



**Ashburton Town Centre  
Parking Management Plan  
Summary Document**

**2021**





# Introduction

In November 2021, Council adopted the Ashburton District Parking Strategy. The Strategy defines the desired outcomes for parking and identifies a range of methods that can help meet the objectives.

The objectives of parking in Ashburton are to:

- A. Support placemaking, amenity and good urban design outcomes
- B. Support the economic development of town centres
- C. Support environmental outcomes
- D. Support the Walking and Cycling Strategy
- E. Ensure parking is managed appropriately for the context

The Strategy also identifies the need for Parking Management Plans for town centres (Ashburton, Methven and Rakaia). These will have more detail on the interventions that are relevant to that area.

This document summarises the Parking Management Plan (PMP) for the Ashburton Town Centre.

The area covered by the plan is shown below.





# Current state of parking in Ashburton Town Centre

**Our current approach to parking management in the town centre area is predominantly through the use of time restrictions, special use parking allocation and District Plan requirements.**

This approach caters for a range of users such as visitors, customers, commuters and delivery providers.

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. However, revisiting paid parking in the future is an option open to Council as a parking management method if it becomes appropriate (for example to fund further parking supply or management of the supply, or to enable recovery of costs incurred as required by Council's Revenue and Financing Policy).

## **Time restrictions**

Time restrictions permit 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 use 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 mobility parking, taxi stands, loading zones, and bicycle and motorcycle parking. The location and allocation of this reserved parking is important to ensure that all users are provided for in an equitable manner.







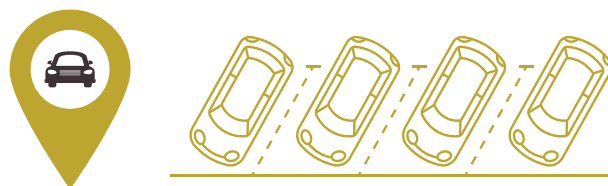


# Current parking supply and demand

There are approximately **5,253 car park spaces** in the Ashburton town centre. This is made up of three types of parking supply

## Ashburton town centre

**5,253 car park spaces**



**Public (on-street)** **2,658 car park spaces**



**Public (off-street)** **296 car park spaces**



**PRIVATE (off-street)** **2,299 car park spaces**



## PUBLIC (ON-STREET)



Public on-street parking spaces are owned by Council 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 Council-operated off-street car parking areas are:

- West Street car park - **144 all day spaces, 84 P120 spaces**
- 330 Burnett Street - **36 all day spaces**
- 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 leased to other users.

There is no recent survey of the entire town centre area that tells us how well the parking is used. However, a survey of the on-street parking and Council off-street parking was undertaken in 2017 within the CBD area.

The survey informed the CBD streetscape upgrade project and found that overall, on-street peak parking occupancy was in the range of 50% - 60% (that means the car parks were full 50% to 60% of the time during the survey). The exception to this was Burnett Street and East Streets where a noticeably higher occupancy of 83% and 75% was recorded respectively. Occupancy of on-street parking above 85% can create unnecessary vehicle circulation within a township.

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 (generally 100%). The Cameron Street (Balmoral Hall) car park is also full most of the time.





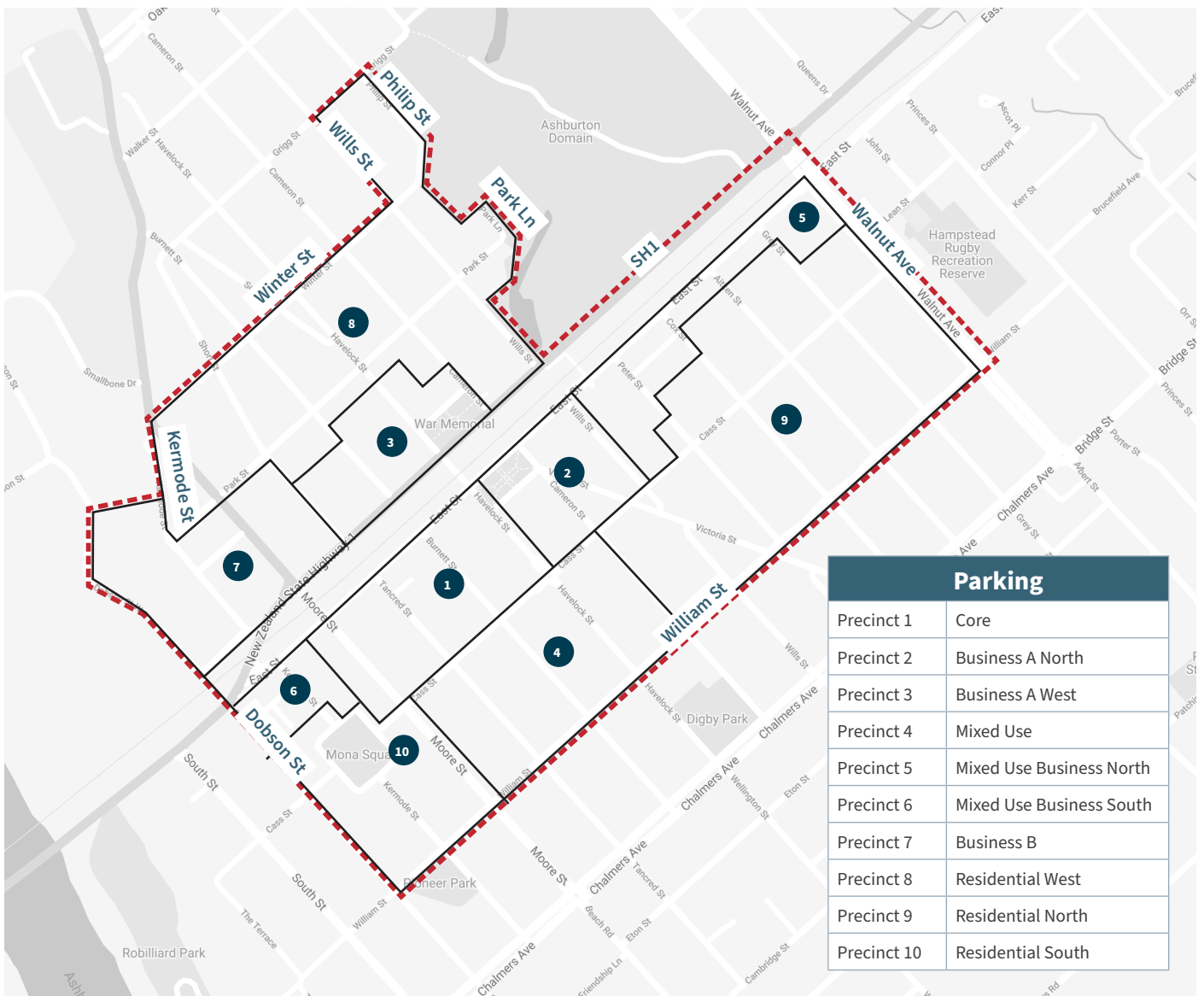
# Parking precincts

Parking precincts have been identified within the town centre, these are generally based on similar land-use and zoning as shown below.

The concept of parking precincts is to have a defined area-based approach to parking management, recognising there is a relationship between the precincts.


The parking supply for the parking precincts has been determined from the 2017 survey or estimated from aerial photographs. The table on the next page 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.

An overall occupancy that exceeds 85% should be avoided as it generally corresponds with high traffic circulation, congestion and indirect road safety issues (such as frustrated drivers) as people seek an available car park.





## Inventory counts/estimates and occupancy rates per precinct

 Precinct	Public On-Street		Public Off-Street		Private Off-Street	
	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
<b>Total</b>	<b>2,658</b>		<b>296</b>	<b>-</b>	<b>2,299</b>	
<b>5,253 spaces in total</b>						

Each precinct has a range of parking users and activities, and pressures – both current and future. The issues identified in the Precinct Plans are generally related to the following.

- Appropriate time restrictions, both now and in the future.
- Uncertainty over the actual demand for parking and how this relates to supply.
- The relocation of the Ashburton Library and Civic Centre may result in a higher level of overflow commuter parking in that eastern area of the town centre.
- Overflow commuter parking is occurring in some areas potentially resulting in conflict between residential and customer parking demand.
- Potential for medium to high density residential housing in the future and how parking can be managed if developers provide minimal on-site parking. This may result in higher on-street residential parking and potential conflict with commuter parking.

A set of parking management measures has been proposed for each precinct as outlined in the [full Parking Management Plan](#). These are outlined in the next section of this summary document.

# Future state of car parking

The future parking supply and demand within the Ashburton town centre will be influenced by a range of factors.

In the short term, the proposed Ashburton Library and Civic Centre is expected to be the key reason for change to 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. It should be noted that the effect of these factors, in most cases, is hard to quantify due to unknown elements and future uncertainty.

## 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 to create more landscaping and public space in the streets.
- **Loss of off-street parking at the ADC offices** - The current ADC office on Baring Square West 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.
- **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. Visitors to the new Ashburton Library and Civic Centre may not 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** - Overall, it is likely that there could already be some surplus on-street parking capacity to accommodate the short-term parking demand from the proposed new library and the civic centre. However, no survey data is available.
- **Future of the existing temporary car park** - The existing privately owned temporary paid car park at the corner of Burnett Street and Cass Street (Eastfield) will eventually be developed. This is made up of 70 pay and display spaces and approximately 90 leased spaces. The majority of this parking will be displaced to elsewhere in the town centre when the site is developed.

## Factors affecting parking demand

- **Additional library visitors** - The upgraded library facilities are expected to attract more visitors than the existing facility at Havelock Street. However, this is hard to 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 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 district's population are over 65 years and is projected to increase to 21.7%. This is higher than the national over 65s proportion of 15.2%. This is likely to increase the demand for mobility parking.
- **Changes to town centre activity** - There could be some increase in commercial activity. However, the increased use of on-line shopping (such as grocery delivery) could also 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. 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.
- **District-wide economic growth** - 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 due to the Ashburton Library and Civic Centre relocation.
- **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 and increased working from home. Transport 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. Residents of town centres however have more options such walking and cycling due to shorter travel distances.





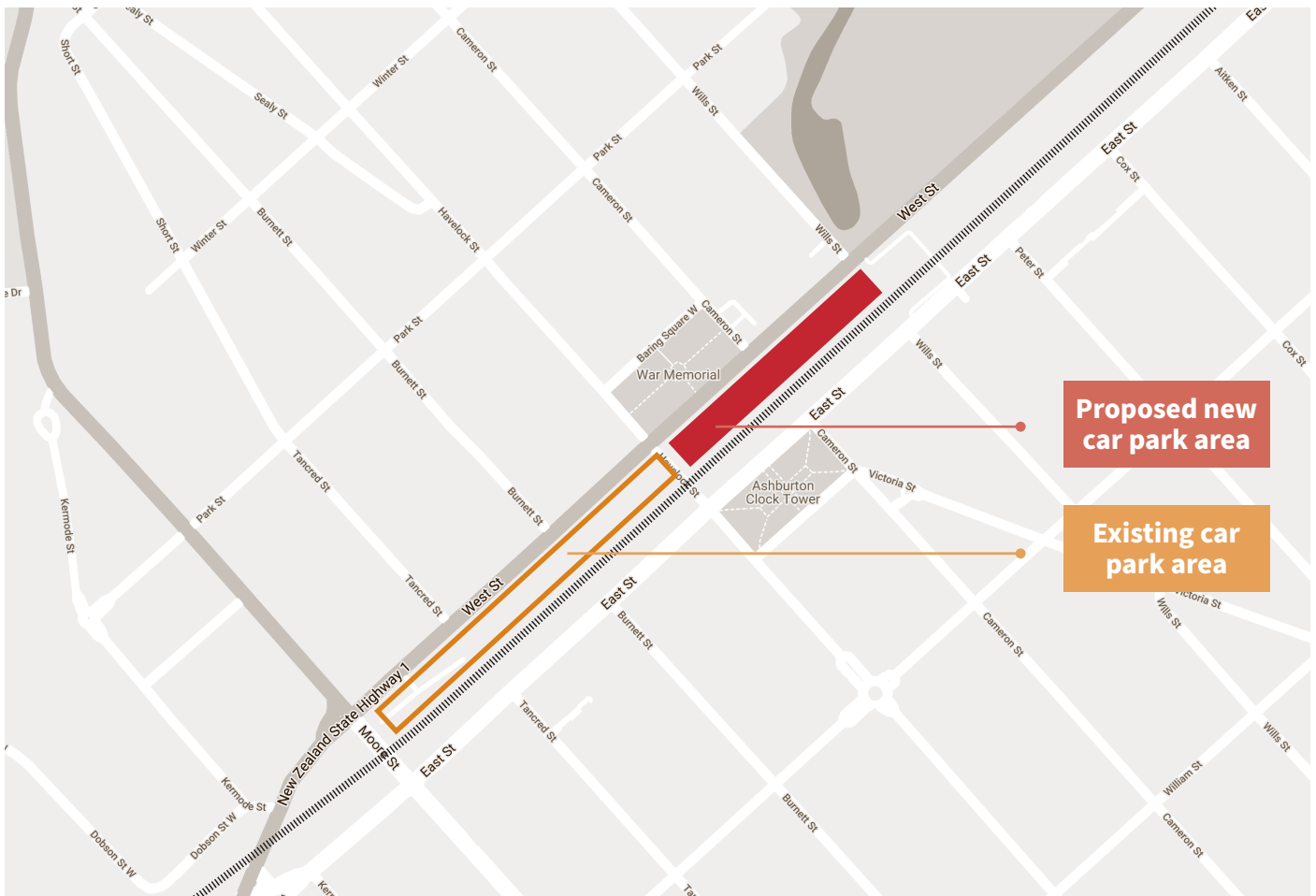
## Summary

There are competing factors that will influence car parking supply and demand. However, the factors discussed above tend to indicate an increase in demand. 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 is allocated in Year 1 of the Long-Term Plan 2021-31. The development of the car park, however, is subject to KiwiRail and Waka Kotahi approvals.

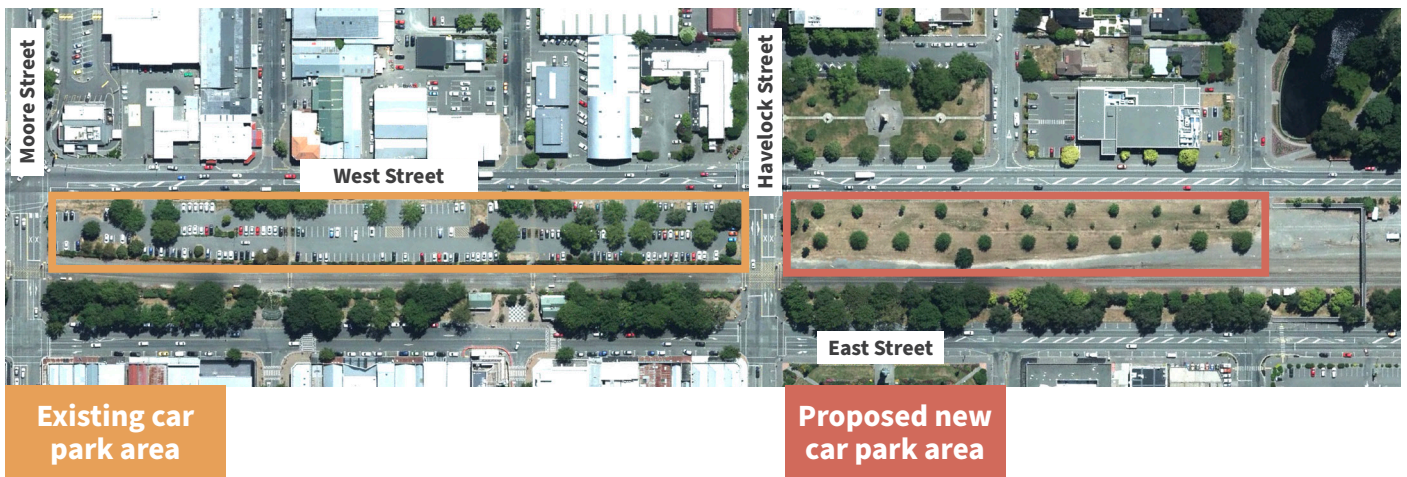
The area shown below can accommodate 100-130 car park spaces depending on the space available for use. It is proposed that this area will be laid out in a similar way to the existing West Street car park

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.

Managing parking demand through better use of low occupancy on-street parking and changes in time restrictions in the short term may ease the demand. These and other actions to reduce and manage demand are outlined in the Action Plan below.









# Future state of bicycle (and 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.

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. 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. However, this needs to consider ways to prevent parked devices blocking the footpath.





# Recommended Action Plan

When: SHORT TERM - 0 to 2 years	ACTION		
<p><b>Before the Ashburton Library and Civic Centre relocations (expected to be complete Nov 2022)</b></p> <ul style="list-style-type: none"> <li>Review time restrictions in anticipation of the Library &amp; Civic Centre visitor needs.</li> <li>Review time restrictions as per the Precinct Plans (see full report).</li> </ul> <p><b>After the Ashburton Library and Civic Centre relocations and streetscape works complete</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul> <p><b>General – not dependant on the Ashburton Library and Civic Centre relocation</b></p> <ul style="list-style-type: none"> <li>Progress the development of a new off-street car park in the West Street rail reserve north of Havelock Street.</li> </ul>	<ul style="list-style-type: none"> <li>Review and update District Plan rules requiring cycle parking with development (also an Action in the Walking and Cycling Strategy).</li> <li>ADC to facilitate EV charging with providers to determine the optimum commercial opportunity and number of spaces required, and the most appropriate locations.</li> <li>Allocate spaces in public car parks as ‘campervan / over-sized vehicle spaces’ to encourage visitors to the town centre.</li> <li>Review the wayfinding signage to ensure that visitors are directed to West Street car park so that parking circulation is minimised.</li> <li>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.</li> <li>Update the Mobility Parking policy to include age-related parking (as proposed in the Strategy Action Plan).</li> <li>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)).</li> </ul>		
When: MEDIUM TERM - 3 to 5 years	ACTION		
<ul style="list-style-type: none"> <li>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.</li> <li>Continue monitoring the parking demand.</li> <li>Consider the addition of bike cages for all-day parking of bicycles in public car parks.</li> </ul>	<th data-bbox="807 1536 1326 1597">When: LONG TERM - Beyond 5 years</th> <th data-bbox="1326 1536 1498 1597">ACTION</th>	When: LONG TERM - Beyond 5 years	ACTION
	<ul style="list-style-type: none"> <li>Consider development of a resident’s parking policy in anticipation of the possible increase in housing density and first floor CBD living.</li> <li>Continue monitoring the parking demand.</li> </ul>		

# How does this Plan align with the Ashburton District Parking Strategy?

It is important that the Ashburton Town Centre Parking Management Plan aligns with the district-wide Parking Strategy.

The table below illustrates how each action aligns with the Parking Strategy objectives, noting that some actions align with more than one objective.

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.			■	■	
Progress the development of a new off-street car park in the West Street rail reserve north of Havelock Street.		■			
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 – Consider development of a residents parking policy in anticipation of changing housing densities					■



**Publisher**  
Ashburton District Council  
5 Baring Square West  
Ashburton 7700

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Published November 2021

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