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City of Bunbury

# Review of Implementation of August 2007 CBD Parking Strategy

**Luxmoore Parking Consulting**

a division of  
**arob**  
GROUP

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## Executive Summary

### Background

At the Council Committee Meeting on 21 August 2007, Council endorsed a Parking Strategy for the Bunbury CBD. The Council decision is reproduced in Appendix A.

In June 2011, Bunbury requested Luxmoore to undertake an independent review of recent changes made to implement the strategy, including the current occupancy and utilisation levels of all the car parks, as well as a review of on-street paid parking and fixed rate all day parking outside of the CBD. The initial findings found that the Strategy as it relates to parking is valid and the implementation of the Works Program has been professional and comprehensive, however some further investigation is required and minor adjustments could be made.

The Luxmoore findings were presented to public forums in September 2011. One of the major criticisms emanating from the forums was that while utilisation and occupancy surveys of parking had been undertaken, there had been no surveys of retailers or consumers. Several businesses advised their concern that implementation of some measures has had the effect of reducing the number of people shopping in the CBD.

Consequently, in late 2011, Bunbury commissioned a specialist market research organisation to research business and consumer perceptions with the objectives of:

- Investigating the beliefs and behaviours in respect to the new parking strategy.
- Exploring the degree to which the new parking strategy fulfils its objectives of increasing the availability of convenient parking in the Bunbury CBD.
- Assessing the degree to which the new parking strategy is likely to have reduced consumers propensity to shop in the CBD.

In February 2012, Bunbury again undertook detailed utilisation and occupancy surveys of parking in order to compare the results with the previous surveys undertaken in the same month in 2011.

Luxmoore has further reviewed the implementation of Bunbury's Parking Strategy and sets out a list of findings and recommendations.

### Recent improvements to parking

Several improvements to the supply and management of parking have been implemented since 2010. These have all had a positive impact on parking in the CBD and include:

- Construction of the 83 bay Ocean Drive car park - available to all-day parking patrons at no charge
- Construction of an additional 7 bays in the Wellington Street car park.
- Provision of an additional 16 free 1/4P short term parking bays.
- Installation of an additional 19 motorcycle bays.
- Provision of free on-street and off-street parking for Seniors, ACROD permit holders, and volunteers.
- Parking wayfinding signs have been installed at key points of entry to the city to guide vehicles to car parks.
- Focus on a Public Education policy whereby parking warnings are provided to first time offenders instead of infringement notices.

- Parking information is available on the city's website providing information for all parking patrons.
- Analysis and use of parking data and public feedback to implement changes has resulted in increases to time restrictions in 11 zones.

## Findings

1. The availability of vacant parking bays, especially for short-term parking, has improved since the Parking Strategy was implemented.
2. There has been growth in the number of vehicles requiring short-term and long-term parking in the Bunbury City Centre over the past year. Average occupancy on Wednesday – Friday has increased by an average of 102 bays per day from February 2011 to February 2012, and occupancy of all public parking bays is often above 80%.
3. The number of registered vehicles in the Bunbury area is growing each month and this will further increase pressure on parking demand.
4. User pay parking is accepted in areas of high parking activity as an effective means of creating churn (turnover) of spaces and ensuring the right users have access to these spaces. The churn of vehicles in the 100 bay Wittenoom Street car park exceeds 4.6 vehicles per bay per day.
5. Consumer Survey results indicated that only a small percentage of consumers, less than 7% of those surveyed, no longer shop in the CBD due to parking restrictions and fees. However, other factors that influenced their decision not to shop in the CBD were not measured.
6. The extension of some on-street 1P and 2P parking restrictions will provide drivers with the opportunity to park for longer periods. As this parking will be subject to the both the time limit and the payment of a fee, it will not encourage all-day parking or reduce the parking churn.
7. The occupancy and utilisation surveys of parking combined with data available from the technology (ticket machines) are essential and critical to reviewing parking restrictions and fees prior to considering any changes.
8. There is a need for ongoing education of all stakeholders about the changes to the parking in the CBD and the unsustainability of old attitudes such as the expectation that parking is a right and should be free. Drivers and stakeholders must be informed of the effect of growth in demand and the limitations on parking supply and the objectives of travel demand management.
9. Long-term parkers such as employees must be catered for outside the prime parking areas with safe and accessible parking which could also include park and ride facilities.
10. Improved communication relating to the location and availability of parking and information about pedestrian distances is required for the centrally located short-term and all-day employee off-street car parks and the options available to special user groups.
11. Consideration should be given to accommodating and advertising the parking options and concessions of several special user groups including seniors, motorcyclists and drivers of vehicles with caravans and trailers.
12. The implementation of the Parking Strategy has been effective in achieving its major transport goals and objectives focused on developing Bunbury as an attractive and functional waterfront city and creating greater availability of short-term and long-term parking.

13. The rationale for the Parking Strategy and the benefits that have occurred since it was implemented has not been conveyed to many stakeholders. A more proactive approach is required by Bunbury and the BCCI.
14. Investigations by Bunbury in identifying and assessing the introduction of additional decked parking have been limited. Although deck parking will only be required within 5-10 years, it is important to consider potential locations, and their viability and feasibility.

## Recommendations

1. Develop and implement ongoing education and communication programs focussed on the need for and the benefits of the Parking Strategy. This program is to be targeted at different stakeholders including businesses, customers, employees and special user groups. Bunbury and the BCCI are to disseminate easy to understand information for businesses to issue to their customers. Updates are to be regularly provided in the print and electronic media.
2. Additional parking enforcement staff should be engaged to ensure a high degree of compliance with the parking regulations.
3. Develop parking plans for specific users including seniors, motorcyclists, drivers of vehicles towing caravans and trailers and the disabled, and also any special arrangements such as Gold Ticket parking. These plans should extend to advertising the location of this parking via wayfinding signage, the website and other media, especially for visitors.
4. The parking utilisation and occupancy surveys are an effective and necessary parking management tool and should be undertaken at least annually. This information and the statistical data obtained from the parking machines should be analysed and form the basis for any review and any amendments including amendments to hours of operation, time restrictions and parking fees in order to maintain short-term parking availability (churn) in the CBD.
5. Subject to recommendation 4, the Parking Committee should give consideration to reviewing the commencement time of paid parking and parking restrictions in the CBD (example - from 8.00am to 8.30am). Any changes that may come from the review are to be implemented before 31 October 2012.
6. Subject to recommendation 4, the Parking Committee should give consideration to the immediate review of current time restrictions within the CBD with particular attention being given to increasing the time limits of the existing 1P zones. This review should also include site specific business and retail activity data. Any changes that may come from the review are to be implemented before 31 October 2012.
7. The Cornwall Street (upper) car park should be converted into short-term parking within the next two years and long-term parkers offered options to park outside of the core CBD or at park and ride facilities.
8. In conjunction with the City's Strategic Planning department, suitable options for additional parking, which may include decked parking, should be investigated and concept designs and cost estimates obtained. Parking on these sites may be developed in conjunction with commercial development.
9. Undertake an annual safety, information and access assessment at all CBD car parks and provide a detailed list of improvements prioritised into urgent, necessary and desirable (2006 item No.4). Items to be assessed should include but not be limited to:
  - pedestrian access to and within the car parks
  - shelters over ticket machines in off-street car parks

- lighting
  - landscaping
  - resurfacing
  - vehicle and pedestrian directional signage.
10. Continue to improve wayfinding and parking guidance systems to assist pedestrians and motorists to easily understand the convenience and availability of public parking in Bunbury.
  11. Investigate a suitable funding source in addition to the net income from parking, to support future parking needs and parking related capital works.

## Conclusion

The 2005 Parking Strategy for Bunbury remains valid. The implementation of the actions in the Parking Works Program has been professional and comprehensive and the same diligent implementation is required to be given to the recommendations contained within this report.

Comprehensive and regular education of all stakeholders regarding the necessity and benefits of the Parking Strategy and the ongoing review of parking regulations must be continued to ensure convenient access to the city centre for short-term parkers, long-term parkers, special user groups and pedestrians.

It is essential that all stakeholders are regularly made aware of the underlying reasons for and the benefits of Bunbury's Parking Strategy in promoting a CBD which offers convenient access for motorists and pedestrians.

Additionally, parking regulations are to be reviewed from time to time based on the information available from utilisation surveys and other data and changes occurring in specific areas in the CBD.

## 1 Background

In March 2001, Council awarded a contract to GHD Pty Ltd to prepare the Bunbury Transport Vision 2030. During 2002/03, a draft Integrated Land Use and Transport Vision 2030 (ILUTS)<sup>1</sup> was debated by Council and advertised for public comment. Council subsequently endorsed the 2030 document after incorporating amendments that arose from public submissions.

The adopted transport strategy incorporated a "Vision for Parking". The Vision and associated strategies were directed at reducing car dependency by facilitating alternative modes such as public transport, cycling, walking and car sharing and improving management systems.

The most significant determinant of the Parking Strategy is the proposition that there should be a ceiling of 5000 bays in the CBD. This ceiling relies on a significant reduction in car mode share from 95% down to 70% over a 25 year period. Unless there is an effective strategy to change current modal preference, it is likely that the current circumstances in high demand areas will incrementally deteriorate.

Another key component of parking policy is the use of pricing as a management tool. In this regard charging for kerbside parking is strongly recommended as this will ensure greater bay turnover and deter longer term parkers (e.g. workers) from using these premium areas.

In 2006, Council commissioned AARB Consulting to investigate and recommend a detailed program to undertake works over a 10 year period. The report was to review and provide details of the implementation of the strategies and actions proposed in the GHD Integrated Land Use and Transport Strategy 2030. The AARB report<sup>2</sup> listed 18 actions.

At the same time as the AARB report was being reviewed by the public, a final City Vision report was being prepared for the City Vision Taskforce. Council received the report from the Taskforce and endorsed a modified Taskforce Vision in December 2006.

At the Council Committee Meeting on 21 August 2007, Council endorsed a Parking Strategy for the Bunbury CBD. The Council decision is reproduced in Appendix A.

The AARB 2006 report emphasised that it was important to recognise that there is no such thing as free parking. Ratepayers fund a facility that is used by many non-ratepayers. Council and ratepayers are subsidising parking on valuable land that has alternative uses. Issues such as the opportunity cost of off-street parking and forfeited interest should also be considered. The true cost of parking is hidden in higher development costs (such as the CTA Levy) and consequently higher rents and prices to consumers. Free on-street parking encourages drivers to cruise the street to avoid costlier car parks; generating pollution, noise and wasting fuel.

In June 2011, Bunbury requested Luxmoore to undertake an independent review of recent changes made to implement the strategy, including the current occupancy and utilisation levels of all the car parks, as well as a review of on-street paid parking and fixed rate all day parking outside of the CBD. The initial findings found that the Strategy as it relates to parking is valid and the implementation of the Works Program has been professional and comprehensive, however some further investigation is required and minor adjustments could be made.

The Luxmoore findings were presented to public forums in September 2011. One of the major criticisms emanating from the forums was that while utilisation and occupancy surveys of parking had been undertaken, there had been no surveys of retailers or consumers<sup>3</sup>. Several businesses advised

<sup>1</sup> Bunbury Integrated Land Use & Transport Vision 2030. Gutteridge Haskins & Davey Pty Ltd, ARRB Transport Research Ltd and SJB Town Planners, 2003.

<sup>2</sup> Bunbury Parking Works Program, City of Bunbury. ARRB Consulting Report No. WC5277 dated May 2006.

<sup>3</sup> Bunbury Herald. 6 September 2011.



their concern that implementation of some measures has had the effect of reducing the number of people shopping in the CBD.

Consequently, in late 2011, Bunbury commissioned The Space Station, a specialist market research organisation,<sup>4</sup> to research business and consumer perceptions with the objectives of:

- Investigating the beliefs and behaviours in respect to the new parking strategy.
- Exploring the degree to which the new parking strategy fulfils its objectives of increasing the availability of convenient parking in the Bunbury CBD.
- Assessing the degree to which the new parking strategy is likely to have reduced consumers propensity to shop in the CBD.

In February 2012, Bunbury again undertook detailed utilisation and occupancy surveys of parking in order to compare the results with the previous surveys undertaken in the same month in 2011.

In the second stage of the review below, Luxmoore has further reviewed the implementation of Bunbury's Parking Strategy and sets out a list of findings and recommendations. The report is based on the following:

- The commencement of the review undertaken by Luxmoore prior to the September 2011 public forums.
- The feedback received by both Bunbury and Luxmoore from the parking forums.
- The results of business, customer, phone and face to face surveys recently undertaken by The Space Station.
- Comparison of the results of the parking utilisation and occupancy surveys conducted by Bunbury in February 2011 and February 2012.

## 2 Parking System Actions (2006)

It is worthwhile to consider the following extracts from the 2006 Bunbury Parking Works Program:

### 2.1 Introduction (2006)

*"Two key attributes of Bunbury's regional transport system are noted in the ILUTS report,<sup>5</sup> in Section 6.1 page 27 (Gutteridge Haskins and Davey Pty Ltd. 2004).*

- *There is a high reliance on the car for daily trips.*
- *There is an overwhelming dominance of car travel for anyone that has a car available to them.*

*It is recognised that on one hand, stakeholders want improved choice and greater availability of alternative modes of transport to the car, but on the other hand they also want to provide for private car use, but not for unconstrained demand.*

*In order to achieve the desired mode share targets, a fundamental attitudinal shift by stakeholders and by parkers will be needed. Although Bunbury has experienced rapid growth in recent years, and the urban area is growing at 3.4% per annum (ILUTS Section 1.3 page 3), the*

<sup>4</sup> CBD Parking Research. The Space Station. March 2012

<sup>5</sup> Bunbury Integrated Land Use & Transport Vision 2030. - Gutteridge Haskins & Davey Pty Ltd, ARRB Transport Research Ltd and SJB Town Planners. 2003.

*City does not yet suffer major traffic problems. Stakeholders and parkers in Bunbury expect convenient free parking at every destination.*

*In order to move towards the mode share targets, a change in the way parking problems are defined and solved in Bunbury is needed. This report focuses on the more efficient use of parking facilities, the provision of alternative options and the provision of information to travellers for these options. It does not simply seek to create endless additional parking to accommodate the existing situation. The recommendations in this report are premised on offering drivers a choice between more expensive parking nearby their destination or cheaper parking further away. It also requires a commitment by Bunbury to provide good access conditions between parking facilities and the destinations they serve.*

*Implementation of the recommendations in this report as part of larger transport goals for Bunbury will require long-term vision and courageous actions.*

*The development and implementation of a comprehensive long term parking strategy represents one of the most challenging tasks confronting a community. Without a consistent and supportive parking strategy, it may be virtually impossible to achieve transport system goals and objectives.”*

The Parking Works Program<sup>6</sup> went on to deal with certain effects and consequences and then recommended 18 actions.

## **2.2 Consequences of No Action (2006)**

*The current parking system in Bunbury encourages car use (currently 95% all trips). Other effects of the system are as follows:*

- *Free on-street parking encourages on-street searching for bays, and does not encourage the use of off-street car parks.*
- *The low all day rate at the car parks (\$3.60, \$2.50, \$2.00) does not discourage long-term stays, reducing bays available for shoppers.*
- *Paid parking in Bunbury is cheaper than public transport, hence it discourages the use of public transport. (Return bus to Australind costs \$6.00; Zone 1 bus \$2.00 each way).*
- *There is an incorrect perception of shortage of parking bays. Average vacancy at peak demand is more than 300 bays per day.*
- *Drivers will continue to expect to find a space close to their destination.*
- *Drivers are demanding more and more parking bays, expecting the Council to provide these.*
- *Current parking management practices generate a relatively low surplus.*
- *Current infringement frequency of 13 per day, and the low penalty of \$60 does not encourage compliance with payment of parking fees.*
- *As Bunbury’s population is expected to double within 25 years, the City cannot provide another 4000 bays simply to appease the growing demand.*

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<sup>6</sup> Bunbury Parking Works Program, City of Bunbury. ARRB Consulting Report No. WC5277 dated May 2006.

## 2.3 Recommended actions (2006)

In order to improve the turnover of bays, encourage alternative transport, create perceptions of easy access and fund deck parking, the report recommended that Bunbury undertakes the following 18 actions as part of an integrated strategy to improve the availability and convenience of parking in the short and long-term:

1. Maintains informative and ongoing communication with all stakeholders and the community
2. Changes parallel parking in relevant streets to angle (45°) parking as a part of on-street parking improvements
3. Increases the cash-in-lieu contribution rate by developers
4. Improves wayfinding signage to the city car parks
5. Reviews current off-street fees to encourage short-term parking in the inner core of the CBD
6. Introduces all day fees in car parks that are currently free of charge
7. Implements a Park & Walk program for long stay parkers using fringe CBD car parks
8. Phases in on-street parking fees to discourage "hunting for bays" and to encourage use of the off-street car parks.
9. Introduces new technology with more convenient payment systems
10. Improves car park presentation and aesthetics
11. Increases parking enforcement resources
12. Sells council owned land to assist in funding deck parking
13. Designs and constructs three deck car parks
14. Reinvests surplus parking income into provision of alternative transport infrastructure
15. Creates dedicated bays for trailers and caravans (with Park & Walk).
16. Introduces residential parking permits for inner city residents
17. Appoints a dedicated full time Manager for the new parking department
18. Regularly reviews utilisation and occupancy levels and accepts a flexible approach to parking fees.

**With the exception of actions 12, 13 and 14, all of these actions have been either fully or partially implemented.**

### 3 Commencement of Parking Review (2011)

The initial findings<sup>7</sup> found that the 2006 Parking Strategy is valid and the implementation of the Works Program has been professional and comprehensive.

#### 3.1 Initial Findings (2011)

1. The February 2011 parking utilisation and occupancy survey showed that the minimum number of unoccupied public parking bays on and off-street is 17% (432 bays). On average at times of peak demand, there are 160 vacant bays on-street and 641 off-street, a total of 801 bays.
2. The general presentation of most fee paying car parks is satisfactory however some improvements could be made.
3. It is important to inform pedestrians about walking distances and times, and to identify the important pedestrian routes and ensure they are made safe and attractive to use. The City has recognised this issue and recently received a comprehensive CBD walkability and wayfinding strategy.
4. One or two car parks should be upgraded to illustrate some of the benefits of paid parking.
5. The data from the new parking machines installed in July 2010 show that the volumes of motorists parking on-street and their duration of stay are both showing an increasing trend.
6. When off-street car parks for all-day parking patrons (workers) regularly provide a vacancy of less than 15%, fees should be reviewed and possibly increased. The suggested rise would be from \$3.60 to \$4 per day.
7. The current CBD Parking Committee is made up of representation from Council and the private and business sector. This is a valuable and practical means of communication and education of many stakeholders. This committee provides ongoing practical guidance on the development of parking management for the city centre.
8. The method of calculating cash in lieu is fair and reasonable, and the allocation of funds, is no longer restricted just to the supply of parking.

#### 3.2 Recent improvements to parking

Several improvements to the supply and management of parking have been implemented since 2010. These have all had a positive impact on parking in the CBD and include -

- Construction of the 83 bay Ocean Drive car park - available to all-day parking patrons at no charge.
- Construction of additional 7 bays in the Wellington Street car park.
- Provision of an additional 16 of free 1/4P short term parking bays.
- Installation of 19 motorcycle bays.
- Provision of free on-street and off-street parking for Seniors, ACROD permit holders, and volunteers.
- Parking wayfinding signs have been installed at key points of entry to the city to guide vehicles to car parks

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<sup>7</sup> City of Bunbury commenced a Car Parking Review in June 2011, Luxmoore Parking Consulting. 27 June 2011

- A Public Education policy whereby parking warnings are provided to first time offenders instead of infringement notices
- Parking information is available on the city's website providing information for all parking patrons.
- Analysis and use of parking data and public feedback to implement changes including increases to time restrictions in 11 zones including:

Stingray Pass and Casuarina Drive - 2P to 4P

Carey Street between Victoria Street and Wittenoom Street - 2P to 3P

Symmons Street between Molloy Street and Upper Esplanade - 2P to 4P

Elliot Street - 1P to 3P

Wittenoom Street between Stephen Street and Stirling Street - 1P to 3P.

## 4 Feedback from the Parking Forums (September 2011)

### 4.1 Summary of comments and suggestions

Two parking forums were held in September 2011<sup>8</sup>. In response to advertising prior to the forums, Bunbury received 24 written and 2 telephone submissions.

A summary of all of the comments and suggestions received are shown in the following tables.

**Table 1: Summary of correspondence prior to parking forums**

Summary of Comments	Summary of Suggestions
there has been a drop in trade since paid parking. Staff have to walk to parking	<ol style="list-style-type: none"> <li>1/ reduce paid parking to 9am to 3pm</li> <li>2/ extend the free parking period from 2hr to 3 hrs</li> <li>3/ create more safe &amp; accessible worker parking</li> <li>4/ increase the amount of 1/4P parking bays</li> <li>5/ implement paid parking at all centres</li> <li>6/ free parking around coffee shops</li> </ol>
new system is not working	<ol style="list-style-type: none"> <li>1/ all parking machines have initial 2hrs free, then charge's apply.</li> <li>2/ penalty rates could be increased</li> </ol>
should not have to pay to park	<ol style="list-style-type: none"> <li>1/ improve security in car parks</li> </ol>
should not have installed machines - competition with other shopping centres	<ol style="list-style-type: none"> <li>1/ improve shopping experience</li> <li>2/ increase parking enforcement</li> <li>3/ construct deck parking (private/public partnership)</li> </ol>
were other options considered?	no suggestions
like the ability to be able to park	<ol style="list-style-type: none"> <li>1/ only questioned the need to have machines at the western end of Wellington Street</li> </ol>
need a short free parking period	<ol style="list-style-type: none"> <li>1/ more 15min or 1/2P parking</li> <li>2/ should not have to pay for less than 1 hour</li> </ol>
need more than 1 hour	<ol style="list-style-type: none"> <li>1/ increase time limits</li> </ol>
no consideration of the aged - bus service is not good	<ol style="list-style-type: none"> <li>1/ commence with a clipper service around the CBD and to surrounding shires</li> </ol>
increase rates to off-set parking machines	<ol style="list-style-type: none"> <li>1/ have people place 'clock face' on the dash to indicate how long they have been parked.</li> </ol>
won't go where parking machines are	no suggestions
more convenient now - able to park closer - good not competing with workers for parking -	<ol style="list-style-type: none"> <li>1/ need to improve education (multi-use tickets- 2hr free -information on where 3hr bays are) column in newspaper/ mail out to businesses/employ PR person/visit old aged homes etc.</li> </ol>
limited ACROD parking - 2hr parking is not enough CBD not safe at night for elderly - no public toilets - lack of public transport	no suggestions
have had a reduction of business because of machines	<ol style="list-style-type: none"> <li>1/ first hour on-street should be free</li> <li>2/ paid street parking between 10am &amp; 4pm</li> <li>3/ free parking weekends</li> <li>4/ free parking public holidays</li> <li>5/ visitor/shopper car parks should be 3hrs free</li> <li>6/ businesses should have free parking.</li> </ol>
elderly disadvantaged by having to use ticket machines	<ol style="list-style-type: none"> <li>1/ need to improve Gold Ticket Parking scheme.</li> </ol>

<sup>8</sup> Friday 2 September 2011 at the office of the Bunbury Chamber of Commerce & Industry.

Summary of Comments	Summary of Suggestions
lack of long-term parking - Blair Street foreshore car park entrance is poor - would like prepaid cards	1/ need to increase the amount of all day parking 2/ would like a prepaid parking ticket
not enough all day parking	1/ increase the amount of all day parking 2/ some time limits are not enough
no free parking – car park busy and streets quiet	1/ permits for workers to enable them to park outside their work 2/ increase time limits to enable less trip to feed machine
machines have disadvantaged small shops	1/ more 15 min & 30min bays
machines not all bad but have changed shoppers habits - need to increase time restrictions. Machine not necessary on outskirts of town	1/ need to increase time limits
	1/ first hour on-street free 2/ increase all time limits
loss of business since parking machines	1/ remove machines
time restrictions are not long enough for the hairdressers	1/ increase time limits
ACROD people can't access machines - need more all day parking	1/ need to increase the amount of all day parking
volunteer parking	need to provide free volunteer parking
Gold Ticket parking	should improve the Gold ticket parking scheme

The following table summarises the comments and suggestions made at the Forums. These have been colour coded into **Yellow = Positive** comments, **Blue = Neutral** comments, **White = Negative** comments. 140 comments/suggestions were recorded.

**Table 2: Summary of comments/suggestions at the parking forums**

Comment
staff are not able to go from one free parking area to another
seniors needs more space - need access to where they are going
1 hour time limit is too short for lunch etc.
we need to educate people to walk to the shops
don't know how long they need when they arrive to start shopping
2 hrs of free parking is not enough
can't always get back to car
won't go shopping if I have to pay
ticket machines are just revenue raising
happy to come into town - able to get parking space.
Fremantle have a parking permit system for residents which gives them free parking
sometimes you can forget to buy a ticket
the size of the font on the front of the machine is too small.
CBD is 40 minutes from Australind
Residential areas have to pay for parking
people are taking less time to shop
Gold ticket parking is good but should be able to be used everywhere - pensioners less able to afford parking
pensioners should park for free
customers pay for parking
needs more education of parking for public

Comment
needs more education regarding payment options and that 10c = 6 mins
CBD have small businesses that are not able to go to suburban centres
shops don't get free parking
Council should pay for parking - we pay rates
Marlston Hill area busy on Sunday - no restrictions apply then
need more staff parking
CBD needs to be more vibrant to get people in
CBD business should have free parking
Businesses should be able to lease parking bays
there should be employee parking permits
need loading zone in Princep St area
time limits on machines don't allow customers to browse.
No parking machines in Spencer Street in front of shops
don't need ticket machines outside of CBD - Marlstone Drive and Ocean Drive
Marlston Hill area has very limited parking
ticket machines don't give change
access control in car parks would be better
should have first hour free and then pay
The Wittenoom St (South) car park should be a car park/department store
should have employee parking laws
introduce card payment option for machines
old St. Johns hospital site would be good for parking
more Rangers since parking machines
Rangers to check for CBD employees parking in short-term or street parking
before ticket machines, workers were able to park in the streets
Council can fix administration building but can't afford to build a decked car park
City of Bunbury council is responsible for providing parking
250m an acceptable walking distance for shoppers
250m to 300m acceptable walking distance for workers
shopping centres like the forum charge parking though rental
before ticket machines the CBD was more vibrant
CBD business should have been surveyed before the machines were installed
will there be free parking at Christmas
can there be other free parking days
CBD levy
allocation of parking for developers - cash in lieu option
need cash in lieu fund
park and ride would not be good
ECU looked at park and ride and the idea was not well accepted
more people are parking at the hospital and the forum and then coming into town by other means
currently all CBD parking is on reserve land
why were parking machines introduced
overall business is happy
Bunbury is different to other cities
City of Bunbury should do something for workers
there needs to be more all day parking for workers
there is no all-day parking after 9.00am
public transport system is very poor
signage in car parks not clear
should have free parking on-street and paid parking in car parks



<b>Comment</b>
could change parking time limits - increase
should have free parking on-street
should have one hour free on-street
start times should be changed to 9.00am to 4.00pm
there should be free parking on Saturday
provide a free booklet of parking tickets for ratepayers
parking on quiet streets should be free
a cat system would be good for the city
people are leaving the CBD for other centres
not enough parking in the CBD
not good that you have to pay for parking
there is a problem with the accessibility of parking
paying for parking is an issue
the current system is too complicated - don't know what you can do where
<b>paying is less of an issue than the risk of a fine</b>
could look at a pensioner permit system
More education is required e.g. multi use of tickets
rangers to educate - handouts for shops,
need to cater more people from out of town
survey questions need to be simple
paying for parking is an issue
customers don't spend as long browsing
if workers park in the short-term parking all day they get a ticket
the number of Rangers increase with the introduction of parking machines
road design in Stirling street is not good
people think machines = less browse time
not enough parking in the CBD for workers
1 hour parking too short; people are clock watching when shopping
don't increase the current costs for parking
<b>parking machines have freed up street parking</b>
there is a need to improve the feel of the CBD
there needs to be some big name shops in the CBD
there was a down turn in business when the parking machines went in
could there be a ticket for people to use while off loading
<b>need to look at extending the CBD time restrictions to Sunday</b>
there needs to be more loading bays in the CBD
CBD could use more 1/4P parking bays
need to set aside parking areas for workers
there needs to be a review of start times for the parking machines
introduce a pay on return system access control
1hr parking is not long enough time to go shopping - needs to be longer
there needs to be more uniformity in the parking
machine labels need to identify you can pay from 10 cents
could have a two part ticket for refund by shops
parking could be free before 10 and after 4
parking could be free Saturday or after 3pm
make the Entertainment centre 3 hour free parking
make first 1/2 hour parking free
look at introducing Mum and Pram parking close to parking machines
need more motorcycle bays

Comment
need to review minimum CC payment
introduce a permit for deliveries for businesses
need to look at time limits
people should not have to pay for parking at the beach
workers need to be further out
the machines have got staff of the streets
cash in lieu data
although issuing warnings now, infringement numbers will go up in time
is the maximum number of vehicles coming into the CBD reached
parking machines don't have to stay
previous ideas not adopted - why here
outer areas are expanding
machines were introduced to improve traffic flow not revenue
need to do a survey in Nov and Dec as it is much harder to get a space then
need more loading zones in the CBD
the introduction of a park and ride system for workers with free parking
there needs to be a business case for park and ride
decker parking could be built on the Wittenoom St South car park
free parking one month before Christmas
the income from machines to reduce rents

It is to be expected that there will always be more negative comments at a public meeting than positive, as stakeholders who are comfortable with the changes are less likely to attend and voice their opinion.

The negative comments can largely be summarised into 5 common groupings:

- Against pay parking in any form.
- The one hour parking maximum is too restrictive.
- The days and hours that fee parking operates should be changed.
- An initial period of pay parking (e.g. 1st hour) should be free.
- Insufficient easily accessible parking for employees, seniors, loading and motorcycles.

Very few comments criticised the fee structure, the signage, the presentation of the car parks or the methods of payment.

## 4.2 Response to negative comments

Each of the groupings of negative comments is dealt with below.

### 4.2.1 Against paid parking in any form

Drivers do not travel to a centre simply because the parking is free. Parking is a means to other ends. Although most drivers recognise that they do not have a 'right' to park, they do require the confidence of being able to find parking close to their destination.

The introduction of paid parking does not merely apply the principle of 'user pay', it also permits more effective management of parking demand and more efficient enforcement. Paid parking has been

shown to be an extremely effective demand management strategy. The introduction of machines has allowed Bunbury to take a more flexible approach to parking law enforcement with a stronger focus on public education and dissemination of parking information.

High demand is usually considered to be the trigger for the introduction of paid parking. Paid parking is most appropriate in areas regularly experiencing more than 85% maximum occupancy.

#### **4.2.2 The one hour parking maximum is too restrictive**

Time limits or restrictions are installed to improve the availability/churn of parking to assist the needs of the various businesses in that area.

The application of a particular time limit in an area is determined by local demand. This ensures that a level of parking availability is maintained. If too short a time limit is applied, availability will be increased however drivers will not have the time required to complete their business. If the time limit is too long, the availability of parking in a street is reduced which will in turn create a shortage of parking and traffic congestion.

It is noted that no time restrictions for on-street parking were reduced as part of the implementation of the Parking Strategy. In fact, in 11 zones the time restrictions have increased based on the type of businesses and service provision within the area (refer Section 3.2). For example Stingray Pass, Casuarina Drive were increased from 2 hours to 4 hours; the Western end of Clifton Street, Symmons Street and Wellington Street were increased from 2 hours to 4 hours; and the northern and southern end of Wittenoom Street from 2 hours to 3 hours.

Existing on-street time limits in some areas of the CBD could still be amended, however prior to making any changes to on-street time limits, it is critical that the pattern of parking demand for a particular area (street) is assessed and the overall availability of parking, including the proximity and availability of off-street car parking is considered.

On-street parking is prime parking and that primacy must be maintained to ensure adequate availability and churn of bays.

#### **4.2.3 The days and hours that fee parking operates on-street should be changed**

With the exception of Sundays, paid parking on-street is generally aligned with the CBD trading days. Although not currently applied, the application of paid parking both on-street and off-street on Sundays, particularly in areas of high demand could be investigated to assist with the management of parking in these areas.

The application of paid parking together with parking restrictions on-street from 8.00am to 5.00pm were introduced to ensure availability of parking during the business day. The introduction of paid parking and time restrictions from 8.30am could result in vehicles being parked in the street from prior to 8.30 am until 9.30am thus reducing the availability of the prime on-street parking for bona fide customers. This may also result in a reduction in patronage of all-day off street parking facilities prior to 9.30am. This situation is further compounded during peak times i.e. Easter, Christmas when shoppers tend to shop earlier to avoid congestion.

Any changes to the days of operation or the start or finish times should be carefully considered to ensure that the change does not negatively impact on the availability or the primacy of on-street parking.

It is also critical that the days of the week that parking applies and the hours of parking restrictions applicable are consistent as this assists in reducing any confusion to users.

#### **4.2.4 A certain period of pay parking (e.g. 1st hour) should be free**

On-street parking is prime parking that is located adjacent to most key destinations in the CBD. The introduction of a free period to any on-street parking would destroy that primacy.

Free parking has been provided in centrally located car parks for up to 2 hours and in ¼ P on-street parking bays strategically located throughout the CBD. The introduction of an initial free period of parking to the on-street parking bays removes the primacy of that parking and reduces the incentive for motorists to utilise the free parking in the centrally located car parks; this will in turn increase congestion on the streets by the frequent movement of vehicles into and out parking bays.

The accepted best practice by many cities for parking occupancy is a target of a maximum of 85% spaces occupied at times of peak demand.<sup>9</sup> This will ensure that 1 in 7 spaces (15%) will generally always be available and consequently motorists can be confident of finding a vacant space when visiting a high activity area.

We have noted that in other localities where one hour free parking has been provided, it has often been abused by employees of local businesses and significant enforcement resources together with stringent enforcement and penalties are required.<sup>10</sup>

#### **4.2.5 Insufficient easily accessible parking for employees, seniors, loading and motorcycles**

The provision of parking and parking schemes for special user groups requires ongoing monitoring and assessment to ensure that the needs of these groups is satisfied. To ensure all user groups are considered, a Parking Plan for specific user groups should be developed. This plan should include consideration of appropriate signage, bay marking and other specific conditions that may be specific to the needs of the special user group such as the current Gold Ticket Parking passes.

It is noted that in Bunbury, there are currently parking concessions provided for ACROD (Disabled) permit holders, all-day parkers, residents, businesses, seniors and volunteers. Recently there have been additional loading zones and motorcycle parking bays installed in various locations throughout the CBD.

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<sup>9</sup> The right price for curb parking – Chapter 12 The High Cost of Free Parking. Donald Shoup, APA 2005.

<sup>10</sup> City of Vincent, The Avenues Car Park. March 2012

## 5 The Business and Consumer Survey (March 2012)

This was commissioned by Bunbury in response to enquiries and comments at the September 2011 parking forums.

The survey, undertaken by the specialist organisation The Space Station, investigated 4 target markets:

1. Businesses within the CBD
2. Consumers who park in the on-street paid parking (Fri/Sat)
3. Consumers who park in the 2 hour free shopper car parks (Fri/Sat)
4. Consumer who do the majority of their shopping outside the CBD.

A total of 515 responses were obtained; from 386 businesses, 129 consumers parking in the CBD and 100 consumers who shop outside the CBD.

The findings from this comprehensive survey are summarised below:

- Convenience is an important consideration with price being a secondary consideration.
- Consumers most commonly perceived that parking availability had not increased or decreased.
- Consumers most commonly saw benefits in paid parking but there are some issues with availability such as location factors, time limits or increased cost. Consumers interviewed in the paid parking locations most commonly saw benefits, but those interviewed in the free/ shopper car parks did not commonly see a benefit in paid parking.
- The vast majority of consumers require less than 2 hours parking.
- The vast majority of consumers select to use the visitor/shopper car parks or on-street paid parking rather than shop outside the CBD.
- A small percentage of consumers (less than 7%) no longer shop in the CBD due to the parking strategy (but other factors that may influence their decision were not measured).
- Those that shop more frequently outside the CBD most commonly have not changed this over the last 12 months.
- Economy and parking are clearly top of mind issues for many businesses in the CBD.
- Addressing issues of parking convenience/availability is a limited and short sighted approach to attracting consumers to the CBD. It is important that the business community examines all factors that may potentially be impacting on consumer volume in the CBD.

The Business and Consumer Survey report recommended that Bunbury address the following:

- Review and refine communications - parking is not available if drivers don't know where it is. There is a gap between actual availability and perceived availability.
- Consumers need to understand the rationale behind the parking strategy. If they don't understand that it is designed to benefit them, they may view it as just another charge by the Council.
- Specific strategies are required for specific areas. Cost will increase availability but it is a fine balance.

## 6 Comparison of Utilisation and Occupancy Parking Surveys 2011 and 2012

One of the parking issues identified in 2005 and 2006 was the high occupancy of public parking spaces in the city centre. Together with the increasing annual growth in the number of motor vehicles, there was concern at the eventual lack of available parking spaces for bona fide shoppers and visitors to the city centre if the current system was allowed to continue unchanged.

In order to measure the pattern and trends in parking occupancy, surveys of all on-street parking and all parking in public off-street car parks were undertaken over a two week period in February 2011 on Wednesday, Thursday and Friday, between 11am and 3pm.

These days are regarded as normal trading periods as they are unaffected by school holidays, public holidays, long weekends or special events. The data collected during the surveys provided information on how parking occupancy varies throughout the day and identified peak parking periods. It did not assess duration of stay or the level of compliance with parking restrictions.

The survey area comprised the core CBD and the Marlston Hill areas as shown in Figure 1.

The surveys were undertaken of 2,498 spaces; 442 spaces on 20 streets, and 2056 off-street parking spaces in 15 car parks. The surveys incorporated the following area and locations as shown in Figure 1 and Tables 3 and 4.



Figure 1: Survey area

**Table 3: On-street parking survey locations**

No.	Street	From	To	No. of bays available
1	Spencer St	Edward St	Stirling St	7
2	Edward St	Spencer St	Parkfield St	31
3	Parkfield St	Edwards St	Stirling St	7
4	Stirling St	Victoria St	Wittenoom	22
5	Wittenoom	Stirling	Stephen	10
6	Wittenoom	Stephen	Prinsep	8
7	Wittenoom	Stephen	Wellington	8
8	Wellington	Wittenoom	Victoria	18
9	Wellington	Victoria	Haley	14
10	Prinsep	Haley	Victoria	29
11	Prinsep	Victoria	Wittenoom	15
12	Stephen	Wittenoom	Victoria	22
13	Stephen	Victoria	Arthur St	45
14	Stirling St	Spencer	Victoria	42
15	Victoria	Stirling	Stephen	18
16	Victoria	Stephen	Prinsep	14
17	Victoria	Prinsep	Wellington	13
18	Victoria	Wellington	Symmons	20
19	Bonnofoi	Casuarina	Casuarina	68
20	Stingray Pass	Casuarina	Bonnofoi	31
			<b>TOTAL</b>	<b>442</b>

**Table 4: Off-street parking survey locations**

No.	Car park name	No. of bays available
1	Parkfield St	45
2	Wittenoom St Car park V/S	100
3	Wellington St	155
4	Symmons St	47
5	Blair St (Entertainment) V/S	259
6	Ommaney St	71
7	Jetty Road	51
8	Holman St	47
9	Blair (Foreshore)	66
8	Cobblestone Dr	91
11	Zoe St	98
3	Cornwall St	261
4	Stirling St	255
14	Centrepoint	406
15	Paisley	104
	<b>TOTAL</b>	<b>2056</b>
	<b>TOTAL (ON AND OFF-STREET)</b>	<b>2498</b>

The off-street parking includes 34 ACROD bays.

The utilisation and occupancy surveys were repeated for all of these locations on the same days in February 2012. The comparative survey results are summarised in the tables below:

**Table 5: Dates of annual surveys**

11am – 3pm	Wednesday	Thursday	Friday
<b>February 2011</b>	9 <sup>th</sup> & 16 <sup>th</sup>	10 <sup>th</sup> & 17 <sup>th</sup>	11 <sup>th</sup> & 18 <sup>th</sup>
<b>February 2012</b>	8 <sup>th</sup> & 15 <sup>th</sup>	9 <sup>th</sup> & 16 <sup>th</sup>	10 <sup>th</sup> & 17 <sup>th</sup>

**Table 6: Table of comparative occupancy**

2498 bays maximum supply on and off-street	Average occupancy during surveys	Bays occupied	Maximum occupancy during surveys	Bays occupied
<b>February 2011</b>	67%	1680	81%	2033
<b>February 2012</b>	71%	1782	82%	2050

The results of the February 2011 survey confirmed that the actions to manage on and off-street parking were working as envisaged and there was a regular churn of spaces. At the 100 bay Wittenoom Street Visitor/Shopper car park (next to Souths) for example, the churn exceeds 4.6 vehicle movements per bay per day which is an increase from an estimated 1.7 vehicle movements per day.

The benefit of the same survey, at the same time, on the same number of bays, undertaken a year later in 2012 confirms that the volume of vehicles parking in Bunbury has not declined and both average and maximum occupancy is actually increasing.

The surveys show that the average daily occupancy on Wednesday, Thursday and Friday, between 11am and 3pm has increased by an average of 102 bays per day over the past 12 months.

This trend in increased demand for parking is supported by the number of registered vehicles in WA which grew by 312,173 between 2006 and 2011, an average annual growth of 3.8%.<sup>11</sup> If the greater Bunbury area is assumed to represent 5% of the State's population, it is a reasonable assumption that the number of registered vehicles in the Bunbury area is growing by 3,634 per annum, almost 70 vehicles per week.

Adding to the problem of increasing demand is the inability to easily supply public parking to meet this increase. This is particularly evident at periods of extreme demand such as the Christmas period.

Prior to the implementation of the Strategy average occupancy of parking bays was higher. In 1999 a survey of parking utilisation was undertaken across 1,404 CBD on-street and off-street parking bays in Bunbury.<sup>12</sup> This showed a very high average occupancy of 963 bays or 79%. Although the 1999 survey is valid, it should be noted that slight variations between how this survey and the current surveys were undertaken may compromise a direct comparison of the results.

<sup>11</sup> Per ABS State of Registration across years 2006, 2010 and 2011. WA had 1,912,739 registered vehicles in 2011.

<sup>12</sup> Bunbury Parking Works Program, City of Bunbury. ARRB Consulting Report No. WC5277 dated May 2006 Section 5.3.



## 7 Walking distances

The City has received a comprehensive Walkability and Wayfinding Strategy<sup>13</sup>. General recommendations in the report relate to on and off-street parking.

Acceptable walking distances<sup>14</sup> to shared parking include distances of:

- less than 250 m for residents, medical facilities and short-term visits (< 3 minutes)
- less than 350 m for general retail, restaurants etc. (< 5 minutes)
- less than 500 m for employees, overflow parking and major events (< 8 minutes).

Figure 2 shows a radius of 250 m and 500 m from two points in the CBD; the intersection of Stephens and Arthur Streets, and the intersection of Victoria and Symmons Streets.

Although short-term parking is provided in close proximity to key destinations in the CBD, in order to encourage the use of car parks that are not necessarily adjacent to their destination, it is important to identify walking distances and approximate duration of walk. For the all-day car parks the appropriate marketing needs to be implemented to inform patrons needing all day parking of the locations of these car parks, and their walking distance and fees.

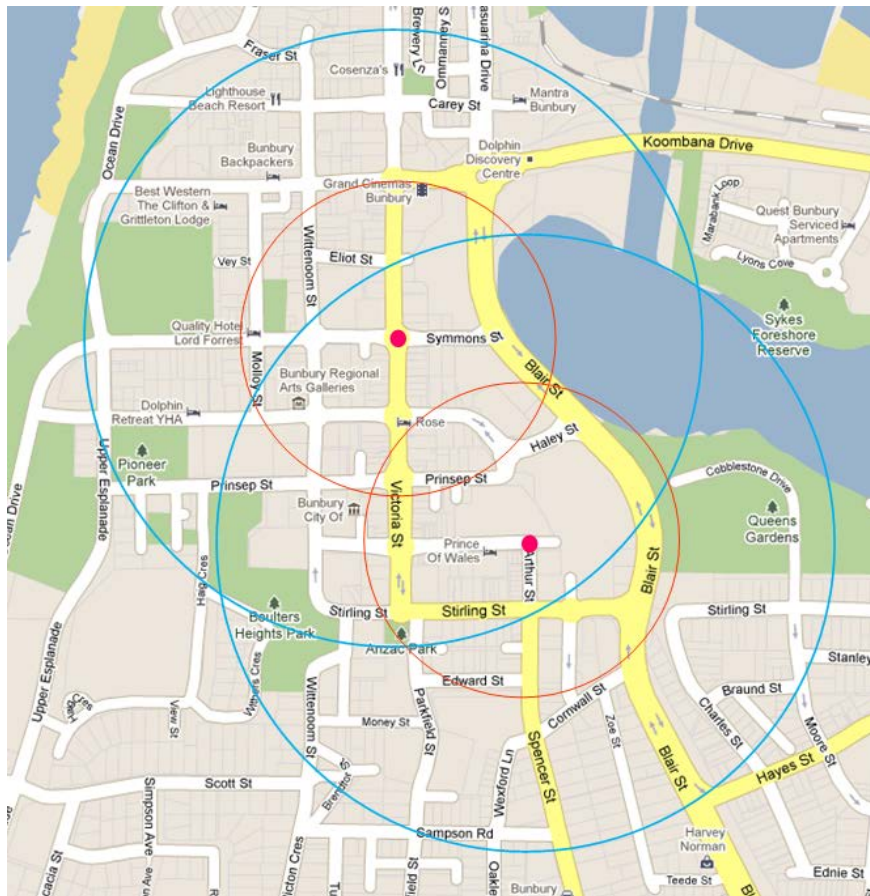


Figure 2: ○250m (3 min) and ○500m (8 min) walking distance examples

<sup>13</sup> Bunbury CBD Walkability and Wayfinding Strategy v1.1 March 2010. JA Grant & Associates & Visualvoice

<sup>14</sup> VTPI 'Online TDM Encyclopaedia' (<http://www.vtpi.org/tdm>)

## 8 Reconciliation of recommendations and actions

The findings set out in the various reports referred to above are broadly summarised and reconciled in Table 7 below.

**Table 7: Reconciliation of recommendations**

No.	2006 recommendation actions	Comment
1	Informative communication needed	Has been undertaken, The provision of information and communication needs to be more comprehensive, ongoing and directed to each user group i.e. business, visitors/tourists, shoppers, workers
2	Change parallel to angle parking	Some changes have been made. Continue investigating opportunities
3	Increase cash in lieu contribution	Completed. Ensure it is applied
4	Improve wayfinding	Some effective signage has been installed. Needs to be continued and expanded
5	Review off-street fees to encourage short-term parking	Completed –review of fees to be on-going and based on demand and surveys
6	Introduce all day fees	Completed – review of fees to be ongoing
7	Implement a Park & Walk program	Additional marketing and promotion is required
8	Phase in on-street parking fees	Completed – review of fees to be ongoing
9	Introduce new technology	New parking machines offer more options and reporting capability. Where appropriate, boomgates may be introduced
10	Improve car park presentation	Some improvements have been completed. Assessment of car park standards should be ongoing
11	Increase parking enforcement	1 FTE Parking Officer employed with other staff allocated subject to availability
12	Sell land to assist in funding deck parking	This has not been commenced at this time
13	Design and construct deck car parks	
14	Reinvest surplus parking income into transport infrastructure	Parking income is allocated to the Parking Reserve to support future parking needs
15	Dedicate bays for trailers and caravans	Areas for caravans and similar holiday vehicles have been provided at the visitor centre, Blair Street. This requires further promotion, especially to visitors
16	Parking permits for inner city residents	A residential permit system has been established
17	Full time management required	FTE Parking Coordinator employed to manage parking operations
18	Regularly review utilisation and occupancy	Parking utilisation and occupancy is surveyed twice a year

## 9 Findings

This review has considered:

- The recommendations and proposed actions in the various reports since 2006 (refer Section 2)
- The initial review findings from 2011 (refer Section 3)
- Feedback before and during the 2011 parking forums (refer Section 4)
- The findings of the Business and Consumer Survey in 2012 (refer section 5).

It is submitted that the major findings are as follows:

1. The availability of vacant parking bays, especially for short-term parking, has improved since the Parking Strategy was implemented.
2. There has been growth in the number of vehicles requiring short-term and long-term parking in the Bunbury City Centre over the past year. Average occupancy on Wednesday – Friday has increased by an average of 102 bays per day from February 2011 to February 2012, and occupancy of all public parking bays is often above 80%.
3. The number of registered vehicles in the Bunbury area is growing each month and this will further increase pressure on parking demand.
4. User pay parking is accepted in areas of high parking activity as an effective means of creating churn (turnover) of spaces and ensuring the right users have access to these spaces. The churn of vehicles in the 100 bay Wittenoom Street car park exceeds 4.6 vehicles per bay per day.
5. Survey results indicated that only a small percentage of consumers, less than 7% of those surveyed, no longer shop in the CBD due to parking restrictions and fees. However, other factors that influenced their decision not to shop in the CBD were not measured.
6. The extension of some on-street 1P and 2P parking restrictions will provide drivers with the opportunity to park for longer periods. As this parking will be subject to the both the time limit and the payment of a fee, it will not encourage all-day parking or reduce the parking churn.
7. The occupancy and utilisation surveys of parking combined with data available from the technology (ticket machines) are essential and critical to reviewing parking restrictions and fees prior to considering any changes.
8. There is a need for ongoing education of all stakeholders about the changes to the parking in the CBD and the unsustainability of old attitudes such as the expectation that parking is a right and should be free. Drivers and stakeholders must be informed of the effect of growth in demand and the limitations on parking supply and the objectives of travel demand management.
9. Long-term parkers such as employees must be catered for outside the prime parking areas with safe and accessible parking which could also include park and ride facilities.
10. Improved communication relating to the location and availability of parking and information about pedestrian distances is required for the centrally located short-term and all-day employee off-street car parks and the options available to special user groups.
11. Consideration should be given to accommodating and advertising the parking options and concessions of several special user groups including seniors, motorcyclists and drivers of vehicles with caravans and trailers.

12. The implementation of the Parking Strategy has been effective in achieving its major transport goals and objectives focused on developing Bunbury as an attractive and functional waterfront city and creating greater availability of short-term and long-term parking.
13. The rationale for the Parking Strategy and the benefits that have occurred since it was implemented has not been conveyed to many stakeholders. A more proactive approach is required by Bunbury and the BCCI.
14. Investigations by Bunbury in identifying and assessing the introduction of additional decked parking have been limited. Although deck parking will only be required within 5-10 years, it is important to consider potential locations, and their viability and feasibility.

## 10 Recommendations

1. Develop and implement ongoing education and communication programs focussed on the need for and the benefits of the Parking Strategy. This program is to be targeted at different stakeholders including businesses, customers, employees and special user groups. Bunbury and the BCCI are to disseminate easy to understand information for businesses to issue to their customers. Updates are to be regularly provided in the print and electronic media. (Section 2.3 item No.1 and 2006 item No.1).
2. Additional parking enforcement staff should be engaged to ensure a high degree of compliance with the parking regulations (2006 item No.1).
3. Develop parking plans for specific users including seniors, motorcyclists, drivers of vehicles towing caravans and trailers and the disabled, and also any special arrangements such as Gold Ticket parking. These plans should extend to advertising the location of this parking via wayfinding signage, the website and other media, especially for visitors (section 4.2.5 and 2006 item No.15).
4. The parking utilisation and occupancy surveys are an effective and necessary parking management tool and should be undertaken at least annually. This information and the statistical data obtained from the parking machines should be analysed and form the basis for any review and any amendments including amendments to hours of operation, time restrictions and parking fees in order to maintain short-term parking availability (churn) in the CBD. (2006 item Nos. 6, 7 and 8).
5. Subject to recommendation 4, the Parking Committee should give consideration to reviewing the commencement time of paid parking and parking restrictions in the CBD (example - from 8.00am to 8.30am) Any changes that may come from the review are to be implemented before 31 October 2012.
6. Subject to recommendation 4, the Parking Committee should give consideration to the immediate review of current time restrictions within the CBD with particular attention being given to increasing the time limits of the existing 1P zones. This review should also include site specific business and retail activity data. Any changes that may come from the review are to be implemented before 31 October 2012.
7. The Cornwall Street (upper) car park should be converted into short-term parking within the next two years and long-term parkers offered options to park outside of the core CBD or at park and ride facilities. (2006 item No.5).
8. In conjunction with the City's Strategic Planning department, suitable options for additional parking, which may include decked parking, should be investigated and concept designs and cost estimates obtained (2006 item Nos. 12 and 13). Parking on these sites may be developed in conjunction with commercial development.
9. Undertake an annual safety, information and access assessment at all CBD car parks and provide a detailed list of improvements prioritised into urgent, necessary and desirable (2006 item No.4). Items to be assessed should include but not be limited to:
  - a. pedestrian access to and within the car parks
  - b. shelters over ticket machines in off-street car parks
  - c. lighting
  - d. landscaping

- e. resurfacing
  - f. vehicle and pedestrian directional signage.
10. Continue to improve wayfinding and parking guidance systems to assist pedestrians and motorists to easily understand the convenience and availability of public parking in Bunbury (2006 item No.4).
  11. Investigate a suitable funding source in addition to the net income from parking, (2006 item No.14) to support future parking needs and parking related capital works.

## 11 Conclusion

The 2005 Parking Strategy for Bunbury remains valid. The implementation of the actions in the Parking Works Program has been professional and comprehensive and the same diligent implementation is required to be given to the recommendations contained within this report.

Comprehensive and regular education of all stakeholders regarding the necessity and benefits of the Parking Strategy and the ongoing review of parking regulations must be continued to ensure convenient access to the city centre for short-term parkers, long-term parkers, special user groups and pedestrians.

It is essential that all stakeholders are regularly made aware of the underlying reasons for and the benefits of Bunbury's Parking Strategy in promoting a CBD which offers convenient access for motorists and pedestrians.

Additionally, parking regulations are to be reviewed from time to time based on the information available from utilisation surveys and other data and changes occurring in specific areas in the CBD.

## Appendix A: Parking Strategy for Bunbury

### COUNCIL DECISION 181/07

21 August 2007

*Council resolves as following in relation to a parking strategy for the Bunbury CBD:*

1. *Determine the submissions received during the advertising of the AARB Consulting Report and subsequent advice from the Bunbury Chamber of Commerce and Industry in accordance with the recommendations contained in the Schedule of Submissions.*
2. *Council resolves to adopt the following actions as outcomes from the review of the AARB Consulting Report:*
  - 2.1 *Maintain informative and ongoing communication with all stakeholders and the community.*
  - 2.2 *Change parallel parking in relevant streets to angle 45 parking as part of on-street parking improvements. The relevant streets are Edward Street, Eliot Street, Prinsep Street (East) and Wellington Street (East). In the case of Prinsep and Wellington Streets, a review of this change may be necessary following a full analysis of the Stirling Centre redevelopment.*
  - 2.3 *Prepare a new CBD Local Planning Policy (for consideration at the last committee and council meetings in October 2007) for Parking and Town Planning Scheme No. 7 changes that include (but are not limited to) the following matters:*
    - (a) *The cash-in-lieu amount per parking bay and the circumstances under which cash-in-lieu is applied.*
    - (b) *The discretionary threshold of 2,000m<sup>2</sup> GLA for the provision of parking.*
    - (c) *The appropriateness of the current Specified Area Rate that covers parking and traffic management.*
    - (d) *Concessions for heritage buildings and existing floor space as part of a redevelopment site.*
    - (e) *The adequacy of provisions to support residential development in the Bunbury CBD.*
    - (f) *Conditions under which reciprocal rights apply (e.g. after working hours).*
    - (g) *The parking requirements for different land uses.*
  - 2.4 *Improve directional signs to ensure the City's car parks can be easily located by residents and visitors.*
  - 2.5 *Introduce on-street parking fees for high demand short stay areas. Further advice to be provided on the streets (or parts of streets) to be metered, as well as charges.*
  - 2.6 *Introduce all-day parking fees for off-street parking areas as well as a two (2) hour free incentive for shoppers/workers to not use on-street parking bays. Further advice*

*to be provided on the off-street parking areas to be included and the charges that will be applied.*

- 2.7 *Implement a "Park and Walk" program for long stay parkers using fringe CBD car parks.*
- 2.8 *Introduce new technology with more convenient payment systems.*
- 2.9 *Improve car park presentation and aesthetics as per the AARB report set of design principles.*
- 2.10 *Review the adequacy of parking enforcement resources.*
- 2.11 *Re-invest surplus parking income into the provision of alternative transport infrastructure. Priority is to be given in the short term to improvements to pedestrian and cyclist facilities and the potential for a CAT bus system servicing the Bunbury Waterfront Project and the CBD and remote commuter parking such as the South West Sports Centre in Hay Park.*
- 2.12 *Create dedicated bays for trailers and caravans on the periphery of the CBD.*
- 2.13 *Appoint a Parking Coordinator. The role of this position will include regular reviews of utilization, occupancy levels and parking fees. In addition to establishing paid parking at the Rivers Car Park (as specified in the report titled "Parking Planning Units - Summary of Issues and Proposals") paid parking will also be established at the Stuart Street Car Park. The combined income from these parks will underwrite the Coordinator position.*
3. *Council resolves to adopt the set of Actions associated with the eight physical planning units described and reported on in the Schedule of Submissions.*
4. *Council further resolves to prepare an Implementation Program that includes a schedule of works and costings based on the above decisions for consideration at the last committee and council meetings in October 2007.*
5. *The Terms of Reference of the CBD Project Control Group be expanded to include monitoring of implementation of the new parking strategy.*

**CARRIED**  
**11 Votes "For"/Nil Votes "Against"**