



CBD Access and Car Parking Action Plan

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Version Control	Date	References	Council Resolution & Meeting Date	Author	Comments
1	28/1/2021	CO 21/013	18/1/2021	RD	DRAFT FOR CONSULTATION
2	27/4/2021			RD	POST CONSULTATION DRAFT
3	12/5/2021			RD	FOR ADOPTION
4	17/05/2021	CO 21/090	17/05/2021	RD	ADOPTED

1. STRATEGIC BASIS

The City of Port Lincoln Strategic Directions Plan 2021-2030 includes the following relevant Key Focus Areas and Strategic Actions:

Goal 1 – Economic Growth and Opportunity

KF: Southern Eyre Peninsula’s commercial, health, education and community regional hub KF: Quality tourism and visitor experiences

Goal 5 – Community Assets and Placemaking

KF: Public places and infrastructure meeting economic and community needs KF: Foreshore, CBD and marina Precincts public realm activation

KF: Local and regional accessibility and connectivity

Strategic Action 5.4: Deliver key elements of CBD, Foreshore and Marina Precincts Master Plan

2. KEY OBJECTIVES

A successful regional town centre

We want and work hard to make our town centre successful. It needs to be all of the following:

- active
- attractive
- accessible.

Car parking for the CBD is one element of accessibility. Car parking is not all of accessibility, and accessibility is not all of the formula for CBD success. **The car park is not the destination.**

Foreshore, CBD and Marina Precincts Master Plan Implementation Strategy

Adopted by Council in September 2020 after major investment and engagement in the underpinning Master Plan report. The Implementation Strategy focuses primarily on public realm improvements including the adoption of Streets for People principles which emphasise the importance of the pedestrian environment and experience to the success of the CBD and Foreshore. The Strategy identifies the need for “a high quality environment for people as ... highly valued as close-proximity car parking”.

The Implementation Strategy includes a number actions towards better ‘streets for people’ as a fundamental CBD and foreshore outcome, noting that there are concerns about the potential business impact of reduction of on-street parking.

3. PURPOSE

This Action Plan sets out Principles, a Strategy and Actions – short, medium and long term – as a strategic response to ensure that CBD access and car parking is well-managed as one important part of a successful Port Lincoln CBD.

4. SCOPE

Car Parking in Port Lincoln CBD

Considering the information that is available:

- on a **whole-of-CBD view, car parking demand rarely if ever exceeds total supply**
- given that some specific locations are observed as busier and subject to higher numbers of complaints and infringements, it is appropriate to **consider the CBD on an 'inner CBD' and 'outer CBD' basis**, although the two zones do not function independently of each other
- on occasions when demand might approach or exceed the limit of supply in parts of the inner CBD, the **outer CBD would have capacity to accommodate the excess inner CBD demand**
- there may be a case – at least **temporarily or cyclically – to increase parking enforcement** activity, to ensure the optimum turnover and availability of on-street spaces in identified highest demand (vs supply) locations.

As public realm improvements are delivered in the CBD, and insofar as some may involve reduction of on-street parking numbers, it is reasonable to expect that the significant improvement to the shopper, customer and visitor experience – together with the capacity of the parking network to still meet parking demand nearby – **will result in nett benefit to the CBD's long-term success.**

Supply

Car parking can be available in several forms:

- on-street: available for public use, owned and managed by Council
- off-street – public : available for public use, and owned both privately and by Council
- off-street – private : available to owners, tenants, visitors but not to the general public.

Car parking can either be provided free of charge, or on a user pays basis, but there is currently no known charged public car parking in the Port Lincoln CBD.

Car parking is located anywhere from the foreshore, on Tasman Terrace, to Centenary Oval, Mortlock Terrace, Porter Street and Edinburgh Street.

Demand

As for supply, car parking demand can vary; it will be:

- time sensitive (6am is different to 3pm, Sunday different to Tuesday)
- land use sensitive (café generates different demand in time and number than office or store)
- 'event' sensitive (Mortlock Shield, AutoSprint, Red Hot Summer, Tunarama, Xmas Parade)
- very short to quite long stay (five mins in and out; to 4 hours for hair, movie and coffee).

How well does supply fulfil demand?

Users' satisfaction with car parking and ultimately their access to and around the CBD depends on:

- when they want to park,
- where they want to get to,
- how long they want to park, and
- how far they can or want to walk or roll.

Taking into account the dynamic nature of supply and demand, **ALL car parking supply is relevant to CBD accessibility solutions.** A key factor in the car parking network meeting users' expectations is the **proximity and length of stay** of any car parking relative to the **destination/s** of the user. All car parking users will walk or roll from the parking space to one or more actual destinations – the car park is not the destination.

Car parking numbers

Best available information identifies over 3,000 publicly available car parking spaces in the broad Port Lincoln CBD, ie bordered by Tasman Terrace, Light Street, Hallett-Adelaide-Napoleon, Edinburgh and Porter Streets.

	Inner CBD	Outer CBD	TOTAL CBD
On-street spaces plus Council-controlled off-street	727	697	1424
Off-street, privately owned but accessible	879	816	1695
TOTAL SPACES	1606	1513	3119
Off-street spaces at Centenary Oval		112	3231

*excluding loading, disabled permit, taxi, bus and motorcycle zones.

Some 17 sections of street or Council car parks contain 30 or more spaces each. Notable amongst these are Tasman Terrace, >200 spaces; Liverpool Street, 182 spaces; Edinburgh Street, 155 spaces; Washington Street car park, 48 spaces. Notable in the privately owned off-street parking assets are those associated with Coles, Woolworths, Kmart, Foodland, Lincoln Hotel and Mortlock Terrace office/retail sites.

Destination Inner CBD, Access Outer CBD



Community feedback

Community consultation undertaken by Council in early 2021, with over 150 responses, provided the following understanding of how CBD access and car parking is used:

- The most common reasons for visiting the CBD – food shopping, meet/coffee, Post Office and personal appointment - would typically take between 10 minutes and 1 hour; or require most of a day (work). If people combine two or more purposes in one trip, they may well stay over 1 hour.
- Over half of people park for between 30 minutes and one hour. One in three park for 2 to 4+ hours, with two-thirds of those being over 4 hours.
- One person in six hardly ever or never gets a park where they wanted one, but over half find a park where they prefer every time or fairly often. 85% of people do find a park where they want either every time, fairly often or occasionally.
- Almost one person in four does not find a park where they want, and leaves, very or fairly often. Two out of five people hardly ever or never leave due to not finding a park where they wanted. A little over one in three occasionally leave without finding a park.
- Over half of people park either on Tasman Terrace or in a supermarket car park, ie, where large numbers of spaces are located, but not necessarily very central. A further one in three park on/in Washington Street or Liverpool Street.
- 55% of people prefer to park on-street, 45% off-street

- Most people, most times, do not have to walk long from their car park to their destination/s:
 - three in four people often walk (only) one minute from their car park to their destination
 - one in four never walk more than three minutes
 - another one in four hardly ever walk more than three minutes
 - so half of the people parking almost always need to walk less than three minutes
 - but also ... a little over half of the people often do walk between two and three minutes.
- 76% of people think that access and car parking investment in the CBD should be paid for by all of the ratepayers. But about one in five people think that business-linked interests should pay for this.

5. PRINCIPLES

Car parking as part of a successful CBD

- the Master Plan Implementation Strategy remains the key reference point
- the CBD must be attractive and safe for all users - all drivers are pedestrians when they get out of the car
- there is no value in a nice place to park that no-one likes to go to
- best use of high-value land may not be car parking – economics drives this, together with the development legislation.

The 'access' objective includes driving, riding, rolling, walking, pushing, parking

- many users of car parks in a CBD have a multi-destination purpose, so don't have to park at one location only
- pedestrian experience and public realm quality matter.

Supply should exceed demand within five minutes' walk

- parking supply should meet demand within an acceptable walking distance, and with a safe and enjoyable walking experience
- the 85-percentile rule applies – at a few very busy times, or a few very busy locations, supply will not always meet demand
- public car parking - on-street and off-street - is a significant part of the solution
- an optimum car parking network will allow parking demand in the inner CBD to be met on busier occasions and/or for specific user groups through parking supply that is 'further out' but still accessible.

6. ACTIONS

The following Actions will be implemented within the capacity of Council's operational programs and any operational or capital project initiatives funded in the annual Business Plan and Budget.

Short-term Actions

- Improve the CBD walking experience – both amenity and safety – eg:
 - 'wayfinding' signage
 - cycling end-of-trip facilities
 - safe pedestrian crossing points on streets
 - high quality footpath surface and lighting
 - with priority on access to and from the supermarket car parks, Tasman Terrace, Liverpool Street and Adelaide Place

- Review the approach to parking spaces and passenger drop-off and pick-up zones for people with disability, considering location and configuration
- Review taxi zones for current needs; return non-required spaces to time limited on-street parking
- Investigate expansion of the Washington Street off-street car park, including into the adjacent Anglican Church site and longer-term multi-level parking development
- Increase RV parking in key demand areas of the outer CBD
- Only remove small numbers of car parking spaces at key nodes on the foreshore and in the CBD where Council is satisfied that significant public realm improvements can be achieved
- Review and confirm priorities for investment of Car Parking Fund monies in CBD car parking and related improvements
- Review enforcement resource allocation to ensure reasonable compliance with car parking time limits and designated zones
- Implement locally required adjustments to on-street time limits and parking layouts, including consideration of:
 - majority of inner CBD 1 hour or less; parking 4 hours and more outside inner CBD
 - reduce parking time limits in Washington St and Napoleon St
 - Tasman Terrace – majority 1hr or less
 - Lewis Street – loading zone, enforcement, signs, reduce 4 hour time zones
 - Washington Street (Adelaide to Lewis) – increase spaces with angle parking
 - Washington Street off-street car park – increase spaces with revised layout
 - Tasman Terrace (Bligh to Eyre Sts) – review dimensions for Australian Standard compliance
 - Tolmer Lane
- Investigate 4 hours-plus parking locations for improvement and designation/promotion:
 - Centenary Oval
 - Whirley’s car park
 - Eyre Street on-street
 - Cinema, car wash, Baptist Church sites, subject to redevelopment timing
 - Washington Street/Lewis Street corner, working with property owner/s
 - Car parking adjacent Northern Hotel, Lewis Street, KFC, etc
- Advocate for changes to Australia Post practices that will reduce the need for CBD Post Office boxes and daily collection

Medium-term Actions

- Continue to improve the CBD walking experience – both amenity and safety
- Encourage and enable workers to park away from inner CBD parking areas, so that customers have maximum access to the inner CBD
- Consider a business and community awareness program to support optimum operation of the CBD access and car parking network
- Investigate the use of Council-owned sites on Bowling Avenue for off-street car parking to help meet the needs of nearby schools
- Investigate a ‘car parking pay and display’ approach for parts of the CBD where and when this will support implementation of the Access and Car Parking Principles and Strategy
- Consider a separate rate or levy to equitably share the cost of CBD access improvements across CBD users, CBD property owners and business operators and the wider Port Lincoln community.

Long-term actions

- Review outputs and outcomes from the implementation of the Master Plan Implementation Strategy and the Access and Car Parking Action Plan
- Consider the feasibility and sustainability of options to increase use of alternate modes of transport to and around the CBD and foreshore, including ride-sharing and a loop bus service
- Consider time limited off-street parking in the Washington Street car park
- Consider expansion of Washington Street off-street car park to multi-level



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