

# Parking Policy 2018



Endorsed by resolution of Gisborne District Council on 5 April 2018

## 1. INTRODUCTION

This Policy has been prepared by Gisborne District Council (Council). The scope of the policy covers on-street and off-street car parks across the Gisborne District.

## 2. PRINCIPLES

The following principles have been applied so that the policy delivers on the Policy Objectives (see Section 3)

- Price setting should be consistent with the Council strategic direction Intelligent Infrastructure, which means *"Investing in the existing and future core infrastructure needs, with a focus on cost efficient and effective designs..."*
- Use a consistent, simple, rules-based, transparent and data-driven approach for setting parking rates.
- Use demand responsive pricing and charge the lowest rates possible to achieve occupancy targets.
- Prioritise short-stay parking over long-stay parking.
- Ensure the peak demand for short-term parking is met most of the time.
- Use discounts to achieve strategic outcomes such as better enabling people with limited mobility to visit the CBD.

## 3. OBJECTIVES OF THE POLICY

These can be thought of as the 'main goals' for the parking activity and can be used in the future to measure the success of the policy.

- Prioritise the safe and efficient movement of people, services and goods on the road network.
- Support the economic development of Gisborne City and rural towns.
- Support place-making, amenity and good urban design outcomes.
- Ensure a fiscally responsible approach to providing, managing and pricing car parking.
- Provide an outstanding customer experience.
- Make consideration for intelligent infrastructure including smart metering, electric charging stations and associated smart technologies.

## POLICY

### 4. PARKING DEMAND

#### Part 4a: On-Street Parking Management

Gisborne District Council (Council) is responsible for the management of all on-street parking across Gisborne-Tairāwhiti. Parking is an essential component of our transport system as it can have major implications for the convenience, economic viability, mode choice and the design and layout of an area. On-street parking plays an important role in the effective functioning of town centres and access to residential areas.

Many businesses rely on on-street parking to provide access for their customers and meet their loading requirements. On-street parking also caters for specific uses such as dedicated space for taxis and mobility parking for people with impaired mobility.

On-street parking management broadly consists of the following:

- **Priced Parking:** with varying rates, often in conjunction with a time restriction.
- **Time Restricted Parking:** with a range of time limitations and enforcement used to ensure compliance.
- **Reserved Parking:** reserved for a certain type of user, such as mobility card holders, or taxis, or for loading zones.
- **Unrestricted Parking:** where there are no limitations on parking.

In 2016, Council completed a review of parking in Gisborne city centre and found that time restrictions were not aligned to the amount of time customers actually wanted to park.

The review led to Council agreeing to implement a suite of new non-policy changes to improve parking in the Central Business District (CBD). The changes are dependent on the installation of new meters with technology that is capable of receiving various forms of payment and of adjusting fees and times.

The 2018-2028 Long Term Plan has allocated a budget to renew parking meters in years eight and nine. This means that these changes, such as the introduction of a 10 minute grace period so no payment is needed for short stays, the variation of hourly rates, for example reducing rates during quiet winter months, and the ability to pay without 'cash' cannot be made until the budget is available.

Appendix 1 to this policy describes an implementation timeline. This provides indicative timeframes for the roll out of new metering technology

#### Gisborne's Parking Restrictions

Council receives numerous requests from businesses, residents and the general public for new, or changes to, parking restrictions. While many requests are justifiable, it is not always appropriate to change parking restrictions to meet the customer's expectations because of competing demands. There are many different parking restrictions that can be used to allocate parking for particular user groups. A consistent region wide approach to how the various parking restrictions are applied is described in **Table 1**. It outlines the types of parking restrictions that will be used by Council and describes where and why each restriction is used.

**Table 1: Types of parking restrictions and their policies**

Restriction	Description	Policy
Loading Zones	<p>Parking areas designated solely for loading or unloading goods or passengers. This includes:</p> <ul style="list-style-type: none"> <li>• General Purpose Loading Zone</li> <li>• Goods Vehicles Only Loading Zone</li> </ul>	<ul style="list-style-type: none"> <li>• Goods vehicle loading zones are designated for vehicles of any size, weight and usage that deliver goods in the course of trade. They should only be used in areas of high parking demand and a high density of retail and commercial premises.</li> <li>• General purpose loading zones should be used in all other areas where there is a general need for loading or unloading. They will be provided in convenient locations to serve local business, commercial and retail activities.</li> <li>• All loading zones will have a time restriction. This is usually five minutes. A user may stay longer than the time restriction if observed to be in the activity of loading or unloading.</li> <li>• Loading zones should not be permitted in angle parking bays as it makes access to goods difficult and prevents larger vehicles overhanging into the carriageway.</li> </ul>
Time Restrictions	<p>General parking space whereby a maximum permitted time is posted. Parking time restrictions are used to encourage turnover in areas that experience high parking demand, but where charging is not deemed appropriate.</p>	<ul style="list-style-type: none"> <li>• Introduce and apply consistent time restrictions to allow for greater legibility and alignment with the needs of neighbouring businesses and land uses</li> <li>• The following time restrictions should be used: P5, P15, P30, P60, P120, P180.</li> <li>• Other restrictions such as P2, P10, P20 and P90 should not be used as they are difficult to enforce or may be confusing to the public</li> <li>• P5 and P15 are recommend for locations where there is a demand for short visits and high turnover such as a post office, ATMs or dairies.</li> <li>• P30 or P60 are recommended for neighbourhood shopping areas where people would not stay for long, and where paid parking is not suitable.</li> <li>• Longer time restrictions such as P120 or P180 are suitable for the fringes of the town centre. They encourage people to stay longer in the centre and this can bring economic benefits.</li> <li>• Time restrictions above three hours should be avoided as they are difficult to enforce.</li> </ul>
Mobility parking	<p>Parking areas reserved for the exclusive use of vehicles displaying a mobility parking permit. A valid Mobility Parking Permit must be displayed at all times in the vehicle while it is parked in a mobility parking space.</p>	<p>Provide mobility parking which is physically accessible, affordable and safe to use.</p> <ul style="list-style-type: none"> <li>• Vehicles displaying a mobility parking permit can remain in time restricted on-street parking spaces for double the posted time. This concession does not apply to areas where the time restriction is longer than P120.</li> <li>• Time restrictions should be applied to mobility parking spaces. P180 is the preferred time restriction for on-street mobility spaces.</li> <li>• Mobility parking spaces will only be considered in commercial and mixed use areas. As a general rule mobility parking will not be provided in residential areas.</li> <li>• In all on-street paid parking areas vehicles displaying a mobility parking permit are given one hour free parking upon payment of the minimum tariff e.g. if a pay and display receipt shows parking</li> </ul>

Restriction	Description	Policy
		<p>is paid until 10:15am, then a mobility card holder can stay until 11:15am.</p> <ul style="list-style-type: none"> <li>A consistent zero tolerance approach will apply to the illegal use of mobility parking spaces. Offending vehicles will be ticketed and may be towed.</li> </ul>
Motorcycle parking	On-street parking set aside for exclusive use of motorcycles or mopeds.	<ul style="list-style-type: none"> <li>Dedicated motorcycle parking will sometimes be provided in an area on the street that is not suitable for regular car parking.</li> <li>Motorcycle parking will be provided free of charge in recognition of the lower impact on congestion and kerbside space.</li> <li>Motorcycles are not allowed to park on the footpath.</li> </ul>
Taxi stands	On-street parking reserved for the exclusive use of taxis.	<p>Taxi stands are considered where there is high public demand for taxis.</p> <ul style="list-style-type: none"> <li>The length of taxi stand should reflect the turnover of the space but generally taxi stands should be kept to less than three car lengths.</li> <li>Taxi stands should not be located adjacent to bus stops and loading zones as the taxis may encroach into this space. Where possible taxi stands should be located in a separate parking bay where no encroachment can occur.</li> <li>Night-time taxi stands will be considered in areas where there is a lot of night-time activity. Off-peak taxi zones may also be provided in bus or loading zone spaces that are not being used during this time.</li> <li>In general, taxi stands will not be considered in residential streets.</li> </ul>
Buses and tour coach parking	<p>On-street parking dedicated to waiting and lay-over of buses and tour coaches.</p> <p>The following different categories apply:</p> <ul style="list-style-type: none"> <li>Public transport layover stop</li> <li>Public transport longer-term parking.</li> <li>Coach parking.</li> </ul>	<ul style="list-style-type: none"> <li>Longer-term bus and coach parking will be located at the edge of the city centre, away from active street frontages.</li> <li>Layover stops needs to be located closer to where buses start their route. However the location of layover stops should avoid busy pedestrian areas.</li> <li>Coach parking will be considered in locations of key tourist interest where a significant demand can be identified.</li> <li>Time restrictions will be applied to coach parking areas, particularly in the city centre.</li> </ul>
Bicycle parking	Space reserved for bicycles provided on the footpath or within an on-street parking space.	<p>Bicycle parking in place of car parking can provide an efficient use of the parking resource. Typically 10 bicycles can be parked in a standard car space. The bike parking design needs to avoid busy pedestrian areas and protect bicycles from traffic.</p> <ul style="list-style-type: none"> <li>Bike parking infrastructure will be prioritised in locations that support 'venue' destinations that cater for a lot of people, for example churches, schools and cinemas.</li> </ul>
Boat Trailer parking	Space allocated for boat trailers to be parked in proximity to boat ramp.	<ul style="list-style-type: none"> <li>Dedicated boat trailer parking may be provided in an area near a boat ramp.</li> </ul>
Temporary Trades parking	Allows approved Trades and Contractors to 'hire' dedicated pay-parking spaces in the Gisborne CBD as part of access to their work site.	<ul style="list-style-type: none"> <li>Trades will be able to purchase permits from Council Customer Service to cover the period of time they will be needing site access when working a contract in the CBD.</li> </ul>

Restriction	Description	Policy
		<ul style="list-style-type: none"> <li>Refer to GDC Fees and Charges Schedule for rate, duration and conditions.</li> </ul>

#### 4b Demand Responsive Priced Parking – On-Street

Paid parking can improve the availability of parking and provide greater flexibility in length of stay for the customer because time restrictions can be misused by people taking advantage of free parking and moving their cars to avoid enforcement.

Demand responsive pricing means that the prices charged for on-street parking will be adjusted based on parking demand. An occupancy range of 70-85% is considered an acceptable range. The target parking occupancy rate is not set at 100% because some parking spaces should be available at all times.

An occupancy rate of approximately 85% ensures that parking resources are well-used and people can find a park in reasonable proximity to their destination. Maintaining some availability reduces the need for people to drive around searching for a parking space, thereby reducing congestion.

Price rates will be adjusted up or down with the goal of achieving a peak parking occupancy of 85%.

##### *General Principles for On-Street Demand Responsive Pricing*

The cost for on-street parking will be market driven to achieve the desired occupancy levels, rather than revenue driven. Pricing will be set according to the following general principles:

- 1) Prices for on-street parking will be set at levels that ensure people can find a car park most of the time within a short walking distance of their destination.
- 2) On-street parking will be prioritised to support customers and other short-term visitors ahead of commuters who park all day, and residents. This will ensure the economic viability of the surrounding shops and services. Prices are more effective than time-limits at prioritising users in this way.
- 3) Demand responsive pricing sets the lowest possible rates to achieve occupancy targets. In general, if the demand for parking in an area is found to decrease, then prices should also decrease and vice versa.
- 4) Parking demand patterns and trends will be monitored using meter technology and surveys. Parking rates will be reviewed every three years.
- 5) Pricing policies should be consistent with Council strategic priorities and support visits to the CBD that support a vibrant centre.

##### *Price Zones*

Paid parking in the Gisborne CBD is divided into pricing zones (refer to *Figure 1*). These areas are a collection of streets with broadly similar parking demand profiles. The areas may change over time in order to better manage demand. The parking price will be uniform across each price zone.

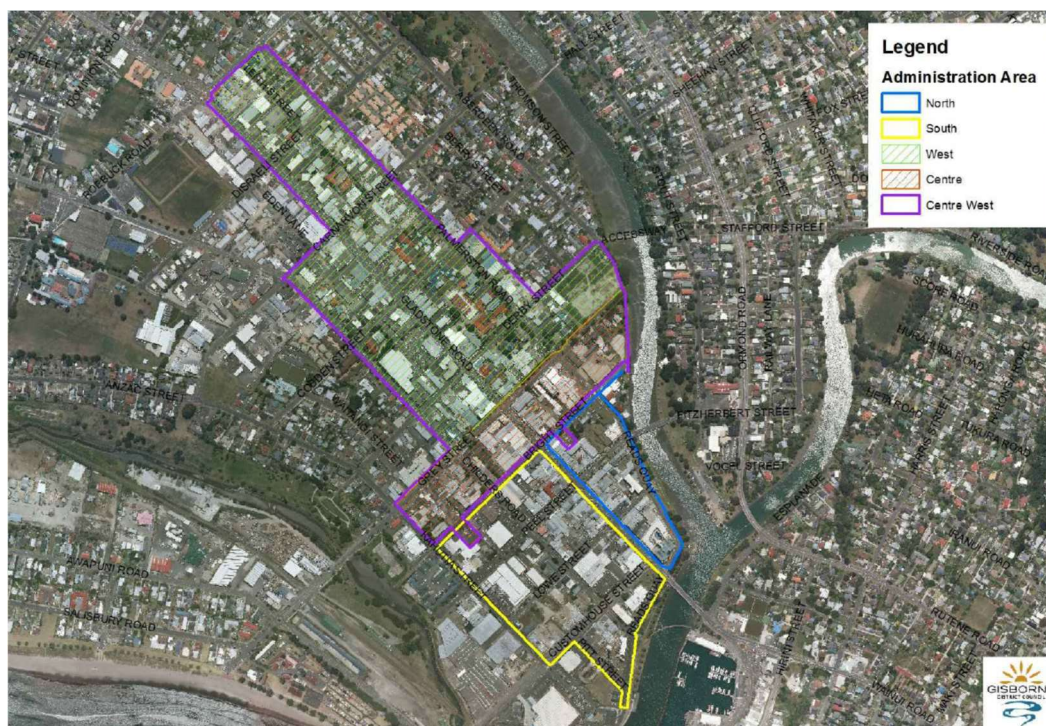


Figure 1: Paid parking zones

### Occupancy Surveys

The parking demand for each zone will be reviewed every three years based on data from parking meters or other methods such as aerial photography or on-street parking occupancy surveys. The benefits of periodic manual surveying will also be undertaken to validate parking meter data, identify scale of non-compliance and any other parking issues of note.

Prices will only be adjusted if warranted by changes in demand.

### Price Adjustment

Prices will be reviewed every three years, and may be adjusted up or down in response to parking occupancy data. The goal is to ensure parking prices are market driven with the goal of achieving a peak parking occupancy of 85%. Peak parking occupancy will be calculated by the parking demand of the highest peak hour over a parking zone, derived from parking meter data and surveys. Prices will then be set accordingly:

- 1) When average occupancy is less than 50%, the price will be reduced by up to 25% of the hourly rate with no minimum price.
- 2) When average occupancy is 50-70%, the price will be reduced by up to 15% of the hourly rate.
- 3) When average occupancy is 70-90%, the price will not change.
- 4) When average occupancy is 90-100%, the price will be increased by up to 15% of the hourly rate.

### Times of Operation

The standard hours of parking restrictions in Gisborne are 8am to 5pm Monday to Friday, and 8am to 12pm on Saturdays.



### *Notification*

Changes in parking meter pricing (increases or decreases) will be notified through Council's Annual Plan process.

### *Customer Benefits*

The customer benefits expected are:

- Accessibility – Short-stay parking (up to three hours) will be prioritised, making the CBD more accessible for short-stay visitors and supporting visitation
- Fair – parking prices will be set at the lowest possible price to ensure the peak parking demand for short-stay parking is achieved
- Public realm improvements – introducing daily parking rates for commuters to park in areas with low short-term parking demand (e.g. Reads Quay) to generate revenue that will contribute to the urban revitalisation of this key city location (refer to Part 4C).

### **Part 4c: Off-Street Parking Management**

Public off-street parking provides an important shared parking resource. Currently Gisborne District Council manages three off-street 'surface car parks'. These are:

- "Farmers" car park on Grey and Bright Street - \$1 per hour all day;
- Lawson Field Theatre car park on Fitzherbert Street – time restricted P120 and P60; and
- War Memorial Theatre car park on Bright Street – free all day

Two main parking regimes apply to the management of off-street parking:

- All day commuter parking provides parking for the working day. Commuter parking travel generally occurs during morning and evening peak periods.
- Short-stay parking involves the provision of parking for shorter duration activities, such as shopping, entertainment, personal or business visits. Short stay parking travel generally occurs outside peak periods.

### **Part 4d: Commuter Parking in Gisborne CBD**

Allowing very cheap or free on-street parking in the CBD for commercial and commuter use is not considered to be a productive or fair use of the space. Council prefers a user-pays system where charges are implemented to use premium parking spaces.

Areas such as the Port/Court-side of Reads Quay is in close proximity to the CBD, but much of the space is currently used as free all-day commuter parking. Reads Quay runs alongside the Turanganui River and has high amenity value. Council has plans to revitalise the area and provide a multipurpose public space that will benefit the entire community.

Given the location, it is recognised that there is also a casual parking demand in the area, as the Turanganui River is a popular spot for recreational uses<sup>1</sup>.

To improve access and allocation of parking spaces in the Port/Court-side of Reads Quay and provide a source of revenue for urban renewal improvements, paid parking will be introduced for long-term parking. The first two hours of parking will be provided free to support recreational users, however charges of \$1 per hour thereafter will apply, capped at \$3 per day for long-term and commuter parking.

A similar fee structure should be considered elsewhere in the city where there are long-term or commuter parking demands close to the CBD. For example, replacing the existing time restrictions in the vicinity of EIT (Eastern Institute of Technology Tairāwhiti) with this fee structure will provide for students with short term and long-term parking needs.

#### Part 4e: Parking in Non-CBD Employment Locations

Non-CBD employment areas have different demands for parking compared to the CBD. Areas such as neighbourhood centres (i.e. Ballance Street Village, Elgin & Lytton Road Shops) and Hauora Tairāwhiti –Gisborne Hospital have reasonable public transport options but generally only within the morning and evening peaks. However, urban industrial parks (i.e. Aerodrome Road, Stanley Road-Innes Street) and large rural area commercial processors (i.e. Ovation, Leaderbrand) have limited, if any public transport options. Consequently most staff tend to drive to work in these areas, and demand for all day parking is high.

The short-term on-street parking demand is usually fairly low in these locations as most urban industrial sites have some off-street parking dedicated to visitors. But during harvest times parking for workers can often be at risk when it is on State Highways and/or roads with a 100km/hr speed limit.

While most streets in industrial areas are wide to accommodate truck movements, on-street parking in these areas can still create access difficulties for larger vehicles.

To address any parking issues that may arise in non-CBD locations Council will:

- Continue to make improvements to public transport.
- Apply the policy for on-street parking management.
- Apply the Gisborne District Traffic and Parking Bylaw 2011 and NZTA Traffic Control Devices manual 2004).

In some of these areas where the parking issues are considered particularly complex, Council will develop Comprehensive Parking Management Plans (refer to Section 7a).

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<sup>1</sup> The *Gisborne District Community Facilities Strategy 2017* identifies that Tairāwhiti communities have a strong preference for recreational activities and facilities that involve parks and open space and that making sure that these are better connected so that people are safe travelling to and from is an ongoing challenge.



## 5. PARKING SUPPLY

### Part 5a: Increasing parking supply

Investment to increase parking supply may be justified in circumstances where the supply of on-street parking is not sufficient to meet demand. Increasing parking supply should only be considered when other parking management mechanisms have been exhausted such as pricing or maximising existing space (for example converting parallel parking to angle parking).

Providing a central parking facility that can be shared among all users results in less overall parking required than if each business provided its own parking.

Council considers that active and public transport modes should be a priority in terms of capital expenditure and any off-street parking investment should be commercially viable.

Any development of additional off-street car parking should result in positive urban design outcomes and be consistent with the Gisborne District Urban Design Guide 2016.

*Table 2: Parking supply criteria to be met before additional investment in off-street parking is considered*

Criteria	Description
Unsatisfied demand for parking	On-street parking is already subject to demand-responsive pricing, and peak parking occupancy of existing paid parking spaces in the area exceeds 85% (over two survey periods).
Consistency with local planning policies	The development of off-street parking facilities is consistent with the Tairāwhiti Plan and will not have significant adverse effects on the local environment or amenity.
Potential consolidation of parking	The development of additional off-street parking provides the opportunity to consolidate existing or future off-street parking that will provide benefits to the local area through improved amenity and urban design, better traffic management and safer street access points. Alternatively, opportunities to share parking resources where peak periods vary should be investigated (e.g. churches).
Road capacity	The road network is able to accommodate the additional traffic generated as a result of the parking facility, at the times of expected peak demand.
Return on investment	The expected user revenues from the facility provide an adequate return on investment (after taking into account any wider economic benefits to non-users).

### Part 5b: Decreasing parking supply

An over-supply of parking, or parking in the wrong location, can compromise objectives to support alternative travel modes, including public transport, walking and cycling. An off-street car park might be key to connecting public spaces or on-street parking spaces may provide a missing link in an active transport corridor<sup>2</sup>.

For example, the opportunity to redevelop the HB Williams Library resulted in a surface car park being repurposed into a more productive use of the land within the city centre.

To assist with decisions on parking space reallocation, a road user hierarchy has been developed to guide the prioritisation of space in Gisborne CBD and other neighbourhood centres (refer to [Table 3](#)). Outside these areas, the same user group priorities will apply, however some of these user groups

<sup>2</sup> The *Gisborne Urban Development Strategy 2015* describes the priorities for the active transport network over the next 30 years.

may not specifically be provided for in residential or industrial areas, such as mobility spaces or customer parking.

*Table 3: Road space prioritisation hierarchy*

Priority	User Group – CBD or neighbourhood centre	Comments
High	Safety	Removing parking to provide for safety improvements (e.g. to allow vehicles to pass on narrow roads or improve sight lines at busy driveways or intersections)
	Provision for other modes and urban design	Providing space for pedestrians, public transport, cycling, cycle parking as well as urban realm improvements
	Disabled	Additional medium term on-street parking will be provided for people with disabilities where there is a demand for more spaces.
	Loading zones	On-street loading zones will be provided where there is a demand or need for more spaces
	Drop off/ pick up	Short term parking with high parking demand e.g. P5 outside a post office or school
	Customers	Short term parking (2 to 3 hours) to support local businesses
	Residents	Residents are permitted to park in time-restricted parking areas in the central city and fringes provided they have a Residential Parking Permit displayed.
Low	Commuters	Commuters generally have long-term parking requirements that do need to be provided for in appropriate locations.

Other factors will also be considered when reallocating space including:

- Existing and future populations and employment growth in the urban area.
- Existing and future car-based travel demand and the capacity of the existing car parking supply to meet those demands.
- Plans for increasing investment in active public transport in the area.
- Tairāwhiti Plan provisions, and Council's strategic plans and initiatives – specifically the Urban Development Strategy 2015.
- The level at which the space serves the whole town centre rather than a small number of dominant businesses.
- Parking demand and supply in surrounding streets.
- The economic value of the parking facility.

If there are significant losses of on-street parking, Council will undertake a parking assessment and review options to mitigate parking losses.

Mitigation measures may include:

- Better use or management of parking on side streets e.g. implementing time restrictions.
- Better use or management of off-street car parks.
- Improving parking directional and information signage.

- Investigating additional parking opportunities within the road reserve (e.g. angle parking).
- Decisions on whether additional investments in off-street parking is warranted.

## 6. PERMITS

### Part 6a: Residential Parking Permits

Council currently operates a Residential Parking Scheme for CBD residents only. Affected residents can purchase an annual permit that provides them with a parking exemption in P60 and P120 time restricted spaces. More information about this scheme is available on the Council's website.

However, as the population of the Gisborne urban area grows, the demand for managing parking on residential streets is likely to increase. A lack of available on-street parking can impact on local residents and their visitors.

Each residential area and street is different and the solutions need to be tailored to each situation. For example, a street located near a busy urban village/shopping precinct where most houses have off-street parking may only require some localised time restrictions to assist with visitor access. However inner city streets with older housing stock may have little or no off-street parking and may require a more comprehensive solution including residential permits.

The following objectives apply to management of parking in residential streets:

1. Reduce the negative impacts of high parking demand on local communities.
2. Discourage CBD commuter parking on the city fringe.

Council will use a continuum approach (described at figure 1) for addressing parking problems in residential areas.

#### Increasing intensity of land-use and parking demand

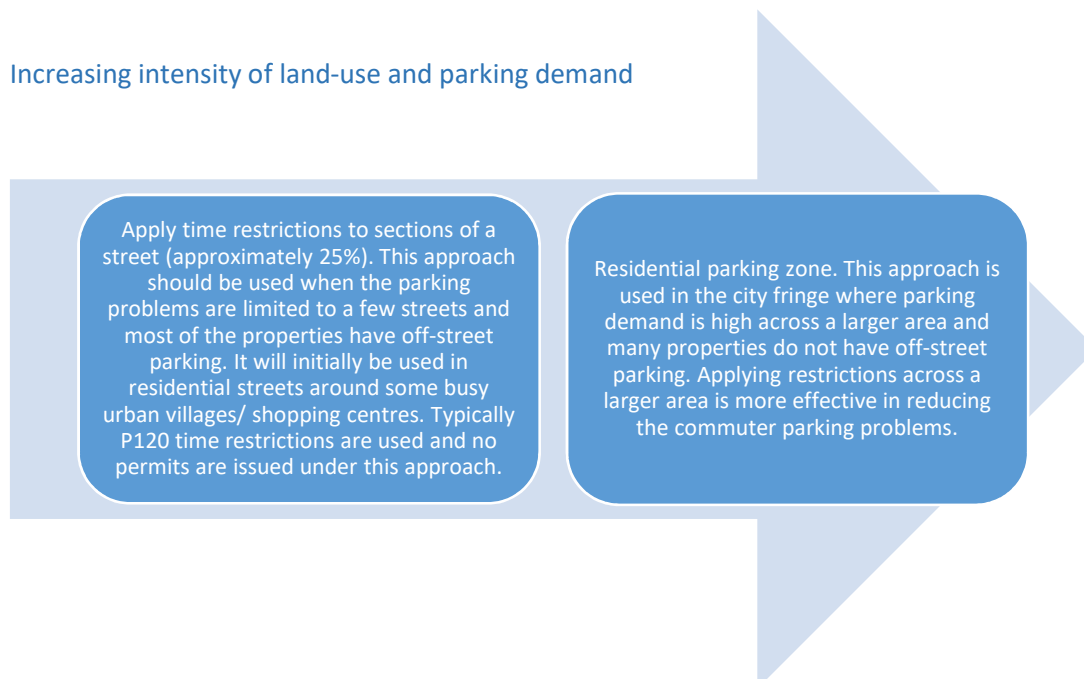


Figure 1: Continuum approach to respond to increasing intensities of land use and parking demand

## Residential Parking Zones

Council will consider the implementation of a residential parking zone when:

- The peak parking occupancy is regularly above 85% at peak times; and
- Council receives multiple requests for a parking zone.

A residential parking zone will have the following components:

- A time restriction across the zone, typically two hours.
- Restrictions will apply at different times depending on the specific situation, but typically Monday to Friday (excluding public holidays).
- The number of residential permits will be capped at 50% of the total number of available parking spaces within the residential parking zone.

### Part 6b: Mobility Parking Permits

A mobility parking permit allows the permit holder to park in mobility parking spaces for the time indicated on the park. The permit also allows the permit holder to park in some regular parking spaces for longer than the designated time. Eligibility for a mobility parking permit is determined by a doctor or GP, while permits are issued by CCS Tairāwhiti.

More information about the Mobility Parking Permit scheme and the location of mobility parking spaces in Gisborne is available on Council's website.

### Part 6c: Temporary Trades Parking Permits

A temporary parking permit allows Tradespeople and Contractors to 'hire' a parking space in the Gisborne CBD for the purpose of site access during work hours. The permits will cover the period of time they will be needing site access when working a contract in the CBD.

For detailed information about the rate, duration and conditions of the Temporary Trades Parking permits refer to GDC Fees and Charges Schedule.

## 7. PARKING MANAGEMENT AND MONITORING

Various parking controls such as restrictions and pricing can be used to manage on-street parking. However it is important that decisions to change these control mechanisms are based on policy principles and empirical data. It is also useful for the public to understand how decisions to amend parking controls are made.

### Part 7a: Comprehensive Parking Management Plans (CPMPs)

Comprehensive Parking Management Plans (CPMPs) provide guidance on how parking will be managed in locations where there are pressures for short, medium and long-term parking, based on analysis of local trends. CPMPs include recommendations and supporting evidence to enable Council to implement measures to manage parking including introduction of restrictions or pricing. They will also assist in decisions regarding divesting, retaining or providing additional parking supply to meet future demand.

CPMPs will provide guidance for assessing resource management applications that affect parking supply and demand.

Council will develop CPMPs in regard to:

- An overall assessment of parking problems, projected traffic demand, public transport availability, market attractiveness to support growth, use of available parking capacity, and amount of non-retail employment.
- Requests from the community, business associations or local boards as a result of demonstrable parking problems.
- The integration of parking with major transport projects (e.g. The Inner Harbour redevelopment).

### Criteria for the development of CPMPs

CPMPs will be developed in consultation with the local community and business stakeholders to reflect local issues. CPMPs provide a comprehensive assessment of parking across the study area and an analysis of issues, and make short, medium and long-term recommendations.

### Part 7B: Modifications to Parking Controls

Where parking demand is high, Council will consider changes to parking controls to achieve a target peak occupancy rate of 85% for on-street parking. This means that the parking resource is well used but people can still easily find a space, thus reducing customer frustration. This is a recognised international approach to the best practice management of on-street parking.

The things that will trigger a change to the parking controls vary, but will mostly depend on what the adjacent land is being used as, and what the existing parking controls are. These triggers and responses are set out in [Table 4](#). Areas that experience low demand, or no change in demand, and don't reach the trigger points, will not require any change.

*Table 4: On-street Parking Intervention Triggers*

Issue	Trigger point	Response
Demand pressure in areas with paid parking	Occupancy rates for paid parking in on-street spaces regularly exceed 90% at peak times.	<ul style="list-style-type: none"><li>• Increase parking charges, in line with Policy part 1C</li><li>• Expand area of paid parking</li><li>• Consider provision of additional off-street paid parking consistent with the parking supply investment criteria (refer to Table 2).</li></ul>
Demand pressure in areas with time restrictions	Occupancy levels for time restricted spaces regularly exceed 90% at peak times.	<ul style="list-style-type: none"><li>• Investigate opportunities to reduce the time restriction and/or expand area of time restrictions</li><li>• Increase level of enforcement</li><li>• Introduce paid parking with no time limits and use demand responsive pricing</li></ul>
Demand pressure in currently unrestricted areas	Demand for on-street parking regularly exceeds 90% at peak times.	<ul style="list-style-type: none"><li>• Introduce time restrictions to align with local demand or paid parking to encourage turnover of spaces; or</li><li>• Establish new residential parking zones</li></ul>
Demand pressure in residential areas	Parking demand regularly exceeds 90% of available supply in residential areas at peak times where off-street parking options are constrained (e.g. areas where off-street parking constraints apply).	<ul style="list-style-type: none"><li>• Introduce or alter time restrictions (suited to local demand) to encourage turnover of spaces (with resident parking permit schemes where appropriate); or</li><li>• Establish new residential parking schemes</li></ul>

## 8. PARKING ENFORCEMENT

Parking enforcement is an essential component of the transport system. Enforcement ensures the turnover of vehicles to allow equitable access to parking in the CBD. Enforcement also keeps traffic and public transport flowing on key arterial roads, and enables access to private property. Parking enforcement operates six days per week in the Gisborne urban area.

Other parking enforcement services carried out by Council include:

- Regularly monitoring all parking restrictions to ensure compliance.
- Checking vehicles for Warrant of Fitness (WOF) and Registration and issuing appropriate infringement notices.
- Responding to requests for service from the public, such as illegally parked vehicles, blocked vehicle entranceways and vehicles of concern.
- Proactively manage mobility spaces to enable access for mobility impaired card holders.

The entire team of dedicated officers are first aid trained and they are often the first on the scene in incidents in the CBD. Council also works closely with the NZ Police on a range of issues such as in-car crime.

The public often requests more regular parking enforcement to discourage illegal parking behaviour. The value of parking fines in the CBD is currently very low, however infringement penalties are set nationally. This limits the effectiveness of fines as a deterrent to overstaying a time restriction or not paying for parking.

Council will:

- Continue to offer a high level of customer service.
- Investigate and implement new technology to improve the efficiency of parking enforcement and offer better service across the CBD

## 9. TECHNOLOGY

There has been a significant evolution in parking management technology in recent years. These technologies make parking more customer friendly, reduce operating costs, improve officer safety, reduce congestion and enhance data collection and monitoring.

Internationally, there is a clear trend towards innovative technologies to improve parking management and payment automation. This includes electronic payments and real-time customer information through smart phones.

Council will implement new technologies to transform the customer experience and allow for:

- Integrated parking management system
- Better and more convenient options for payment of on-street parking charges
- Improved enforcement system
- electric vehicle parking



#### Part 9a: Parking management systems

Council will introduce an integrated technology solution to manage parking as one system. Council will explore new technology solutions to maximise compliance, monitor parking occupancy, offer additional customer payments channels and provide real-time parking related information to customers. Data from new technology solutions can also inform parking intervention triggers and demand-responsive pricing policies.

#### Part 9b: New payment options

Council will investigate opportunities to introduce new technologies to make paying for parking simple and more convenient.

It **may** also allow businesses to hold accounts and itemise parking sessions for on-charging.

#### Part 9c: Enforcement

Council will adopt technology that can deliver operational efficiencies and more targeted enforcement. For example, linking registration plates to parking payments provides significant customer benefits and increases the efficiency of enforcement.

#### Part 9d: Electric Vehicle Parking

Electric vehicles (EVs) are predicted to experience a surge in demand over coming years. Many cities around the world are installing on-street electric vehicle charging stations to provide a service to users and further promote the uptake and use of electric vehicles. In the Gisborne -Tairāwhiti District much of our electricity generation, distribution and retail is community owned (the Eastland Group), so the emergence of electricity technology represents the potential to increase value for the community (as shareholders) and an opportunity for the District to demonstrate environmental leadership.

Eastland Group have opened an Energy Hub on Gladstone Road as a place where the public can interact with the changing world of energy, including demonstrating and educating the public about electric vehicles. Council is supporting the growth of EVs by enabling charging infrastructure to be installed on public roads.

### 10. POLICY REVIEW

A review of this policy shall be undertaken at least once every six years.

### 11. DEFINITIONS

#### Price Setting

This policy recognises that our community customers expect consistency in prices and are highly sensitive to price adjustments. Adjusting prices too rapidly is likely to lead to sharp changes in demand and result in unintended consequences that Council may struggle to manage. The approach will be to adjust prices gradually and be transparent about how prices will be set. The objective is to signal intentions early and avoid surprises to our community as much as possible.

### Demand Responsive Pricing

Parking prices will be reviewed annually and any changes will be driven by demand. Occupancy levels will be monitored to ensure peak demand for short-stay parking is met most of the time. If the demand for parking in an area is found to decrease, the prices will also decrease. Likewise, if the demand for parking in an area is found to increase, the prices will increase. Any pricing adjustments (increase or decrease) will be made public through the Long Term Plan process.

### Technology and Enforcement

Council will make use of new technology to ensure that parking zones remain an effective solution for managing parking demand. We will implement new technology to transform the customer experience and allow for effective management of our parking schedule.

This will require adequate budgeted funding to be possible.

## Implementation timeline

## Appendix 1

This table describes indicative timeframes for the roll-out of the initiatives described in this policy.

Date	Action	Comment
2018	Parking Policy becomes operative.	Following approval by Council and publishing notice in the Gisborne Herald.
2018	Implement the <i>Road space prioritisation hierarchy</i>	Page 21 describes this hierarchy. It will assist with decisions on parking space reallocation, for example the removal of parking to provide for safety improvements.
2018	Continue to make improvements to public transport.	To be considered under review of Gizzy bus service in 2018.
2018	Make decisions about additional off-street parking – if necessary.	Page 20 describes the circumstances where investment to increase parking supply may be justified where the supply of on-street parking is not sufficient to meet demand.
2018	Residential parking permits	Pages 22-23 describe objectives to help manage parking on residential streets.
2018-19	Temp permits for tradespeople and contractors	Described on page 23, but timeframes are dependent on the detailed information about rate, duration and conditions being approved and included in the GDC Fees and Charges Schedule.
2019	Installation of time bound parking to Reads Quay	Contingent on availability of funds
2020	Consideration of similar fee structure to street surrounding EIT	Contingent on availability of funds
2021	Review of the budget and timeframe for rolling out new parking meters prior to 2026-2027.	Recommended action to Council - as part of the 2021-2031 Long Term Plan.
2024	Review of parking policy	It will only be possible to assess the effectiveness of <u>some</u> of the initiatives described in the policy because most are dependent on new metering technology.
2026-27	Installation of new metering technology	This will allow: <ul style="list-style-type: none"> <li>- a 10 minute grace period.</li> <li>- new payment options.</li> <li>- uniform parking price across three price zones.</li> <li>- demand responsive pricing.</li> <li>- variation of hourly rates, for example reduced rates during quiet winter months.</li> <li>- integrated parking management system (to maximise monitoring, compliance and real-time info to customers).</li> </ul>
pending	Parking demand and rates will be reviewed every three years.	Commencing three years from when parking meters that have data capture technology are installed.
pending	Develop Comprehensive Parking Management Plans CPMPs	In areas where parking issues are considered particularly complex. Timeframes TBC