

## 11. Report on the Parking Management Strategy Summary of Public Feedback

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**Date** 09 September 2011

### Background

Whangarei District Council (WDC) has embarked on developing a new Parking Management Strategy (“The Strategy”) to focus on the management of the parking throughout Whangarei. Through its formulation and development phase the draft Strategy has been viewed and commented on by the general public, Roading Manager, Councillors and WDC’s Leadership Team.

Public consultation was carried out between 31 May 2011 and 15 July 2011. A total of thirty-seven responses were received in this time making comment on the following topics:

Topic Covered	Number of Responses
Policy	8
Issues	6
CBD	5
Returning the Revenue	5
Minimum Parking Requirements	10
Time versus Price	22
Commuter Parking	17
Town Basin	11
Railway Road	18
Parking Buildings	24
John Street Car Park	9
James Street	5
Park and Ride	18
Technology	8
Signage	6
Public Transport	6
Other	15

A Focus Group was held on 3 August 2011 with the Councillors and Leadership Team to assess the summary of the comments received from the public. The comments were grouped (as shown above) by topic so that each could be examined before determining what possible changes may be made to the Draft Parking Management Strategy in response to the public consultation. The attached report gives specific detail as to what members of the public specifically stated in their feedback to the Strategy.

A number of changes were made to the draft Strategy, including more detail given under the data collected section (after data was collected for on-street parking in the CBD in July), layout of the report has changed, and the options previously presented in the draft will now read as either recommendations or formulate part of the context of the Strategy. Amendments have been made throughout the report where there was a need for a rewrite or minor change.

## **Recommendation**

That the Summary of Public Feedback Report on the Parking Management Strategy be received.

### **Attachment**

[Parking Management Strategy 2011 Summary of Public Feedback](#)

# **Parking Management Strategy 2011**

## **Summary of Public Feedback**



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## 1 Introduction

Whangarei District Council (WDC) embarked on developing a new Parking Management Strategy (“The Strategy”) in 2010, to focus on the management of the parking throughout Whangarei. Through its formulation and development phase the draft Strategy has been viewed and commented on by the general public, business community, Roading Manager, Councillors and WDC’s Leadership Team. A number of advertisements and articles were placed in the newspapers to better inform the public of the development of this Strategy, to encourage feedback and provide education around the issues and proposed changes to Council’s management of parking.

Public consultation was carried out between 31 May 2011 and 15 July 2011. A total of 37 responses were received in this time making comment on the following topics:

<b>Topic Covered</b>	<b>Number of Responses</b>
Policy	8
Issues	6
CBD	5
Returning the Revenue	5
Minimum Parking Requirements	10
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This report gives specific detail as to what members of the public specifically stated in their feedback to the Strategy.

## 2 Analysis of Feedback

This summary report provides a statistical analysis of the responses, which has been grouped under topics (shown above). Quotes are also given throughout the report, together with a general indication of the matters that attracted the most attention and debate. The statistical analysis has been carried out on the following basis, each response has been regarded as a single response; all submissions have been accorded the same weight regardless of whether they are from an individual, couple, family or business. All feedback has been read and the main issues raised have been recorded in a database so that the comments could be used in developing the final version of the Parking Management Strategy, and the contact details can be used for further consultation.

## 2.1 Commuter Parking

One of the main topics/issues discussed by the public that provided feedback, focused on commuter parking, including, the proposed changes to the Town Basin parking, the development of Railway Road Car Park, and the introduction of charging for commuter parking.

The respondents generally had two views, either for charging/limiting commuter parking, or the other view of leaving the commuter parking free and some wanting more free parking for the commuters. The respondents concerned about the lack of free parking being provided for them, also commented on being a commuter themselves; while the other respondents want charges introduced for commuters, as they understood the issues associated with providing a significant amount of free parking.

*“You cannot just remove 442 car parks from the Town Basin. Many workers would then elect to pay for parking and put pressure on availability for shoppers etc, or further pressure on residential streets. There are many reasons as to why workers take their car to work, i.e. children, live in the country. Parking way down in Railway Rd is just a distraction. There is already pressure on that part of town. i.e. Walton Plaza etc. This would add 10-15 minutes to a workers day while they sorted out parking. Workers need free parking.”*

*“I agree that users should pay directly for the cost of parking. I don't think that WDC should be providing people with free car parking, especially on prime real estate (eg. Hatea Drive/Town Basin). This is a waste of a valuable asset, especially as it is only used between 8am and 5pm Monday to Friday. The rest of the time it is empty.”*

*“The aim should be to have sufficient parking for commercial visitor and recreational use. Parking availability and price should not support all day parking or single vehicles occupancy commuting. Parking should not make other forms of transport unviable. Valuable road space should be used for footpaths, malls, cycle paths, through traffic.”*

Concerns were also presented about the possible impacts on surrounding residential areas, as respondents believed that charging for commuter parking would push people to the free parking in the residential areas.

*“WDC needs to bear in mind that introducing charging for the current users of the Town Basin parking area will simply shift commuters to residential areas unless residential permit zones are introduced.”*

### Commuter Parking

*Adequate parking for workers in the CBD. I live in an area where there is no bus service and have to bring a car in to work. Parking in Kamo is also in the process of being reduced for all-day parkers so catching a bus from Kamo is also difficult.*

*The tourist industry is important for Whangarei, however, I feel that the initiative to move the parking to Railway Road is to the detriment of a lot of residents who currently use this convenient free parking.*

*Commuters need to see clearly that they have other options for travelling to work. Without other options people are likely to get angry and accuse the council of revenue collecting.*

*I support charging commuters for their car parking. They should not be expecting this service to be free these days.*

*We strongly feel that there should be Free Parking at either end of town, for the people that work in the City and that any buildings should be owned by the Council and not privately funded.*

*Free parking in the Town Basin/Railway Road area must be provided for CBD workers.*

*There is 'too much parking' and 'too little parking'. Too much free and long term parking in CBD and too little off street parking that is safe and accessible from main routes.*

*“...workers will not pay to park. The fact of the matter is Whangarei provides some good residential parking for workers. This will be a better alternative first having to pay for parking, and second having to park so far away from the CBD (and therefore walk).”*

Along with the above issues identified by respondents, another was traffic congestion possibly created from workers trying to find free parks around the city centre.

*“There is currently too much free parking e.g. Town Basin and the avenues, which encourages people to drive to the CBD, instead of choosing other forms of transport. The presence of free parking also encourages people to drive to these locations as opposed to the nearest or most convenient car park. I work with people who drive all the way across town past our place of work to get to the Avenues because they know they can park there for free. This just increases congestion in the CBD at peak times.”*

### 2.1.1 Town Basin

The responses that discussed the Town Basin area were predominately of the view that it was a prime piece of land that was underutilised as a carpark. No long term parking and development of a pedestrian friendly zone were opportunities presented in the feedback received.

*“I think it is a total waste of land in and around the Basin to use it as a car park. I think there should be very little parking in this area. It should be a pedestrian friendly zone, so parking in this area should be discouraged.”*

*“Using an area of high amenity such as the land adjacent to the Town Basin for adhoc parking is not making the best use of a limited resource to attract people to our city.”*

*“Yes develop both these areas and try to really minimise the amount of commuter parking in the Town Basin area. Best aim is to not have any (parking) in the Town Basin, or at the very least having minimal parking at the Town Basin and especially along the water front. The reasons being to attract recreational activities in this area rather than parking. We need to liven the water front, not for parking but people.”*

Other respondents (as discussed under ‘commuter parking’) requested Council not to reduce parking in the area as they benefit from this free parking.

*“I work in the centre of town and park my car all day in the car park by the river. I was dismayed when I found out the plans for parking and charging. I would like parking to be made available free by means of multi storey or other land made available for parking.”*

### 2.1.2 Railway Road Car Park

There were a number of different concerns presented in respondent's comments about the Railway Road Car Park development. A few respondents commented on the possible cost of parking all day at the Railway Road Car Park, believing that \$3 a day was an excessive and unrealistic cost. The continuation of free parking from Town Basin to Railway Road was requested. Respondents were very concerned about the lack of safe walking corridors and crossing areas for pedestrians across Walton Street. Along with these concerns was the lack of dry corridor from Railway Road to the CBD, and the increase of walking distance commuters would have to do if using the Railway Road Car Park. A 10 to 15 minute walk was an example given from a respondent.

*“Safe walking/crossing areas into the CBD from Railway Road needs consideration. Congestion on roads from commuters from North and East (Whangarei Heads) sides to access all day parking. Consider splitting all day parking site into two areas.”*

*“The Railway Road car parking will be underutilised throughout the wet months (May-Sep) , unless a “Dry Corridor” is established. Currently, a significant amount of the walk from the Waterfront free parks to the Mall is covered by shop eaves. This will not be the case with Railway Road.”*

*“I recommend if the development of the Railway area goes ahead, some serious thought be put into pedestrian access to the area. Walton Street is a very difficult road to cross, with the closest controlled crossing being Cameron Street. A prominent “natural desire line” for people parking at the Railway is likely to be up Bank Street and given that 300+ carparks are proposed, that is a lot of people trying to cross at a busy four-lane roundabout.”*

Respondents also felt that commuters using the Railway Road Car Park would add to the traffic congestion currently experienced in Whangarei.

*“Pushing commuter volumes to the southwest of the CBD will generate increased peak time traffic flows through Walton St / Okara Dr, which are already very congested at peak times. It is erroneous to assume that commuters will be as happy maintaining the same number of carparks regardless of where the carparks are, as commuting times are location (origin-destination) specific.”*

*“If workers from the north side of town have to park at the Railway Road site they will add further congestion to the CBD and Western Bypass in getting there during peak traffic times.”*

One respondent was concerned about the potential of more car break-in's in the Railway Road Car Park as it is in an isolated location, unlike the Town Basin with arterial roads running past it, providing natural surveillance.

*“There is more likelihood of car break-ins at a mere isolated location such as Railway Road, knowing that there are less people in this area and therefore no watching eyes like neighbourhood watch. The roading system in this area cannot cope with more peak hour traffic.”*

### Town Basin

*In principle, I support the re-development of the Town Basin areas as this riverside location is wasted as a car park.*

*Town Basin should have no high structures or long term parking. It should not look like Auckland's waterfront that they are so desperately trying to save.*

### Policy

*Currently allocated parking areas if rationalised in size could be freed for large-scale development in our city. Past trends indicate that the unavailability of large parcels in the city have seen many businesses locate in areas traditionally not intended for retail activity (Harvey Norman, IC Motors, Warehouse, etc.), which in turn lowers the frequency of visits to the CBD.*

*Further more there is a real benefit in a policy that returns revenue to improving the amenity of the area from where that revenue has been collected.*

*I support using parking revenue to beautify public spaces.*

*Returning the revenue from parking meters directly into town amenities, I definitely agree with, but not exclusively, as revenue should and needs to also be allocated to alternatives, such as cycling facilities and bus facilities that remove our need for parking.*



## 2.2 Policy

In the Strategy, the parking management policy is discussed, this includes the three parking reforms, highlighted as essential by Donald Shoup (academic in the effects of free parking) that are

- performance based parking
- removing minimum parking requirements
- returning the revenue

The majority of respondents agreed with implementing performance priced parking, as this would see Council aim for parking occupancy between 70% to 90%, through the use of pricing accordingly.

*“Parking is not cheap. I like the idea of performance priced parking.”*

*“Generally I agree with the demand based pricing and the Council’s proposal to aim for 70% - 90% occupancy.”*

*“Any policy that encourages both high occupancy rate and sufficient supply of curb side parking should be supported.”*

Developing well functioning alternative options such as public transport and cycling and walking routes was also presented by respondents, as they believed there is real benefit in council putting resources into this instead of forcing behavioural changes to occur through only the use of pricing.

*“I disagree with the statement in the last paragraph ‘that council should not be pushing people to take public transport’ they should be pushing and developing the alternatives.”*

*“Currently there are not well functioning alternative options that are well catered for. One example is that cycling is not well provided for in the city, both with regards to safety and parking for cyclists... We need more effort in promoting and encouraging other travel options, which is heavily linked to the facilities provided.”*

Respondents saw real benefit behind the policy ‘returning the revenue’. What this entails, is money collected from the parking meters is then put back into beautifying the environment, such as, landscaping, paving, rubbish bins etc. Ideas presented included, investment back into alternative transport such as cycling and bus facilities.

*“This reinvestment will help to further alleviate parking issues.”*

Respondents either wanted the retention of minimum parking requirements or supported the removal of them from the district plan. Concern was presented from one respondent as they believe people using the surrounding businesses and/or activities would use their carparks. The majority of respondents supported the removal of minimum parking requirements, comments included,

*“There is sufficient parking with the CBD to move away from off-street parking requirements which detract from the urban environment.”*

*“The proposed changes in District Plan rules would encourage business development in the CBD by removing barriers for business start ups in this area.”*

*“Removing or altering the minimum requirements for off-street parking is great. This also helps with increasing the density of the city, which is a concern for Whangarei and the culture as a result. Increased density can create a much improved or denser cultural centre, which Whangarei lacks. Removing minimum requirements assists with this objective, especially given that the CBD has 16% of land area dedicated to off street parking alone, not mentioning the on street parking.”*

## 2.3 Issues

A number of issues were presented to the reader in the Strategy. Travel and lifestyle patterns were highlighted as one of the biggest issues that needs to see a behavioural change. One respondent stated,

*“Residents depend on motor vehicles for their primary and single mode of transport, particularly sole occupancy of motor vehicles.”*

Also identified by a respondent was the importance of welfare and social equity issues being interlinked, as compliance costs (such as parking) is another cost for low-income household.

The functioning of the CBD was a topic of concern for a number of respondents. Respondents stated the importance of providing adequate opportunity and access for efficient pedestrian movements. Traffic circulation was identified as important to the overall functioning of the CBD. Other responses discussed the ‘sense of place’ and atmosphere of the CBD, stating that,

*“Carparking detracts from our city. It consumes extensive amounts of land and the reality is that people do not come to the city to enjoy the parking facilities, they want to go to businesses and shops.”*

## 2.4 Time Limits

The majority of respondents were supportive of the proposed time limit extension, and in some cases mentioned the full removal of time limits. Reasons included, encouraging customers to stay in the CBD areas, supportive of the economy, and providing greater flexibility for the users.

*“Time limits need to be greatly extended to encourage customers to stay in the CBD areas – we see this has been addressed in the report.”*

### Issues

*The CBD is not walkable and the pedestrian link from Town Basin to Library is not easy to use, clearly defined or pleasant.*

*Discourage CBD long term parking and encourage higher pedestrian movement.*

*Remember that it rains a lot and parking building or public transport access paths should provide shelter so short car hopping trips are less necessary.*

*Encourage private business to invest in electric ‘tuk-tuk’s’...*

### Time Limits

*We would support removing or extending time limits in the central city as an option and we agree that it would provide greater flexibility and allow users who wish to pay premium charges for on-street parking to do so.*

### Pricing

*Weekdays and weekend time/price should be different, cheaper on weekends to attract people to the CBD. A time scale versus price could be worked out.*

*Logic would suggest that correctly priced parking in high demand areas is going to be a key element if the Council wishes to achieve their desired occupancy rate without over-saturation limiting supply.*

*Free or cheap is very acceptable.*

*“Lack of parking already affects our retail industry, with its one hour meters. We need policies that help our economy not hinder them.”*

*“No time limits – the demand to influence the price of parking.”*

One respondent agreed with the use of time limits in areas of low occupancy,

*“Time limits for areas with low occupancy rather than priced parking is great, especially in areas that have good roading links and little congestion, where vehicles are not creating unnecessary traffic congestion due to ‘searching for a free park’.”*

## 2.5 Pricing

A lot of the feedback received discussed the topic pricing. A common theme amongst the comments was using pricing that adequately reflected demand was a good practice for Council to adopt. One comment stated, *“I would like to see a recommendation to phase out free parking in the CBD as quickly as possible.”*

*“By properly priced car parking, to better account for the negative externalities of private car use and therefore providing an incentive for people not to drive (something which is recognised on Page 24 of the document), the financial viability of the public transport system will be increased.”*

*“...moderating priced parking to achieve optimal occupancy.”*

*“I agree with WDC’s suggested direction – increasing time allowances and relying more on pricing to influence occupancy rates.”*

Other pricing comments included, charging to be introduced on Saturdays and Sundays where high occupancy was occurring.

*“Sunday should also be included in the Time & Price model. Currently, if you were to put a price on most Sunday parking, the level will be set at \$0.00. This will not always be the case though.”*

One respondent stated opposite to this saying *“the current practice of free parking at Vine Street & Forum North on Saturday mornings should continue.”* A respondent believed that the implementation of pricing in the current free areas, and moving the commuters out of the Town Basin areas would infuriate workers.

## 2.6 Parking Buildings

Respondents were either adamant that the development of anymore parking buildings was not a good idea or wanted to see more parking buildings developed in Whangarei. Comments discussed their reasons for either wanting or not wanting parking buildings, discussed Forum North car park, technology options, the John Street parking building and the farmers market. The possibility of the placement of a parking building at the Town Basin was discussed in a number of public comments received, with a majority of the comments against this option.

*"I do not think there should be a multi-level carpark at Dent Street/Hatea Drive. I do not believe there should be car parking facilities in the area. If we are going to have car parking in this area it should be an underground carpark so that there can be other land uses/activities at ground level."*

*"A multilevel carpark on the riverside of Hatea Dr would surely be an eyesore adjacent to the river. Is there a better option to utilise the current free carpark on the western side of Hatea Drive, which would provide a better eyeline to the river (scenic value)?"*

*"More Multi story parking - Absolutely not. Mutli story car parking on water front, I definitely do not support. This should be open recreational space."*

Some respondents saw a need for the development of more parking buildings as this would create more parking in the CBD which in turn benefits the businesses.

*"I totally agree build up towards more car parking space."*

*"We need at least two more multi storey parking buildings in town. The cinema park is unsafe!"*

*"Parking buildings is the way to go, especially for people working in the CBD all day at affordable monthly or weekly tickets."*

*"...is in favour of paid long term carpark buildings on the fringes of the CBD and by locating them to both the north and south of the city will allow for businesses throughout the CBD to benefit."*

Other discussions around parking buildings focused on developing the Forum North site as this was an option presented by Council previously, and concerns in regards to the Water Street Car Park as this is currently used on Saturday morning to accommodate the farmers market.

*"There should be a new parking building built on the present Forum North parking area adjacent to the rail line. Easily accessible from SH1 and easy walking through to CBD. The parking building should be attractive, incorporate shops, public art and gathering places and help form the link between the library/Forum North and the Cameron Street Mall. Cafes and slow street environment would create a more pleasant shopping street with less traffic on Bank Street."*

### Parking Buildings

*Parking buildings either end of town may concentrate traffic which could cause problems. Parking buildings have to be safe for people to use.*

*Essential they fit into urban landscape (maybe multi-use), security is paramount. Pay for unlimited time used on exit (this could be automatic arm or manned).*

*Any new car park buildings must be built to compliment the urban landscape. Our city has the potential to take on a very artistic flavour, and new buildings need to blend in as well as provide functionality.*

*Security (both personal and property) must be paramount in any new car park building, or it will not get maximum usage. This must be figured into the building budget.*

*The Council needs to examine why this asset (John Street) is underutilised and whether this is likely to change once other elements of their parking strategy are implemented. If the Council is not in a position to refurbish and make this building more user-friendly and still provide a supply at an acceptable price, then it should explore other options for this site. This should include whether the use of this strategic location solely for parking is in fact the best use.*

*John Street Car Park Building must be retained, either by Council or privately owned.*

*“Build a multifunction attractive parking building at Forum North. Would give easy walking access to CBD and easy driving access from SH1.”*

*“The Water Street car parking development must be designed so that the Farmers Market can operate on the ground floor otherwise no parking building.”*

Another common theme presented in the feedback received from the public was the importance of retaining John Street Car Park and resources put into it to revitalise it, to increase its occupancy. Respondents believed that building new parking buildings was not a good option, when the current one in Whangarei is underutilised. Comments included,

*“Management of the existing car parking can counteract any growth in the foreseeable future, therefore not requiring parking buildings.”*

*“Retain John Street building as council owned/maintained and build additional facility in Laurie Hall Car Park and Forum North Car Park for CBD shoppers all times/purchased and monthly lease parks.”*

*“Firstly, every effort should be made to optimise the use of John Street Car Parking Building, before any other alternatives are considered.”*

*“I oppose the sale of John Street Carparking Building until all other options of improving the building are tried.”*

Respondents saw John Street Car Park as an opportunity, and believed it played an important role as a central car park. Therefore did not want it to be sold by Council.

*“John Street Car Park is an opportunity. The asset is there, its just changing the behaviour to ensure it gets used and obviously putting a new face to it as part of it. It shouldn't be sold, but rather have some investment from council to create a friendly space. I disagree with privatisation of parking spaces as this will definitely see an increase in the focus to revenue generation rather than a service provider.”*

*“These car parks should be re-developed to be more user-friendly (access & security) which would improve occupancy.”*

A respondent questioned as to why John Street Car Park was underutilised, as in their opinion security concerns were not discussed in the Strategy. A number of respondents gave their reasoning behind not using John Street Car Park in its current form and location, such as, the size of the carriage way, layout, security concerns, and poor signage.

*“John Street Building – very central – underutilised due to 1) upper levels very poor signage and ground floor – none.”*

Ideas for revitalisation and upgrading of John Street Car Park presented in the feedback included, camera security, security wardens, payment options, lighting, signage, attractively painted walls, makeover of the lifts and stairs.

*“A pay as you leave barrier arm, Camera security, a roving security warden, multiple payment options, enhanced lighting, prominent signage, attractively painted walls & ceiling, a good marketing strategy, and a total makeover of the lift & stairwell are all that is required to make this Car park into a premium asset for the city.”*

*“Re vamp building and put roof over top floor – does not need to be fully enclosed – but covered. Improved signage – currently indicates parking for cinema only – have a look!”*

## 2.7 Park & Ride

In the Strategy, Park and Ride was presented as an option for Council to keep under review. Comments from the public either wanted to see one developed now (or in the future), or believed the population in Whangarei was too small to sustain one.

*“Excellent idea have a free bus service around CBD including warehouse area.”*

*“For the future probably the way to go.”*

*“I simply don’t think this big city initiative would work for Whangarei, as there is currently too much easily available parking in town! It would add to the time (and possibly the cost) of getting into town. People who park in town and work often use their vehicles after work to visit supermarkets etc in the CBD, so having to return to a Park and Ride facility would be inconvenient. In addition, how would the buses be funded? Inevitably, they would eventually become an additional cost for the commuter.”*

One respondent believed that the success of the park and ride is intrinsically linked to the cost of driving.

*“Should be encouraged but will only work if is cheaper and more convenient than driving. Buses are struggling because everyone has a car and plenty of free or cheap parking to use. Why take a bus?”*

While, another respondent felt that the creation of a park and ride would eliminate the need to develop parking buildings and cost a lot less for Council.

*“If Council adopted ‘Park & Ride’ they wouldn’t need multi storey parks and it would be a damned sight cheaper. Why is there no positive movement towards this most effective means of lowering space requirement?”*

### Park and Ride

*We regard this option as unnecessary if Council retain sufficient parking facilities for commuters within the CBD fringe.*

*Not enough people will take up this option for it to be viable and long lasting.*

*I support continued exploration of park-and-ride options, from Onerahi, Kamo, Hikurangi and Maunu.*

### Technology

*That the meter machines be eftpos as a lot of us don’t have correct change.*

*We also believe that the Council needs the ability, as they do in other Councils, allow for eftpos to be used.*

*We would like to see more ‘pay as you leave’ styled parks in the CBD area to encourage people to stay longer with longer time limits available to them.*

### Signage

*It is useless to create more parking areas if you never tell the public that they exist! This is the key issue with the John Street Car Park. Few Whangarei residents know of it, and no visitors do.*

*I support improving parking signage. This could perhaps include the price of the John Street?*

## 2.8 Technology

A wide range of parking options to be implemented by Council was an important feature throughout comments relating to technology. Such parking payment options suggested included, mobile phones, prepay cards, cash, credit cards, and pay as you leave. One respondent saw the implementation of new technology for payment of parking as a priority as we move towards a cashless society.

*“It would be preferable where possible to provide a wide range of parking options and to introduce technology to reduce the need for a high level of enforcement.”*

*“Pay by cellphone or prepay cards.”*

*“Technology should be introduced to enable payment choices, which include: cash, eftpos, credit cards, mobile phones. This is a priority as we move towards a cashless society.”*

Only one respondent was not in support of the use of new technology, as they were concerned with the maintenance and management of new technology.

*“Investment in technology is not something I support. The experiences I have had overseas is that of technology that malfunctions. It is a huge cost, not only to install but to maintain and manage, but this approach is also focussed on the shark type enforcement. Additionally this technology means less jobs for the city and a more complicated infrastructure for the council to manage and maintain.”*

## 2.9 Signage

All comments relating to parking signage in Whangarei saw a need for improved signage throughout. This included, directional signage, billboards, electronic/digital signs, street direction signs and tear off parking location map. An overall review of the signage was also seen as necessary for Council to undertake. Improvement of parking signage and clear signage were clear themes in the feedback received.

*“Directional signage urgent now, to indicate where parking is available, and especially to future parking buildings.”*

*“Better signage at all entry points to CBD to highlight parking areas. A tear off parking location map for CBD businesses to give to customers, so they have the info on hand.”*

*“Advertising current parking options should begin immediately. This Advertising should include: Billboards, Electronic/digital Signs (i.e indicating the number of spaces available) at entrances, Street direction signs, and a tear off map available at all retail shops.”*

## 2.10 Other

Other topics discussed in the feedback received were:

### (1) Public transport

There were a number of comments relating to the topic of public transport, this includes, a bus service to Whangarei Heads Road, better cohesion between parking management and promoting sustainable transport, Council pushing people to take public transport, the relationship and importance of public transport usage with managing parking demand, and reducing the dependence on private vehicles.

*“Council needs to take every opportunity it has available now to reduce its ratepayer’s dependency on private vehicles. Until then, the bus service will simply be an opportunity missed through a ‘chicken and egg’ situation, where the low patronage makes the system not worth developing further, and the limited development makes the system unattractive to the customer and results in high fares for the small number of passengers using the service.”*

*“What is not integrated, in any form, within this strategy, is the provision of improved bus and cycleway routes. Add to this the very real possibility, within a short time framework, the shortage/crippling price of fuel available to motorists that will dramatically change motor vehicle usage. Are these omissions an oversight or intentional?”*

(2) Creating a ‘parking management team’

*“We would like to see a Parking management team established within the City council that worked full time on the issue of Parking and Parking alternatives. We would like a dedicated Councillor to take this as a portfolio with KPI’s to be achieved.”*

(3) The need of a wider Transport Strategy

*“The question then arises, is it better to consider a wider transport strategy of which parking is simply one outcome? How can this form links with Council’s ‘Sense of Place’ strategy and supporting structure for ‘District Living’?”*

(4) Car-pooling campaign

*“Carpooling needs to be encouraged (such as free parking for 2+ passengers).”*

*“Taking proactive steps to introduce carpooling should also be a really strong point under this option. A simple campaign could be run in conjunction with community groups and potential businesses to encourage car pooling or assisting businesses or commuters to operate potential minibuses from the outer lying areas.”*

*“Providing simple alternatives and promotion for residents to leave their car at home sometimes, will help all infrastructure in the CBD, not just car parking. Although it might be considered that alternative solutions such as carpooling are not part of a parking strategy, it is directly related and does not decrease people choice. It is taking a proactive step. Number of vehicles parking in town is a direct correlation with the number of cars leaving peoples*

**Other**

*Pleasant walking routes need to be established.*

*Develop pedestrian route from library through Bank Street, Cameron, James/John and across to Basin. Consider using an elevated bridge like City to Sea Bridge in Wellington.*

*Council may consider encouraging uptake by crediting against Development Contribution levies. From a developer’s perspective, this could mean as little as 2m<sup>2</sup> of floor space are utilised to provide the shower/changing area and a bike rack on the shop front, taking up very minimal space.*

*This type of campaign would be a positive story out of what could be seen as a negative parking strategy. A lot of people will see changes in parking fees negatively, but when it is directly related to a campaign to have less cars in the CBD, residents can see the positive side to the logic behind it. It is an opportunity to create change, that will have positive impacts on parking into longer term future.*

*Cycling and bicycle parks should be included in this Parking Strategy. Currently all infrastructure relating to cycle facilities are lacking and requiring improvements. Having safe, attractive and well located cycle parks reduces the barriers surrounding using a bicycle in the city...*



*homes. Behaviour change is a key component of this parking strategy and now is a perfect opportunity to influence this type of behaviour, when parking charges and behaviour are about to change.”*

(5) Cycling and bicycle park included in the Strategy

*“More cycle parking needs to be installed at strategic places around the CBD and in business buildings. Cycle routes need to be made a priority. Park n Ride options need to be made available.”*

(6) District Plan Review or bylaw to provide bike storage.

*“Revise the District Plan or create a bylaw to include a requirement to provide bike storage facilities (bike rack) and a shower for staff in conjunction with Commercial activity in the CBD with a threshold for staff numbers (eg. 15+ staff), with possible offset of carparks required.”*

### 3 Where to from here

All the comments were considered in full, and as a result the strategy and recommendations took into account this feedback. Amendments have been made throughout the draft Strategy to formulate the final document. This includes incorporating concerns presented about the development of the Railway Road Car Park for commuters, and the issues the public associate with John Street Parking Building. Importantly, some feedback received that was out of the scope of the Strategy was either passed on to the respective departments within Council or a Council Officer to consider the comments.

Whangarei District Council plays an important role in the provision of parking, ensuring that parking is available for commuters, tourists, customers and residents. The purpose of the Strategy is to provide a framework from which parking is managed in Whangarei. It is the management of our existing parking that is important. The Strategy aims to ensure sufficient parking is available in the right place and at the right price.