within the district including public and private business car parking spaces, as well as central city, suburban and small town centre parking. However, the nature of parking demand is such that this strategy predominantly focuses on the New Plymouth central area where the provision and management of parking is of primary interest to the community. The strategy addresses parking for private motor vehicles as well as other types of parking such as loading zones, accessible spaces, taxi stops, bus stops and bicycle parking.

The strategy also acknowledges the relationship that parking has with the road transportation network. People expect to drive to and from good quality parking spaces on good quality roads. The provision of parking and roads can affect how people perceive ease of movement around our district's roads. In this respect the provision of parking needs to be aligned with the capacity of the road transportation network so as not to create any unnecessary pressure for new or improved roads.

The implementation of the strategy will require input from stakeholders such as the Taranaki Regional Council, the Chamber of Commerce and business owners in the New Plymouth central area.



This strategy supersedes the New Plymouth Parking Strategy 2007-2017. The 2007-2017 strategy was developed to address the various issues and views held by different sectors of the community regarding parking.

In 2011 a review of the parking requirements in the District Plan as they relate to the New Plymouth central area was undertaken. This review was an action from the 2007-2017 strategy. Other reasons for the review were:

- Parking surveys showed that the total numbers of parking spaces available in the New Plymouth central area were adequate to meet most normal and peak demands despite a perception that there is a lack of parking spaces.
- Internal and external stakeholders had expressed concerns regarding the onerous nature of the parking requirements in the District Plan.

Essentially some developers were experiencing difficulties providing the number of private off-street parking spaces required by the District Plan in the New Plymouth central area. However, this was in contrast with the findings of parking surveys which showed that all parking (public on-street and public and private off-street) was under utilised. The Council was concerned that these parking inefficiencies could be detrimental to the vibrancy of the New Plymouth central area. Rather than examine the provision of private parking in isolation the Council decided to comprehensively review both the provision of private and public parking.

As a result of this review it became evident that a change in approach was required as to how Council strategically manages parking. Recent parking management trends in New Zealand and overseas have included the following:

- Rather than predicting how many parking spaces an activity will require and asking developers to provide that number accordingly, there is now emphasis on managing the parking that already exists more effectively. It is about making sure that the right amount of parking is available in the right location at the right time. This is known as performance based parking management.
- It should not be assumed that people will only access our city centres using motor vehicles; instead their ability to make different travel choices such as walking and riding should be increased. It is about changing people's perceptions that driving is the only way to get to and from a destination. This aligns with the Council's Let's Go project which aims to encourage people out of their motor vehicles and onto our shared pathways and streetscapes by making walking and riding preferred options. This also complements significant work done by the Taranaki Regional Council in recent years to co-ordinate and fund bus services in and around New Plymouth.
- Parking should not be considered in isolation. It should be considered in conjunction with other elements and designed so that it contributes positively to the urban environment.



Background



The Council has amended the vision that was adopted in the original strategy to emphasise the importance of supporting vibrancy in the New Plymouth central area and to acknowledge the positive impacts that parking can have on the quality of the environment. The themes, goals and methods listed in the original strategy (now referred to as principles, goals and actions) have also been amended in light of the parking issues that have arisen, significant local trends and significant parking management trends.

While this strategy can be read in isolation, further information on the development of the strategy and on parking issues and concepts is provided in the New Plymouth District Parking Background Paper¹.

¹ Council reference: DM1294176

What directs this strategy?



This strategy is directed by various statutes, including:

- Local Government Act 2002 (section 11A) – the Council must have particular regard to the contribution that core services such as network infrastructure and public transport makes to its communities.
- Land Transport Management Act 2003 (section 3) – the Council must contribute to an effective, efficient, and safe land transport system in the public interest.
- Resource Management Act 1991 (section 5) – the Council must promote the sustainable management of natural and physical resources in a way, or at a rate, which enables people and communities to provide for their social, economic and cultural wellbeing and for their health and safety.

The strategy is also directed by various policy documents. These documents have been produced by central, regional and local government. The table on the next page outlines these documents in relation to the statutes that guide them and the level of government that is responsible for producing them.

What directs this strategy?



Policy documents directing the New Plymouth District Parking Strategy 2013-2023 in relation to guiding statutes and levels of government

| GUIDING STATUTES | LEVEL OF GOVERNMENT RESPONSIBLE FOR PRODUCING POLICY DOCUMENTS |
|---|--|
| <p>Land Transport Management Act 2003</p> | <p>CENTRAL GOVERNMENT Land Transport (Road User) Rule 2004 Sets out rules under which traffic operates on roads. Applies to all users whether they are drivers, riders, passengers, pedestrians, or leading or driving animals.</p> <p>REGIONAL GOVERNMENT Regional Land Transport Strategy for Taranaki 2011-2041 Sets the strategic direction by describing the vision and land transport outcomes sought, as well as specific policies, actions and targets that will guide the development of the region's transport network.</p> <p>Regional Public Transport Plan for Taranaki 2012-2022 Aims for accessible and integrated public passenger transport services that cater for the needs of the people of Taranaki (including the transport disadvantaged) at a reasonable cost.</p> |
| <p>Local Government Act 2002</p> | <p>LOCAL GOVERNMENT Long-Term Plan 2012-2022 Sets out intended plans, services and projects to be delivered, including a financial plan for funding. Produced every three years. An Annual Plan is produced in years two and three with updates to the budget and work programme. Included are community outcomes describing aspirations of the community.</p> <p>Roading Asset Management Plan 2012 Provides an overview of what the Roothing Team will do to meet the priorities identified in the Long-Term Plan, such as maintenance and development of roads, bridges, street lightings and footpaths.</p> <p>Bylaw 2008: Part 13 Traffic Sets the requirements for parking and control of vehicular or other traffic on any road in the district including state highways located within urban boundaries that are otherwise controlled by the New Zealand Transport Agency.</p> |
| <p>Resource Management Act 1991</p> | <p>LOCAL GOVERNMENT New Plymouth District Plan 2005 Identifies the significant resource management issues of the district and the methods that will be used to manage those issues.</p> |
| <p>No relevant statute, i.e. is produced voluntarily</p> | <p>CENTRAL GOVERNMENT Urban Design Protocol 2005 A document that provides principles and guidance for urban design projects at all scales. The Council is a signatory to this protocol.</p> <p>LOCAL GOVERNMENT New Plymouth Central Area Urban Design Framework 2013 Informs Council plans and guides both private development and the provision of Council services in New Plymouth's central area urban environment.</p> |

The current situation



Parking can be classified into three different types:

Private off-street – a place to park that is not on the road and is for private use on private land. It is provided by developers usually in response to District Plan parking requirements or in response to business needs, e.g. New World supermarket and The Valley Mega Centre.



Public on-street – a place to park that is within the road reserve usually on the sides of the formed carriageway and is for public use on public land. It is provided by the Council. Within the New Plymouth central area this type of parking is usually time restricted or metered, while in suburban and small town centres it is usually time restricted. In some instances this type of parking may be unrestricted meaning you can park for free all day and all night.



Public off-street – a place to park that is not on the road and is for public use on public land. It is generally provided by the Council, e.g. lower ground level at The Warehouse in New Plymouth and in the multi level Downtown parking building, and sometimes by private operators. Off-street public parking in the New Plymouth central area is usually subject to a parking fee and includes 'pay by space', time restricted and long term lease arrangements. Off-street public parking is also provided in suburban centres.



Parking is provided throughout the district with a concentration in the New Plymouth central area. Sixty per cent of the parking in the New Plymouth central area is private off-street parking that has been provided by developers. This is primarily due to the needs of business and parking requirements in district plans that have existed over many decades. Public on-street parking (both free and metered) is provided by the Council on various streets in the New Plymouth central area. Several public off-street parking facilities are also provided by the Council. These have a variety of charging regimes, payment types and time limits.



The current situation



The information shown spatially on the previous page can be represented in hectares and as a percentage of the New Plymouth central area:

| LAND USE | AREA IN HECTARES | PERCENTAGE OF NEW PLYMOUTH CENTRAL AREA* |
|---|------------------|--|
| Roads and Service Lanes (including Public On-Street Parking) | 38.5ha | 30.4% |
| Private Off-Street Parking | 22.8ha | 18.0% |
| Public Off-Street Parking | 1.4ha | 1.0% |

* Based on the Traffic Design Group catchment used for parking surveys of 126.75 hectares

When considering the provision of public on-street and public and private off-street parking in the New Plymouth central area it is important to take into account the following:



Trends



In order to plan for the future it is necessary to review the recent past, and to consider how patterns are likely to continue in the future².

Observations and trends relevant to parking supply and demand in the district include the following:

- Demand varies daily, weekly and seasonally depending on location and functional requirements. The New Plymouth central area is multi-functional with a strong business focus during the week. For this reason parking here has a higher occupancy rate during the week compared to the weekend. Parking in large format retail areas, e.g. The Mega Valley Centre, has higher occupancy rates during the weekend.
- Weekday occupancy rates for on-street public parking, off-street public parking and off-street private parking generally ranges between 40% and 60% across the New Plymouth central area.
- Parking surveys in 2000, 2006 and 2009 identified that parking within the New Plymouth central area is under utilised and that there is enough to meet most normal and peak demands.
- Notwithstanding the recent development (c. 2002-2008) of The Valley Mega Centre in Waiwhakaiho which includes the provision of 906 free parking spaces, parking demand in the New Plymouth central area has remained constant over the period 2000-2009.
- With increasing motor vehicle ownership people have access to a greater number of motor vehicles. It is therefore expected that parking will continue to require active management.
- In 2012 77% of residents were satisfied with the availability of parking in the district. This has been trending upwards since 2006 when it was only 51%. Despite this, the availability of parking is still identified as one of the three worst services/facilities provided by the Council. The main reasons for not being satisfied relate to the perceived lack of parking, having to pay for parking and the level of parking fees. Another factor could be a lack of willingness by people to walk even a relatively short distance from their parked motor vehicle to their destination.

Several trends are also apparent that have an indirect link to parking:

- The district's population is predicted to grow marginally with the trend towards an ageing population set to continue. Therefore there is likely to be an increase in SuperGold card holders wishing to park free of charge in Council parking spaces up to 11am from Monday to Saturday.
- Over the last ten years the number of businesses in the New Plymouth central area unit has increased from 1,134 in 2002 to 1,257 in 2012, although there has been a slight drop every year since 2009 when there were 1,283.

² The sources of the statistics used in this section are referenced at the end of this document.



- The number of employees in the New Plymouth central area unit steadily increased from 9,360 in 2002 to 10,510 in 2006. Since then numbers have fluctuated. The highest recorded was 10,800 in 2009. In 2012 there were 9,920. The majority of employees are employed in retail business.
- There were healthy numbers of business start-ups in the New Plymouth central area unit in the early 2000's, peaking at 123 in 2004. Numbers have gradually declined since 2008 when there were 105. In 2012 there were 72. In comparison, the number of business closures in the New Plymouth central area unit has fluctuated over the last ten years. From 2002 to 2012 numbers varied from 72 to 90. In 2012 there were 75.
- Retail sales in the New Plymouth urban area fluctuated between the June 2010 quarter (\$261.3 million) and the June 2012 quarter (\$269.3 million). Encouragingly there was an increase of \$40.7 million between the March 2012 quarter and the June 2012 quarter.
- The impact of technology has been significant with over two thirds of people (over the age of 14) accessing the internet once a day. Technology provides opportunities to better communicate with people about parking both in terms of general information and parking availability using real time data. It also provides opportunities for people to work from home thus lowering the demand for parking.

It is also important that future planning regarding parking takes into consideration the following observations in the New Plymouth central area:

- Retail growth is also concentrating outside the New Plymouth central area, particularly in Waiwhakaiho in the case of large format retailers.
- Culture focused venues such as the Govett Brewster Art Gallery and the TSB Showplace are being supported by more cafes, restaurants and hotels. This is particularly evident at the western end of the New Plymouth central area near the clock tower where refurbishment of heritage character areas has occurred and will further be enhanced by the upcoming construction of the Len Lye Centre.
- Chain stores generally selling consumer goods are locating in Centre City whereas boutique stores generally selling specialised items are locating on the main streets. An exception is The Warehouse chain store which is accessed from the main street. It attracts high numbers of customers and in turn places demand on nearby parking.
- The popularity of the Coastal Walkway which has a focus of activity at the Wind Wand, together with good connectivity between Devon Street and the coastal edge, has seen increased vibrancy and business activity in the New Plymouth central area.
- Mixed use areas are evolving in the New Plymouth central area. The Huatoki Plaza is an example of this, although the potential of this space is yet to be fully realised. The newly constructed Brougham Street shared space outside the library is bringing added vitality to the New Plymouth central area.

Trends



- Similar priority is being given to people in the New Plymouth central area regardless of whether they are walking or driving. This is evident through the introduction of a 30kmph speed zone and the newly constructed Brougham Street shared space.
- Increased funding from the New Zealand Transport Agency and the Taranaki Regional Council has enabled significant expansion of the New Plymouth city bus service and the introduction of new rural services in recent years. This is apparent through the establishment of new routes, simplification of the fare system, the introduction of a “Smartcard” to provide lower cost non-cash fares, the upgrading of existing bus shelters and the installation of new bus shelters.





Parking is of district-wide interest as most residents utilise parking or interact with the areas around parking to go about their daily business. The main issues tend to be in the New Plymouth central area although isolated issues have been experienced in some suburban and small town centres, e.g. when a new business opened the existing time limits in the surrounding area were changed to better serve the needs of the customers of the existing businesses. The following issues have been identified. Although many of these are specific to the New Plymouth central area they potentially have district-wide implications.

- People expect to drive on good quality roads and park in good quality parking spaces within a very short walking distance of the services they want to access. This can lead to an imbalance in the use of parking, with those parking spaces further from the services sought being less in demand and often under utilised. In addition, people are less likely to walk from a parking space to the services they want to access if the routes in between have dull inactive frontages. This results in high demand for parking where there is a concentration of retail, business and other activities.
- Parking surveys show that there is an adequate supply of parking in the New Plymouth central area but there is a perception that there is not enough available. This suggests the existing parking resource needs to be more efficiently and effectively managed along with the community's preference for on-street public parking.
- There is limited information regarding parking on the Council's website and in Council publications. This is only of assistance if people research it *before* driving into the New Plymouth central area. The recent installation of pay by space machines and integrated sensors provides an opportunity to supply potential parking users with information on the "real-time" availability of parking as they drive through the New Plymouth central area via smartphones/GPS devices and dynamic signage.
- Time limits on parking are intended to create a constant turnover of motor vehicles and discourage all day parking by commuters. However, this impacts on vibrancy in the New Plymouth central area. For example, they can restrict how long people stay, encourage people to shift their motor vehicles at regular intervals to avoid a parking fine and lead to people shopping outside the New Plymouth central area.



Source: Amy Jackman (The Wellingtonian)

Issues



- Parking utilisation monitoring in the New Plymouth central area has been costly and inefficient in the past because there was not an adequate and efficient system in place. The recent installation of pay by space machines and integrated sensors will address this.
- There are concerns with the design and safety of some areas of existing on-street public parking and some off-street public parking facilities in the New Plymouth central area. Consideration needs to be given to pedestrians, cyclists and traffic movements in locating parking.
- The District Plan requires private off-street parking to be provided in conjunction with activities. The minimum parking requirements in the District Plan appear onerous on developers and could be discouraging well designed developments from locating in the New Plymouth central area. Particular issues of concern are:
 - Parking requirements are set too high compared to the actual parking spaces needed.
 - Parking requirements do not take into account the public parking that may already be available in the locality.
 - The minimum requirement of one parking space per site cannot be practically achieved in many New Plymouth central area sites where sites are fully occupied by existing buildings.
 - Parking requirements do not recognise changing uses in a dynamic and competitive commercial market.
 - The Maximum Peak Number³ method for calculating parking space provision could be applied more effectively in the New Plymouth central area.
 - The option for developers to provide the Council with a financial contribution instead of providing parking in the New Plymouth central area needs to be re-evaluated in the absence of any long term plans to increase the provision of public parking.



³ Maximum Peak Number (MPN) is the maximum number of motor vehicles generated by an activity on and off the site that will park for longer than five minutes. For an activity requiring resource consent for parking as a controlled activity, the number of parking spaces developers are required to provide is based on a percentage of the MPN. The percentage is 5%, 80% or 90% depending on the environment area in which the activity will be located. Business A environment areas (those retail areas located within central New Plymouth, Waitara and Inglewood) and Business C environment areas (suburban business areas) are only required to provide parking spaces equal to 5% of the MPN.



- The implementation of minimum parking requirements for private off-street parking through the District Plan can have unintended consequences that impact negatively on the vibrancy of commercial areas. These include:
 - Parking takes up space that could be used for other economic, social and cultural activities.
 - Excessive parking can unnecessarily increase distances between activities.
 - An oversupply of low cost parking promotes motor vehicle use and does not encourage alternative travel choices.
 - Parking is costly to construct and can be an inefficient and uneconomic use of land.
 - Parking policies can impede business activity.
- If minimum parking requirements for private off-street parking in the New Plymouth central area are removed from the District Plan this will result in better utilisation of private property and an associated increase in vibrancy. However, the interrelationship of this with any increase in demand for public parking facilities will need to be considered over time.



Vision



A vision is a statement about what is desired to be achieved. The following vision has been identified in respect to parking in the New Plymouth district:

The provision of parking in the New Plymouth district supports an attractive, functional and prosperous environment.

Principles are fundamental values that influence the way in which things are done. The following principles have been identified to help achieve the vision:

- Vibrant
- Efficient
- Equitable
- Understood
- Safe

Achieving the vision of this strategy based on the principles listed involves identifying a number of more specific goals. Each goal has related actions that will be implemented. These goals and actions are discussed in the next section. More detailed information about the actions is provided in the action plan later in this strategy.





Principle 1: Vibrant

This principle is about designing parking so that it is attractive, sufficient and conveniently located in areas that people want to visit and spend time in. It is also about providing parking only if it is necessary. This will decrease the distances that people have to travel between activities, create places that are visually pleasant to walk and ride in because the urban form is not fragmented, and ensure that land is used for more intensive uses such as living, working and shopping. This will have desirable economic flow-on effects for retailers. Where parking is necessary it is about managing parking so that there is a constant turnover of motor vehicles.

Goal 1.1 Ensure that parking is planned and provided in a way that contributes to an attractive and functional environment.

Parking is an element of place making. People go to places not merely to park their motor vehicle but to interact with others and to undertake activities such as shopping, visiting friends, running errands, eating out and attending social and cultural events. With this in mind, and when considering the best use of limited and valuable space in a city centre, the focus should be on creating areas that people want to visit and spend time in rather than providing more parking.

Consideration also should be given to how parking impacts on various aspects of the urban environment such as walking environments, streetscapes, safety and the mix of activities available in a city centre, as well as to how it impacts on the users of streets, including pedestrians and cyclists. Parking design should complement other Council policies, e.g. the New Plymouth Central Area Urban Design Framework, and projects that seek to improve the New Plymouth central area.

Goal 1.2 Ensure parking policies support and encourage business areas to be prosperous and vibrant, particularly in the New Plymouth central area.

Evidence shows that almost all parking is under utilised and that there is enough parking to meet most normal and peak demands in the New Plymouth central area. It is important that parking policies do not create unintended negative consequences, e.g. parking taking up space that could be used for other economic, social and cultural activities. The removal of minimum parking requirements in the District Plan for private off-street parking in the New Plymouth central area will help achieve this. Where parking is provided, it can be designed in an appropriate manner resulting in positive urban spaces and an increase in vibrancy.

It is also important that parking policies create positive consequences, e.g. a constant turnover of motor vehicles means more people will enter the New Plymouth central area increasing the amount spent in local businesses. The adoption of a performance based parking management policy will help achieve this. This policy uses pricing to optimise utilisation. For example, parking fees may be lowered or eliminated in areas where monitoring using parking technology shows occupancy is low to encourage greater use, and conversely increased in areas with high occupancy to encourage shorter stays. Time limits may be appropriate where pricing is not used as a performance based parking management mechanism.

Principles



Actions (refer to Action Plan for more detail):

- Propose a plan change to the District Plan to remove minimum requirements for private off-street parking in the New Plymouth central area (Action 1).
- Investigate issues regarding Appendix 23 (Traffic and Transport) of the District Plan as part of the District Plan review scheduled to commence in 2015 (Action 2).
- Develop design guidelines for private off-street parking (Action 3).
- Develop a performance based parking management policy using price to optimise utilisation (Action 4).
- Review the appropriateness of current bus stop locations in the vicinity of Ariki and Egmont Streets and consider alternative locations to increase the efficiency and effectiveness of the New Plymouth city bus service (Action 10).
- Monitor parking utilisation and patterns (Action 14).
- Review the on-street dining policy, in particular the temporary conversion of parking spaces into dining areas (Action 19).



Principle 2: Efficient

This principle relates to the provision, distribution and use of parking so that efficiency is achieved. It is about ensuring parking supply is aligned with parking demand. This means that parking should not be unoccupied for long periods of time nor should it be so busy that people struggle to find a place to park their motor vehicle. However, the needs of the community must still be catered for.

Goal 2.1 Optimise the use of available parking to meet current and future demand for customer and business needs.

Evidence shows that almost all parking is under utilised and that there is enough parking to meet most normal and peak demands in the New Plymouth central area. However, the Council is still requiring developers to supply off-street parking spaces for private development through the District Plan. It is important that the existing parking resource is utilised to maximise efficiency. In the short to medium term the future provision of private off-street parking should be limited. There may also be opportunities to work with the business sector to utilise existing under utilised parking as opposed to providing further off-street parking.





Goal 2.2 Provide parking that matches the needs of users.

Parking needs to cater for a range of community needs. For example, there is a relatively small proportion of New Plymouth's community for whom the private motor vehicle is the only real transport choice with limitations on their personal physical mobility. For these people to participate fully in society it is necessary for them to have access to readily available parking within close proximity to their destinations and to a standard which enables them to easily get in and out of their motor vehicles. These are referred to as accessible parking spaces. Another example is individuals and businesses that require parking for short term deliveries and pickups. Loading zones are provided to cater for this need.

Actions (refer to Action Plan for more detail):

- Propose a plan change to the District Plan to remove minimum requirements for private off-street parking in the New Plymouth central area (Action 1).
- Investigate issues regarding Appendix 23 (Traffic and Transport) of the District Plan as part of the District Plan review scheduled to commence in 2015 (Action 2).
- Formally document standard operating procedures for parking related issues for use by Council officers (Action 6).
- Review off-street public parking facilities (Action 8).
- Investigate future demand for off-street public parking facilities (Action 9).
- Review the appropriateness of current bus stop locations in the vicinity of Ariki and Egmont Streets and consider alternative locations to increase the efficiency and effectiveness of the New Plymouth city bus service (Action 10).
- Review accessible parking spaces (Action 11).
- Monitor parking utilisation and patterns (Action 14).
- Monitor existing resource consents granted for parking shortfalls (Action 15).
- Provide parking that matches the needs of users (Action 18).
- Assist providers of private off-street parking to improve utilisation (Action 22).
- Review time limits in non-priced areas (Action 23).

Principles



Principle 3: Equitable

This principle is about ensuring that all transport options, not just motor vehicles, are catered for in the provision of parking. It is also about ensuring that all users have fair access to parking regardless of whether they are shoppers, visitors or commuters.

Goal 3.1 Provide parking that promotes the use of multiple transport options.

The assumption that people will only access the New Plymouth central area using motor vehicles should not underpin the parking approach. A range of parking should be provided that assists in increasing the ability of people to make different travel choices, e.g. motor vehicles, bicycles, taxis and buses. This is consistent with the Council's Let's Go project which has a focus on increasing the use of walking, riding and taking the bus.

Goal 3.2 Ensure a flexible parking approach that responds to user requirements.

Adopting a performance based parking management policy for the New Plymouth central area will ensure effective use by a range of users regardless of whether they are shoppers, visitors or commuters. This policy uses pricing to optimise utilisation. For example, a premium price may be charged for parking in a highly utilised part of the New Plymouth central area and a reduced price may be charged for parking in a less utilised part of the New Plymouth central area. In this respect, the parking approach will not give priority to any particular user, e.g. through the provision of two hour time limited parking for shoppers on the main street. The user of metered parking will not be time limited; instead they can choose to stay for an unlimited time provided they are prepared to pay the hourly parking fee attributed to the parking space that they occupy.

Actions (refer to Action Plan for more detail):

- Develop a performance based parking management policy using price to optimise utilisation (Action 4).
- Formally document standard operating procedures for parking related issues for use by Council officers (Action 6).
- Review the appropriateness of current bus stop locations in the vicinity of Ariki and Egmont Streets and consider alternative locations to increase the efficiency and effectiveness of the New Plymouth city bus service (Action 10).
- Review taxi parking spaces (Action 12).
- Monitor parking utilisation and patterns (Action 14).
- Provide parking that promotes the use of multiple transport options (Action 17).
- Install and maintain modern parking technology (Action 21).



Principle 4: Understood

This principle is about providing the community with good quality information about parking that is current and easy to find so that they can make informed decisions about where to park. It covers the issues that are immediately confronted by users such as the simplicity of the parking regime, pricing and the attractiveness of the parking that is provided.

Goal 4.1 Ensure users can easily find up to date information so they can make informed decisions about parking.

Expectations of parking availability vary across users. However, the provision of parking information can work to alter parking behaviours. Information on parking needs to be easily accessible and includes things such as the location of parking facilities, parking fees and the rationale behind these parking fees. It should also be supplied in a variety of ways to ensure it reaches a wide target audience, e.g. on the Council website and in Council publications. In a developing digital world it is important that “real time” data regarding parking availability is readily observable and/or accessible by drivers. Good information will assist in managing the expectations of users about realistic parking choices.

Goal 4.2 Ensure parking machines are conveniently located and user friendly with multiple payment options.

Parking machines that are easy to use and have a range of payment options make the public on-street parking resource more easily understood. The integration of these parking machines with sensors also makes enforcement more efficient and enables the Council to electronically monitor parking activities in “real time”.



Actions (refer to Action Plan for more detail):

- Improve user information (Action 5).
- Monitor parking utilisation and patterns (Action 14).
- Ensure parking restrictions that are enforced are legally robust (Action 16).
- Install and maintain modern parking technology (Action 21).

Principles



Principle 5: Safe

This principle addresses the need for parking to be designed with safety in mind and includes the interaction between motor vehicles, pedestrians and cyclists.

Goal 5.1 Ensure parking spaces are designed to provide acceptable levels of safety.

For parking to be efficiently used it needs to be appropriately designed to ensure safety for users, pedestrians and cyclists. The physical layout of parking can have an impact on safety, for both on and off street localities. The location of parking can be a security concern particularly for off-street parking areas that are not well utilised. Crime Prevention Through Environmental Design (CPTED) principles should be considered when designing and considering parking utilisation.

Actions (refer to Action Plan for more detail):

- Develop design guidelines for private off-street parking (Action 3).
- Improve user information (Action 5).
- Review the dimensional parking standards of the District Plan (Action 7).
- Review off-street public parking facilities (Action 8).
- Review the appropriateness of current bus stop locations in the vicinity of Arika and Egmont Streets and consider alternative locations to increase the efficiency and effectiveness of the New Plymouth city bus service (Action 10).
- Investigate the provision of guidelines for operators of large public venues to assist with traffic management (Action 13).
- Monitor parking utilisation and patterns (Action 14).
- Ensure parking restrictions that are enforced are legally robust (Action 16).
- Monitor parking related crashes (Action 20).



This plan details the actions to be implemented to give full effect to the strategy. For each action it also identifies the guiding Council documents that must be taken into consideration (other than this strategy) and the principles and goals in this strategy to which the action specifically relates. While the actions represent a change in parking policy they are not likely to result in rapid changes. Instead the benefits arising from these actions are likely to take effect gradually on two fronts. Firstly in respect of private interests as development occurs not requiring the provision of private off-street parking, and secondly in respect of Council interests and the on-going refinement of the public parking infrastructure.

This action plan has been split into one-off actions and on-going actions. The actions are not listed in order of priority. The staging and sequencing of these actions will be dependent on the legislation that governs them. It is possible that actions can be worked on and implemented simultaneously. Some can be completed within existing budgets but some have resource and budget implications that will need to be considered during the planning processes for the Long Term Plan and Annual Plan. It is important to note that the Council can trial and fine-tune actions before they are implemented on a permanent basis. It is intended that the action plan be monitored on a regular basis.



One-off Actions

| ONE-OFF ACTIONS | FURTHER INFORMATION | GUIDING DOCUMENT(S) | LINKS TO PRINCIPLES | LINKS TO GOALS |
|---|---|----------------------|------------------------------|--------------------|
| <p>1. Propose a plan change to the District Plan to remove minimum requirements for private off-street parking in the New Plymouth central area</p> | <p>This means that developers will no longer be legally required to provide private off-street parking but they can still provide it if they wish. This will allow greater development opportunities in the New Plymouth central area and enable the commercial sector to react rapidly to changes in consumer preferences because the number of parking spaces provided will not have to change each time a new activity is proposed and a resource consent will not be needed if those parking spaces cannot be provided. Changes to district plans must be proposed in accordance with the plan change process outlined in the Resource Management Act 1991.</p> | <p>District Plan</p> | <p>Vibrant Efficient</p> | <p>1.2 2.1</p> |
| <p>2. Investigate issues regarding Appendix 23 (Traffic and Transport) of the District Plan as part of the District Plan review scheduled to commence in 2015</p> | <p>As part of the District Plan review scheduled to commence in 2015 investigate issues such as:</p> <ul style="list-style-type: none"> - Strengthening the current provisions in the District Plan requiring developers to provide parking for active transport such as bicycles and scooters along with associated facilities, e.g. showers and toilets, a drying room, lockers, etc. - Amending aspects of Appendix 23 (Traffic and Transport) where there are known issues not necessarily related to the New Plymouth central area, e.g. creating an activity type and associated minimum parking requirements throughout the district for 'offices' in Table 23.9, reviewing the minimum parking requirements for all activity types district wide in Table 23.9. | <p>District Plan</p> | <p>Vibrant Efficient</p> | <p>1.2 2.1</p> |
| <p>3. Develop design guidelines for private off-street parking</p> | <p>Design guidelines for private off-street parking, where it is still required under the District Plan, will support administration of the rules in the District Plan and help to reduce the negative impacts of private off-street parking on the urban environment. Consideration should be given to access, safety, active frontages, quality design and adaptability.</p> | <p>District Plan</p> | <p>Vibrant Safe</p> | <p>1.1 5.1</p> |



| ONE-OFF ACTIONS | FURTHER INFORMATION | GUIDING DOCUMENT(S) | LINKS TO PRINCIPLES | LINKS TO GOALS |
|---|--|--|--------------------------|--------------------|
| <p>4. Develop a performance based parking management policy using price to optimise utilisation</p> | <p>The aim of this policy is to ensure that the right amount of parking is available in the right location at the right price by using a flexible pricing regime in conjunction with the parking technology that has recently been installed. Consideration will need to be given to:</p> <ul style="list-style-type: none"> - Optimal parking utilisation (expressed as a percentage of demand over supply). - The geographical area subject to the policy. - The range of parking fees that will be applied. - The frequency of adjustments made to parking fees per year. - Who has delegated authority within the Council to set the parking fees. - How information about changes to parking fees will be communicated. <p>Time limits should be removed in areas with priced on-street parking to encourage a higher turnover of motor vehicles because the price itself already encourages turnover. Priced on-street parking also moves the demand for long-term parking from on-street to off-street, e.g. commuters will shift to off-street parking freeing up on-street parking for short-term users, thus ensuring that on-street parking is available for those people who are more likely to spend in adjacent shops.</p> | <p>Long-Term Plan/Annual Plan, Rooding Asset Management Plan</p> | <p>Vibrant Equitable</p> | <p>1.2 3.2</p> |
| <p>5. Improve user information</p> | <p>The Council can improve the quality of parking information by:</p> <ul style="list-style-type: none"> - Including general information on its website, in its publications and at its service centres about fees, regulations, fines, parking locations and other transport options, e.g. website links to information on buses. - Improving signage for parking so drivers can more readily locate appropriate parking and navigate around parking areas. - Providing “real time” parking information and looking for opportunities to collaborate with the private sector, e.g. mobile phone applications, Council website, electronic public displays on parking facilities. | <p>District Plan, Rooding Asset Management Plan, Central Area Urban Design Framework</p> | <p>Understood Safe</p> | <p>4.1 5.1</p> |



| ONE-OFF ACTIONS | FURTHER INFORMATION | GUIDING DOCUMENT(S) | LINKS TO PRINCIPLES | LINKS TO GOALS |
|---|---|---------------------|------------------------|----------------|
| 6. Formally document standard operating procedures for parking related issues for use by Council officers | <p>These procedures will guide the day to day work of Council officers when considering parking related issues. Typical issues include:</p> <ul style="list-style-type: none"> - Enforcement (this is particularly timely given that procedures will need to be developed regarding the new parking technology). - Establishing, restricting, changing and discontinuing parking. - Establishing clearways and prohibited parking. - Establishing commuter parking in residential areas. <p>These procedures will ensure that best practice is followed, e.g. Council resolutions are obtained, public notifications advising of changes are placed in newspapers, etc.</p> | N/A | Efficient Equitable | 2.2 3.1 |
| 7. Review the dimensional parking standards of the District Plan | <p>There is a need to ensure that the provision of off-street parking for motor vehicles and active transport, e.g. bicycles and scooters, etc. is aligned to best practice.</p> | District Plan | Safe | 5.1 |
| 8. Review off-street public parking facilities | <p>Consider whether improvements are possible to improve utilisation. Issues raised include:</p> <ul style="list-style-type: none"> - Safety when entering and exiting as a motorist. - Poor street access, inadequate lighting, graffiti and other perceived safety issues. - They are not always located where people want to park. - The prioritisation given towards leaseholder parking spaces means that casual users have to park in the least convenient parking spaces. - Inability to identify trends regarding the utilisation of casual parking because this is analysed as both on and off-street utilisation by area, not type of parking facility. | N/A | Efficient Safe | 2.1 5.1 |



| ONE-OFF ACTIONS | FURTHER INFORMATION | GUIDING DOCUMENT(S) | LINKS TO PRINCIPLES | LINKS TO GOALS |
|---|--|---|---|--------------------------|
| 9. Investigate future demand for off-street public parking facilities | Consideration should be given to the future demand for off-street public parking facilities which may require the provision of additional parking or the disposal of existing parking. | N/A | Efficient | 2.1 |
| 10. Review the appropriateness of current bus stop locations in the vicinity of Ariki and Egmont Streets and consider alternative locations to increase the efficiency and effectiveness of the New Plymouth city bus service | These bus stops should be positioned having particular regard to optimum bus patronage, distances between bus stops and sufficient space for buses. | District Plan, NPDC's Land Development and Subdivision Infrastructure Standard (based on NZS4404:2010 with local amendments), Roding Asset Management Plan, Central Area Urban Design Framework | Vibrant Efficient Equitable Safe | 1.1 2.2 3.1 5.1 |
| 11. Review accessible parking spaces | Given the district's aging population it is important to review the number and location of on-street accessible parking spaces provided by the Council district wide. This review should also consider their dimensions in terms of best practice, e.g. Building Code, New Zealand Transport Agency's Manual of Traffic Signs and Markings. Where necessary, more accessible parking spaces should be provided in appropriate locations and to the correct standard. Input will be sought from groups such as the Council's Disabilities Working Party, the New Plymouth Positive Aging Trust and Board and the New Plymouth Taxi Society Limited. | District Plan, Roding Asset Management Plan, Central Area Urban Design Framework | Efficient | 2.2 |



| ONE-OFF ACTIONS | FURTHER INFORMATION | GUIDING DOCUMENT(S) | LINKS TO PRINCIPLES | LINKS TO GOALS |
|--|--|---|---------------------|----------------|
| 12. Review taxi spaces | The review should consider issues such as the number and location of taxi parking spaces provided district wide. Input will be sought from groups such as the New Plymouth Taxi Society Limited. | District Plan, Roading Asset Management Plan, Central Area Urban Design Framework | Equitable | 3.1 |
| 13. Investigate the provision of guidelines for operators of large public venues to assist with traffic management | Large public venues can generate significant volumes of traffic at peak periods. This can lead to congestion and can compromise people’s health and safety. It is therefore appropriate that the Council investigate providing operators of large public venues with guidelines to assist with traffic management. | Roading Asset Management Plan, Central Area Urban Design Framework | Safe | 5.1 |



On-going Actions

| ON-GOING ACTIONS | FURTHER INFORMATION | GUIDING DOCUMENT(S) | LINKS TO PRINCIPLES | LINKS TO GOALS |
|---|---|--|---|--|
| 14. Monitor parking utilisation and patterns | <ul style="list-style-type: none"> - Use surveys to review parking performance. - Use historical data and real time data from parking technology to monitor parking patterns. <p>Use this information to make informed decisions about parking management policies.</p> <ul style="list-style-type: none"> - Establish an across Council monitoring group, e.g. environmental strategy and policy, enforcement, roading assets, asset strategy, etc. to regularly review parking utilisation and trends. | Central Area Urban Design Framework | Vibrant Efficient Equitable Understood Understood Safe | 1.2 2.1 3.2 4.1 4.2 5.1 |
| 15. Monitor existing resource consents granted for parking shortfalls | Monitor the impact of any parking shortfalls (where resource consent has been granted to not provide parking) and use this information to make informed decisions about parking management policies. | District Plan | Efficient | 2.1 |
| 16. Ensure parking restrictions that are enforced are legally robust | Continue to make sure that parking restrictions enforced by the Council and/or marked on the roads are legally up to date, fit for purpose and enforceable. | Traffic Bylaw, Roothing Asset Management Plan | Understood Safe | 4.1 5.1 |
| 17. Provide parking that promotes the use of multiple transport options | <p>Increase the ability of people to make different travel choices by providing a range of parking spaces such as:</p> <ul style="list-style-type: none"> - Bicycle parking in public spaces. - Bus parking in close proximity to services. | District Plan, Roothing Asset Management Plan, Central Area Urban Design Framework | Equitable | 3.1 |
| 18. Provide parking that matches the needs of users | Continue to provide specifically marked parking within close proximity to key destinations that provide for a range of community needs, e.g. the disabled or individuals and businesses requiring short term deliveries and pickups. Issues regarding accessible parking will be directed to the Council's Disabilities Working Party that acts as the monitor for accessible parking. | District Plan, Roothing Asset Management Plan, Central Area Urban Design Framework | Efficient | 2.2 |



| ON-GOING ACTIONS | FURTHER INFORMATION | GUIDING DOCUMENT(S) | LINKS TO PRINCIPLES | LINKS TO GOALS |
|--|---|--|-------------------------|----------------|
| 19. Review the on-street dining policy, in particular the temporary conversion of parking spaces into dining areas | The Council's on-street dining policy maintains standards that allow on-street dining to co-exist with the primary uses of the footpath by pedestrians and for public street furniture, plantings and utilities. The temporary conversion of parking spaces into dining areas can contribute to the overall attraction and vibrancy of the New Plymouth central area. This policy will be reviewed every five years to ensure that they are consistent with changing trends and emerging issues regarding outdoor dining. | Roading Asset Management Plan, Central Area Urban Design Framework | Vibrant | 1.2 |
| 20. Monitor parking related crashes | Monitor parking related crashes as necessary and use this information to make informed decisions about parking and roading improvements. | Roading Asset Management Plan, Taranaki Roads Safety Management System | Safe | 5.1 |
| 21. Install and maintain modern parking technology | Install and maintain on-street pay by space machines and integrated sensors in appropriate areas in the district. This parking technology gives users multiple payment options, creates more efficient enforcement, improves compliance with parking charges, and has aesthetic advantages due to the relatively few machines required. It also enables the Council to electronically monitor in "real time" activities such as parking utilisation, length of stay and parking exceedences. Consider upgrading pay by space machines and integrated sensors as advances are made in parking technology. Consider possible locations for new sensors, e.g. residential areas on the fringe of the New Plymouth central area where commuters may park. | N/A | Equitable Understood | 3.2 4.2 |
| 22. Assist providers of private off-street parking to improve utilisation | Council can assist providers of private off-street parking to improve utilisation through methods such as promotion and signage. | District Plan | Efficient | 2.1 |
| 23. Review time limits in non-priced areas | Time limits should only be used as a 'second best' option after pricing and for no less than 120 minutes. However, flexibility will be required to acknowledge that some time limited parking is appropriate in certain areas, e.g. P10 outside the Post Office. | Long-Term Plan/Annual Plan, Roading Asset Management Plan | Efficient | 2.2 |

References



The sources of the statistics used in this document are referenced below:

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