



The City with Spirit



Next Date of Review:

22 February 2021

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Date Adopted by Council:

22 February 2016

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1. Introduction

Devonport City Council first adopted a parking strategy in December 2010. This revision of the strategy, based on the original, updates the strategy for the present day statistics and known future direction. It also considers feedback provided by the community, including information and comments provided as part of a parking survey undertaken in October 2015.

Developing and regularly reviewing a Parking Strategy provides Council with the opportunity to examine parking with a holistic approach and formulate future directions which will aim to serve the economic, social and environmental needs of the City into the future.

The Strategy defines Council's role as a legislator, provider, facilitator and regulator of car parking facilities, from initial planning stages through to enforcement.

1.1 Overview of Devonport

Devonport is a City with a population in excess of 25,000 people and is situated on Tasmania's North Coast. Devonport provides services for residents of the immediate area and surrounding regions. Devonport is a focus of tourist activity, with the Spirit of Tasmania ferries linking the City to Melbourne.

Devonport's industry is focused on a number of key sectors comprising retail trade, manufacturing, health & community services, property & business services and education. Given Devonport's geographical location and natural resources, other important sectors are agriculture, transport and tourism.

Council's Vision, as articulated in Devonport's Strategic Plan 2009-2030 is for Devonport to be a "thriving and welcoming regional City living lightly by river and sea:

- Strong, thriving and welcoming regional City - Devonport is a regional leader with a strong economy. It is a great place to live, work and play.
- Valuing the past, caring for the present, embracing the future - We have been shaped by a rich cultural heritage and enthusiastically embrace present challenges and future opportunities.
- Engaging with the world - We have an outward focus and send quality products and experiences to the world. We welcome all peoples to share our beautiful City and all it offers.
- Living lightly by river and sea - We live lightly on our valued natural environment of clean rivers, waterways, beaches; rich agricultural land and coastal landscapes so future generations can also enjoy this special place."

Council has committed to the LIVING CITY Project, a \$250 million rejuvenation of the central business district. Commencing construction in 2016, this project will have significant influence on the outcomes and aims of this strategy.

1.2 Study Area

This strategy is focused on the entire Devonport area rather than specifically the CBD and Four Ways retail area. Parking issues affect many parts of the City including residential streets and school areas.

2. Purpose and Objectives

2.1 Guiding Principles

The following principles have been identified to guide the development of both the original Parking Strategy and this revision. They relate to the long term goals in the Devonport Strategic Plan 2009-2030:

- A high degree of accessibility to and within the CBD for workers, shoppers, and visitors is required for the vitality of Devonport (Devonport Strategic Plan 2009-2030 Long Term Goal 3);
- Parking strategy cannot be divorced from other aspects of planning including land use, transport, social infrastructure (Devonport Strategic Plan 2009-2030 Long Term Goals 2, 4 and 5); and
- Demand management, rather than demand satisfaction, is the more sustainable approach to parking provision (Devonport Strategic Plan 2009-2030 Long Term Goal 1)

2.2 Objectives

The discussion and actions identified throughout this strategy are aimed at achieving the following objectives:

- Improved demand management in CBD car parks
- Maximise use of existing Pay as You Leave (PAYL) car park facility
- Review and utilise new technology
- Complete construction of Multi-Storey Car Park
- Investigate creation of further parking space in the Southern CBD
- Ensure adequacy of parking supply following finalisation of Living City hotel and retail development plans
- Enhance the existing permit scheme and ensure the balance between Councils social obligations and revenue implications are considered
- Encourage long-term parking in off-street car parks
- Introduce decorated redundant meters in strategic locations to attract donations for charity

3. Strategic and Legislative Context

Devonport's Strategic Plan 2009-2030 identifies the following long term goals:

1. Living lightly on our environment
2. Building a unique city
3. Growing a vibrant economy
4. Building quality of life
5. Practicing excellent governance

Strategy 2.3.1 states "Provide and maintain roads, bridges, footpaths, bike paths and car parks to appropriate standards"

Parking supply and location has a role to play within each of these long term goals, as it has a major impact on the transport network and the development of urban areas. A coordinated approach is critical from Council to ensure a balance is achieved between differing urban goals. For example, the economic prosperity of a city centre relies on a high level of accessibility for all transport modes, however as an example encouraging greater vehicular travel into the city may not meet environmental objectives.

The transport network allows users to travel to activities, be it work, shopping or recreation purposes. Parking has a critical role to play in enabling these users to stop and participate in activities. The location or supply of parking can be a powerful tool in controlling or redirecting transport demand. Similarly, parking can be used to influence the urban environment by persuading or dissuading users from accessing particular areas.

Council operates in accordance with it's Car Parking By-law made under section 145 of the *Local Government Act 1993* for the purpose of regulating and controlling the use of car parks belonging to and/or controlled by the Council.

3.1 Planning Scheme Requirements

The Devonport Interim Planning Scheme 2013 specifies the minimum number of off-street parking spaces that must be provided for a wide range of development types. The number of spaces required is generally based on the gross floor area, and/or the number of occupants or seats.

The rates nominated in the Interim Planning Scheme are in most cases as originally included in the 1984 planning scheme, and there may be opportunity to review the ongoing appropriateness of these requirements as cultural changes occur. A number of amendments to this section of the Planning Scheme have already been introduced to address new types of development such as call centres and discount department stores.

3. Strategic and Legislative Context (continued)

3.2 CBD Car Parking Exemption Zone (Devonport Local Area Parking Scheme)

Off-street car parking is not currently required to be provided at most developments within the CBD area, although the Planning Scheme does not prohibit the provision of onsite parking. This reduces the amount of land taken up for parking within the CBD, and supports the operation of the existing car parks.

Requiring developments within the CBD to provide car parking for their staff and / or customers would increase the volume of traffic entering the CBD, make inefficient use of land that could otherwise generate economic activity for the City, and counteract sustainable transport planning initiatives. However there is the risk that with future development in the CBD the off-street parking supply will become exhausted, with the responsibility for providing increased parking falling on Council. In this instance, the balance between the extent of the Car Parking, Exemption Zone and the obtaining of funds from the cash-in-lieu scheme needs to be managed. The role of Council and the private sector in providing public parking within the CBD should also be reviewed.

3.3 Cash-in-lieu Policy

Where a development cannot provide the full number of parking spaces as required by the Planning Scheme, "cash-in-lieu" may be required for each space that is not provided. Any cash-in-lieu payments received by Council can only be expended on the maintenance, improvement or supervision of public car parks in the vicinity of the development, or on the provision of a new public car park nearby.

3. Strategic and Legislative Context (continued)

3.4 Parking Standards

The standard of parking layout to be applied is outlined in the Devonport Interim Planning Scheme 2013 although the Scheme is far from comprehensive in its requirements.

The Traffic Generating Use and Parking Code of the Scheme sets out the various development standards that need to be satisfied. This includes the numerical calculation of parking spaces required, provision for loading and unloading of vehicles, road access and the design in accordance with AS/NZS2890.1 (2004).

The Scheme also includes within the Central business zone an overlay that depicts two precincts where the provision for parking or for loading is exempt from the Code provisions. If a development requires on-site parking within this zone then it is essential that the parking areas are not visible from the road, be necessary for the activity proposed and not exceed the minimum number usually required.

3.5 Related Strategies

There are a suite of Council documents that have a direct relationship with the Parking Strategy.

The Devonport Road Network Strategy is aimed at providing and maintaining a road network suitable for Devonport and its road users. In particular, the strategy addresses a series of key issues identified through analysis of the existing road network and consultation with key stakeholders, Council and the general public.

Council has adopted a Bike Riding Strategy which aims to make bike riding more accessible and safer for everyone through promotion, community education and the provision of a well maintained network of bike lanes and paths.

The Devonport City Pedestrian Network Strategy has been produced to 'Progressively make Devonport an area where it is safe and convenient to walk, where people are actively encouraged and enabled to walk, and where the community supports efforts to increase walking.' The Strategy is about making places more pedestrian friendly and encouraging people to walk to more places, more often.

A Public Transport Strategy is being developed which will detail the benefits and options for improved public transport systems, including the impact of the existing Ferry service across the Mersey River between East Devonport and Devonport.

3. Strategic and Legislative Context (continued)

Accurate and relevant information and signage about the location, availability and costs of parking can reduce congestion (from circulating and queuing traffic) and make finding parking easier for visitors and tourists. Council's Signage Strategy details specific actions relating to location, detail and provision of signage.

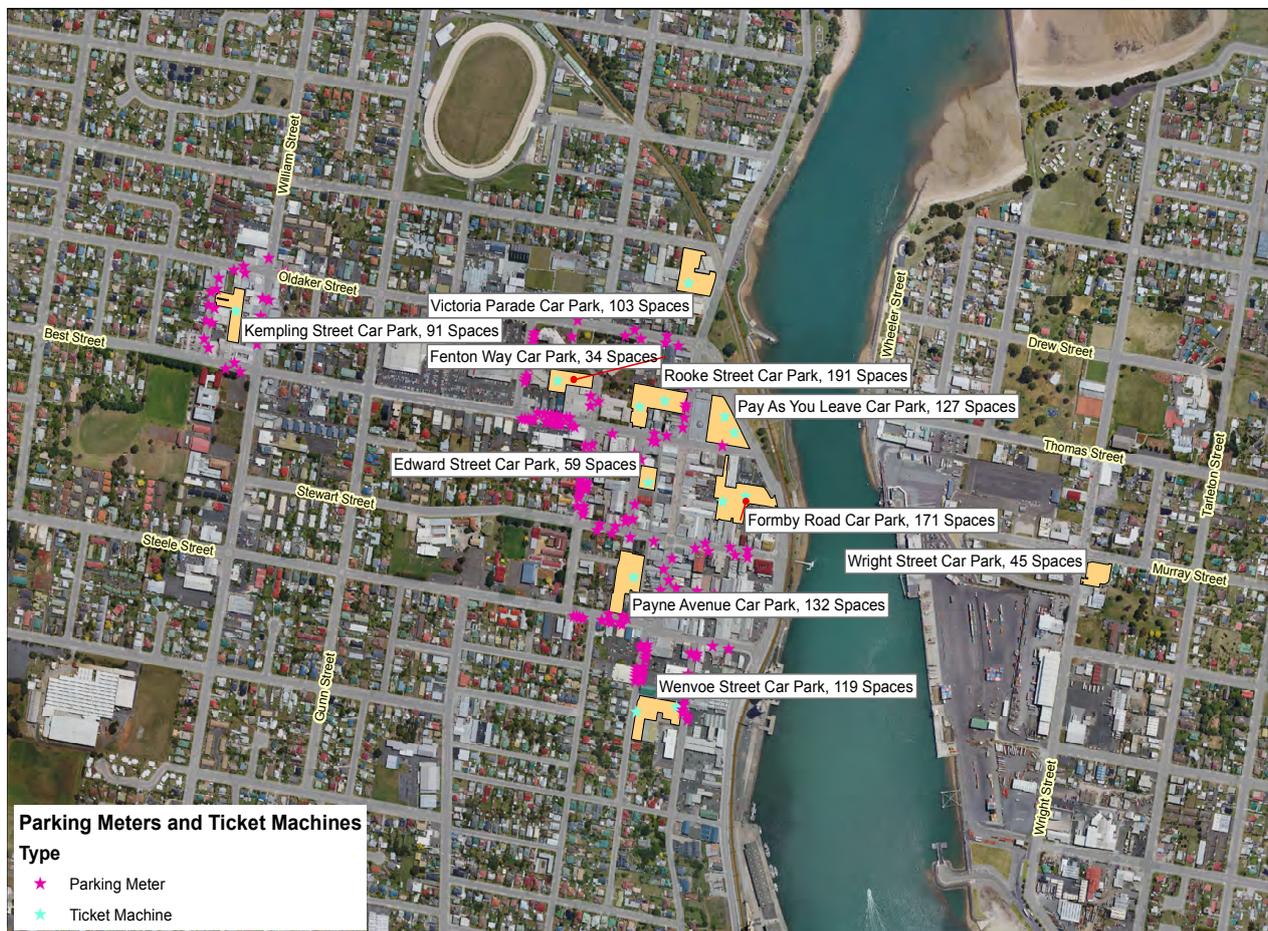
4. Current Context

4.1 Parking Supply

Devonport City Council currently owns and operates 9 off-street car parks with a total parking capacity of 1,027 spaces for use by the general public. Council also operates 440 metered on-street parking spaces.

There are also a number of private car parks within the CBD area, including large areas associated with the Kmart and Woolworths stores on the block bounded by Best, Griffiths, Oldaker and Gunn Streets. These car parks are currently administered by CarePark.

Below is a Devonport parking map which shows Council's car parks and metered parking.



4. Current Context (continued)

4.2 Pricing

The charge for all metered on street parking and off street car parks is determined each year by Council as part of its annual fees and charges schedule. On street meters are charged a consistent rate across the City whilst there is some price variation between car parks.

On street meters are currently operation 9.00am until 5.30pm Monday to Friday and 9.00am until 1.00pm Saturday. Car Park fees apply from 8.00am until 5.30pm on weekdays. There are no charges for car parks on public holidays or weekends.

Monthly Permits and reserved space programs are also available.

4.3 Utilisation

To determine the relative utilisation of each of the parking areas occupancy surveys of off-street parking areas and on-street metered spaces are undertaken by Council's Parking and Information Officers periodically.

Table 1 details the occupancy in Council car parks from a survey conducted in late 2015.

Table 1

| Carparks | Average Occupancy | Capacity | Percentage of Capacity |
|-----------------------------|--------------------------|-----------------|-------------------------------|
| Best Street | 43 | 127 | 33% |
| Edward Street | 48 | 59 | 81% |
| Fenton Way | 5 | 34 | 14% |
| Formby Road | 100 | 171 | 58% |
| Fourways | 64 | 91 | 70% |
| Payne Avenue (non reserved) | 25 | 58 | 43% |
| Rooke Street | 113 | 177 | 64% |
| Victoria Parade | 33 | 103 | 32% |
| Wenvoe Street | 119 | 96 | 80% |

These readings based on limited manual observations, were taken at a busy time of year and therefore are considered to provide a conservatively high estimate of demand across the whole year.

It can be seen that occupancy is highest in the Edward Street, Wenvoe Street and Fourways car parks. It is clear from the overall occupancy rate that there is potential for the distribution of parking to be more evenly spread than it currently is.

Table 2 outlines the meter usage during the survey period.

4. Current Context (continued)

Table 2

| Meters | Average Occupancy | Capacity | Percentage of Capacity |
|-----------------|-------------------|----------|------------------------|
| Best Street | 23 | 61 | 37% |
| Edward Street | 17 | 22 | 77% |
| Fenton Street | 15 | 45 | 33% |
| Formby Road | 2 | 6 | 33% |
| Griffith Street | 2 | 12 | 16% |
| Kempling Street | 12 | 27 | 44% |
| King Street | 32 | 41 | 78% |
| Macfie Street | 6 | 18 | 33% |
| Oldaker Street | 27 | 39 | 69% |
| Rooke Street | 25 | 27 | 93% |
| Steele Street | 11 | 15 | 73% |
| Stewart Street | 48 | 54 | 89% |
| Wenvoe Street | 12 | 22 | 55% |

4.4 On-Street Parking

As part of a survey conducted in December 2014, counting was undertaken on the peripheral residential streets, ie: Parker, Forbes, Adelaide, Barker etc, that are often parked in by workers. This study found that on the normal paid parking days, an average of 500 vehicles per day parked in the residential streets, whilst on free parking days it appears almost no workers were parked in the same streets.

4.5 Living City

LIVING CITY is an urban renewal project that will transform Devonport and revitalise the North West Region. Council adopted the LIVING CITY Master Plan in September 2014. Independent analysis has found that. Significant economic benefits will result from the creation of new retail, business/service and waterfront precincts focused on highlighting the Regions tourism, arts, food & services.

The Plan is underpinned by key principles which involve creating the following distinct precincts within the CBD:

1. Retail Precinct linking the existing shopping centres and preventing further fragmentation;
2. Business and Professional Services Precinct giving purpose to the Southern CBD; and
3. Cultural Waterfront Precinct opening the City up to the river and creating a new City heart.

4. Current Context (continued)

As each of these distinct phases progress, there will be impacts on parking supply and provision. Parking within the City will be very different in five years as a result of this project.

5. Strategy Development

5.1 Parking Surveys

Community consultation in relation to parking was undertaken in September 2015.

The consultation via a detailed 60 question survey attracted 114 responses. In total, 253 people visited the consultation page on Council's website and either viewed the survey, completed the survey or read the existing Parking Strategy. The statistical results were supported by detailed comments to questions.

Some key observations from the survey results include:

- 25% of people rated it difficult or very difficult to find parking when they visit the Devonport CBD
- 73% of respondents feel Council's pricing and penalties are inappropriate
- Exactly 50% of respondents have used the Best Street Car Park since Pay as You Leave (PAYL) parking was introduced
- Whilst cash clearly remains the preferred method for paying for parking at present, the introduction of pay by phone technology and increased credit card payment options may alter this view in the future

The full survey results were presented to Council and the community in January 2016.

6. Issue discussion

6.1 Multi Storey Car Park

As part of Council's LIVING CITY project a new multi-storey car park will be constructed, with commencement in early 2016. The car park will have 530 spaces over three levels, two vehicle entrances (Best Street and Fenton Way), and exits onto Fenton Way only. Pedestrian accesses are provided to the proposed market square, Best Street and Fenton Way.

Technology and associated pricing structure have yet to be determined.

This multi-storey car park will be the most significant investment in parking infrastructure in the City's history and will change the landscape of parking provision within the City. Maximising utilisation of the multi-storey car park once constructed will allow for greater options to be explored with other current car parking arrangements.

6.2 Southern CBD

There are existing demand issues within the Southern CBD. The Wenvoe Street car park is on average 83% occupied. A lack of available parking spaces in this part of town is an impediment to business growth and a deterrent for new business wishing to commence in the area. Regardless of any changes, as a result of new precincts evolving as part of the LIVING CITY project, there is a need to identify increased parking in this area. New sites will need to be explored for off-street car parking and existing timed zones in the CBD fringe area will need to be reviewed.

6.3 LIVING CITY Implications

LIVING CITY construction, commencing in early 2016 will change the landscape of car parking in Devonport's CBD. Whilst the construction of a 530 space Multi Storey Car park will provide additional parking, the existing Rooke Street and Best Street Car Parks will be lost once all stages of the project are complete.

Short term strategies will be implemented whilst the Rooke Street car park is unavailable during the construction period.

It is likely there will be additional parking spaces created with any retail development and similarly with a hotel development when they occur. All of the above will mean that consolidation, disposal and usage of existing/remaining car parks will need to be considered.

Significant changes to the parking layout also provides an opportunity to review campervan, caravan and trailer parking within the CBD and explore private car park monitoring opportunities for expansion of Council's existing regulatory role.

6. Issue discussion (continued)

6.4 Pricing

Pricing is one of the fundamental mechanisms available to manage the use of parking. As the price of parking increases, the demand for parking generally decreases. That is, fewer people will be willing to pay a higher price. Demand is dramatically increased where parking is free with an unconstrained supply.

Revenue from parking also allows Council to recoup some of the costs of providing parking, and to contribute to the funding of such activities as maintenance, upgrades and expansions. It is one of the few opportunities a regional centre has to generate income from neighbouring residents accessing regional facilities.

The construction of a Multi Storey Car park, and other likely changes to existing parking infrastructure, are catalysts for review of the existing fee structure.

6.4.1 Charges

It is appropriate to use pricing to differentiate between on-street parking and off-street parking, reflecting the generally higher convenience of on-street parking compared to off-street locations. Higher charges for on-street parking, in co-ordination with time restrictions, can encourage higher turnover of spaces so that a short-stay space is more likely to be available.

Pricing can also be used in lieu of time restrictions to discourage long-term parking in some locations. For instance, the rate charged for stays over say 3 or 4 hours could be higher.

The existing price structure in off-street car parks already imposes a relatively significant daily cost, and it is likely that commuters and long term parkers need to be encouraged in to off-street parking areas from free on-street parking on the CBD fringe. So the pricing in some off-street parking areas could be structured to encourage use by workers, by setting a daily fee that would be attractive when compared to the alternatives (e.g. a car park with a per hour charge or a significant walk from a free parking area.) Parking charges can also be used to support sustainable transport alternatives to the private car, by reducing the difference between the cost of parking and the cost of an alternative. For example if the cost of parking all day is comparable to the cost of a return bus fare and the bus service offers a satisfactory level of service (trip frequency, reliability, comfort etc) then more people will be encouraged to use the bus for trips to and from work, reducing the overall demand for parking. Higher parking costs may also encourage multiple occupant vehicles, further reducing overall parking demand.

6.4.2 Free Parking

In addition to weekends, Council provides free parking in off-street car parks on the following days each year as determined in January 2011:

- Devonport Cup (half day)
- Easter Thursday

6. Issue discussion (continued)

- Burnie Show Day (Friday)
- Launceston Cup
- Devonport Christmas Parade

In practical application of the free days, Launceston Show Day has been used as a substitute day for the Launceston Cup Day as it is a full day public holiday in Launceston rather than a part day holiday.

Free parking days do not support the strategic objectives of the Parking Strategy in that they do not encourage regular movement of vehicles or raise revenue from visitors to Devonport.

The parking occupancy survey in December 2014 determined that approximately 61 extra vehicles per day are within the CBD during free parking days excluding vehicles that move from the peripheral residential streets on these days. Yet the income forgone by Council is in the vicinity of \$6,000 per day. Retail promotions that have improved success at drawing visitors to the City may need to be investigated further to maximise economic investment rather than continuing with free parking days. Further alternatives other than free parking days that may provide greater benefit to retailers need to be explored.

6.5 Technology

6.5.1 Payment Methods

Currently parking in Devonport can be paid for by cash (coins only) only at parking meters, cash or credit cards at ticket machines, or by cash, EFT or credit card when paying for permits over the counter at Council.

Pay by Phone technology is being trialed on Council owned car parks.

Varied other technology exists that allows, albeit at a cost, an increased range of payment methods for both payments made in advance and payments made at the time of parking and Council must continue to explore options available that will enhance the user experience.

6.6 Payment Mechanism

The current payment mechanism described as "Pay and Display" (P&D) is available in all carparks (other than Best Street PAYL carpark), where drivers anticipate the length of time that they will be parking and pay the appropriate fee upfront with their payment indicated by a ticket displayed inside the vehicle.

Pay and Display has a number of advantages which include access to the parking area is not restricted by boom gates or other controls, which minimises the potential for queuing.

6. Issue discussion (continued)

The main disadvantages of P&D are:

- Where tickets are issued, there is inconvenience for drivers who must park, walk to the ticket machine, and return to their car to display the ticket. This is often manifested in the distribution of parking within a car park, with most people preferring to park close to the ticket machine;
- Requires manual checking of tickets and enforcement;
- Drivers must anticipate the length of their stay up front, with no flexibility to extend the length of stay without completing another transaction at the ticket machine or meter, and in some cases where time limits apply they must also move their car;
- The need for change to insert into the ticket machine; and
- Where tickets are issued motorcycles may not be able to display the ticket securely.

The Best Street Car park is "Pay As You Leave" (PAYL), where drivers are issued a ticket when they enter the parking area, and pay a fee on exiting based on the duration of stay. Future changes to car parks will require an examination of structure and consideration of points which include:

- Provided that car park entries and exits can be adequately controlled, PAYL is self-enforcing, whereas P&D requires manual enforcement on a regular basis. As a result, it would be expected that revenue from parking fines would decrease if an area was converted to PAYL, although this may be offset to an extent by an increase in parking revenue as people may be more inclined to increase their length of stay at the end of a period, rather than at the beginning;
- PAYL areas will generally not have time restrictions applied, although the pricing strategy can be used to discourage long-term parking. It is also possible with PAYL to provide an initial free period, such as the first 30 minutes or 1 hour, or to offer discounts if purchase of a good or service can be proved. P&D areas will often have time limits, with parking vouchers expiring after the time limit.
- P&D requires parkers to estimate the length of their stay on arrival, with any extension requiring additional transactions. PAYL allows parkers to pay for the total length of their stay in one transaction.

6.7 Permits

Council currently subsidises (in part or wholly) parking costs for certain groups in the community. These include some community groups who do not have to pay for parking. Whilst it should be noted that the cost (paid by the user) of all parking is subsidised in some way, the further subsidising of particular disadvantaged groups within the community is one way that Council can support these groups. However, the main implication for Council of the amount and number of subsidies provided is the loss of revenue from people not having to pay for parking, which is compounded by the abuse and misuse of Council subsidies.

6. Issue discussion (continued)

Council also offers discounted rates to the general public for monthly permits for parking in council carparks, and an annual permit for parking in metered spaces. It is likely that the attractiveness of these offers is reduced by the current availability of free parking alternatives close to the CBD.

There are concerns with the existing Concession Voucher Booklet system especially with the confusion around how to use the booklet and is open to abuse because of this.

Additionally the guidelines for charging tradesman permits referred to as “hooded meters” should also be revised.

Reserved parking spaces in the Payne Avenue car park are infrequently used and there is a need to review the provision and management of these spaces due to the heavy administrative requirements, enforcement burden and potential loss of casual parking capacity.

6.8 Time Zones

Residential amenity and the desire of workers looking for free parking needs to be balanced. Safety implications also need to be considered. The *Traffic Act* sets the current regulatory guidelines regarding parking too close to corners and driveways but it could be argued in some of Devonport's narrow streets this is not a sufficient control. If time zones are introduced in residential areas, permits for residents are issued allowing them and their visitors to park for longer than the designated time zones.

6.8.1 Time Restrictions

Applying time restrictions to parking spaces allows some users to be restricted, or at least discouraged, from using some spaces. For instance, long-term (all day) parking can be discouraged for the benefit of short-term parking. Short time restrictions encourage high turnover of spaces, which can be beneficial in retail areas. On-street spaces in commercial and retail areas should be subject to short restrictions, encouraging high turnover and creating more opportunities for short-term parkers. Longer-term parking can be provided off-street or remote from the main activity area.

6.9 On-Street Parking

On-street parking is usually the most convenient for destination land uses, particularly in “traditional” retail areas (as opposed to shopping centres which are usually located off-street and have their own off-street car parking). As such, demand for on-street spaces may be high, and competition for spaces can be considerable. It is important, therefore, to determine a functional priority for the allocation of on-street parking spaces. The allocation of priority needs to consider the different requirements for different types of land use, such as retail areas or residential areas.

6. Issue discussion (continued)

On-street parking controls are used to meet the objectives of this strategy. There are a number of guiding principles used when considering the use of on street parking controls:

- Minimise use: only use parking controls where there is a demonstrated need
- Minimise impact: only apply parking controls at times when there is demonstrated need
- Simplicity: keep parking controls as simple as possible
- Consistently: apply parking controls consistently within areas and between areas, considering the factors described below.

Factors that are considered when determining the use of on-street parking controls include:

- Road Use: Roads with more traffic and higher speeds are more likely to require parking controls to facilitate safe driving and parking. Vehicles types on the road, such as heavy vehicles and public transport vehicles may also influence the use of parking controls.
- Adjacent Land Use: The type of development on the road is key to determining the use of parking controls. Number of trips to a location, length of stay at a location, the needs of the visitors to a location and the availability of alternatives to on street parking all influence the use of parking controls

Road Safety: sight distances can be maintained through the use of parking controls

6.10 Motorcycle Parking

It is also appropriate to provide areas within public car parks for motorcycle parking. Parking for motorcycles is generally provided in groupings, and may be included in otherwise "wasted" space within parking areas, subject to consideration of safety implications. The location of motorcycle parking should also consider the practicalities of Pay and Display for motorcyclists, and it may be appropriate to exempt motorcycles from parking fees in some instances.

6.11 Parking Meters for Charity

A number of countries around the world have embraced the idea of using old parking meters to raise money for charity. The concept is based on old meters being decorated which are then placed in prominent locations to attract donations. In Montreal for example these meters attract donations in support of the city's homeless, whilst in San Francisco funds from a meter go directly to a chosen charity.

Council have 20 meters that could be used for this purpose. The old parking meters hold 40 coins and accept all coins apart from 50 cent pieces

6. Issue discussion (continued)

6.12 Education and Cultural Change

The quality of pre-trip information can influence parking behaviour. Visitors to a town such as Devonport will often rely on maps available from the Visitor Information Centre, the Spirit of Tasmania or on-line from trip-planning websites. They may also visit the website of the Devonport City Council, or be directed there from other sites. It is therefore vital that accurate and relevant information is available. Key information will include accurate maps showing access routes, parking areas and the location of key attractions. Interactive maps allow users to select the information most relevant to them, making the maps more user friendly.

Council's website, advertisements in the newspaper and other local media can be used by Council to communicate changes to the operation of parking in the city, and to provide day-to-day information about pricing, availability of permits, and other features of the parking system.

The educational and promotional material should be designed in such a way to encourage behavioral change. Anecdotally, Devonport residents have a preference to park very close to their destination, and strategies must be developed to encourage parking further away.

6.13 Enforcement

If people do not expect to get "caught", or held responsible for their actions, they may feel less worried about exceeding time restrictions or not paying the appropriate parking fees. The likelihood of being fined, and the value of the fine, can have a marked effect on behaviour. There is a balance to be reached between providing a high-enough likelihood of enforcement, and the limited resources available for enforcement tasks.

The value of any fines also contributes to a person's perception of the "risk" of being caught. The current fine value is linked to a penalty unit the Penalty Units and other *Penalties Act 1987*. Infringement amounts are set used under the *Traffic Act 1925* for parking in traffic areas such as no standing or no stopping zones, disability zones, time zones etc.

Council's fine amounts are listed in our Devonport Car Parking By-Law 2013 and start at 0.16 of a penalty unit. In the 2015/16 financial year that equates to \$24.64.

Technological improvements can be made to enhance the payment of fines, ensuring there is an automatic process of uploading information from handheld infringement devices to the main payment system.

Parking, control, enforcement and restrictions throughout Devonport are enforced by a team of 6 officers (4.45 FTE).

7. Implementation

The Parking Strategy is an important document in ensuring continued improvement in the provision, planning and management of parking in Devonport. It is important regular reviews are undertaken to ensure actions are being progressed and they remain relevant.

A detailed action plan is provided as part of this strategy.

In early 2015 a summary of the original action plan was provided to Council. There were 35 actions in the original strategy with 9 of these completed, 6 in progress and 8 ongoing. Eight actions have not commenced and 4 actions have been deferred.

A large number of the actions in the new Action Plan have been, and will continue to be, completed by staff within the existing budget allocation. Other items requiring a specific allocation of capital expenditure are considered and prioritised as part of the annual budget process.

8. Monitoring, Evaluation and Review

A report detailing progress of actions will be provided to the Governance and Finance Committee on an annual basis following adoption of the strategy.

Parking Strategy Action Plan

| Objective (include Objective No.): | Action: | Responsibility (Business Unit/Officer): | Timeframe | Resources: A-OPEX F-OPEX F-CAPEX | Priority: H M L | Council's Role /stakeholders/ partners role: |
|---|---|---|------------------------------|---|--------------------------|---|
| Objective 1: Improved demand management in CBD car parks | Review span of hours for paid parking | Parking | Completion by March 2017 | F-OPEX | M | Council responsibility |
| | Explore parking incentives and variable pricing structures | Parking | Completion by March 2017 | A-OPEX | M | Council responsibility |
| | In conjunction with relevant stakeholders, explore future alternatives other than free parking days that may provide greater benefit to retailers | Parking, Marketing & Events | Completion by March 2017 | F-OPEX | L | Council responsibility in conjunction with DCCI |
| | Consider future direction and provision of free parking days | Parking | Completion by March 2017 | F-OPEX | M | Council responsibility |
| Objective 2: Maximise use of existing Pay as You Leave car park facility | Reward by-law to ensure parking infringements are rounded to an even dollar amount | Governance | Completion by June 2016 | A-OPEX | M | Council responsibility |
| | Enhance promotion of Best Street Car Park | Parking, Media/Communications | Completion by June 2016 | A-OPEX | M | Council responsibility in conjunction with DCCI |
| Objective 3: Review and Utilise new technology | Explore alternative PAYL sites and options following any changes to Best Street Car Park as part of Living City plans | Infrastructure and Works | Completion by 2020 | F-CAPEX | L | Council responsibility |
| | Finalise the pay by phone trial and consider future options | Parking | Completion by September 2016 | F-OPEX | L | Council responsibility |
| | Continue to explore alternative payment methods/technology for parking meters | Parking | Ongoing | F-CAPEX | L | Council responsibility |
| | Develop a more detailed and formal asset replacement program | Parking/ Assets | Completion by June 2016 | A-OPEX | M | Council responsibility |
| | Explore and introduce an automatic process of uploading information from handheld infringement devices to the main payment system | Parking | Completion by December 2016 | F-CAPEX | M | Council responsibility |

Parking Strategy Action Plan

| Objective (Include Objective No.): | Action: | Responsibility (Business Unit/ Officer): | Timeframe | Resources: A-OPEX F-OPEX F-CAPEX | Priority: H M L | Council's Role /stakeholders/ partners role: |
|---|--|--|--|---|--------------------------|--|
| Objective 4: Complete construction of Multi-Storey Car Park | Determine technology to be used within the Multi Storey Car Park Consider Pricing structure of Multi Storey Car Park Review ownership model of Multi Storey car park to determine whether it remains under Council ownership and/or management | Parking, Economic Development Parking, Economic Development Economic Development | Completion by March 2017 Completion by March 2017 Completion by 2020 | F-CAPEX F-CAPEX A-OPEX A-OPEX | H H M | Council responsibility Council responsibility Council responsibility |
| Objective 5: Investigate creation of further parking space in Southern CBD | Explore options for creation of additional parking space in Southern CBD | Parking, Economic Development | Commence exploring alternatives immediately | F-CAPEX | H | Council responsibility |
| Objective 6: Ensure adequacy of parking supply following finalisation of living City hotel and retail development plans | Complete vacancy and parking utilisation surveys in both Council and competitor car parks on an annual basis Complete a review to consider consolidation, disposal and usage of existing/remaining car parks | Parking Parking, Economic Development | Annual task Completion by 2020 | A-OPEX F-OPEX | H M | Council responsibility Council responsibility |
| | Review campervan, caravan and trailer parking Explore private car park monitoring opportunities for expansion | Parking, Infrastructure and Works Parking | Completion by June 2017 Completion by December 2018 | F-OPEX F-OPEX | M L | Council responsibility Council responsibility |
| | Consider reduced parking rates or parking permits for new residential development within the CBD to encourage inner city living | Parking, Economic Development | Completion by December 2016 | F-OPEX | L | Council responsibility |
| Objective 7: Enhance the existing permit scheme and ensure the balance between Councils social obligations and revenue implications are considered | Develop a detailed permit policy Develop an improved aged, disability, service pension permit process/concession voucher booklet scheme Create a permit process specifically for tradespeople Review reserved parking utilisation | Parking Parking Parking Parking | Completion by June 2016 Completion by December 2016 Completion by June 2016 Completion by June 2016 | A-OPEX A-OPEX F-OPEX A-OPEX | L M L H | Council responsibility Council responsibility Council responsibility Council responsibility |

Parking Strategy Action Plan

| Objective (include Objective No.): | Action: | Responsibility (Business Unit/Office): | Timeframe | Resources: A-OPEX F-OPEX F-CAPEX | Priority: H M L | Council's Role /stakeholders/ partners role: |
|--|--|---|-----------------------------|---|--------------------------|--|
| Objective 8: Encourage long-term parkers into off-street car parks | Ensure that short stay parking is provided in retail areas to ensure a high turnover for shoppers | Parking, Economic Development, Infrastructure and Works | Ongoing | A-OPEX | M | Council responsibility |
| | Encourage visitors to the CBD to use off-street car parks through improvements to their design and operation | Parking, Tourism, Infrastructure and Works | Completion by June 2016 | F-CAPEX | M | Council responsibility with stakeholders involvement |
| | Ensure that an adequate provision of disabled parking bays are provided in convenient locations | Parking, Infrastructure and Works | Completion by December 2017 | F-CAPEX | M | Council responsibility with stakeholders involvement |
| | Review pricing for Disabled Parking bays | Parking | Completion by December 2017 | F-OPEX | L | Council responsibility with stakeholders involvement |
| Objective 9: Introduce decorated meters to attract donations for charity | Review loading Zones including time limits and specific truck only zones | Parking, Infrastructure and Works | Completion by December 2017 | A-OPEX | L | Council responsibility with stakeholders involvement |
| | Review provision and location of Taxi Zones | Parking, Infrastructure and Works | Completion by December 2017 | A-OPEX | L | Council responsibility with stakeholders involvement |
| | Recycling and decorating old meters to attract donations for charity | Community Development | Completion by June 2018 | A-OPEX | L | Council responsibility with charitable organisations involvement |
| Objective 10: Embrace and promote complementary strategies to manage demand for parking | Educate stakeholders about the capital and operating costs of parking resources in addition to their environmental and social implications | Parking, Media, Communications | Completion by June 2017 | A-OPEX | L | Council responsibility |
| | Promotion of bicycle parking; implementation of Bike Riding Strategy | Parking, Infrastructure and Works | Ongoing | A-OPEX | L | Council responsibility with Community Groups involvement |
| | Advocate and promote use of existing ferry service | Media & Communications | Ongoing | A-OPEX | L | Council responsibility with stakeholders involvement |
| | Advocate for improved public transport | Parking, Infrastructure and Works | Ongoing | A-OPEX | L | Council responsibility |
| | Review of bus shelters in Devonport for compliance and prioritisation of improvements | Infrastructure and Works | Completion by June 2017 | F-OPEX | M | Council responsibility with stakeholders involvement |
| | Review motor bike parking provision | Parking, Infrastructure and Works | Completion by June 2018 | A-OPEX | L | Council responsibility with stakeholders involvement |
| Objective 11: Improved education and information provision in relation to parking | Improved website information | Parking/ Media Communications | Completion by June 2016 | A-OPEX | M | Council responsibility |

Parking Strategy Action Plan

| Objective (include Objective No.): | Action: | Responsibility(Business Unit/Officer): | Timeframe | Resources: | Priority: | Council's Role /stakeholders/ partners role: |
|------------------------------------|---------------------------|--|-------------------------|-----------------------------|-------------|--|
| | Information for retailers | Parking/Media Communications | Completion by June 2016 | A-OPEX F-OPEX F-CAPEX | H M L | Council responsibility |
| | Complete signage review | Parking | Completion by June 2016 | A-OPEX F-CAPEX | M M | Council responsibility |

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