



*Have your*  
**Say!**

# **Draft Ashburton District Parking Strategy & Ashburton Town Centre Parking Management Plan**

## ***Consultation document***

Ashburton District Council is refreshing its Parking Strategy for the district. We have also put together a parking management plan for the Ashburton Town Centre.

This booklet includes a summary of the proposals and a submission form for your feedback.

**We are accepting feedback until 5pm, Wednesday 6 October 2021.**

# INTRODUCTION

We have prepared a draft Parking Strategy to provide a framework for managing parking across our district. We want our parking spaces to be designed in a way that is efficient and effective for everyone. This means balancing the needs of different users, while also working towards our district's economic, social and environmental objectives.

The strategy is structured in two sections:

- the strategy – outlines what we are trying to achieve in managing the parking supply and the interventions available to be used for customer, visitor, staff and resident parking.
- the action plan – explains how the objectives will be achieved over the short, medium and long term.

A key part of the strategy is developing detailed **parking management plans** for each of our towns and larger settlements. These plans will set out the specific measures that will be used to manage parking, and target known problems relevant to that town. We have done the first of these plans – for the Ashburton town centre, and are wanting your feedback on this as well as the strategy.



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**Say!**

The following documents are available to be downloaded at **[ashburtondc.govt.nz/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)**

- Draft Parking Strategy
- Summary of the draft Ashburton Town Centre Parking Management Plan
- Full draft Ashburton Town Centre Parking Management Plan

**Do you know of any specific parking issues in the other towns across our district?**

Your feedback will help us for future parking management plans.



***We want to  
hear from YOU!***

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haveyoursay](https://ashburtondc.govt.nz/haveyoursay)**



## Why is parking management important?

Management of our parking supply helps to make sure the parking supply is used as effectively as possible.

- It helps maintain the right balance of short and long-term parking. For example, by preventing long-term parking next to important destinations like shops so that space is available for short-term parking (customers).
- It keeps space free for those who need it most, for example for mobility parking, loading, coaches, taxis, and electric vehicles (at charging locations).
- It can encourage people to travel by other means if they are able to, for example by walking or cycling.



# DRAFT ASHBURTON DISTRICT PARKING STRATEGY

## What do we have to think about?

- Population and household growth – we're expecting an additional 1,300 households by 2031
- Ageing population
- People's response to climate change – e.g. increased use of electric vehicles, walking and cycling, car sharing etc
- Technology changes – such as greater volumes of on-line shopping
- Increased working from home
- Mode shifts – a second bridge across the Ashburton River will likely result in increased uptake of active transport (such as walking and cycling) into Ashburton
- Changes in the types of devices for personal mobility – electric scooters, e-bikes, cargo bikes are becoming more popular
- Urban growth – increased density of housing in inner urban areas could result in properties that do not have garages – this may result in less cars per household, or conversely, put more pressure on space for on-street parking
- Shifts in demand as development occurs – e.g. moving of the Ashburton Library and Civic Centre to the east of West Street will result in the need for convenient customer parking along with shifting where staff park

## Our objectives

Collaboration with key stakeholders and reviewing policies at a local and national level has led to five main objectives for our draft parking strategy.



### Support placemaking, amenity and good urban design outcomes

- Help to make our town centres safer, more vibrant, sustainable and equitable.





## B

**Support the economic development of town centres**

- Managing parking appropriately can help to improve the local economy.

For example, by prioritising parking spaces that help businesses, like short-term parking and loading, while prioritising quieter and more appropriate locations for long-term parking or camper vans to help bring in tourists.



## C

**Support environmental outcomes**

- Managing parking to encourage us towards achieving a balanced and sustainable environment.

For example, providing dedicated parking for electric vehicles and car sharing, and encouraging more environmentally friendly forms of transport like walking and cycling/micro-mobility.



If you own, or are considering purchasing an electric vehicle in the future, do you think more charging stations should be provided in more public locations than currently? Let us know why.

If you own, or are considering purchasing an E-bike in the future, do you think parking facilities should be provided in public locations? Let us know why.

**D****Support the Walking and Cycling Strategy**

- Making bicycle parking available near to key destinations; and prioritising street space for walking and cycling rather than parking on key walking and cycling routes.

**E****Ensure parking is managed for the context**

- Not all places are the same and our strategy needs to be tailored for our people.
- Ensuring parking restrictions are appropriate for the level of parking demand; and enforcement of parking restrictions is effective and affordable to the Council.

Do you agree with these objectives for the Parking Strategy? Let us know which ones you support / don't support and why.



## Draft action plan

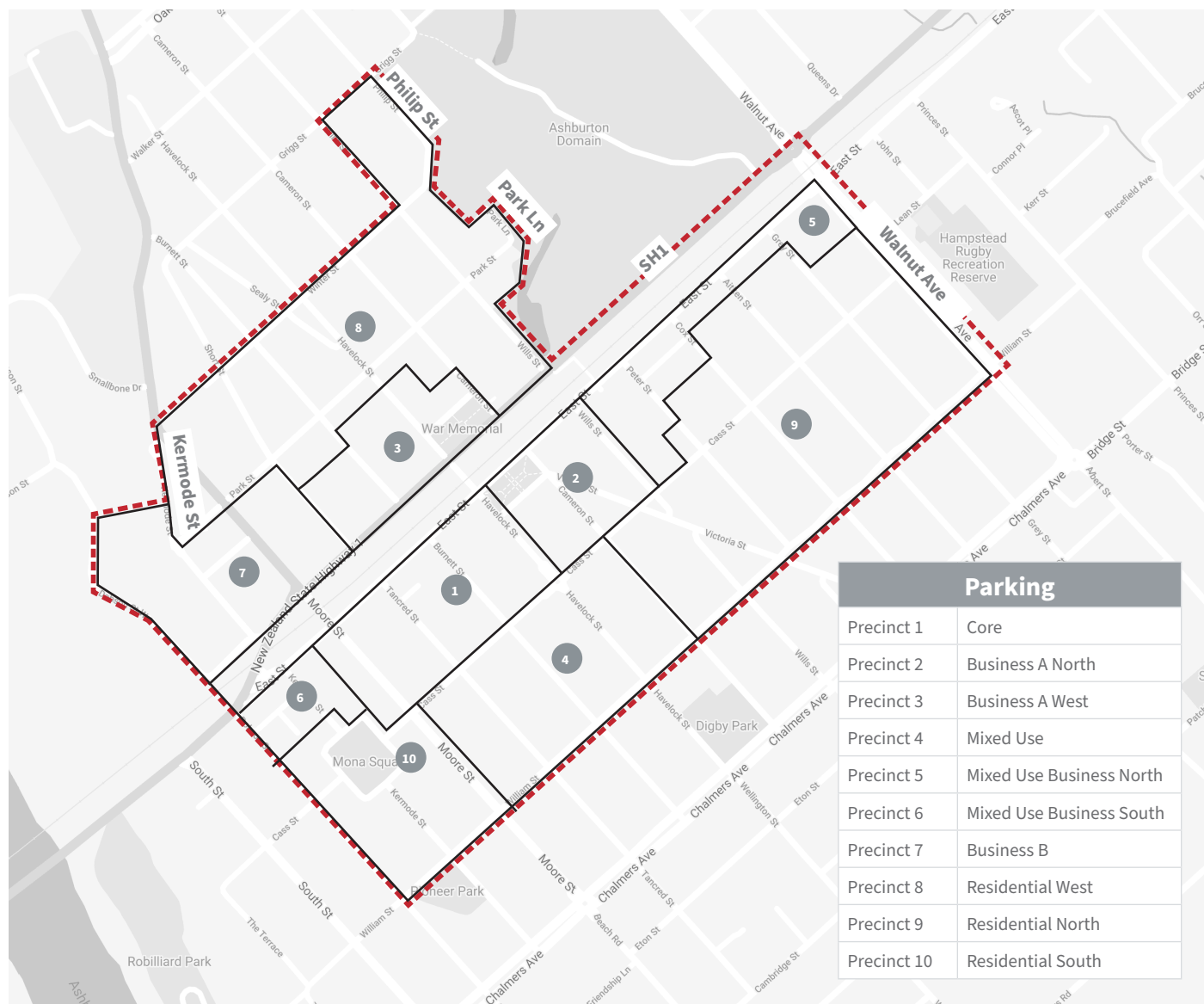
	OBJECTIVE	INTERVENTIONS (METHODS)
A	Support placemaking, amenity and good urban design outcomes	<ol style="list-style-type: none"> <li>1. Implement District Plan Policies that highlight the impacts of providing inappropriate levels of parking, both too little and too much parking</li> <li>2. Implement District Plan Policies and Rules for town centres to ensure appropriate development outcomes and the relationship with parking (e.g. PC4)</li> <li>3. Require Integrated Transport Assessments for development of certain scales/activities showing how parking will be managed</li> <li>4. Implement District Plan Policies and Rules, and design guidelines for new streets, providing for good parking design, particularly in town centres</li> <li>5. Use time restrictions on parking spaces that ensure appropriate turnover to support the surrounding business needs</li> </ol>
B	Support the economic development of town centres	<ol style="list-style-type: none"> <li>1. Develop Parking Management Plans (PMPs) for towns and larger settlements (initially Ashburton town centre, then others to follow)</li> <li>2. Provide an appropriate level of off-street parking (long stay visitors)</li> <li>3. Use enforcement to ensure appropriate turnover and use of parking spaces occurring</li> <li>4. Update the Mobility Parking policy to include age-related parking (over 80 years)</li> </ol>
C	Support environmental outcomes	<ol style="list-style-type: none"> <li>1. Facilitate the provision of EV charging spaces, carpooling spaces, car sharing spaces in Council car parks/streets and promote these in private parking areas through District Plan policies</li> <li>2. Provide bicycle parking on streets and in Council car parks</li> <li>3. Implement District Plan requirements for bicycle parking</li> <li>4. Promote the development of Travel Plans for business and organisations to help reduce demand for parking.</li> </ol>
D	Support the Walking and Cycling Strategy	<ol style="list-style-type: none"> <li>1. Provide bicycle parking on streets and secure bicycle cages in Council car parks</li> <li>2. Implement District Plan requirements for bicycle parking supply and design</li> </ol>
E	Ensure parking is managed appropriately for the context	<ol style="list-style-type: none"> <li>1. Continue to operate an appropriate enforcement funding model</li> <li>2. Monitor parking demand and regularly review restrictions as well as potential future pricing models</li> <li>3. Support new Council off-street parking with assessments of demand/need and cost analysis</li> <li>4. Implement monitoring and enforcement systems to ensure that parking is responsive to changes in demand</li> </ol>

Do you support the Action Plan?  
Let us know which actions you support / don't support, and why.

Do you support the addition of drivers over 80 years to the Mobility Policy?  
Let us know why.

# THE ASHBURTON TOWN CENTRE PARKING MANAGEMENT PLAN

The area covered by this draft plan is shown in the map below.





	Public On-Street		Public Off-Street		Private Off-Street	
Precinct	Inventory	Peak occupancy	Inventory	Peak occupancy	Inventory	Peak occupancy
West Street car park	-	-	144 84 (P120)	High Medium	-	-
Precinct 1	243	Med - High	-	-	200	Med - High
Precinct 2	187	Med - High	-	-	225	Med - High
Precinct 3	164	Med - High	-	-	306	
Precinct 4	234	Medium	68	High	269	
Precinct 5	171	Medium	-	-	373	
Precinct 6	56	Low - Medium	-	-	146	Low - Medium
Precinct 7	153	Low - Medium	-	-	683	Low - Medium
Precinct 8	604	Low	-	-	67	Low
Precinct 9	595	Low	-	-	-	
Precinct 10	251	Low	-	-	30	Low
Total	2,658		296	-	2,299	
5,253 spaces in total						

## Factors we've considered in drafting this plan

### Factors affecting parking supply

- Loss of approx. 40 on-street parking spaces in the CBD due to the streetscape upgrades
- Loss of 40 off-street car parks at the Council offices
- Baring Square on-street parking changes – there are currently 30 car park spaces on Baring Square West for visitors to the Ashburton Library and Council offices. The new Baring Square East street design has 21 short stay spaces – resulting in a net loss of 9 spaces for visitors.
- Existing surplus parking supply – overall, it is likely that there could be surplus on-street parking capacity to accommodate short-term parking for the new Library and Civic Centre.
- Future of the Eastfield car park (corner of Burnett and Cass streets) – this site contains 70 pay and display spaces and approx. 90 leased spaces. It is likely this space will be developed at some point displacing these car parks.

### Factors affecting parking demand

- Population growth and demographic changes – ageing population
- Increase in commercial activity versus increased use of on-line shopping
- Increases in active transport – such as walking and cycling
- District-wide economic growth – economic growth is generally associated with increased travel demands, whereas economic decline associated with reduced travel demand.
- Additional library users to the new building
- Shift in parking demand – such as from west of West Street to the east side of town due to the Library and Civic Centre moving
- Climate change, technology and work practices changing – electric vehicles, working from home etc.



## West Street car park

As you can see above, many factors affect car parking supply and demand. However, these factors appear to be favouring an increased demand for parks.

We are therefore proposing to build a new car park in the West Street rail reserve, to the north of Havelock Street. The funding for this has been allowed for in Year 1 of the Long-Term Plan 2021-31. The development of the car park in this location, however, is subject to KiwiRail and Waka Kotahi approvals.

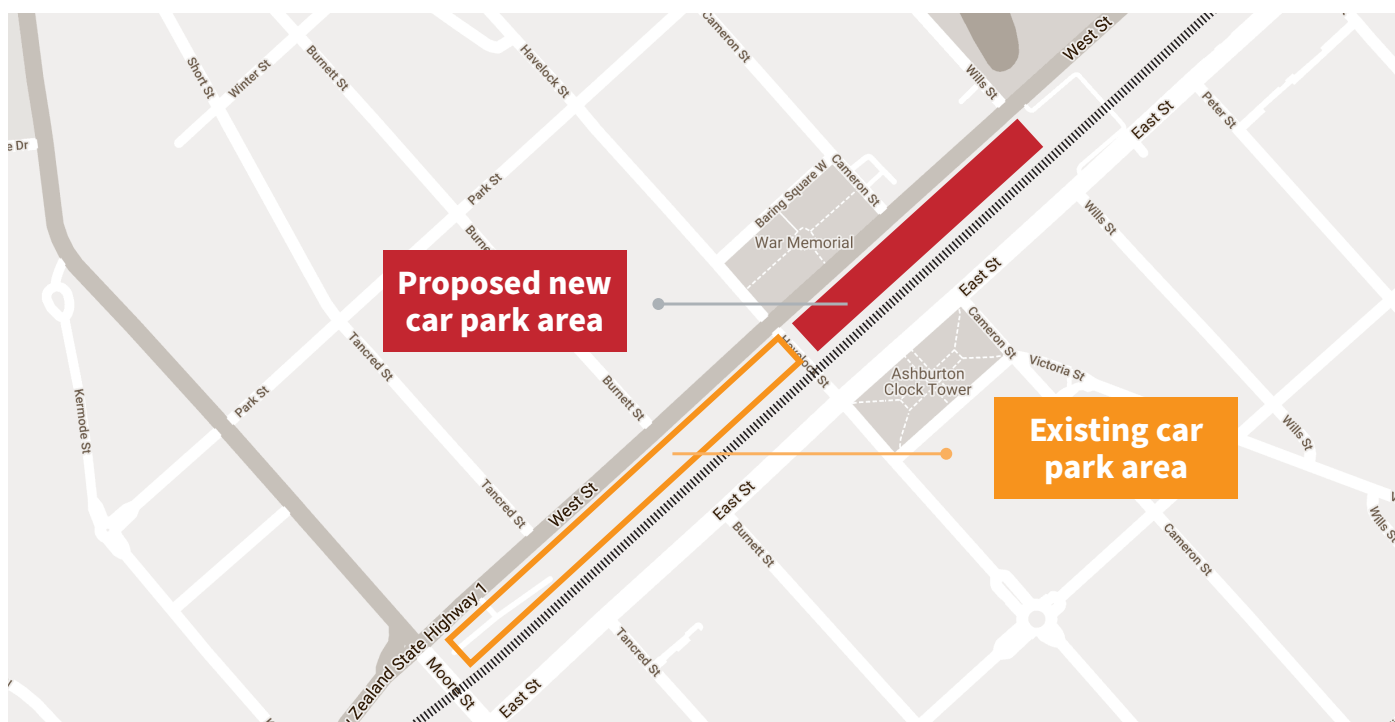
The area shown below can accommodate 100-130 car park spaces depending on the space available for use. It is proposed that this area will be laid out in a similar way to the existing West Street car park and will accommodate all day parking. There may be some changes to the existing West Street car park time restrictions to accommodate more short-term parking for town centre visitors.

## Bicycle and other micro-mobility parking

Parking for bicycles and micro-mobility aren't subject to the same supply and demand considerations as motor vehicles as we want to encourage these modes. This can be done through providing more parking spaces, at convenient locations.

For example, short-term bicycle parking can be catered for on stands outside of destinations. All-day parking for bicycles could include secure bike cages in public car park areas where a walk to the destination is acceptable.

E-bikes and larger bicycles such as cargo bikes are now readily available and used in urban settings. Providing for these will also need consideration in terms of space and location. Parking for other micro-mobility devices such as e-scooters will also be important, including ways to prevent parked devices blocking the footpath.



Do you support the development of a new public car park in the West Street rail reserve north of Havelock Street? Let us know why.

Do you support the Action Plan? Let us know which actions you support / don't support, and why.



## Draft action plan

### When: SHORT TERM - 0 to 2 years

### ACTION

#### Before the Ashburton Library and Civic Centre relocations (expected to be complete Nov 2022)

ADC promote travel planning and develop a Council employee Travel Plan as an example for other organisations that may wish to develop a plan.

- ADC consider car-pooling parking space allocation for their staff and investigate the potential for carpooling spaces in public car parks.
- Review time restrictions in anticipation of the Library & Civic Centre visitor needs.
- Review time restrictions as per the Precinct Plans (see full report).

#### After the Ashburton Library and Civic Centre relocations and streetscape works complete

- An extensive survey of the town centre parking should be undertaken once the Ashburton Library and Civic Centre has relocated to Baring Square East and the CBD streetscape works are complete. This will help set a base line for ongoing monitoring and inform parking management changes.
- Monitor parking occupancy on Victoria Street following the relocation of library and civic centre. If a higher level of overflow commuter parking is observed on Victoria Street, consider implementing time restrictions between Cass Street and Wills Street.

#### General – not dependant on the Ashburton Library and Civic Centre relocation

- Progress the development of a new off-street car park in the West Street rail reserve north of Havelock Street.
- Review and update District Plan rules requiring cycle parking with development (also an Action in the Walking and Cycling Strategy).
- ADC to facilitate EV charging with providers to determine the optimum number of spaces required and the most appropriate locations.
- Allocate spaces in public car parks as 'campervan spaces' to encourage visitors to the town centre.
- Review the wayfinding signage to ensure that visitors are directed to West Street car park so that parking circulation is minimised.
- Ongoing monitoring and consultation with the disability sector and aged community be undertaken to ensure that mobility parking is provided in sufficient quantities and in the right locations.
- Update the Mobility Parking policy to include age-related parking (as proposed in the Strategy Action Plan).
- Review cycle parking in the town centre and increase provision as required (providing bicycle parking on streets and secure bicycle cages in Council car parks (also an Action of the Parking Strategy and Walking and Cycling Strategy)).

Do you think specific parking spaces reserved for vehicles where people have car pooled together is a good idea to encourage this form of travel?  
Let us know why / why not?

Do you have suggestions on where parking time restrictions need reviewing? If yes, where?

**When: MEDIUM TERM - 3 to 5 years****ACTION**

- Consider the implementation of a system to continuously monitor car park occupancy that is integrated with parking enforcement, and potentially dynamic wayfinding signage using Variable Messaging Signs (VMS) to advise motorists of the quantity and location of parks at key off street locations.
- Continue monitoring the parking demand.

**When: LONG TERM - Beyond 5 years****ACTION**

- Consider development of a resident's parking policy in anticipation of the possible increase in housing density and first floor CBD living.
- Continue monitoring the parking demand.

If you own, or are considering purchasing an EV vehicle, do you think more charging should be provided in public locations than just the current West Street car park? Why / why not? Where would you suggest?

If you own, or are considering purchasing an E-bike, do you think charging facilities should be provided in public locations in the Ashburton town centre? Why / why not? Where would you suggest?

Cycle stands that you lock your bike to, will be located around the town centre for short visits. Do think secure bike cages in the West Street car park are a good idea for longer stays, and would you use them? Let us know why / why not.





We are asking for written submissions to the proposal, with public hearings being held on 21 October 2021, if we are at Covid-19 alert levels 1 or 2. If we are at a higher Covid-19 alert level, the hearings will be delayed until an appropriate time.

Your feedback will help us finalise the strategy and plan.

Have your  
**Say!**

**[ashburtondc.govt.nz/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)**

## We want to hear from YOU!

The easiest way to provide your feedback is to complete the form online at

**[ashburtondc.govt.nz/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)**

Alternatively, you can provide feedback by filling in the attached submission form and getting it back to us using one of the following methods:



**FREEPOST TO**

Ashburton District Council  
Freepost 230444  
PO Box 94  
Ashburton 7740



**ONLINE**

**[ashburtondc/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)**



**EMAIL TO**

**[submissions@adc.govt.nz](mailto:submissions@adc.govt.nz)**



**IN PERSON**

Dropping it off at:  
Ashburton District Council reception  
5 Baring Square West

**You have until 5pm,  
Wednesday 6 October 2021  
to get your feedback in.**





Submissions presented in the form of a petition or accompanied by multiple signatures will be processed as a single submission.



### Your details

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Organisation (if appropriate): \_\_\_\_\_

Street number: \_\_\_\_\_ Street name: \_\_\_\_\_

Suburb / Town / RD: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Do you wish to speak in support of your submission at the hearing?

(If no boxes are ticked, it will be considered that you do not wish to be heard)

☐

**Yes:** The hearing is expected to be held in the Council Chamber on Thursday 21 October 2021. Please note that hearings are live-streamed to our online channels.

☐

**No:** I do not wish to speak in support of my submission and ask that the following written submission be fully considered.

**Signature:**

**Date:**

.....

*\*Please note all submissions are public documents and will be made available on Council's website with the names of submitters included.*

A full version of the Ashburton District Parking Strategy and the Ashburton Town Centre Parking Management Plan is available from [ashburtondc.govt.nz/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)

You can submit on any or all of the questions below. You don't have to complete every question.

## Feedback on the draft Parking Strategy

**1** Do you agree with the draft objectives for the Parking Strategy?

a. Which ones do you support and why?

\_\_\_\_\_  
\_\_\_\_\_

b. Which ones don't you support and why?

\_\_\_\_\_  
\_\_\_\_\_

**2** Do you support the draft Action Plan?

a. Which ones do you support and why?

\_\_\_\_\_  
\_\_\_\_\_

b. Which ones don't you support and why?

\_\_\_\_\_  
\_\_\_\_\_



**3** Is there anything else we need to think about for parking in the district?

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**4** Any other comments? We also asked a couple of specific questions on pages 5 & 7. Let us know your answers here.

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## Feedback on the draft Ashburton Town Centre Parking Management Plan

**1** Do you support the draft Action Plan?

a. Which actions do you support and why?

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b. Which actions don't you support and why?

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**2** Is there anything else we need to think about for parking in the Ashburton town centre?

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**3** Any other comments? We also asked a couple of specific questions on pages 2, 11-13. Let us know your answers here.

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