



Ashburton Town Centre

Parking Management Plan 2021

Ashburton District Council



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Quality Assurance Information

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1. Purpose and scope of the Plan

1.1 Purpose

Ashburton District Council has a new Parking Strategy. The Strategy defines the desired outcomes for parking as per the objectives below, and identifies a range of interventions that can help meet the objectives.

The objectives of parking in Ashburton are to:

- 1) Support placemaking, amenity and good urban design outcomes
- 2) Support the economic development of town centres
- 3) Support environmental outcomes
- 4) Support the Walking and Cycling Strategy
- 5) Ensure parking is managed appropriately for the context

The Strategy also identifies the need for Parking Management Plans for town centres, these will have more detail on the interventions that are relevant to that area. This document outlines the Parking Management Plan (PMP) for the Ashburton Town Centre.

Waka Kotahi has developed draft National Parking Management Guidance¹ to help with the development of parking strategies and parking management plans. This PMP is consistent with the guidelines.

1.2 Scope

The geographic scope of the Ashburton Town Centre Parking Management Plan is shown in **Figure 1.1** by red dashed line. The area includes some residential parking due to its close proximity to the business activities and hence those streets being used for non-residential parking. The CBD area is identified as this is referred to throughout the plan.



Figure 1.1 Ashburton town centre parking plan scope

¹ <https://www.nzta.govt.nz/assets/Roads-and-Rail/docs/National-Parking-Management-Guidance-for-consultation.pdf>

2. The role of parking

Parking has a complex interaction with the look, feel and operation of a place and has a strong influence on travel choice. The Parking Strategy objectives reflect this.

Free, convenient, and available parking will always be highly utilised and will facilitate the use of private vehicle travel over other options. Conversely, parking fees, time restrictions and a range of parking management techniques can be used to discourage private vehicle travel by reducing the attractiveness of parking. The council's Climate Change Policy (2019) does not specifically mention parking however it recognises the need to reduce carbon emissions and offer support and encouragement to businesses and households in their mitigation efforts.

The positive outcomes of parking are that it provides a good service for people who are unable to use other modes, such as the mobility impaired. It is also critical in the operation of the current transport system for servicing businesses. There are also many journeys where there are no alternative modes available, noting that there is no public transport in Ashburton. In some situations, the space taken by parking may be better used for other purposes, such as wider footpaths or cycle lanes that support provision of an alternative travel mode.

Given the range of potential outcomes of parking, changes to the status quo are often contentious and must be considered carefully. Business owners generally have a strong desire for readily available parking adjacent to their business, and the removal of parking can become contentious through public and political engagement. However, the removal of parking to achieve better urban outcomes can result in significant increases of pedestrian activity and hospitality spending as seen in Auckland's shared spaces².

Finally, it is noted that as public parking is reduced or constrained it will give rise to commercial opportunities to provide parking, which without control through the District Plan, may erode the intent of the parking strategy.

Best practice parking principles

The draft Waka Kotahi National Parking Management Guidance includes the following key principles of parking management. These principles have been considered throughout the development of the parking management plan.

- 1) Prioritise public space to deliver the highest value
- 2) Efficiently use space dedicated to parking
- 3) Prioritise those with the greatest need for parking
- 4) Equitably pay for the costs of parking provision
- 5) Ensure parking supports wider transport outcomes
- 6) Ensure parking supports a quality urban form
- 7) Make evidence-based decisions
- 8) Provide a high-quality user experience

Another key best practice aspect is develop a parking management plan ensures parking spaces are well used but not full. If time limits are too generous in areas of high parking demand, streets will have no vacant spaces and vehicles will need to cruise the streets searching for a space, adding to congestion and emissions. Conversely, if time limits too restrictive, then parking spaces will be under-utilised and will not be playing their role in enabling access to opportunities. Time restrictions and price should therefore be set with the goal of achieving around 85%³ utilisation in high demand areas, so that around 1 in every 7 spaces is available.

² http://content.aucklanddesignmanual.co.nz/resources/case-studies/street_fort_street_precinct/Documents/ADM%20Case%20Study%20Fort%20Street%20Precinct%20Auckland.pdf

³ <https://www.nzta.govt.nz/assets/Roads-and-Rail/docs/National-Parking-Management-Guidance-for-consultation.pdf>

3. Current state of parking in Ashburton Town Centre

This section explains the current parking situation in Ashburton Town Centre including a description of the parking users, current parking management approaches and the current supply and demand.

3.1 Parking users

It is important to understand the range of users that generate parking demand. Ashburton Town Centre has a particularly broad range of parking demand, in a small area. The users outlined in **Table 3.1** are considered in the development of the parking management plan.

Table 3.1 Parking users and their requirements

User	Description	Key user requirement
Short term / shoppers	Uses parking for a short period of time associated with a single transaction	Parking availability, parking in close proximity to user destinations
Medium term / shoppers	Uses parking for a extended period of time associated with several transactions	Parking availability, parking in general proximity to user destinations
Commuter parking	Uses parking all day while at work	Parking availability, security
Mobility parking	Parking for persons with a mobility parking permit	Parking availability, close proximity to destinations, ease of access
Taxi / ride share	Uses taxi parking zones, no specific parking allocation is given to rideshare	Proximity to activity hubs, parking availability
Service vehicles (loading)	Uses loading zones to service businesses	Proximity to businesses
Electric vehicles	Parking for electric vehicles with charging facilities. Currently there are two spaces in the West Street car park.	Parking availability, charging infrastructure
Residents	Potential use of on-street parking in residential areas	Parking availability
Registered bus services and coaches	Provide scheduled services between Ashburton and other centres. Uses dedicated parking areas for registered services, such as Intercity, on East Street	Dedicated stops and waiting areas, parking availability for passengers.
Over-sized vehicles (campervans and car/trailer)	Independent tourists – may be campervans or cars with trailer for boats. Generally, requires oversized parking for which there is limited availability.	Available parking that accommodates larger vehicles, wayfinding, proximity to activity retail, hospitality and tourist related activities (e.g. art gallery).
Cyclists	Uses available cycle parking, provision is currently low	Proximity to activities and business, security
Private parking	Parking only available to the owners, or those given permission. Parking on private property is unable to be directly influenced by the PMP	Proximity to activity and business, restrictions to public access
Motorcycles	Uses dedicated motorcycle parking areas, some provision on and off-street	Parking availability, security
Events	Large events typically require an increase of temporary parking supply outside of the town centre. The Events Centre, Baring Square in particular.	Parking availability, security, proximity to event

3.2 Current parking management approach

The Ashburton District Council currently has a defined approach to parking management in the town centre area, predominately through the use of time restrictions, special use parking allocation and District Plan requirements. There is also all-day parking (no time restriction) provided on some streets and in off-street parking areas. In Ashburton all council managed parking is free. A decision was made in 2017 to remove the paid on-street parking in the CBD. That meant that no meters were included in the streetscape upgrades. Retrofitting meters in the near future is not likely to be favoured by the community. However, revisiting paid parking in the future is an option open to ADC as a parking management method or to enable recovery of costs incurred as required by Council’s Revenue and Financing Policy. This approach aligns with the Strategy objective No.5 - Ensure parking is managed appropriately for the context.

Time restrictions

The main method the Ashburton District Council uses to manage parking is ‘time restrictions’, this permits parking for a maximum time period, and (sometimes) for a particular class of vehicle. There are many different restrictions used, ranging from P5 to P120. With dedicated enforcement, this method is an effective means of managing parking, as it encourages different parking users to different parts of the town centre depending on the time they require. This in turn reduces circulation and queuing in the town.

Special use parking

Special use parking refers to any parking that is only available for a certain use, such as taxi parking. The location and allocation of reserved parking is important to ensure that all users are provided for in an equitable manner. **Table 3.2** outlines the types of special use parking.

Table 3.2 Special use parking

Parking use	Description
Mobility parking	Mobility parking is available for use when a mobility permit is displayed, convenient location is particularly important.
Loading zones	Parking restricted to loading vehicles. The restriction can apply for certain times only, allowing for dual use of the space, and to discourage loading at busy times of the day.
Bus/coach parking	Bus stop (registered services) is available for registered bus service such as Intercity. Bus stop (coach) is available for any activity/coach services which may include chartered buses, or buses associated with tourist activities. Only available for pick-up / drop-off.
Cycle parking	Cycle parking is generally provided off-street adjacent to key attractions or destinations.
Motorcycle parking	Parking restricted to motorcycle parking only. Generally provided in locations that cannot be used for other uses.

District Plan

The District Plan contains parking rules relating to the development and use of a site. The Operative District Plan includes minimum requirements for development in most of the town centre except for Business Zone A (no requirements). Rules relating to minimum parking requirements must be removed to give effect to the National Policy Statement – Urban Development by the January 2022. The lack of minimums may result in private development being more reliant on public parking in the future.

3.3 Current parking supply and demand

There are three types of parking supply provided in the town centre.

- Public (On-Street) - Public on-street parking spaces are owned by ADC and currently consist of free-all-day and time-restricted parking. This parking is both formalised angle and parallel parks. Some on-street parking is unmarked.
- Public (Off-street) – Public off-street parking spaces are privately owned or council owned off-street parking spaces that are accessible to the public. It is noted that there is currently no privately-owned public parking in the town centre except for the temporary off-street parking between Tancred and Burnett Streets. The ADC operated off-street car parking areas are:
 - West Street car park - 144 all day spaces, 84 P120 spaces
 - No.330 Burnett Street - 36 all day spaces
 - No.344 Burnett Street - 32 all day spaces
 - Cameron Street car park – approximately 55 spaces (unmarked)
- Private (Off-Street): Private off-street parking is any private parking allocated to customers, staff or is leased to other users.

There is no recent survey of the entire town centre area that definitively outlines the parking demand. A survey of the on-street parking and ADC off-street parking was undertaken in 2017 within the area shown in **Figure 3.1**. That survey informed the CBD streetscape upgrade project and found that overall, on-street peak parking occupancy was in the range of 50% - 60%, except for Burnett Street and East Street where a noticeably higher occupancy of 83% and 75% was recorded respectively (except the P10 parking spaces). The West Street off-street all-day parking was very well utilised (peak occupancy of 97%) and the P120 parking was found to be 62% occupied. Both Burnett Street car parks have high occupancy. The Cameron Street (Balmoral Hall) car park is also full most of the time.

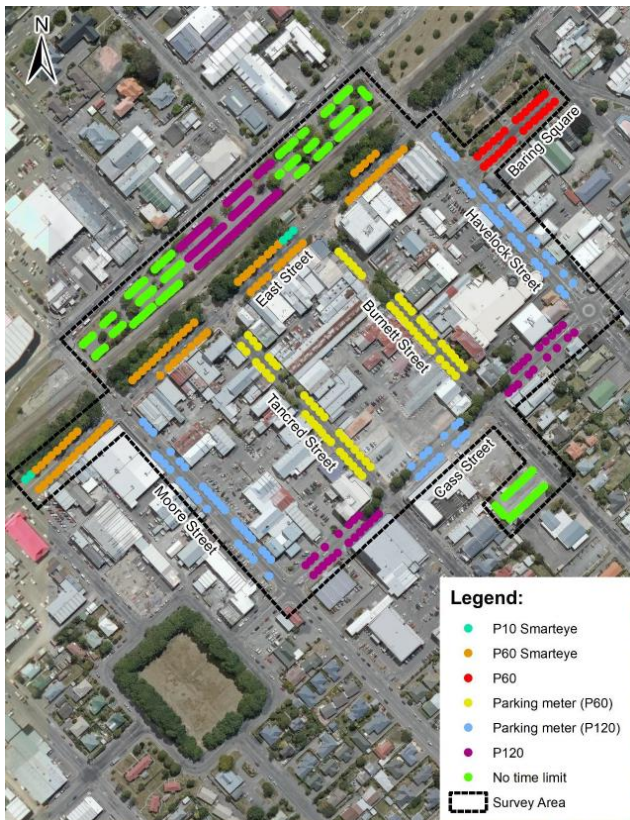


Figure 3.1 2017 Parking Survey Area

The town centre has been divided into parking precincts as discussed in Section 4. The parking supply for these has been determined from the 2017 survey or estimated from aerial photographs. **Table 3.3** shows the current parking inventory and occupancy (demand). The occupancy is classified as low (less than 50%), medium (50-85%) or high (greater than 85%), and is estimated from aerials and site visits.

Table 3.3 Inventory counts/estimates and occupancy rates per precinct

<u>Precinct</u>	Public On-Street		Public Off-Street		Private	
	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					

There are approximately **5,253 car park spaces** in the Ashburton Town Centre.

4. Precinct parking management

Parking Precincts have been identified within the town centre, these are generally based on similar landuse and zoning as shown in **Figure 4.1**. The concept of parking precincts is to have a defined area-based approach to parking management, recognising there is a relationship between the precincts.

Each precinct is described in term of the activities occurring within the precinct, the parking users, and pressures – both current and future. A set of parking management measures are proposed for each precinct.

The West Street car park is shown as the hatched area in Figure 4.1 and is included in the precinct assessments where there is considered to be a reliance on that public car park.

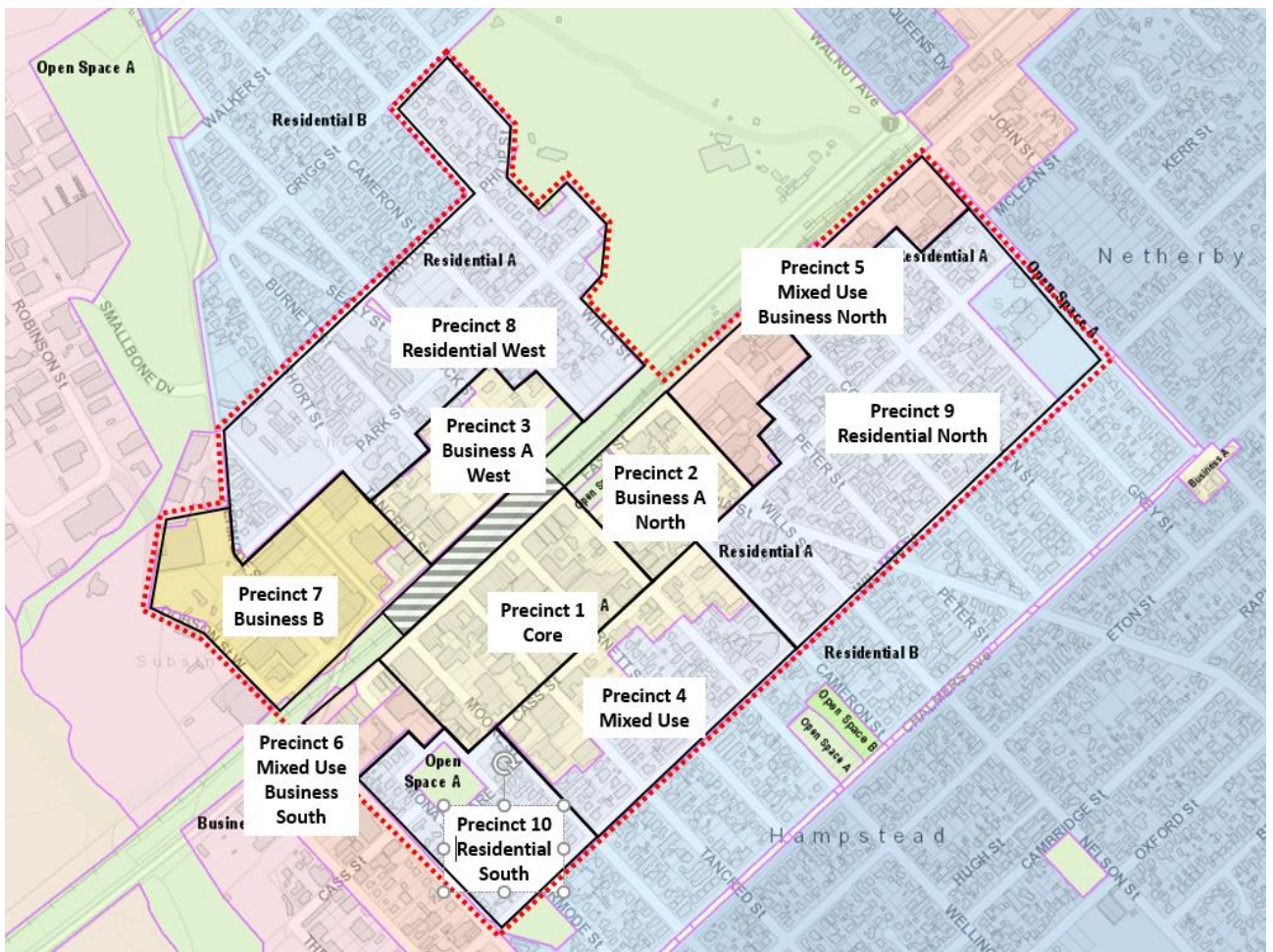


Figure 4.1 Ashburton Town Centre Parking Precincts Map

Precinct 1 - Business A (Core)

Description: The precinct covers the core of the Ashburton town centre and is bound by East Street to the west, Business A (north) precinct to the North, Mixed Use precinct to the east and Mixed-Use Business (South) and Residential (South) precincts to the south.

The precinct comprises a mix of retail and commercial businesses, banks but predominantly small-scale retail shops and food and beverage related businesses such as cafes, restaurants and pubs. Private on-site parking provisions are generally minimal throughout the precinct. There is no District Plan requirement for on-site parking in this precinct.



Priority parking users:

- Short to medium term customer parking
- Servicing needs (e.g. loading)
- Commuter parking (staff)

Current state:

Inventory

All public:243 (all on-street)

All Private: 200

Total: 443

Occupancy level

Medium - High

Time restrictions

A mix of, P120, P60, P30 and P15 - Note all on street parking is time restricted.

Special use spaces

Loading bays, mobility spaces and taxi stand

Adjacent West Street car park

Inventory

Unrestricted - 144

P120 – 84

Occupancy level

Unrestricted – Very High

P120 – Low

Status of current parking:

- High short to medium term customer parking demand during peak times. This is mostly catered for through on-street parking and the P120 section of the adjacent West Street car park. Some large format retail and commercial businesses at the northern end of the precinct fronting Havelock Street have customer parking. On-street parking within the entire precinct is prioritised for short to medium term parking demand through a range of time restrictions (there are no unrestricted on-street parking within the precinct).
- Low to moderate level of short-term parking overspill to Mixed Use and Business (North) precincts. Time restrictions are provided for on-street parking within these precincts closer to the Business A (Core) precinct to be able to accommodate such overspill.
- Small amount of on-site parking is provided by businesses for staff. However, this is minimal and inadequate to cater for the full extent of the commuter parking demand of the precinct. Commuters/staff rely on public parking supply. Noticeable proportion of commuter parking demand is catered for by the adjacent West Street Off-Street car park and a temporary paid car park at the corner of Burnett Street and Cass Street. Remainder of the commuter parking demand overflows to the Mixed Use and Residential (South) precincts.

Potential future changes to parking:

- The site which currently accommodates temporary parking at the corner of Burnett Street and Cass Street will eventually be developed, adding further pressure to both short term and long-term parking. During a parking survey undertaken in 2017, a maximum of 110 cars were recorded to be parked in this temporary car park and 32% of all parking was under 2 hours.
- Future development within the precinct is likely to rely on public parking supply for both visitors and staff parking.
- There is a potential for non-first floor residential development, residents with parking needs may need to be considered.

Proposed parking management measures:

- Continue active parking enforcement to ensure priority is retained for short and medium term parking.
- Regular monitoring of parking occupancy and compliance levels between parking of different time restrictions and revise as needed to suit the evolving demands.
- Provide appropriate wayfinding for off-street public car parks outside the core.
- Review supply and demand for public off-street parking.
- Travel planning with local businesses.
- Prioritise parking for carpooling/ EV parking in West Street Car Park and any new off-street public car parks.

Precinct 2 - Business A (North)

Description: The precinct borders Mixed Use Business (North) precinct to the north, Residential (North) and Mixed-Use precincts to the east and Business A (core) precinct to the south. The western side the precinct is bounded by East Street.

The precinct comprises a range of businesses including, cafes, small scale retail businesses, offices, small scale industrial suppliers etc. There is minimal on-site private parking provision across the precinct.

Priority parking users:

- Short to medium term customer parking
- Servicing needs
- Commuter parking



<p>Current state:</p> <p><u>Inventory</u> All public:187 (all on-street) All Private: 225 Total: 412</p> <p><u>Occupancy level</u> Medium - high</p> <p><u>Time restrictions</u> A mix of, P120, P60, P30. - Note all on street parking is time restricted.</p> <p>West Street car park</p> <p><u>Inventory</u> Unrestricted - 144 P120 – 84</p> <p><u>Occupancy level</u> Unrestricted – Very High P120 – Low</p>	<p>Status of current parking:</p> <ul style="list-style-type: none"> • High short to medium term customer parking demand during peak times. This is mostly catered for through on-street parking and the P120 section of the adjacent West Street car park. All on-street parking within the precinct is time restricted. Hence the short to medium parking demand of the businesses is prioritised over commuter parking. • The short to medium term parking demand for the most part is contained within the precinct itself apart from low levels of overflow to Residential (North) precinct and Mixed-Use precincts. • Some amount of on-site parking is provided by businesses for staff. However, this is minimal and inadequate to cater for the full extent of the commuter parking demand of the precinct. Commuters/staff rely on public parking supply. Some commuter parking demand is catered by the West Street Off-Street car park. Much of the commuter parking demand overflows to the Mixed Use and Residential (North) precincts. <p>Potential future changes to parking:</p> <ul style="list-style-type: none"> • The Ashburton District Council (ADC) offices and the public library is proposed to be relocated to this precinct from Business A (West) zone. This is expected to result in a higher demand for short term parking within the precinct and an increase of overflow commuter parking to Mixed Use and Residential (North) precincts. <p>Proposed parking management measures:</p> <ul style="list-style-type: none"> • Investigate the future demand for parking. • Reassess time restrictions on Barring Square East, Havelock Street and Cameron Street (close to Barring Square East intersection) to suit the needs for the visitors to the new civic building. • Long term – consider the option of leasing car parks in West Street Car Park and any new off-street public car parks. • Implement active parking enforcement to ensure priority is retained for short and medium term (increased in commuter parking demand may increase level of non-compliant parking). • Travel planning with local businesses and ADC staff. • Prioritise parking for carpooling/ EV parking in West Street Car Park and any new off-street public car parks.
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Precinct 3 - Business A (West)

Description: The precinct borders Residential (West) precinct to the west and Business B precinct to the south. The northern and western boundaries are the Ashburton Domain and West Street, respectively.

The southern part of the precinct comprises a range of private retail and commercial businesses whereas the northern section of the precinct accommodates a number of civic uses such as the current ADC offices, the public library, Courthouse and the Arts Gallery.

Priority parking users:

- Short to medium term customer parking
- Medium-term visitor parking to civic services
- Commuter parking



<p>Current state:</p> <p><u>Inventory</u> All public:164 (all on-street) All Private: 306 Total: 470</p> <p><u>Occupancy level</u> Medium - high</p> <p><u>Time restrictions</u> A mix of, P120, P60, P30 P15 - Note all on street parking is time restricted.</p> <p>West Street car park</p> <p><u>Inventory</u> Unrestricted - 144 P120 – 84</p> <p><u>Occupancy level</u> Unrestricted – Very High P120 – Low</p>	<p>Status of current parking:</p> <ul style="list-style-type: none"> • Most private businesses and the public institutions provide some level of onsite private parking. This however is inadequate to satisfy the full parking demand of the precinct. • Moderate demand for short to medium term parking generated by customers to local businesses and visitors to the public institutes noted above. This demand is generally concentrated along West Street and the eastern ends of the streets intersecting West Street (Tancred Street, Burnett Street and Havelock Street). On-street parking along these sections have a mix of P120 and P60 time restriction to prioritise short and medium term parking over commuter parking. • High demand by commuters on public parking supply. This is catered for by the West Street off-Street car park as well as unrestricted on-street parking along Tancred Street, Burnett Street, Havelock Street, Cameron Street and Wills Street west of West Street. • Parking demand of the precinct is for the most part contained within the precinct itself (with some reliance on West Street Car park) apart from low levels of commuter parking overflow to Residential West precinct. <p>Potential future changes to parking:</p> <ul style="list-style-type: none"> • The proposed relocation of Ashburton District Council (ADC) offices and the public library may significantly influence the parking demand. The nature and the scale of this change will depend on the new activity that replaces the current ADC offices and the public library at the respective sites. • Potential changes to State Highway configuration could reduce the on-street parking and loading capacity. <p>Proposed parking management measures:</p> <ul style="list-style-type: none"> • Supply to be reviewed, this could involve optimising existing car parking (such as relocating some of the P120 time restricted parking in the West Street Car Park to all day parking) or provision of additional supply for this and the Core and Business A North precinct. • Reassess the time restrictions on Havelock Street, Barring Square West and West Street in front of the war memorial following the ADC offices and public library relocation. Implement new time restrictions or remove time restrictions as needed to suit the requirements of the new activities at these sites. • Long Term – Consider the option of leasing car parks in West Street Car Park and any new off-street public car parks. • Travel planning with local businesses. • Prioritise parking for carpooling/ EV parking in West Street Car Park.
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Precinct 4 - Mixed Use Zone

Description: The precinct borders Residential (North) precinct to the north, Residential (South) precinct to the south and Business A (core) and Business A (north) precinct to the east. On the eastern side the precinct is bound by Williams Street.

The precinct comprises a mix of businesses and residential properties. The businesses are generally of big-box retail nature and located towards the western end of the precinct. Most provide some level of on-site customer parking.



Priority parking users:

- Short to medium term customer parking
- Servicing needs
- Commuter parking
- Residential parking

<p>Current state:</p> <p><u>Inventory</u> Public on Street: 234 Public off-Street: 68 Private: 269 Total: 571</p> <p><u>Occupancy Level</u> Medium - high</p> <p><u>Time Restrictions</u> A mix of P120 and P30.</p>	<p>Status of current parking:</p> <ul style="list-style-type: none"> • Moderate short to medium term customer parking demand which is mostly catered by on-site private parking, with a low level of reliance on on-street parking. • Low to moderate level of short-term parking overspill from Business A (Core) precinct, concentrated along the western end of streets intersection Cass Street (Moore Street, Tancred Street, Burnett Street and Havelock Street). Short stretches of time restricted parking is provided along these streets to prioritise short term parking over commuter parking. • Commuter parking demand of the precinct for most part is fulfilled by on-site private parking, low level of reliance on public parking. • High levels of overflow commuter parking from Business A (Core) and Business A (North) precincts, potentially resulting in some conflict between residential and commuter parking demand. • Parking demand of the precinct (both long term and short term) for most part is contained within the precinct itself.
	<p>Potential future changes to parking:</p> <ul style="list-style-type: none"> • The relocation of the ADC offices will increase the overflow commuter parking to this precinct. • Development of the site at the corner of Burnett Street and Cass Street in Business A (Core) precinct, which is currently used as a temporary car park, will further contribute to overflow of both commuter and short-term parking from Business A (core) precinct. • Medium to high density residential housing may be developed within this precinct. The proximity to the city centre businesses and the new rules with no minimal parking requirement, may lead developers to provide minimal on-site parking. This may result in higher on street residential parking and potential conflict with commuter parking. <p>Proposed parking management measures:</p> <ul style="list-style-type: none"> • Supply to be reviewed as part of Precinct 1, 2 and 3 reviews. • Consider prioritising residential parking on the streets at some locations. For example, implement residents only parking outside any future medium – high density housing. • Long term – introduce possibility to lease car parks in and any new off-street public car parks. • Implement active parking enforcement to ensure priority is retained for short and medium term (increased in commuter parking demand may increase level of non-compliant parking). • Travel planning with local businesses in Business A (Core) precinct and ADC staff.

Precinct 5 - Mixed Use Business (North)

Description: The precinct borders Residential (North) precinct to the east and Business A (North) precinct to the south. The northern and western boundaries are Walnut Ave and East Street, respectively, which also corresponds to the boundary of the town centre assessment area.

The precinct comprises a mix of business of varying scale. Most businesses provide on-site private parking. A noticeable exception is a block of small-scale retail activities along East Street immediately north of Peter Street, where customer parking is on-street.



Priority parking users:

- Short to medium term customer parking
- Servicing needs
- Commuter parking

Current state:

Inventory

All public: 171 (all on-street)

All Private: 373

Total: 544

Occupancy level

Medium

Time restrictions

P60 – 24 on street parking spaces along Peter Street and East Street

Status of current parking:

- Customer parking demand is mostly fulfilled by on-site private car parking within the businesses. An exception is a block of small-scale retail businesses on East Street between Cox Street and Peter Street.
- Time restrictions are provided along short sections, mainly on Peter Street and East Street, where customer parking for local businesses is relied on on-street parking.
- Moderate demand for on street parking by commuters within the precinct.
- Low level of overflow short term parking from Business A (North) precinct – P60 time restricted parking between Peter Street and Wills Street cater for this demand. However, occupancy level on this section is relatively low.
- Almost no overflow commuter parking from Business A (North) precinct, as on-street parking on the southern end of this precinct is mostly time restricted.
- Parking demand of the precinct is contained within the precinct itself, i.e., no parking overflow onto other zones.

Potential future changes to parking:

- The proposed relocation ADC offices to the Business A (North) precinct may result in a higher level of overflow commuter parking from the Business A (North) precinct. However, a minor increase in parking overflow from Business A (North) precinct will be inconsequential as time restrictions already exist on sections of East Street and Peter Street, where customer parking for businesses needs to be prioritised over commuter parking.

Proposed parking management measures:

- If P60 time restricted parking along East Street, particularly between Wills Street and Peter Street, is underutilised, consider converting these to unrestricted parking to support the expected increase in commuter parking demand within the adjacent zone.
- Implement active enforcement on time restrictions.

Precinct 6 - Mixed Use Zone (South)

Description: The precinct borders Business A (core) precinct to the north and Residential (South) precinct to the east. The southern and western boundaries are Dobson Street and West Street, respectively, which also corresponds to the boundary of the city centre assessment area.

The precinct comprises a mix of business, including several fast-food restaurants, vehicle dealerships, a bakery, electrical item suppliers and several small-scale retail shops fronting East Street. Some businesses provide off-street private parking.

Priority parking users:

- Short to medium term customer parking
- Servicing needs
- Commuter parking



Current state:

Inventory

All public: 56 (all on-street)
 All Private: 146
 Total: 202

Occupancy level

Low - Medium

Time restrictions

P30 – on street parking spaces along Kermode Street

Status of current parking:

- Moderate demand for on-street parking by customers. – Most businesses fronting East Street rely on on-street parking provision for customer parking.
- Time restrictions (P30) are provided along a short section of Kermode Street to provide for customer parking for the local businesses.
- Low - moderate demand for on street parking by commuters within the precinct, relatively high demand on Kermode Street.
- Very low levels of both short term and long-term overflow parking from Business A(Core) precinct.
- Parking demand of the precinct is generally contained within the precinct itself, i.e., none to very low levels of parking overflow onto other zones.

Potential future changes to parking:

- If businesses in adjacent Business D provided less on-site parking for staff due to no minimum requirement, could overflow into this precinct. This could impact on-street parking supply.

Proposed parking management measures:

- Investigate the duration of stay for on street parking on East Street, including the of section angled parking. If higher duration of stay is observed, i.e., if these car parks are regularly used by commuters, implement time restrictions to prioritise the demand for short term parking generated from the local businesses fronting East Street.

Precinct 7 - Business B

Description: The precinct borders Residential (West) precinct to the west and Business A (West) precinct to the North. The southern and eastern boundaries are Dobson Street (West) and West Street.

The land use within the precinct is predominantly commercial big box apart from a small lot of light industrial activity at the south eastern corner of the precinct. All most all the businesses within the precinct provide on-site private parking.

Priority parking users:

- Short to medium-term visitor parking
- Commuter parking
- Servicing needs



<p>Current state:</p> <p><u>Inventory</u> All public:158 (all on-street) All Private: 683 Total: 841</p> <p><u>Occupancy level</u> Low</p>	<p>Status of current parking:</p> <ul style="list-style-type: none"> • Customer parking demand is almost entirely catered by on-site private car parking within the businesses. • Low to moderate demand for on street parking by commuters within the precinct itself – mostly concentrated on Kermodie Street and Park Street. • Parking demand of the precinct is contained within the precinct itself, i.e., no parking overflow onto other zones. • Parking from other neighbouring precincts does not overflow onto this precinct. • Loading/ unloading for businesses occurs onsite.
<p><u>Time restrictions</u> Nil</p>	<p>Potential future changes to parking:</p> <ul style="list-style-type: none"> • If businesses provided less on-site parking for staff due to no minimum requirement, could impact on-street parking supply but some capacity for this.
	<p>Proposed parking management measures:</p> <ul style="list-style-type: none"> • No immediate changes are proposed to the existing parking supply or time restrictions.

Precinct 8 - Residential (West)

Description: The precinct borders Business B and Business A (West) precincts to the east and the town centre boundary in all other directions (Winter Street and Grigg Street to the west, and Ashburton Domain to the north and Kermode Street to the South).

The precinct predominantly comprises residential properties. Noticeable exceptions to this are two churches, one fronting Park Terrace and the other Sealy Street, a dental practice on Park Street and St. Joseph's School.



Priority parking users:

- Parking associated with the local businesses.
- Parking associated with St Joseph's School (staff and visitor) and churches.
- Commuter parking and long-term visitor parking from adjacent Business A (West) precinct.
- Resident parking

<p>Current state:</p> <p><u>Inventory</u> All public:604 (all on-street) All Private: 67 Total: 671</p> <p><u>Occupancy level</u> Low</p> <p><u>Time restrictions</u> Nil</p>	<p>Status of current parking</p> <ul style="list-style-type: none"> • Modest demand for commuter parking along the eastern end of the precinct - overflow parking from the Business A (West) precinct. • Some on-street parking associated with St. Joseph's School. • Noticeable level of on-street parking demand from the churches during the times of congregation. • Businesses within the precinct are of small scale and the parking demand for most part is contained within the on-site private parking provisions. <p>Potential future changes to parking:</p> <ul style="list-style-type: none"> • Relocation of Ashburton District Council offices may result in a short-term reduction of overflow parking from Business A(West) precinct. The long-term parking effects, however, will depend on the new activity that replaces the ADC office at the site. Overall, the scale of the effects is expected to be insignificant. • If businesses in adjacent Business A (west) and B provided less on-site parking for staff due to no minimum requirement, could overspill into this precinct. Issue likely to be confined to day-time but any shift work could impact residential evening parking. • Any change to residential density in the future may increase the demand for on-street parking. <p>Proposed parking management measures:</p> <ul style="list-style-type: none"> • No immediate changes are proposed to the existing parking supply or time restrictions.
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Precinct 9 - Residential (North)

Description: The precinct borders Walnut Ave and William Street to the north and east respectively (corresponds to the City Centre boundaries). To the west is Mixed Use Business (North) and Business A (North) precincts, and to the south is Mixed Use precinct.

The precinct almost entirely comprises residential properties apart from the Ashburton Intermediate school at the eastern end of the precinct and several small-scale business fronting Victoria Street.

Priority parking users:

- Parking associated with the local businesses on Victoria Street.
- Commuter and long-term visitor parking from adjoining precincts.
- Parking associated with Ashburton Intermediate School (staff and visitor)
- Resident parking



Current state:

Inventory (estimate)

All public: 595 (all on-street)

Total: 595

Occupancy Level

Low

Time Restrictions

Nil

Status of current parking:

- Modest demand for commuter parking along the northern periphery of the precinct – overflow from Mixed Use Business (North) and Business A (North).
- Minimal on-street parking associated with Ashburton school (except and pick up and drop off).
- Minimal residential on-street parking demand during the day, this may increase in the evenings.

Potential future changes to parking:

- With the proposed relocation of Ashburton District Council (ADC) offices to the Business A (North) precinct, a higher level of overflow parking from the Business A (North) precinct can be expected at the top end of Victoria Street and Cameron Street.
- Any change to residential density in the future may increase the demand for on-street parking.

Proposed parking management measures:

- Depending on the increase in overflow parking, on-street parking along Victoria Street, particularly between Cass Street and Wills Street may need to be time restricted to ensure priority for customers to the local businesses fronting Victoria Street.
- Possible need for residents in the future.
- Travel planning with ADC Staff.

Precinct 10 - Residential (South)

Description: The precinct borders Moore Street and William Street to the north and east respectively. To the west is Mixed Use Business (South) precinct, and to the south is Dobson Street which coincides with the southern end of the town centre extent. Mona Square is located near the top end of the precinct, this features a playground and events are sometimes held there.

The precinct predominantly comprises residential properties apart from a medical and a wellness centre at the corner of Cass Street and Moore Street.

Priority parking users:

- Parking associated with the local businesses at the corner of Cass Street and Moore Street.
- Commuter parking and long-term visitor parking from adjoining precincts.
- Resident parking



<p>Current state:</p> <p><u>Inventory</u> All public: 251(all on-street) All Private: 30 Total: 281</p> <p><u>Occupancy level</u> Low – Moderate</p> <p><u>Time restrictions</u> Nil</p>	<p>Status of current parking:</p> <ul style="list-style-type: none"> • Relatively high demand for commuter/ long-term visitor parking along Mona Square (mainly north and east) – overflow from Mixed Use Business (South) and Business A (Core). • Low demand along Dobson Street from light industrial activities on the south side of Dobson Street (fronting Dobson Street, but outside the town centre extent). • Minimal residential on-street parking.
	<p>Potential future changes to parking:</p> <ul style="list-style-type: none"> • If businesses in adjacent Business D provided less on-site parking for staff due to no minimum requirement, could overspill into this precinct. Issue likely to be confined to day-time but any shift work could impact residential evening parking. • Any change to residential density in the future may increase the demand for on-street parking.
	<p>Proposed parking management measures:</p> <ul style="list-style-type: none"> • No immediate changes are proposed to the existing parking supply or time restriction.

5. Future state of parking - supply

The future parking demand within the Ashburton town centre will be influenced by a range of factors. The issues identified in the Precinct Plans and wider issues are discussed below with consideration of both supply and demand.

In the short term, the proposed upgrade and relocation of the Ashburton Library and the ADC offices is expected to be the key reason for change in the existing parking demand, both in scale and location. This and other factors that could influence the parking supply and demand within the town centre are outlined below, with the aim of identifying whether there is a clear need for more parking. It should however be noted that the effect of these factors, in most cases, is hard to quantify due to unknown elements and future uncertainty. Accordingly, this discussion aims at providing a qualitative appraisal of the future parking demand and supply as opposed to an evaluation on the quantum of parking demand and supply.

5.1 Factors affecting parking supply

Loss of parking in the town centre due to streetscape upgrades

The Ashburton CBD streetscape upgrades that are currently under construction involved the removal of approximately 40 on-street parking spaces within the CBD to create more landscaping and public space in the streets. But noting that the occupancy of spaces in the 2017 survey was below 85% (a threshold that indicates there is a parking supply/management issue).

Loss of off-street parking at the ADC offices

The current ADC office has 91 car park spaces (77 plus 10 garages plus 4 within a fenced compound). The new site on Baring Square East will have 51 car parks including 2 accessible spaces. This will cater for 16 Councillor/management vehicles, 10 ECan vehicles and 25 ADC vehicles. Therefore, the supply will be reduced by 40 spaces for council staff. If it remains a car park it will contribute to the overall parking supply, or it may be developed for another use.

ADC staff were surveyed about their travel intentions once the office has moved. 112 staff members completed the survey (a 45% response rate). 96% of respondents travel to work by motor vehicle, 62% of these people park in the current ADC office car park, 2% in the West Street car park and the rest park on-street. 40% of respondents had thought about where they will park when the office moves to the Baring Square East site. 40% responded that they would consider changing the way they travel to work, and many indicated that initiatives such as showers and lockers could support that change of travel mode. 42% indicated they would be willing to consider alternatives such as car pooling or a shuttle bus. **Table 5.1** outlines where 69 respondents thought they might park after the office move.

Table 5.1 Precited parking areas to be used by staff after office move

Predicted parking area	Number of respondents
West Street car park	16
Road side in and around Baring Square East – no street specified	29
Road side in and around Baring Square East – Havelock Street	6
Road side in and around Baring Square East – Cass Street	1
Road side in and around Baring Square East – Cameron Street	5
Road side in and around Baring Square West	4

Baring Square (West and East) on-street parking changes

There are currently 30 car park spaces (seven P30, nine P60 and 14 unrestricted) on Baring Street West available to visitors to the ADC office and nearby library. Most visitors to the new library and ADC office are unlikely to use this parking due to the distance from the new site and having to cross West Street. The new Baring Square East street design has 21 short stay spaces. That is a net loss of 9 spaces for visitor parking.

Existing surplus parking supply

The area shown in **Figure 5.1** is assumed to be where a visitor to the new library or the civic centre would park on-street. Of this area, only the streets to the south of Havelock Street were surveyed in 2017. **Table 5.2** outlines the surveyed peak occupancy within this area in November 2017.



Figure 5.1 Assumed on-street parking catchment for the new library and civic centre visitor parking.

Table 5.2 2017 Parking Survey Results

Street	Parking Supply	Recorded peak occupancy
Baring Square East	27	59%
Havelock Street	34	59%
Burnett Street	35	83%
Cass Street (between Havelock Street and Burnett Street)	18	88%
East Street ^[4]	82	72%

The current parking occupancy within this area is likely to be higher than that noted in **Table 5.2** due to loss of some parking supply through the CBD streetscape upgrades and considering three years of population and economic growth that may have contributed to an increase in the parking demand. Parking occupancy on Cass Street and East Street north of Havelock Street, Cameron Street, Wills Street and Victoria Street is unknown and assumed to be similar to the surveyed areas or marginally lower given that these streets are further from the retail and commercial activities in the town centre. It should also be noted that the majority of parking in the area shown in **Figure 5.1** is P60 time restricted, and visitors, particularly those to the library, may find a maximum of 1 hour parking duration inadequate.

Overall, there could already be some surplus capacity within the area shown in **Figure 5.1** to accommodate the short-term parking demand from the proposed new library and the civic centre. However, an overall occupancy that exceeds 85%

^[4] Note that the occupancy is an average of on-street parking along East Street between Havelock Street and Kermode Street. The available data gathered through the inground sensors is not separated by street blocks.

should be avoided as it generally corresponds with high traffic circulation and consequent congestion and indirect road safety issues (such as frustrated drivers) as motorists “hunt” for an available car park.

It should also be noted that on street parking within the area shown in **Figure 5.1** cannot accommodate staff parking demand from the new civic building as all parking is time restricted. The closest unrestricted car parking to the new civic centre location, apart from the West Street car park, is either north of Peter Street or east of Cass Street. These areas were not covered in the 2017 parking surveys and hence the current occupancy is not accurately known. It is however very likely that unrestricted parking closer to the town centre within these areas are already occupied by staff of existing developments within the town centre. Non-time restricted sections of the West Street car park showed an occupancy of 98% during the 2017 surveys, and hence cannot accommodate any further parking.

Future of the existing temporary car park

It is understood that the existing privately owned temporary paid car park at the corner of Burnett Street and Cass Street (Eastfield) will eventually be developed. During the 2017 parking survey a maximum of 110 cars were recorded to be parked in this site. If the site is developed, this demand will be displaced to elsewhere in the town centre. An assessment of the parking turnover within car park during the 2017 surveys identified that 32% of all parking was under 2 hours.

The car parking on this area is currently made up of 70 pay and display spaces and approximately 90 leased spaces. Accordingly, displacement of this parking demand when the site is developed could place pressure on both town centre time restricted parking and unrestricted parking.

5.2 Factors affecting parking demand

Additional library visitors

The upgraded library facilities are expected to attract more visitors than the existing facility at Havelock Street does. However, the additional visitors to the library may not necessarily correspond to additional parking within the town centre, as some of the new visitors to the library could be those who already come to the town centre for other purposes. The improved facility is also likely to attract completely new trips, which will result in an increased parking demand within the town centre. Additionally, current visitors to the library (those who just visit the library and not any other town centre activity) will most likely park west of West Street. With the proposed relocation of the facility, this demand will likely shift to the east as library visitors are unlikely to park west of West Street and walk to the library. Accordingly, the upgrade and the relocation of the library will result in an overall increase in the parking demand within the eastern side of the town centre. This however is hard to be quantify, mainly due to the possibility of significant trip chaining (a person visiting multiple facilities while the vehicle is parked at a single location) as result of the central location.

Population growth and demographic changes

The Ashburton district has been growing since the 1990s and is expected to continue to grow. The current estimated population of 35,400 is expected to reach 38,600 over the next ten years. As a consequence of the increasing population, the number of households will also grow. The district currently has 15,190 households (2021) and this is projected to grow to 16,520 by 2031. The influence of population growth on parking demand is likely to be minimal however the population is ageing with the biggest growth in the 65+ age group. Currently, 18.4% of the districts population are over 65 years and this is projected to increase to 20.7%, this is higher than national over 65s proportion of 15.2%. This is likely to increase the demand for mobility parking.

Changes to town centre activity

The Ashburton Town Centre Zoning Economic Assessment (Property Economics, 2019), concludes that there is significant potential for retail and commercial development within the town centre, but notes that the projected slow population growth would have the effect in slowing growth in retail demand. On this basis, it is assumed that that growth in town centre activity will induce more demand for parking, but the scale of the increase is not expected to be significant.

Conversely an increase in the use of on-line shopping, such as grocery delivery could reduce the demand for parking. Any larger retail outlets being located outside of the town centre will also move the parking demand to another part of the township, although it is noted that Plan Change 4 will discourage this. People working from home will also reduce parking demand. These aspects are difficult to quantify as there is no data available.

Mode shift

The Ashburton Walking and Cycling Strategy aims to increase travel by active modes however requires increased investments in active transport infrastructure and initiatives that will take some time to roll out. A potential second bridge across Ashburton River with appropriate walking, and particularly cycling, infrastructure will likely result in better uptake of active transport in future in Ashburton.

District-wide economic growth

The Annual Economic Profile 2020 for Ashburton District (Infometrics, 2020) notes that the economic growth in the district averaged 2.6%pa over the last 10 year, with a high of 9.4% in 2004 and a low of -2.6% in 2011. It is also stated that GDP in Ashburton District measured \$2,506m in the year to March 2020, up 0.5% from a year earlier. Whilst the economy in the district on average has been on a growth trajectory, there is significant levels of uncertainty around the future economic growth. The infometrics report states that the full-scale impact of COVID -19 recession will only be captured in March 2021 reporting. There is also further uncertainty around how much and for how long the pandemic will continue to affect the economy. Additionally, the proposed National Policy Statement for freshwater management could potentially result in a more permanent decline in the district's economy through possible negative impact on dairy farming that is widespread throughout the District. Overall, there is uncertainty over the future economic growth in the district. Economy growth is generally associated with increased travel demand whereas an economic decline generally results in decreased travel demand. However, a quantifiable correlation between economic growth and parking demand is difficult to establish.

Possible shift in parking demand (from west of West Street to east side of town centre)

A key difference between the existing ADC office building and the proposed Civic Centre location from a parking perspective is the proximity to unrestricted parking. Unrestricted on-street parking is available in the immediate vicinity of the current ADC offices, whereas at the proposed new location, unrestricted parking is located further away as noted previously. This means staff who currently park on-street, for example on Park Street or Havelock Street (west of SH1), following the relocation of the offices, may seek to park east of SH1. This means the increased demand for staff parking in east side of the town centre, realistically, can be more than that resulting from a net reduction of 40 parking spaces in the new civic centre.

Climate change, technology and the world of work

There is uncertainty over the future effects of responses to climate change, technology, and developments in the worlds of work and commerce – such as electric vehicles, increased working from home and greater volumes of on-line shopping. He Pou a Rangi the Climate Change Commission has made recommendations to Government inviting it to:

- o Develop targets and plans to increase walking, cycling, public transport and shared transport; and
- o Encourage higher rates of working from home and flexible work arrangements.
- o Accelerate the uptake of electric vehicles

Transport policy, including parking policy, should reflect the context of a diverse range of communities and individuals. Some communities, especially rural communities, have and will continue to have a high dependence on vehicles for their mobility.

5.3 Summary

There are competing factors that will influence parking supply and demand however the lack of data is limiting the completion of a quantitative, evidence based assessment. The discussion above tends to indicate an increase in demand however does not indicate an urgent need for more parking supply at this time. Managing parking demand through better use of low occupancy on-street parking and changes in time restrictions in the short term may be a more appropriate than providing more parking. These and other actions to reduce demand are discussed in the following section where a range of recommendations are made.

6. Recommended Actions

6.1 Summary of issues and actions

The issues identified in the Precinct Plans and the general issues discussed in Section 5 have resulted in a range of recommended actions. Section 8 outlines an Implementation Plan to deliver the recommendations.

The key issues and recommended actions are:

- Reducing parking demand – Behaviour change initiatives.
- Supply and demand – There is uncertainty over the future demand, more baseline data is required.
- Time restrictions – Review the restrictions identified in the Parking Precinct Plans.
- Provision of EV charging – Work with providers on scale and location.
- Catering for visitors and tourists – Provide good wayfinding and campervan parking.
- Disability provision and aging population – Update the Mobility Parking policy to include over 80s.
- Anticipated increase in cycling/micro mobility - Provide more cycle parking and add requirement to District Plan.
- Active management and technology – Consider future technology expanding on existing in-ground sensors.
- Residents parking – Develop a residents parking policy in anticipation of changing housing densities.

Table 6.1 outlines how the actions align with the Parking Strategy Objectives.

Table 6.1 How the actions align with the Parking Strategy Objectives

Action	Support placemaking, amenity and good urban design outcomes	Support the economic development of town centres	Support environmental outcomes	Support the Walking and Cycling Strategy	Ensure parking is managed appropriately for the context
Reducing parking demand – Behaviour change initiatives, such as travel plans and car pooling					
Supply and demand – There is uncertainty over the future demand, more baseline data is required before need for new supply is confirmed.					
Time restrictions – Review the restrictions identified in the Parking Precinct Plans.					
Provision of EV charging – Work with providers on scale and location of new charging facilities.					
Catering for visitors and tourists – Provide good wayfinding and campervan parking.					
Disability provision and aging population – Update the Mobility Parking policy.					
Anticipated increase in cycling/micro mobility - Provide more cycle parking and add requirement to District Plan					
Active management and technology – Consider future technology expanding on existing in-ground sensors.					
Residents parking – Develop a residents parking policy in anticipation of changing housing densities					

6.2 Reducing parking demand

Reducing demand for parking helps reduce the need to supply more parking. This also aligns with the need to reduce the emissions that contribute to climate change. To reduce parking demand travel methods need to be revisited. This may also change the nature of parking. For example, people may start to car pool more if car pooling parking was provided close to their destination. There is also likely to be an increase in electric vehicles including e-bikes. These infrastructure related aspects are covered as separate actions, this action focuses on potential behaviour change management actions, such as those outlined below.

Travel planning and incentives

Travel plans can be a tool to help reduce parking demand by promoting other modes of transport. Some councils incentivise employers to have travels plan that encourage their staff to walk, cycle or use public transport. It is noted that there is no public transport in Ashburton. Travel plans can also be required through the District Plan as a condition of resource consent. A travel plan may help people choose their route to work or provide discounts for equipment or on public transport fares. The ADC staff survey (June 2021) indicated some people are willing to consider travel changes.

Ride share / car share / carpool

Ride share / car share / carpool requires a significant change to current behaviours for it to become a highly used approach. Ride share is available in Ashburton through taxis operating in the town. Car share is a service where a car is kept in a common location and can essentially be rented by people that are signed up to the service. A range of carpool services are available in New Zealand. Parking could be allocated for these services (for pick up and drop off) in the same way the parking is allocated to taxis. The ADC staff survey (June 2021) indicated some people are willing to consider car-pooling or a shuttle service.

Recommended action:

- **ADC promote travel planning and develop a Council employee Travel Plan prior to the office move.**
- **ADC consider car-pooling parking space allocation for their staff in a nearby location and investigate the potential for car pooling spaces in public car parks.**

6.3 Supply and demand

The discussion in Section 5 with respect to supply and demand factors was qualitative only, it explored how the factors could answer the question of whether more parking is required.

The lack of survey data is limiting the completion of a quantitative, evidence based assessment. It is recommended that an extensive survey of the town centre parking is undertaken once the ADC office and library has relocated to Baring Square East and the CBD streetscape works are complete. A survey can determine if the demand is at a critical level, generally considered to be about 85% occupancy or more.

A survey will also establish if any “space hopping” is occurring, that is commuters parking in time restricted parking spaces and changing between parking spaces during the day to avoid infringements. Commuters occupying time restricted parking will result in limited parking availability for short term parkers such as retail customers, which consequently will have negative impacts on the economy and the vibrancy of the town centre.

If the demand is high and ADC decide to provide additional off-street parking, then consideration of appropriate land should be made. The railway land off West Street (north of Havelock Street) has been mooted as an option in the past, this would require the land being leased from KiwiRail. There are also two current car parks on Burnett Street that could be considered for ADC staff parking. Other options are limited and subject to property purchase.

Recommended action:

- **An extensive survey of the town centre parking is undertaken once the ADC office and civic building 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.**

6.4 Time restrictions

The Precinct Plans identified areas where time restrictions should be reviewed, these were:

- Precinct 2: Revise the parking time restriction closer to the proposed new Civic centre and the library to suit the parking needs of the visitors to these facilities.
- Precinct 3: Consider revising time restrictions in West Street Car Park and on-street parking on Havelock Street, Barring Square West and West Street in front of War Memorial following ADC offices and library relocation.
- Precinct 5: In the medium to long term, monitor occupancy of the P60 time restricted parking along East Street between Wills Street and Peter Street. If determined underutilised, consider converting to unrestricted parking.
- Precinct 6: Consider implementing time restriction for on-street parking along East Street to prioritise the demand for customer parking.
- Precinct 9: Monitor parking occupancy on Victoria Street following the relocation of ADC offices. If a higher level of overflow commuter parking is observed on Victoria Street, consider implementing time restrictions between Cass Street and Wills Street.

Recommended action:

- **Review time restrictions as per Precinct Plans, some can be undertaken before the ADC office and library are relocated to Baring Square East in anticipation of the library visitor needs, and some after the relocation in response to changing commuter parking patterns.**

6.5 Provision of EV charging

While climate change challenges are more long term in nature, this does not mean they are less important or less urgent. To reduce the emissions that contribute to climate change we will need to rethink our travel, this may reduce the demand for parking but also change the nature of parking. For example, people may start to car share more, providing for car sharing parking would help encourage this. There is likely to be an increase in electric vehicles including e-bikes. This means we need to think electric charging facilities.

Recommended action:

- **ADC facilitate EV charging with providers to determine the optimum number of spaces requires and the most appropriate location.**

6.6 Catering for visitors and tourists

National and international tourists may be travelling in campervans or cars with a trailer for boats. This requires oversized parking for which there is limited availability. Parking that caters for this and is located close to activities such as retail, hospitality and tourist related activities (e.g. art gallery), may make Ashburton town centre a more attractive place to stop and visit.

Recommended actions:

- **Allocate spaces in public car parks as campervan space by relocating some of the other space.**
- **Review the wayfinding signage to ensure that visitors are directed to West Street car park so that parking circulation is minimised.**

6.7 Disability provision and aging population

It is recommended that ongoing monitoring of the use of mobility spaces and consultation with the disability sector community be undertaken to ensure that mobility parking is provided in sufficient quantities and in the right locations. The demand for mobility parking may also be expected to increase over time as the age profile of the population changes.

The Mobility Parking policy will be expanded to include age-related parking.

Recommended actions:

- **Monitor and consult with the disability sector and aged community as required for selected areas (the CBD area is already complete) 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).**

6.8 Mode shift and variety of mobility devices

The Ashburton Walking and Cycling Strategy aims to increase travel by active modes and will seek increased investments in active transport infrastructure and initiatives. A potential second bridge across Ashburton River with appropriate walking, and particularly cycling, infrastructure will likely result in better uptake of active transport in future in Ashburton. This will increase the level of bicycle parking needed, including at workplaces. The types of devices used for personal mobility are also evolving with electric scooters, e-bikes and larger bicycles such as cargo bikes now readily available and used in urban settings. Providing for these will also need consideration in terms of space and location.

Parking for bicycles and micro mobility aren't subject to the same supply and demand considerations as motor vehicles as we want to encourage those modes. For example, providing more parking for these modes can encourage them to be used. This involves providing parking for them in convenient locations and with consideration of their needs. For example, short term bicycle parking can be catered for on stands outside of their destination. For all day parking for bicycles could include secure bike cages in public car park areas where a walk to the destination is acceptable.

Recommended actions:

- **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 the Walking and Cycling Strategy)**
- **Add a District Plan rule requiring cycle parking with development that is not linked to car parking supply as per the current rule (also an Action in the Walking and Cycling Strategy)**

6.9 Active management and technology

Active management describes the ability to respond to changes in supply or demand in real time. It relies heavily on new and improved technology, and/or a greater presence of parking officers to understand what is happening with the parking system. The intent is to have a better real time feedback loop between what is occurring and how the system is managed in response. This can be achieved through the use of inground sensors in parking spaces that provide real time information on the use of the space. These are being installed in the CBD streets. The information can be remotely sent, stored and analysed to understand parking duration, turnover and occupancy.

The sensors can be used to provide users with real time information through an app. This would include the location of available parking along with the time restriction information, which reduces parking circulating. The systems can also provide easy payment mechanisms to provide a better service for the user if fees were introduced in the future.

Parking management systems can also be connected to wayfinding signs which can direct drivers to locations with available and suitable parking, and prevent traffic entering areas which are prioritised for pedestrian activity.

Recommended actions:

- **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**

6.10 Residents parking

Any change to residential density in the future may increase the demand for on-street parking. Management of this can be through actions such as residents parking zones, these provide local residents access and priority to on-street parking within the zone. It is generally used in residential areas adjacent to town centres or other commercial areas where parking demand overflows into residential area. Vehicles must display a residents parking permit to park in the zone and a limited number of permits would be issued. People choosing to live in some locations, such as first floor CBD apartments may choose to have no car. Regardless ADC could be pro-active in anticipating changes to residential living.

Recommended actions:

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

7. Councillor Workshop

A workshop with Councillors was held 11 August 2021 to discuss the draft PMP. The Action Plan was supported however Councillors did not support the recommendation to not provide any new off-street public car park at this time.

Councillors propose a new off-street public car park be provided within the Town Centre. The area of railway reserve adjacent to West Street between Havelock Street and the pedestrian overbridge is to be investigated by staff for this purpose, as shown in **Figure 6.1**. This will involve KiwiRail approval to occupy the land and Waka Kotahi approval to access the car park from West Street as it is a State Highway. There is currently funding allocation in the Long Term Plan for additional car parking in the town centre.

The proposed area can accommodate 100-130 car park spaces depending the space available for use. It is proposed 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.



Figure 6.1 Location of new car parking as proposed by Council

8. Implementation Plan

8.1 Programme of actions

This table reflects the final agreed actions following community consultation and the decisions made at the associated Council Hearing.

Table 8.1 Ashburton Town Centre Parking Management Action Plan - Programme

When	Action
Short term 0 to 2 years	<p>Before the ADC office and Civic Centre relocation (expected to be complete Nov 2022)</p> <ul style="list-style-type: none"> Review time restrictions as per Precinct Plans 2 in anticipation of the Civic Centre visitor needs. Review time restrictions as per Precinct Plans 3, 5 and 6. <p>After the ADC office and Civic Centre relocation and streetscape works complete</p> <ul style="list-style-type: none"> An extensive survey of the town centre parking is undertaken once the ADC office and library has relocated to Baring Square East and the CBD streetscape works are complete. Review time restrictions as per Precinct Plan 9 - Monitor parking occupancy on Victoria Street following the relocation of ADC offices. If a higher level of overflow commuter parking is observed on Victoria Street, consider implementing time restrictions between Cass Street and Wills Street. <p>General – not dependant on the ADC library and office relocation</p> <ul style="list-style-type: none"> Progress the development of a new off-street car park in the West Street rail reserve north of Havelock Street, as requested by Councillors. Review and update District Plan rules requiring cycle parking with development (also an Action in the Walking and Cycling Strategy). ADC facilitate EV charging with providers to determine the optimum commercial opportunity and number of spaces required and the most appropriate location. Allocate spaces in public car parks as campervan/oversized vehicle 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. 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 (also an Action in the Walking and Cycling Strategy).
Medium term 3 to 5 years	<ul style="list-style-type: none"> Consider the addition of bike cages for all-day parking in public car parks. 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.
Long term Beyond 5 years	<ul style="list-style-type: none"> Continue monitoring the parking demand. Consider development of a resident's parking policy in anticipation of the possible increase in housing density and first floor CBD living.

8.2 Monitoring and evaluation

To implement these changes, it is recommended that Ashburton District Council undertake parking and multi-modal surveys annually and supplement this with regular stakeholder and public consultation. These surveys play an important role in identifying when the occupancy of time restricted and/or all day parking is reaching an 85% threshold, triggering the implementation of parking management measures. The surveys and consultation will identify the adequacy of provision for special parking areas. The multi-modal surveys will further measure the success of the wider aspirations of the Walking and Cycling Strategy.

The monitoring also extends to collecting parking occupancy data for special use parks including mobility parks, cycle parking, bus/coach parking, over-size vehicle parking and continuing to monitor the incidence of non-compliant parking using on-street public parking (for example car yards or car servicing businesses using these for car storage), and the extent to which overnight truck parking is provided to the east of the town centre.

The monitoring proposed should be supplemented with ongoing public consultation to understand the wider needs of the community for all forms of parking.

The following sections set out the high-level requirements.

Occupancy surveys

The development of this PMP has highlighted the need for good data on the parking demand in the town centre. To ensure efficient use of the parking areas provided, it is recommended that parking occupancy and duration surveys are carried out annually. This would involve a combination of analysing in-ground sensor data, manual surveys and the potential use of drone for aerial surveys.

These surveys should include the following:

- Peak occupancy and turnover data for public off street and on street parking in each precinct, including a break-down of occupancies for each parking type (all-day, time restricted) where possible.
- Occupancy data for mobility parking
- Occupancy data for cycle parking
- Occupancy data for oversize vehicles in dedicated facilities as well as observations of extent to which over-size vehicles are using other parking
- Off-street private parking occupancy in the large private parks in the Ashburton Town Centre
- A register of the location and extent of any non-compliant parking

This occupancy data will help to inform decisions on increasing or decreasing supply.

Multi modal surveys

As well as the parking occupancy data, a multi-modal survey should be undertaken annually to ascertain whether there is a shift to alternative transport modes occurring. This will provide insight into the extent to which the multi-modal objectives of the Walking and Cycling strategy are being met and the extent to which a reduction in dependence on private vehicle travel to and from the town centre will reduce the demand for public parking.

This survey is recommended to be undertaken annually on a typical weekday in March outside school and public holidays. The number of vehicles, vehicle occupants, bus/coach occupants, cyclists and pedestrians should be recorded between 7am and 11am at the following four locations which provide a collar around vehicle movements into the town centre:

Special consideration has been given to the needs of cyclists within the parking strategy including a focus on the interface between cycle routes and parking provision, ongoing monitoring of the usage of existing cycle parking facilities and consultation to understand the needs of users. Collectively this will assist in supporting the uptake of cycling.

