

10. CBD Parking for Free Day

Reporting officer Simon Weston (Infrastructure and Services Manager)

Date of meeting 18 December 2013

Vision, mission and values

This item is in accord with Council's vision, mission and values statement as supports sustainable land use management and transportation, providing a quality environment and protecting those assets that contribute to community health and well being.

Introduction

A request has been received to hold a "CBD Parking for free day" in the lead up to Christmas in the Whangarei CBD area. The particular day would be chosen to coincide with late night shopping in the CBD and would be undertaken to promote the CBD shopping experience and encourage patronage.

No parking fees would be charged for parking in metered spaces on that day in the CBD area, however time restrictions would still be in force to maintain parking turnover and ensure parking spaces were not all taken up with all day parkers.

Council's enforcement officers would still be patrolling and enforcing "warrants of fitness", car registrations and time restrictions on this day.

Promotions and advertising would need be undertaken to support this event, and liaison with the Chamber of Commerce would also be undertaken to choose a suitable day in consultation with CBD businesses and shop owners.

It is estimated the loss of parking revenue for the day would be approximately \$5,500.

Recommendation

1. That Council supports a "CBD Parking for Free day" in the lead up to Christmas
2. That staff liaise with the Chamber of Commerce to confirm a suitable date for this event.