



Parking – A Plan for the Future
2013





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1. INTRODUCTION

The Hobart City Council controls many thousands of parking spaces on all of its highway reservations and in its off-street car parks, the most important of which are located within and adjacent to the CBD, Sullivans Cove and the shopping centres of North Hobart and Sandy Bay.

The future strength of economic activity within the City of Hobart is closely connected to the supply and management of these parking spaces. While this may be obvious on a superficial level, the relationship is often complex and can be heavily influenced by personal decisions made by drivers and their passengers, which in turn are often based on perceptions as opposed to the reality of parking opportunities particularly in and near to the Hobart CBD.

1.1 Purpose of Strategy

The past development of policies and procedures for parking management by the Council has been done incrementally and much of it, by necessity, has been reactive to problems and challenges as they arose.

While there is nothing inherently wrong with the way parking is currently managed in Hobart, with many major decisions having been implemented, there is, as with most things, room for improvement.

In addition, technology and the social and economic environment are changing fast and any future management of parking will need take this into account.

While much of Council's role in parking is regulatory, governed by legislation, it is also a business that returns a surplus to Council available for any use Council wishes to make of it.

The purpose of this strategy is to provide Council and the community with information and recommended actions that will lead to best practice in the future management of its parking resources.

(Best practice could perhaps be best described as *the efficient and effective use of human, technical and financial resources to ensure that Council, its residents, ratepayers and the wider community derive the maximum possible benefit from the management of the parking supply in the City of Hobart.*)

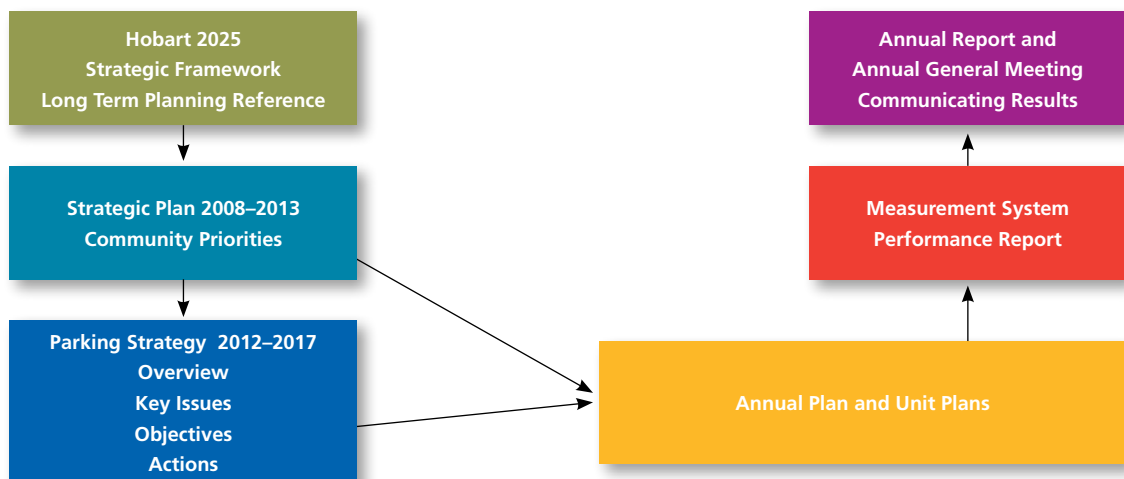
1.2 Strategic Framework

Hobart 2025 – A Strategic Framework states that transport planning will be assisted through off-street and on-street parking strategies.

This Parking Strategy complements the Hobart City Council (HCC) Strategic Plan 2008-2013. The HCC Strategic Plan identifies in Future Direction 5 the following priority actions:

- Develop and implement a parking strategy for the city.
- Increase the provision and availability of short and long term parking for the city centre.

The following diagram summarises the strategic framework for planning, implementation, monitoring and evaluation.



PERMIT
PARKING
ONLY

Vision – Hobart 2025

In 2025 Hobart will be a city that:

- Offers opportunities for all ages and a city for life;
- Is recognised for its natural beauty and quality of environment;
- Is well-governed at regional and community levels;
- Achieves good quality development and urban management;
- Is highly accessible through efficient transport options;
- Builds strong and healthy communities through diversity, participation and empathy; and
- Is dynamic, vibrant and culturally expressive.

Mission

Our mission is to ensure good governance of our capital city.

Values

We're about people

We value people – our community, customers and colleagues.

We're professional

We take pride in our work.

We're enterprising

We look for ways to create value.

We're responsive

We're accessible and focused on service.

We're inclusive

We respect diversity in people and ideas.

We're making a difference

We recognise that everything we do shapes Hobart's future.



With the cost of building a new off-street multi-storey parking space at about \$30,000 (in 2012) and the number of on-street spaces generally fixed where demand is highest, the option of further increasing supply may need to be subservient to better managing the existing resource and this will be the overall objective of the recommended **Actions** included in this Strategy.

1.3 Strategy Format

There are many parking related activities that Council is involved in and within each activity many separate matters that deserve to be discussed in this Strategy. To simplify the approach to developing a set of recommended actions, most of this Strategy will be discussed under two broad headings:

- (i) On-street parking; and
- (ii) Off-street parking.

Some matters discussed are common to both topics and a few others that do not fit neatly into the above will be discussed under separate headings.





2 Background

The Hobart City Council began the process of managing parking demand in its CBD when it became the first city in Australia to install parking meters in 1955.

Those parking meters achieved two objectives:

- Making it easier to enforce the time limits, causing the removal of commuters from inner city streets thereby ensuring the limited number of spaces were turned over and were available for shoppers and visitors seeking a short time stay; and
- Enabling the Council to raise revenue that was used later to build multi-storey car parks in and close to the CBD. This assisted retailers to attract customers who were starting to use cars to make trips to shops and other businesses most of which in those days, were located in or close to the Hobart CBD.

The wisdom of that decision is now obvious. The three CBD multi-storey car parks helped to underpin the success of the CBD retail centre, meeting competition from the expanding suburban shopping malls with their so-called 'free' parking as they were developed from the 1970s.

Later in the mid 1990s, this success was also contributed to by Council's extensive CBD urban design improvements and the first hour free parking policy introduced in 1998 (subsequently since extended to 90 minutes). More recently there have been extensions to the Centrepont and Argyle Street car parks.

In the years following 1955, the Council continued to make innovative parking management decisions such as installing voucher machines in Salamanca Place, adopting multi-bay parking meter technology and installing some of Australia's earliest resident parking schemes in streets where 19th and early 20th century housing did not include sufficient off-street parking space to meet the demand from residents in the age of the motor car. The residents' problems were compounded by the growth of commuters seeking parking space in residential streets.

Later, the Council agreed to allow its traffic engineers to receive a direct delegation from the Commissioner for Transport to control most non-metered on-street parking

zones, a step that significantly improved efficiency and customer service when dealing with approximately 150 changes requested to on-street parking each year.

Similarly, the transfer of enforcement for non-metered regulatory parking zones (for example, One Hour Parking, No Standing etc) from the Police to Council's Parking and Information Officers also improved the effectiveness of those parking zones in meeting short-time parking demand and the needs of residents. Council's income from enforcement also increased.

From the date of the first parking meter installation, the use of technology became an important part of parking management and control. Mechanical parking meters moved into the electronic age and multi-bay pay-by-space and voucher machines were introduced. Parking enforcement also moved from paper-based to electronic systems.

While equipment continued to get better at assisting Council to manage parking, there were no huge leaps in the basic relationship between the customer and the Council. The customer (driver) parked the vehicle at a meter or in a car park and then paid with cash at the parking meter machine or cashier. Enforcement required a parking officer to visually check a meter reading or printed voucher on a car dash board and issue the appropriate infringement notice.

Recently however, the pace of change in the technology has ramped up considerably, offering Councils, car parking operators and their customers significant improvements in efficiency and customer service levels.

The replacement of exit cashiers with a pay-on-foot system now installed in Centrepont, Argyle Street and Hobart Central car parks is one such example. This has resulted in faster exit times, improved occupational health and safety for car park staff and increased operational efficiency.

In the near future, use of the smart mobile phone could change forever the relationship between drivers and the paid parking spaces they wish to occupy. Enforcement could also be subject to significant change using the latest technology to improve efficiency and reduce costs.



This strategy will provide comment on the likely changes in technology and what that may mean to the way the Council manages its car parking operations in the future.

Since 1955 the Council has managed its parking supply using a combination of people, procedures, policies and equipment to achieve a number of core objectives.

Broadly, these core objectives have included:

- To ensure the CBD and other commercial centres within the City are able to compete successfully with the surrounding suburban shopping centres (in other Council areas) in terms of attracting shoppers and visitors who wish to use their cars.
- To meet the needs of residents and their visitors where there is a conflict with demand for on-street spaces from commuters and others.
- To ensure that traffic flows along arterial roads are assisted where possible by appropriate parking restrictions.
- To ensure that the needs of public transport for appropriate kerb side parking space are met.
- To ensure that adequate parking space is available on-street to service the needs of business for deliveries etc.
- Using appropriate levels of fees to discourage long-term parking in high-demand on-street and off-street spaces.
- Using parking fees and infringement revenue to meet the cost of providing off-street parking spaces and to meet the costs of parking administration.

In addition to the above core objectives, Council recognises that the city is also a place of major employment and that many workers travel to work by private vehicle. Council has acknowledged the needs of such commuters by allowing extensive parking opportunities on the Domain and in many of the residential streets surrounding the CBD and other commercial centres where restrictions are not required to give a higher priority to other parking needs.

Public parking is a parking space that is open to all members of the public to use whether in private or public ownership either on a casual basis for which a fee may or may not be charged or on a longer lease arrangement. There are three sources of public parking supply:

- (i) Council supplied on-street parking;
- (ii) Council supplied off-street parking; and
- (iii) Privately supplied off-street public parking.

Council is directly involved in the day-to-day management of (i) and (ii) and indirectly involved through the Planning Schemes with (iii).

While the emphasis in this strategy will be on the management of the Council supplied parking in (i) and (ii) above, comment will also be provided on privately supplied parking in (iii).



3 On-street Parking

On-street parking supply is subject to a wide variety of uses and is an essential parking resource of any vibrant and successful city.

The role of Council is to ensure that kerb sides have adequate controlled parking in place such that the spaces are available to meet the many different demands placed upon them.

On-street kerb side spaces can be separated into two main types: non-metered and metered.

3.1 Non-Metered On-street Parking

Non-metered kerb side parking spaces can be controlled with sign posted regulatory zones or remain uncontrolled, where vehicles can be parked without restriction (subject to traffic rules).

Most residential streets are uncontrolled.

3.1.1 Sign Posted Regulatory Zones

Non-metered time-restricted zones are the most numerous on-street kerb side parking controls and are installed both inside and outside the metered zones. They are especially important in the Sandy Bay and North Hobart shopping areas.

Loading zones, no standing, no parking, taxi stands, bus stops and other similar kerb side controlled zones are also important to ensure that valuable parking space is allocated rationally to the different competing needs.

The current system for control of these zones is through delegated authority from the State Commissioner of Transport to designated Council engineers.

Council receives about 150 requests on average for additions and changes to these zones annually. Each request requires careful investigation to ensure that competing demands for scarce kerb side parking space are properly catered for.

These zones are located across the whole Council area and enforcement is difficult with the need to mark tyres and make return visits to widely scattered zones.

Officers are aware that some of these zones (normally zones with time limits of two or more hours) are used by commuters, normally those who work close to the zones and who are prepared to move their vehicles a number of times each day to avoid an infringement notice. Such activity can make it difficult for drivers who are seeking short-term parking to visit local businesses and residents.

There may be a case for considering the installation of parking meters in some of these locations where they are close to the existing metered area to aid enforcement and to ensure sufficient available parking space for drivers with a genuine need for a short-time parking.





ACTION 1

- (a) Maintain regular reviews of the non-metered parking zones and restrictions to ensure they are appropriate to meet the needs of residents and businesses located near to them.
- (b) Investigate the possible installation of parking meters as an extension of the existing metered area to assist visitors to local businesses to find parking spaces.

In non-metered controlled parking zones, Council officers have a delegated authority to issue **exemption permits** for which a fee is charged. An example may be for a building company to occupy a two-hour parking zone for a whole day or longer to deliver materials to a construction site. This fee is set by the State Government however it should be monitored to ensure that it covers the cost of administration.

ACTION 2

Monitor the costs of administering exemptions permits, compare with the level of fees and approach the State Government if a fee adjustment is warranted.

3.1.2 Commuter Parking

On-street parking by commuters has continued to increase to the extent that during most times of the year, it now extends to the limits shown on the plans shown over.

All day parking on the Queens Domain (both on-street and off-street) is now approaching its capacity limit by 9am and there is generally no more space available for commuters within the Glebe and into the Domain area (see section 5.2).

Towards Sandy Bay, city workers have now filled most of the available unrestricted spaces between the Sandy Bay and Battery Point commercial areas.

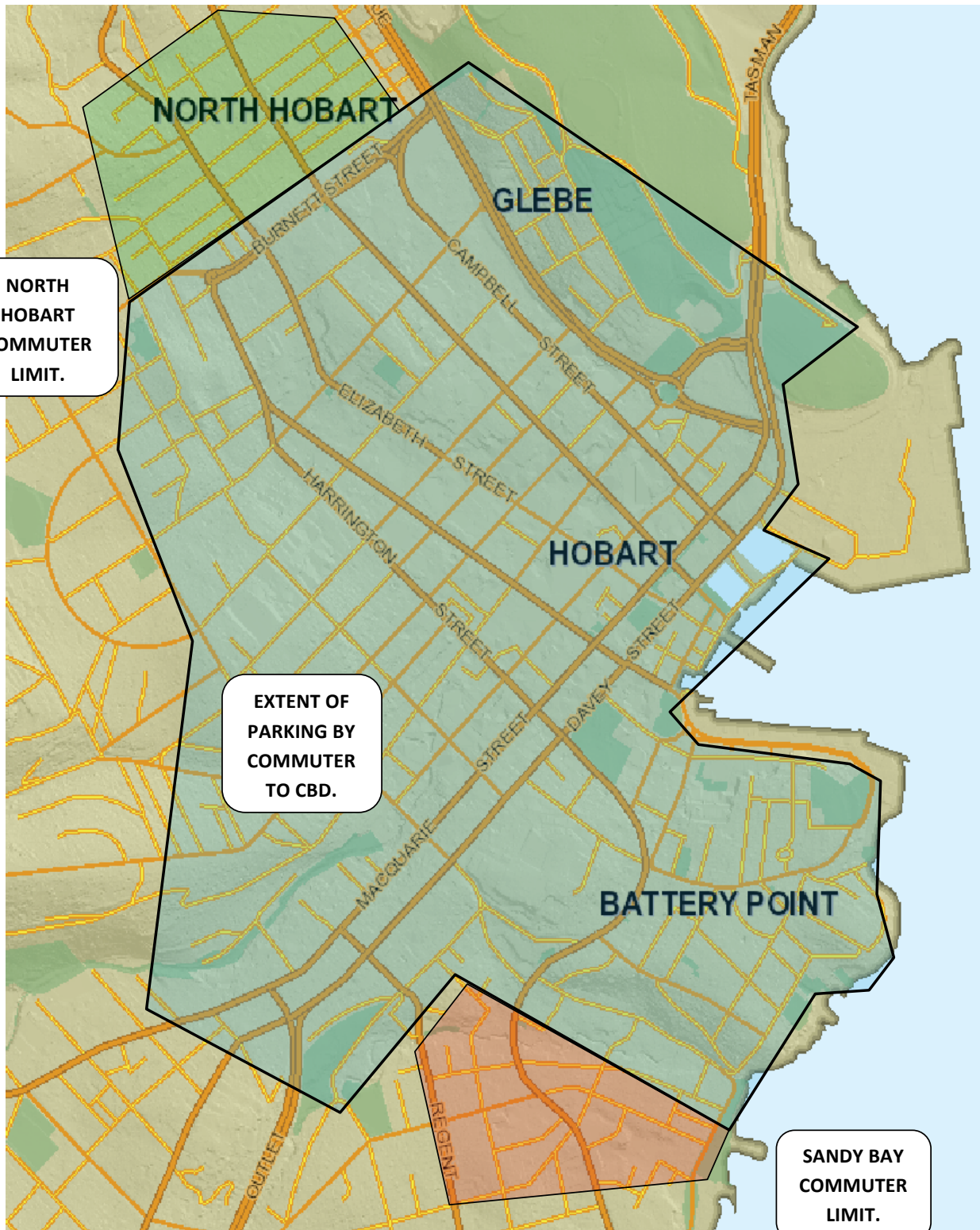
Similarly, commuters have extended into most of the convenient unrestricted spaces in South Hobart, West Hobart and North Hobart.

Generally the outer limit of commuter parking has reached those streets where most residences have some off-street parking.

Resident parking zones have been installed in all streets where residents have qualified for, and been issued with, resident parking permits.

Commuter parking also affects streets that have adjacent commercial uses. Controlled parking has been installed to ensure that the needs of these businesses for visitor and delivery parking are met.





**NORTH
HOBART
COMMUTER
LIMIT.**

**EXTENT OF
PARKING BY
COMMUTER
TO CBD.**

**SANDY BAY
COMMUTER
LIMIT.**

**EXTENT OF COMMUTER PARKING SURROUNDING
THE CBD, NORTH HOBART SHOPPING AREA &
SANDY BAY SHOPPING AREA**



Some commuter parking is catered for in the Council's multi-storey and open-lot car parks with early bird and monthly lease parking (see later under **Off-Street Parking**).

Most commuter parking takes place in residential streets where there are no resident parking zones. However in some streets close to the metered zone there are sections of unrestricted parking heavily used by commuters and little if any demand from residents.

These streets would be suitable for the installation of parking meters with a fee and time limit structure that would be suitable for commuter parking.

For example, an eight-hour limit between 9am and 5pm Monday to Friday with a reasonable fee is unlikely to deter all day parkers. What is likely is that commuters who are willing to pay will be able to get access to these spaces by arriving later in the morning

It is recommended that consideration should be given to such installations.

There may be more efficient ways to operate paid parking for commuters in eight-hour zones than using meters or voucher machines. Pay by smart phone (discussed later) is one such option and it would allow Council to give discounts to commuters who drive fuel efficient vehicles contributing to Council's sustainable transport objectives.

ACTION 3

Investigate which streets currently used by commuters would be suitable for the installation of all day paid parking and determine what form of paid parking is most suitable.

3.1.3 North Hobart and Sandy Bay Shopping Centres

Currently both of these shopping centres have on-street parking controlled by time limit zones.

As previously mentioned, these are difficult to enforce and are therefore subject to some abuse by local commuters and others, reducing the opportunity for visitors and shoppers to find a parking space.

The future installation of parking meters in existing high-demand time-limited zoned spaces close to shops and restaurants in both centres would improve the turnover of spaces and therefore increase the parking opportunities for visitors and shoppers looking for short-time parking space

Consideration of such meter installations would require consultation with local businesses seeking their support.

ACTION 4

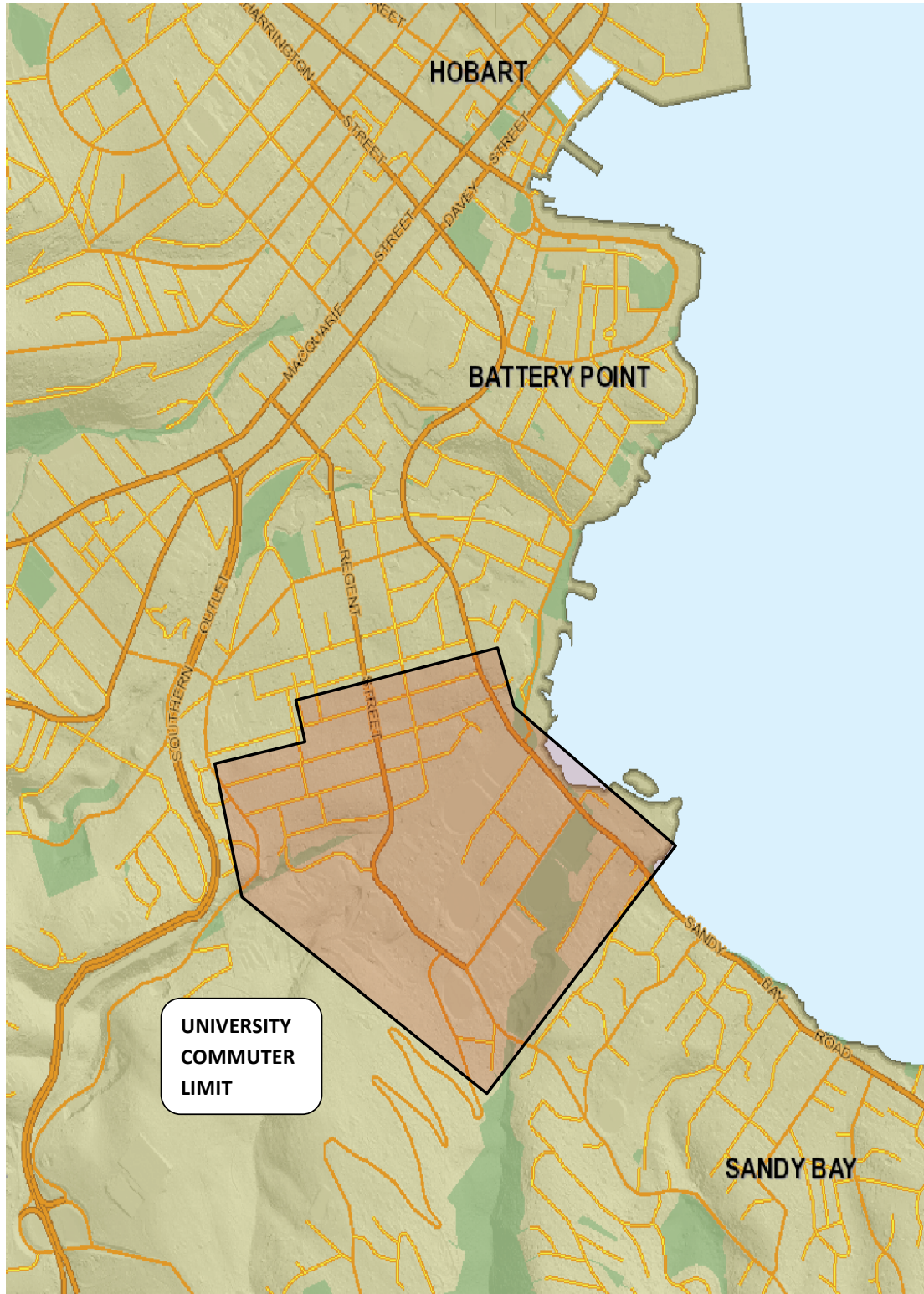
Investigate the potential for installing parking meters in Sandy Bay and North Hobart Shopping Centres where streets are in high-demand for short-time visitor parking.

3.1.4 Resident Parking

Resident parking schemes now operate in all of the suburbs on the fringes of the CBD as well those streets close to UTAS Sandy Bay campus, Calvary Hospital and the Sandy Bay and North Hobart shopping centres.

The purpose of these zones which are usually designated 'two-hour parking, authorised residents excepted' is to ensure that residents who have resident parking permits are able to find a parking space in the vicinity of their homes. Without these zones the streets would be fully occupied by all day parkers, either commuters or students and others making it very difficult for residents who wished to leave and return to park in their street during times of heavy parking demand. Their visitors would also have difficulty finding a parking space.

There are currently 1700 permits issued and in any street the extent of resident parking zones installed takes into account the number of permits on issue to nearby residents.



**EXTENT OF COMMUTER PARKING SURROUNDING
THE UNIVERSITY OF TASMANIA**



Most of these zones are installed in streets where houses were built without parking or with very limited off-street parking space. Many of these houses closer to the city centre have multiple occupancies and therefore more than one vehicle registered to the address.

Further out from the city centre or suburban shopping centres more recently constructed houses do have more off-street parking space provided and therefore fewer permits are issued to residents. These streets do therefore have greater capacity to absorb commuter parking with less adverse effect on residents.

The demand for changes to the number and location of resident parking zones has levelled off as the more affected streets have been appropriately zoned, although residents still seek minor alterations on a regular basis.

The current annual charge for a standard resident parking permit is \$35. Originally when resident parking was introduced, the permit charges were established to cover the administrative costs of the scheme thereby reducing any cross-subsidy from general revenue.

There would be merit in reviewing the current cost of administering the resident parking schemes and comparing it to the income from permits. Revenue from enforcement of the resident parking zones should also be taken into account.

There would also be merit in reviewing the eligibility criteria to see that it is meeting the needs of residents.

ACTION 5

Review the resident parking schemes to compare the administration and operation costs with revenue and to ensure that the eligibility criteria are meeting the needs of residents.

Enforcing the resident parking zones is a difficult task mainly because it involves checking on drivers who do not have permits but park in the zones for longer than the allowable time limit. Residents quite rightly are concerned and request more frequent enforcement when drivers without permits overstay the time limits.

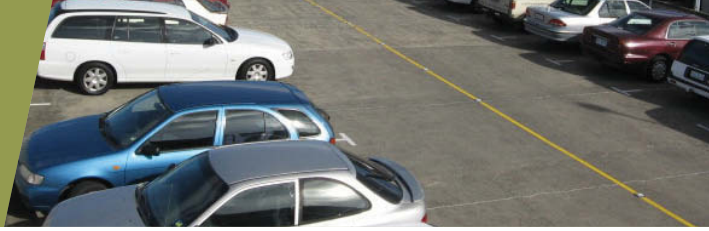
These zones are spread over a large area of the City and place a high-demand on enforcement manpower. There may be a case for improving enforcement efficiency by converting some time restricted resident parking zones into permit only parking zones where such a change could be justified.

A permit only zone is more efficient to enforce because no tyre marking or site revisiting are required to issue infringement notices on an illegally parked vehicle (one without a permit in a permit zone).

ACTION 6

Review the resident parking zones to ascertain what zones could be converted to resident parking permit only.





3.1.5 Parking for People with Disabilities

Council offers certain concessions to drivers who display a Disabled Parking Permit that are issued by the State or a temporary permit issued by Council, when they are using a metered zone or non-metered time restricted zone. They also have rights to use specially marked disabled parking zones.

It is known that there are thousands of such permits issued in southern Tasmania and that the extent of driver disability ranges from wheel chair users to people with a temporary condition that restricts normal walking ability.

It is expected that as the number of aged people increases, then the number of permits will increase.

In recent years, the Australian Standards for how parking for people with disabilities is designed and constructed has changed. The Council manages both on and off-street parking for people with disabilities, and it is important that, as much as practical, this parking complies with the appropriate standards.

ACTION 7

An audit against current standards be undertaken of the existing designated parking for people with disabilities in Council-managed on-street and off-street parking

In other parts of Australia and overseas there is widespread abuse of disabled parking zones because drivers with appropriate permits have an exemption from paying for metered spaces. That does not happen in Tasmania where such a driver must pay for the use of a meter but is granted an extension over the time limit that applies. Similarly, for non-metered time restricted zones, a permit grants the driver an extended time beyond the limit.

The permit system is administered by the State and any changes could have an effect on the Council's overall management of its parking spaces. Council needs to maintain a watching brief to ensure that there are no changes made to the existing processes without Council's consent.

ACTION 8

Monitor State Government Policy to ensure that there are no changes made to the Disabled Parking Permits process without Council's consent.

3.1.6 Enforcement

Enforcement of parking time restrictions on non-metered streets is essential to ensure that time restricted zones are generally complied with. This can be challenging because tyres must be marked and then revisited. Officers are aware of commuters moving vehicles in and out of spaces a number of times daily to avoid fines. Some of these spaces are close to CBD businesses and are an important parking resource for short-term visitor and customer parking.

New technology is becoming available to assist Councils with the parking enforcement. In particular the use of in-ground sensors in parking spaces. Currently there are a number of trials being carried out by large mainland councils and these offer the promise of increasing the efficiency of enforcement while reducing costs.

ACTION 9

Monitor trials of parking space sensors in other States and investigate adopting new technology for enforcement once it can be demonstrated that it would be of benefit to Council.



3.2 Metered On-street Parking

Council has 1993 on-street metered parking spaces that are controlled by both voucher parking machines and multi-bay (non-voucher) parking meters. On-street voucher machines are located in the waterfront area where most parking is 90-degree angle parking and the multi-bay meters are used where most parking is parallel, against the kerb parking.

Many of the voucher machines are approaching the end of their service life and will need to be replaced over the next two to three years. However, the multi-bay meters should give another 10 years of service to Council. It is essential that all machines and meters are properly maintained to achieve the maximum possible life, while at the same time returning revenue to Council with a minimum of inconvenience to the parking public.

Recently, Council has purchased a number of second-hand multi-bay meters from Geelong Council and these will assist in maintaining the current stock. Some of these second-hand multi bay meters can also be used if Council decides it wants to extend the metered areas, although a large scale extension may require the purchase of new meters.

Metered spaces are Council's most important tool for managing demand for on-street parking.

Most of the streets suitable for paid parking have meters and voucher machines already installed, but as identified previously, limited expansion is possible into areas where the fronting properties are commercial or in some other areas where conflict with the needs of residents and their visitors can be avoided.

The correct fee settings and time limits are important to maximise the benefits of meters and voucher machines. These should be set to ensure that some spaces are usually vacant to assist drivers avoid long searching drives around city blocks. Such activity adds to congestion and can provide a disincentive for visitors to come to the city. Of course it is important that drivers have a choice to use alternative off-street spaces that are priced well below those on the streets and in Hobart, such off-street spaces do exist.

It is also important that meter fees are not set so high that they also act as a disincentive for visitors to come to the city. A balance is needed.

ACTION 10

Regularly review the fees and times applying to on-street metered parking to ensure that the correct balance between demand and the supply of available spaces is maintained.





3.2.1 Pay By Phone

The introduction of smart phone technology has opened up a new way for drivers to pay for parking, whether it is a parking space controlled by a parking meter or a voucher machine.

While use of this technology is widespread in Europe it is only recently being adopted by some Councils in Australia. There are considerable advantages for both Councils and drivers.

The Advantage for Council

- Pay by phone can run parallel to meter and voucher parking but is stand-alone. This means that its introduction and public acceptance can move through a time line that is largely determined by the public without interference to Council's present systems.
- Eventually, as public acceptance becomes widespread, Councils will be able to operate paid parking without the need for meters or voucher machines at all and which would offer considerable future savings on machine purchasing and maintenance. It will also provide data on how parking spaces are being used, assisting the setting of fee levels and other parking policy initiatives.
- Reduces and eventually eliminates the need for coin collection thereby improving audit control and efficiency of collecting parking income.
- Allows for the introduction of variable fee structures depending on demand for spaces at certain times to even out that demand.
- Eventually Council could use variable price parking to ensure turnover as an alternative to or additional to, time restricted zones and enforcement fines.
- It can also improve the efficiency and reduce the cost of enforcement.

For Council's customers, the potential benefits are considerable and include:

- The system is user friendly.
- No longer necessary to pay cash allowing the use of credit cards and accounts linked to the smart phone.

- Allowing payment without the need to be present at the vehicle so that drivers can extend their paid period remotely by using their phone at the office, shop or while in a meeting.
- Drivers can match their payment to their actual use, reducing or adding to it as they go about their business.
- Drivers can get real time access via their phone to their arrival and departure times as well as to the payments made for using the parking space.
- Drivers can keep accurate records on the cost of their parking.
- The commercial relationship is between a driver (car owner) and the pay by phone operator and then separately between Council and the pay by phone operator.

A brief description of how this works is:

- A driver enters a parking space currently controlled by a parking meter or voucher machine, or in a designated zone that may not have any meters.
- The driver having previously registered with a pay by phone operator, or making contact for the first time using web-based communications, informs the operator of the zone they are parking in and how long they wish to park there.
- The operator knows the parking fee and makes the appropriate charge against their customer.
- The vehicle licence plate is part of the record of the transaction, thereby enabling Council to enforce the payment and duration of parking in the zone.
- Council has real time access to all parking information provided to the operator.
- The operator pays Council the income collected from the customers as per the agreement between Council and the operator.
- Council pays an agreed fee per transaction to the operator.

Pay by phone method operates entirely separate from meters or voucher machines but uses the same parking spaces so there is no adverse effect on the way people use these spaces and pay the meters or voucher machines as they do now.



There are currently at least three commercial entities providing pay by phone services for car parking in Australia, though it is expected that more will be entering the market soon.

Pay by phone is installed in three interstate Councils and is expected to spread rapidly as Councils are made aware of the immediate and future benefits of improved service for motorists and reduced costs to Councils.

On-street pay by phone parking can be easily extended to off-street open-lot parking with or without meters or voucher machines installed.

It may be highly suitable for the installation of pay parking in areas of the Domain used by commuters because it does not involve the installation of any machines that in remote locations can be at risk of vandalism.

There is no financial risk to Council. Responsibility for enrolling customers and collecting parking revenue from them rests with the operator. Council is paid by the operator according to the conditions of the contract between Council and the operator which includes a fee payable by Council to the operator for each transaction.

Such a fee would be determined in the public tender process. Council could determine to allow one or more pay by phone operators to serve the drivers using the parking spaces in Hobart.

ACTION 11

Call for expressions of interest (Eoi) from potential suppliers of pay by phone systems and after analysis of their submissions, determine the best way forward to maximise the benefits for both motorists and the Council.

3.2.2 Metered Space Permits

The Council issues annual parking permits for parking in metered spaces to commercial vehicle owners. There are conditions attached to the permit.

Council also issues special permits to cover tradesmen and others needing exclusive access to particular metered spaces for access to work sites.

ACTION 12

Regularly review permit fees to ensure that they are appropriate given the current level of parking meter fees.



3.2.3 Commuter Parking on Meters

Some commuters use parking meters, most parking on three or four hour meters on the outer fringes of the metered zones. As mentioned, there may be good reasons to extend the time restriction on some of these zones to eight hours and extend the metered areas beyond the current limits, subject to ensuring there is no conflict with the needs of nearby residents or commercial uses.

ACTION 13

Investigate and determine what three and four hour parking meters currently used by commuters would be suitable for conversion to eight hour parking meters.

3.2.4 Enforcement

As mentioned above with non-metered parking zones there will be opportunities using new technology to make significant changes to the way Council conducts enforcement of its metered area. Over time this could translate into a reduction in the number of personnel involved in this work and a consequent reduction in the cost of enforcement.

The use of new technology may offer Council the opportunity to increase the amount of the surplus funds generated by parking meters and the enforcement of the time limits

The main type of new technology to aid enforcement is the use of ground sensors placed in or on the road pavement, which are able to record the movement of vehicles into and out of a parking space. This information can be sent wireless to Council's enforcement officers, substantially improving the efficiency of enforcement.

Refer to ACTION 9



4 Off-street Parking

4.1 CBD

Off-street is the most important parking supply that Council manages in relation to the central CBD retail and commercial centre. There are about 2500 spaces in the three multi-storey car parks after the Wellington Centre and Centrepoint extensions were completed.

How these spaces are managed does impact on the CBD retail and business centre. Over a number of years Council has set fees so that there is now a period of 90 minutes free parking and relatively cheap parking for up to a four hour stay (\$5). After that the fees rise steeply so that all day parking is discouraged.

A substantial number of drivers, probably commuters, do leave and return to the car parks at least twice in the one day to take advantage of this fee structure. Council has given approval for the installation of licence plate recognition (LPR) in the car parks that can be used to reduce the prevalence of such driver behaviour.

LPR involves the use of CCTV cameras to photograph the number plate of vehicles as they enter and leave a car park. The number plate is then recorded electronically and incorporated into car park management software. This enables the entry and exit time of a vehicle to be tracked and that information used for establishing the fee to be changed for that particular vehicle.

The Council is working with the equipment suppliers to get this system up and running as soon as possible in the Argyle Street car park. It will be only the second such system to operate in Australia although there are many other car park operators about to undertake similar installations.

The exact rules to be applied to reduce inappropriate commuter use of the car parks will need to be the subject of a report to and approval of Council and based on car park usage data supplied by the LPR system.

It may be possible once commuters are deterred from making repeat entries in one day that some of the spaces freed up could be allocated to early bird parking, subject to first meeting the needs of visitors and shoppers.

There is no doubt that the perception of the ease of finding a free parking space is a big advantage for the suburban retail malls and to the maximum extent possible Hobart needs to create the same perception.

ACTION 14

- **Extend Licence Plate Recognition (LPR) to all three CBD car parks and link them so they operate as one system.**
- **Collect and analyse usage data to enable correct policy settings to be applied to achieve a reduction in commuters using multiple entries on the one day.**





Ultimately LPR linked in all three car parks will give Council the ability to further adjust its fee structure, including introducing a longer free parking period, because if it removes commuters, then it will create more vacancies in its CBD car parks. This could be particularly effective, attracting more shoppers and visitors to the CBD on Saturdays.

ACTION 15

Investigate the option of extending the period of free parking in CBD multi-storey car parks in particular on Saturdays.

The efficiency of entering and exiting the car parks has also been improved with the recent installations of pay-on-foot technology in all three car parks. This improves the level of customer service, enhancing the parking experience for visitors and shoppers.

The CBD retail centre is like a suburban shopping mall. Obviously the parking spaces need to be almost adjacent to the central core to compete with the ease of parking factor that drivers perceive at a suburban mall.

Through good planning, Council is fortunate to have its car parks located adjacent or very close to the main retail centre.

It is considered that recent extensions to Centrepoint and Argyle Street car parks have created sufficient capacity to meet any growth in the demand for short-term parking by visitors and shoppers for at least the next five to ten years, and possibly much longer.

It is important that Council ensures its car parks are well-managed to reduce operating costs and to enhance the customer service experience. Security and safety are important as well as the supply and condition of public toilets, family rooms and other amenities. The appearance and ease of use of car parks has long been recognised as a factor in attracting customers and Council has a continuing challenge to keep its car parks attractive, not only on the inside but also on the exterior.

ACTION 16

Maintain and enhance the security, safety, appearance and facilities of the CBD multi-storey car parks to satisfy customer expectations.

While it may be financially desirable to offer some early bird all day parking in car parks where short-term demand continually leaves vacancies, this should not be an alternative to the main objective of driving the parking supply towards a greater take up by shoppers and visitors to the city.

There will be higher costs in achieving more attractive car parks, as well as potential reductions in fee income, but there are also opportunities for reducing operating costs using new technology linking the management of all three car parks.

ACTION 17

Complete the linkage of car park operating equipment between all three CBD car parks.

Council operates a pensioner discount scheme that needs to be reviewed to better match the change to the pay-on-foot system so that manual cashier services can be reduced and greater use can be made of auto pay machines. Seniors who are not pension card holders have also requested some form of discount when using the CBD car parks and it may be that a review of more than just the administration of pensioner discounts is justified. An automated discount system for pensioners may be a straightforward benefit from an LPR system that is linked between all three car parks.

ACTION 18

Investigate options for automating the pensioner discount scheme to substantially reduce the operational costs while improving the level of customer service for drivers who qualify for the discount.



Council may come under pressure to allocate some of its expanded Argyle Street car park to permanent lease parking for nearby businesses. Such requests need to be carefully examined in terms of what Council's overall strategy is for the use of its CBD car parks.

Private car parks are critical to meeting the overall demand for parking in the City. This is especially so for meeting longer term (five plus hours or all day) parking demand.

Meeting this longer term demand is just as necessary to ensure the vitality and economic success of the City as is the supply of parking for visitors and shoppers, but the difference is that such parking must be charged fees that better reflect the real costs of providing that parking. Using Council funds to subsidise long-term parking is not desirable and should not be necessary for so long as private car park developers remain in the market.

Argyle Street car park with its additional 540 spaces will continue to be an important resource for the short-term parking demand generated by visitors and patients of the RHH. Often patients and visitors have special parking needs and Council may consider it a part of its social obligation to offer these people special parking rates for longer duration stays.

ACTION 19

Investigate the provision of a mix of parking at the Argyle Street car park.

4.2 Sullivans Cove

The main off-street car parks under Council control are Salamanca Square and Dunn Place, however it is also appropriate to consider Salamanca Place and Hunter Street as more like an off-street car park than on-street parking.

There is discussion about changes to Salamanca Place and how parking may be retained while improving the pedestrian amenity.

The Salamanca Square car park is an important off-street supply that may not be reaching its potential to provide short-term parking.





When Council purchased Salamanca Square car park in 1995 it was intended that all 250 spaces would be made available for short-term parking if and when such demand was present. The half now allocated to short-term currently manages to meet demand so there has been no pressure so far to change the long-term to short-term. This may change if there is any reduction in parking in the precinct and needs to be monitored. While it may be difficult for Council to remove the long-term monthly lease spaces in the building, it may be necessary if the demand by visitors and shoppers substantially exceeds the supply of casual parking spaces.

This car park is also essential to the operation of the Salamanca Market with all 250 spaces available for market customers to use on a Saturday.

Unfortunately the demand for parking space by market stall holders and visitors exceeds the available supply within easy walking distance and it is unlikely that supply will be added to in the future. The introduction of the free Hobart Hopper Shuttle Bus connecting the Salamanca Market to the CBD car parks is a very valuable service and over time should become more popular with locals and visitors.

The use of the CBD car parks by Salamanca Market visitors would benefit from any extension to the current free period on Saturdays.

The future Montpelier Retreat Development may have a significant influence on parking demand and supply in the Salamanca area, however it remains to be seen if and when construction will commence.

Dunn Place plays an important role in short-term parking supply for that part of the Cove however the State has plans to use the land for other purposes and eventually this car park may be lost. This will have an effect on some nearby businesses but would need to be examined in light of other parking changes in the vicinity such as increased meter parking in Hunter Street and the additional 540 spaces in the Argyle Street car park.

The enforcement of voucher controlled parking spaces whether off or on-street may benefit from new technology such as LPR and detection devices placed in the surface beneath a parked car.

Parking space is limited in the waterfront areas and long-term parking demand may increase with changes in land use in Castray Esplanade and possibly at the Hunter Street end. This will need to be managed to ensure that priority is given to meeting short-term demand to satisfy the needs of local businesses.

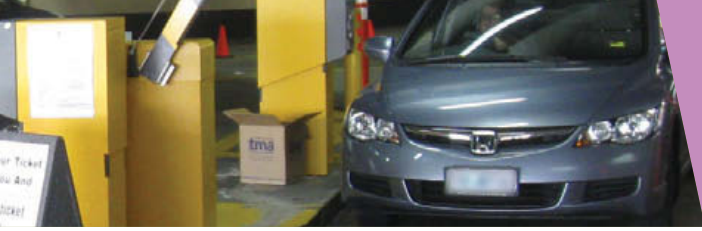
Increasing demand in and around Salamanca continues to spill into Battery Point.

Any future development of the rail yards, particularly if the State were to create some commuter parking once the trains finally go, could have a significant effect on parking in that part of the Cove and perhaps in other areas where commuters now park. This would depend on the number of spaces and what fees are charged for such parking.

Other than the on-street parking supply, the off-street parking supply managed by Council in Sullivans Cove is limited to the Salamanca Square car park and the Dunn Place car park (which is likely to be lost as parking in the future). Large areas of parking are under the control of other authorities, including the State Government and Tas Ports, and private parties. Given the large parking resources controlled by other parties, the ability of Council to substantially impact on future parking, in terms of parking supply, is limited.

ACTION 20

Continue to monitor Council managed on- and off-street parking to ensure that short-term visitor parking is available in Sullivans Cove.



4.3 Other Off-street Car Parks

4.3.1 Monthly Lease Car Parks

Council has a number of other off-street monthly lease car parks comprising open lots and a new covered car park at the corner of Liverpool and Barrack Streets.

These spaces have been used traditionally by commuters who have been allocated a space on the basis of having reached the top of a waiting list.

Over recent years Council has adopted increases to fees for these car parks (CPI + 5%) so that the current waiting lists will be reduced or, in other words, the fee better reflects the true value the commuter places on finding a monthly leased space.

It appears that the waiting list has reduced over the past six months and the level of fees may no longer need to be raised by as much every year.

The possible use of these car parks to give priority to certain vehicles or vehicle owners has been commented on in previous reports to Council and this needs to be further discussed.

Some of these spaces may offer opportunities to allocate priority to more environmentally friendly vehicles or vehicles that were being used for car pooling by commuters.

ACTION 21

Investigate the allocation of parking spaces in monthly lease car parks to promote the use of fuel efficient and environmentally friendly vehicles.

4.3.2 Open-Lot Short-Term Car Parks

Council has two such car parks in North Hobart (Condell Place and Lefroy Street) and a large voucher-controlled one in Melville Street between Brisbane, Elizabeth and Melville Streets.

These are important resources for nearby businesses, especially the Condell Place car park, and consideration is being given to installing meters and charging fees to ensure turnover and deter commuters.





The Lefroy Street car park is currently separated into monthly lease spaces and short-time two-hour parking. If and when the demand for short-time parking exceeds the supply, then consideration will need to be given to progressively changing the leased spaces to two-hour parking. Consideration should also be given to installing parking meters to encourage turnover of spaces.

ACTION 22

Investigate the installation of parking meters in Condell Place and Lefroy Street car parks.

4.3.3 Campervan Parking

Campervan use in Tasmania is an important growth area for tourism, whether campervans are hired here or brought by their owners from interstate.

Visitors to Hobart will bring their vans into the city, looking for parking space. There is considerable room for improvement in the way the city caters for these vehicles, some of which are quite large. Drivers and owners of these vehicles are usually prepared to pay for convenient parking.

Other cities, especially those that are popular with tourists, do create parking areas reserved for these vehicles. In Europe this extends to overnight stays with the provision of minimal facilities to take on clean water and dispose of liquid waste.

In the first instance Council should look to obtain a parking area in the vicinity of the waterfront perhaps on land soon to be vacated at the rail terminal for day parking and this could eventually lead to an overnight facility to be operated by a private operator.

ACTION 23

Investigate options for providing a parking area for exclusive use of campervans somewhere close to the waterfront.

4.3.4 Enforcement in Private Car Parks

Currently Council has a number of agreements with the owners of public car parks to enforce the time limits that apply (for example, Magnet Court and Sandy Bay Woolworths). Such enforcement ensures spaces are turned over and are available for customers. The Council collects income from any infringements and meets the cost of supplying and maintaining the regulatory signage. Council does not accept responsibility for the maintenance or repair of the car park surface or structure.

This enforcement is not just a valuable service to the car park owner but assists shoppers and visitors to find convenient short-term parking space.



5 Commuter Parking

Commuter parking has been discussed above in on-street parking, but it is a major issue and is deserving of separate comment.

The residents of the greater Hobart region use their vehicles for travel far more than in any interstate capital city, although it is probably similar to interstate regional cities of similar size. This is not surprising given the highly dispersed nature of dwelling places and the consequent fragmented public bus network.

In this case we are discussing particular trips made to and from the workplace. Every individual driver is making a decision to use their vehicle based on a number of factors, especially convenience (travel time, need for multiple trips etc). They may also include cost of fuel and whether they need to have more than one family car.

An important factor when deciding on a mode of travel to and from work is parking and the ease or otherwise of finding a space near to their destination. While they may find a space very close, it is likely for CBD workers that this parking would come at a cost that they may or may not be willing to pay.

Most free and unrestricted parking spaces, both on- and off-streets within a 15 minute walk of the CBD, are taken by commuters.

A realistic projection is that such use of cars for travel to and from work will continue into the future.

Even if fuel costs rise, and they may do substantially in the next five to ten years, people will continue to drive, albeit in smaller and more fuel efficient vehicles.

We need to ask that if the demand increases, where will these commuters park? The answer is probably further out from the CBD in streets where there are no restrictions, commuters may walk for longer, or increasingly use a bus connection along a major arterial road, such as New Town Road.

From time to time it has been suggested that park and ride could be an answer to meeting the future needs of commuters. There is no doubt that for some commuters who normally use their car for a single trip to and from work, this may be a viable option. It does open up the opportunity for some families to save on a second vehicle by having the partner drop off the commuter at the designated bus stop, the so-called kiss and ride.





This is similar to parking in a residential street close to an arterial road and using a high frequency bus service for the short remaining trip into the CBD.

To be effective, park and ride facilities would need to be supplied in the surrounding municipalities. The most suitable route for a park and ride is from the Kingston/Blackmans Bay area and Metro and the State Government have been active with implementing it in that area.

Similarly in the northern suburbs, the Derwent Park bus interchange acts as a park and ride facility, though it is limited in capacity for off-street car parking in the depot grounds.

Given the Council's limited funds and the many priorities for expenditure within the city, it could be difficult to justify funding park and ride projects in neighbouring municipalities.

This is a wider transport issue than one for this Council and should remain a State responsibility through Metro and other surrounding Councils.

Notwithstanding the above, the optimal use of buses in Greater Hobart would ease the demand in commuter parking in the Hobart Council area. Projects such as the Bus Interchange Review and the Transit Corridors Review aim to increase public transport use.

ACTION 24

Participate in the Bus Interchange Review and Transit Corridor Projects in order to increase public transport use and ease commuter parking demands.

5.1 Car Sharing/Car Pooling

Some larger interstate cities have decided to support **car sharing** located in the inner city residential areas.

The support given is normally reserved on-street parking spaces that are allocated to the company that operates the car sharing scheme. Residents who join the scheme do not usually own a vehicle but use a shared vehicle they remove from and return to, the reserved parking spaces for an agreed upon fee paid to the car share operator. In recognition of the environmental and other benefits such schemes provide to the community, the Councils provide the spaces usually on the street, for no charge.

It is unlikely that the Council will be asked to support car sharing in Hobart because it has a relatively small inner residential area however it should be ready to offer such support should requests be made in the future.

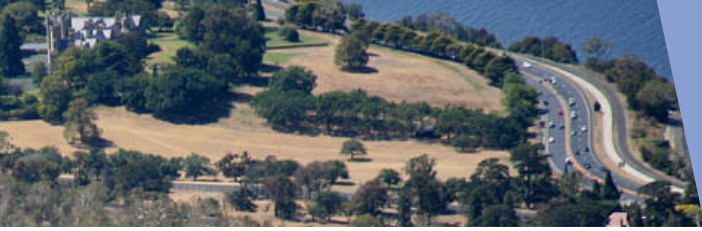
Car pooling has merit as a means of reducing the number of single occupancy vehicles on the road during peak travel times. It can however be extremely difficult to establish the idea in the community probably for a number of reasons. At any one time however there are always people sharing the ride to and from work usually with work mates or friends from the same residential area.

Council could if it so wished offer cheaper parking to encourage car pooling. It is easier to enforce whatever rules would apply if such parking is made available in its off-street car parks and this could be in the CBD multi-storey or long-term open-lot car parks.

In the first instance car pooling spaces could be made available as part of the early bird parking on offer in CBD car parks but at a discounted rate from what the standard charge is. Conditions such as a minimum of three persons per vehicle would need to apply and be audited to ensure the scheme was not being taken advantage of.

ACTION 25

Investigate offering a discount to early bird parkers in the CBD car parks who are willing to register with Council to be involved in a car pooling scheme.



5.2 Parking on the Domain

For commuters from the eastern shore, the Domain area is the obvious parking preference, but there are very few convenient spaces and these are along the roads near Government House. If and when these spaces fill up, Council may have to consider restricting parking on other more narrow Domain roads as all day parking there could lead to hazardous conditions.

Commuter parking in the Glebe and on the Domain now fills every space available before 9am on Davies Avenue and in the various off-street car parks including the TCA car park. The only readily available safe spaces on the Domain are near Government House.

Regulatory parking zones are installed along Davies Avenue to protect parking opportunities for users of the Aquatic Centre and the Tennis Centre. These zones can be extended as required in the future if they need to be.

It is considered to be in the best interests of the City as a place of employment that commuter parking be allowed to remain on the Domain, subject to ensuring such parking is not at the expense of meeting other parking demands generated by visitors to the Domain.

There may also be other reasons to regulate or control commuter parking on the Domain and this could include installing paid parking.

5.2 Queens Domain Management Plan – Parking Recommendations

Planning has commenced for the improved management of car parking on the Queens Domain in accordance with section 5.4 of the *draft Queens Domain Master Plan* and the direction provided by a **Working Group** consisting of Group Manager Open Space, Manager Parks and Recreation, Park Planner, Manager Parking Operations, Manager Traffic Engineering, and Manager Architectural Projects. The following principles have been developed by the Working Group to guide the implementation of measures to manage parking on the Domain:

1. Parking on the Domain will serve as its first priority to support the intended uses of the Domain as outlined in the vesting.
2. Commuter parking must be managed and regulated where it is causing negative impacts on visitor experience and important park values.
3. Existing free parking on the Domain should not preclude adaptive re-use of such areas for higher public benefit.
4. Revenue derived from fee-based parking on the Domain should go back into improving its settings, facilities and infrastructure to improve public benefit.
5. Parking changes will be actively managed and communicated.

Future comment on parking in the Domain will be left to the Working Group referred to above.





6 Sustainable Transport Strategy

The HCC Sustainable Transport Strategy (2009-2014) includes the following references to parking management:

GOAL D

Manage parking supply to promote and support sustainable transport.

A core tool that Councils have to enable them to influence transport is their control of vehicle parking.

The Council owns and operates car-parking facilities and whilst private providers have a stake, the Council is in a position to use the parking under its control to encourage behavioural change.

This will be a sensitive area for the Council and CBD stakeholders. The initial strategies have been carefully selected to produce parking strategies that encourage and begin the transition.

Compaction of parking into CBD parking facilities should not be seen as necessarily contrary to this goal, as in order to create 'places for people' and space for cycling, removal of on-street parking in many areas will be required. Furthermore an examination of the rhetoric surrounding the perceived 'lack' of CBD vehicle parking is required. Melbourne, for example, 'lacks' parking, yet the City is thriving, buses and trains are full to capacity and cycle commuting is growing. Sustainable city growth is not a function of parking availability.

Key Issues

- Redefining the perception that Hobart has a 'lack of parking.'
- Developing a longer term parking strategy for the City CBD which includes transitional arrangements for parking losses at Princes Wharf No.1 Shed, Montpelier Retreat and the Dunn Street car park.
- Developing planning scheme control of parking.
- Promoting regional car pooling.
- Developing further bicycle, scooter and motorcycle parking facilities.

Sub Goals and Actions

Goal D.1: Expand Council's bicycle parking facilities

D.1.1 Continue to expand bicycle hoop parking at a range of locations outside of the CBD, especially in local shopping precincts and at public transport nodes.

D.1.2 Gather feedback from the Argyle Street Carpark bicycle cage facility users and incorporate learnings into new bicycle parking facilities for the Centrepoint and Hobart Central multi-storey car parks

D.1.3 Participate with Contemporary Art Spaces Tasmania (CAST) and Arts Tasmania, in collaboration with the Council's Public Art Special Committee to create a public bicycle loan scheme targeted initially at Hobart's art community.





Goal D.2: Expand Council's motorcycle and scooter parking facilities

D.2.1 Continue to expand the available parking for motorcycles at a range of locations around the CBD in line with demand.

Goal D.3: Support commuter carpooling from regional areas

D.3.1 Create a new 'three for free' type of parking facility to support carpooling, with a trial area created at the Regatta Ground car parking area.

D.3.2 Allocate space in new 'three for free' parking facility to support 'rural rides', an initiative of Cool Pool Tasmania.

D.3.3 Promote carpooling through promotion of various matching services on Council's website.

D.4.4 Promote 'Park and Ride' from Sorell – a traditional car based park and ride system.

Goal D.4: Develop a long term car parking strategy for the CBD

D.4.1 Develop a transitional parking strategy for the CBD which considers the planned developments at Princes Wharf No.1 Shed, Montpelier Retreat, the Dunn Street Carpark and other multi-story developments around the City. Adopt as a basic tenant, no net increase of available parking especially with the pending availability of the Hobart Railyards.

D.4.2 Develop in the medium term, planning scheme control of CBD parking and examine unregulated conversion of vacant CBD and fringe area land for all day parking.

Goal D.5: Continue progressive policy reform for Council operated car parking.

D.5.1 Continue with parking fee reforms in Council's carparks to discourage commuter use.

D.5.2 Investigate parking fee reforms which favour smaller, fuel efficient vehicles.

D.5.3 Continue to actively manage on street parking, including residential parking management and parking removal at cyclist 'pinch'.

6.1 Comment on Sustainable Transport Strategy

The Council is currently taking action to reach many of the goals identified above.

It has set parking fees that discourage longer-term parking on inner city parking meters as well as keeping low fees for short time visits to the CBD car parks. It has raised the fees for monthly lease parking over a number of years reducing the waiting list so that commuters are now paying the true market price of such long-term spaces.

It continues to expand parking for bicycles and motor bikes as demand increases and this will be ongoing.

This Parking Strategy recommends the following actions that will assist Council to reach more of the Sustainable Transport Strategy Goals including the promotion of car pooling and the use of fuel efficient vehicles.

Refer to ACTIONS 21 and 25



7 Planning Scheme Parking Provisions

Standards and policies for the provision of car parking are contained in Schedule E Traffic Access and Parking of the City of Hobart Planning Scheme 1982.

Under Schedule E there is no requirement for parking spaces to be provided in the Central Retail Zone (Precinct 1) and Precincts 2, 3 and 4 of the Central Commercial and Administrative Zone.

The reason for this is that heritage, streetscape considerations and traffic conflicts mean that many sites are not particularly suitable for on-site parking. On-site customer parking is not possible or appropriate in most instances. The preferred approach for the Central Retail Zone is for centralised, multi-storey parking.

Schedule E sets out traffic, access and parking policies for each zone. The development policy objectives for the central area zones are as follows:

Zone 1 Central Retail Zone

Within the Central Retail Zone vehicles will be encouraged to park on the street for only limited periods. The frequency of vehicle crossovers should be minimised to enable a free flowing and safe pedestrian environment.

Zone 2 Central Commercial and Administrative Zone

Within this Zone the duration of on-street parking will be short term. The use of public car parking facilities will be supported except in Precinct 5A. Public transport, services and facilities including ferries, which serve Metropolitan Hobart are appropriate in this Zone. Pedestrian safety is an important consideration in the location and design of access.

Outside of the central area the Planning Scheme requires on-site parking to be provided for new development. The number of spaces to be provided varies depending on the use and is generally calculated on floor space and/or number of employees.

It is proposed that the intent of the parking provisions in the City of Hobart Planning Scheme 1982 be reflected in any new City of Hobart Planning Scheme.

Cash-in-lieu

Schedule E provides that for most commercial development, Council for environmental, streetscape or safety reasons may require or accept a cash payment in lieu of the on-site provision of any or all of the required number of parking spaces. Cash in lieu payments are required to be used for the provision of parking spaces in the vicinity of the development.

Cash in lieu payments for car parking have not delivered any additional central area car parking spaces for more than 20 years. The requirement for payment has not been consistently applied and in some areas it is difficult if not impossible to find suitable sites to provide alternative parking in the vicinity of the development. For these reasons it is not proposed that the new City of Hobart Planning Scheme contain provision for car parking cash in lieu payments.

Sullivans Cove Planning Scheme 1997

The Sullivans Cove Planning Scheme 1997 also does not generally require car parking to be provided on-site for any use or development as it is recognised that requiring car parking to be provided for activities in the Cove is likely to be detrimental to the Cove's urban character and heritage. Any development involving the provision of on-site car parking needs to demonstrate that the impact of that provision, either physically or operationally, will not adversely impact on the character and heritage values of the Cove or on pedestrian movement and amenity.



7.1 Linkage between Planning Scheme Parking Provisions and Parking Strategy

7.1.1 Off-Street CBD Strategy

The Council's strategy for the future management of its own off-street and on-street parking supply needs to be closely linked with the objectives of the Planning Scheme, particularly for areas in and close to the CBD and Sullivans Cove.

It is most likely that the 2500 spaces in Council's CBD multi-storey car parks will be sufficient to meet visitor and shopper demand for many years into the future.

This will however depend on Council ensuring that the car parks are not being used by all day parkers as the demand by visitors and shoppers increases. As previously stated, Council will have tools at its disposal (LPR and pricing) to assist it to do this as the need arises.

While it is difficult to predict how demand for parking by shoppers and visitors will change in the future there are some likely scenarios at play. These include the expansion and increasing popularity of suburban shopping malls in

particular Eastlands and Kingston. While this may reduce growth in CBD shoppers any increase in the population of suburbs close to the CBD will surely add to it. The other important factor is the number of jobs in or close to the CBD. If these increase then that too will add to shopper demand although less perhaps in short-term parking demand.

Short-term demand from visitors other than shoppers is expected to grow particularly in the vicinity of the Royal Hobart Hospital and the Menzies Centre.

The construction of multi-storey car parking spaces is expensive, even more expensive in Hobart than in interstate capital cities, not including of course the price of land. Income from these CBD car parks can be significantly less than comparative returns available in alternative investments, so in effect Council runs the car parks at a loss if the capital expenditure is taken into account. In other words, the cost of providing the spaces is subsidised from Council's other revenue.

This cross-subsidisation is easily justified because the shopper and visitor car parks are integral to a successful CBD retail and commercial centre which in turn results





in higher property values and therefore increased rate revenue to Council. In a way, this is equivalent to the economic model of a suburban shopping mall where the customer may think they are getting free parking but the cost of the car park has to be met from retail rents which in turn is priced into the goods and services that the shopper purchases.

When considering all the demands that exist on the Council's limited income it is difficult to justify cross-subsidising any expenditure on car parking that does not result in a similar return as described above from increasing property values.

The market for long-term car parks in or close to the CBD is different to visitor or shopper parking. There are three main types of users:

(i) Commuters who may park on a daily basis or use a monthly lease, but they normally enter and leave the car park once a day.

(ii) Visitors who use the car park infrequently but normally park for four or more hours at a time.

(iii) Drivers who work for businesses or own businesses that require the vehicle to be available reasonably close so that it can be easily used for one or more trips during the day. These spaces are normally on a longer-term lease.

While these uses do need to be catered for and are important to a successful and vibrant commercial centre, such users are willing to pay fees that reflect a real rate of return to the car park owner.

There is a strong argument against Council investing in such car parks because it would involve an investment risk using capital that could be used for other projects of greater value to the community. However there is also an equal argument for Council to encourage private developers to construct car parks to meet this demand.





The reality is that with the cost of a parking space in a new multi-storey car park at about \$30,000 (in 2012), a developer would be seeking a start up return in excess of \$220 per space per month for the total number of spaces before starting construction and after that they would need to have an expectation of some real growth in that income in future years. Even then higher interest rates in the future would be a real risk to project viability.

It is therefore very important that future centralised multi-storey car parks as mentioned in the planning scheme be constructed by private developers as demand grows for longer-term parking, whether casual all day parking or business-related permanent parking. Council does not want its CBD car parks to be used by longer-term parkers if that makes it harder for shoppers to enter them.

Private car park owners may decide for their own reasons to attract short-term visitor and shopper parkers but it is obvious that they will only do this if they believe that they can get a greater return than from long-term parkers.

In this respect Council is a price setter for at least up to 3-4 hour parking because it controls most of the supply and it has a clear objective of pricing its short-term parking very cheaply to attract shoppers away from suburban malls. Council also constructs car parks that are very easy to use with many column free spaces that compare well with suburban mall parking in terms of ease of use.

In the current market where there is a surplus of short-term supply, except at the peak shopping time approaching Christmas, it is probable that the private operators are better off if they concentrate on long-term lease parking, or at least casual day parking greater than 4-5 hours.

Council need make no apology for being a price setter in this market however it does need to ensure that it does not discourage private developers from building the car parks to meet the market demand from drivers seeking longer-term parking.

By ensuring that it does not subsidise the costs of all day commuter parking in its paid parking areas, Council can also ensure that it is not unreasonably competing with public transport providers whose main function is to transport people to and from places of employment, education and entertainment.

Council needs to be aggressive in marketing its multi-storey car parks to attract more shoppers and visitors to the CBD and this may eventually include longer free parking periods, perhaps even matching the most common accepted time period of three hours in large mainland shopping malls. At the same time it should consider raising rates in the future for longer-term parking to discourage drivers from using its spaces and hopefully the private market again over time will meet that demand.

ACTION 26

Continue to review CBD multi-storey car park fees to encourage shoppers and visitors to the City.

7.1.2 On-Street CBD Strategy

There is no doubt that the on-street supply is important to the success of the CBD in attracting shoppers. Council's current fee settings for parking meters appear to be about right. For the small number of highly convenient meters adjacent to CBD shops the level of fees should ensure that there is nearly always at least one vacant space for every 10 to 15 meters. If the meters are used for their intended purpose, to make a delivery or a quick pick up from a business, then the cost to the driver is not very great even with a relatively high hourly rate.



Council has a strong basis for imposing higher charges for these few meters so long as it offers free or cheap parking in its car parks close by.

It is very important that on-street CBD parking also caters adequately for other uses, including public transport, disabled parking and servicing businesses, and balancing these competing demands is an ongoing task that requires regular reviews. It is also recognised there may be opportunities to improve pedestrian amenity which may result in the loss of on-street parking.

Parking meters on the edge of the CBD including those in Sullivans Cove, have a different role from the high-turnover spaces described above and need to serve longer stays and drivers who do not necessarily visit the CBD shops but may be using a restaurant or business nearby. There is often a lack of an off-street alternative so time limits and fee levels need to be carefully set to meet the needs of nearby businesses as much as is possible.

The supply of on-street parking in the CBD is a finite and valuable resource. The priority in managing this supply should continue to cater for the needs of public transport, loading activities and parking for people with disabilities. The remaining supply should have very short time limits and be charged a sufficient fee to ensure that vacant spaces are available for very short-term visits for those shoppers who would find a short walk to access the free off-street parking a disincentive to shop in Hobart.

The non essential on-street carparking (ie that carparking provided to unrestricted general public) can however come at a cost to what is progressively being acknowledged by urban and retail precinct designers, as crucial in a successful retail precinct and that is providing a quality pedestrian environment. The provision of non essential on-street carparking should therefore be critically assessed as to its impact on pedestrian amenity particularly in the central CBD which is very well serviced by off-street carparking facilities. This is consistent with the Council's recent commitment to improving pedestrian amenity in Liverpool and Collins Streets between Elizabeth and Murray Streets as a project within the Inner City Action Plan.

ACTION 27

Continue to review on-street meter and voucher parking fees to ensure a high parking turnover within the CBD.





Table of actions

Action Number	Description	Priority	Timing
ACTION 1	a) Maintain regular reviews of the non-metered parking zones and restrictions to ensure they are appropriate to meet the needs of residents and businesses located near to them.	High	Ongoing
	b) Investigate the possible installation of short-time parking meters as an extension of the existing metered area to assist visitors to local businesses to find parking spaces.	Medium	1-3 years
ACTION 2	Monitor the costs of administering exemptions permits, compare with the level of fees and approach the State Government if a fee adjustment is warranted.	Medium	1-2 years
ACTION 3	Investigate which streets currently used by commuters would be suitable for the installation of all day paid parking and determine what form of paid parking is most suitable.	Medium	1-2 years
ACTION 4	Investigate the potential for installing parking meters in Sandy Bay and North Hobart Shopping centres where streets are in high demand for short-time visitor parking.	Medium	1-2 years
ACTION 5	Review the resident parking schemes to compare the administration and operation costs with revenue and to ensure that the eligibility criteria are meeting the needs of residents.	Medium	1-2 years
ACTION 6	Review the resident parking zones to ascertain what zones could be converted to resident parking permit only.	Medium	2-3 years
ACTION 7	An audit against current standards be undertaken of the existing designated parking for people with disabilities in Council managed on-street and off-street parking.	High	0-1 year
ACTION 8	Monitor State Government Policy to ensure that there are no changes made to the Disabled Parking Permits process without Council's concurrence.	High	Ongoing
ACTION 9	Monitor trials of parking space sensors in other States and investigate adopting new technology for enforcement once it can be demonstrated that it would be of benefit to Council.	High	Ongoing
ACTION 10	Regularly review the fees and times applying to on-street metered parking to ensure that the correct balance between demand and spaces available is maintained.	High	Ongoing



ACTION 11	Call for expressions of interest (EoI) from potential suppliers of Pay by Phone systems and after analysis of their submissions determine the best way forward to maximise the benefits for both motorists and the Council.	High	0- 6 months
ACTION 12	Regularly review permit fees to ensure that they are appropriate given the current level of parking meter fees.	Medium	Ongoing
ACTION 13	Investigate and determine what 3 and 4 hour parking meters currently used by commuters would be suitable for conversion to 8 hour parking meters.	Medium	1-2 years
ACTION 14	a) Extend LPR to all three CBD parks and link them so they operate as one system.	Medium	1-2 year
	b) Collect and analyse usage data to enable correct policy settings to be applied to achieve a reduction in commuters using multiple entries on the one day.	High	0-1 year
ACTION 15	Investigate the option of extending the period of free parking in CBD multi-storey car parks in particular on Saturdays.	Medium	1-2 years
ACTION 16	Maintain and enhance the security, safety, appearance and facilities of the CBD multi-storey car parks to satisfy customer expectations.	Medium	Ongoing
ACTION 17	Complete the linkage of car park operation equipment between all three CBD car parks.	High	0-1 year
ACTION 18	Investigate options for automating the pensioner discount scheme to substantially reduce the operational costs while improving the level of customer service for drivers who qualify for the discount.	High	0-1 year
ACTION 19	Investigate the provision of a mix of parking at the Argyle St car park.	Medium	1-2 years
ACTION 20	Continue to monitor the impact of developments and parking demand in Sullivans Cove.	Medium	Ongoing
ACTION 21	Investigate the allocation of parking spaces in monthly lease car parks to promote the use of fuel efficient and environmentally friendly vehicles.	Medium	1-2 years
ACTION 22	Investigate the installation of parking meters in a) Condell Place and	High	0-6 Months
	b) Lefroy Street car parks.	Medium	1-2 years



ACTION 23	Investigate options for providing a parking area for exclusive use of campervans somewhere close to the waterfront.	High	0-1 year
ACTION 24	Participate in the Bus Interchange Review and Transit Corridor Projects in order to increase public transport use and ease commuter parking demands.	High	Ongoing
ACTION 25	Investigate offering a discount to early bird parkers in the CBD car parks who are willing to register with Council to be involved in a car pooling scheme.	High	1-2 years
ACTION 26	Continue to review CBD Multi Storey car park fees to encourage shoppers and visitors to the City.	High	Ongoing
ACTION 27	Continue to review on-street meter and voucher parking fees to ensure a high parking turnover within the CBD	High	Ongoing



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