City of Ipswich
Parking Pricing Strategy
Implementation Guideline
for Activity Centres

August 2019

iGO
City of Ipswich Transport Plan

Moving
Ipswich
Forward

Advance
Ipswich

City of
Ipswich

Ipswich City Council recognises the Traditional Owners of the Ipswich region the Yagara People, consisting of the Jagera, Yuggera and Ugarapul Clans, and pays respect to the Elders past and present. We respect their cultural heritage, beliefs and connection to the land. We acknowledge that they are of continuing importance to the Yagara People living today.

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INTRODUCTION

Parking is an important component of Ipswich's transport system with travel by private vehicle the dominant mode of transport currently used by Ipswich residents. For every trip undertaken by a private vehicle, consideration needs to be given to costs associated with providing parking at the end of the trip. Therefore, parking policy can be a valuable tool in influencing people's transport choices and can also play an important role in shaping a vibrant, welcoming and successful urban centre.

Ipswich City Council (council) is actively involved in parking through its roles in:

- Managing public on- and off-street parking facilities through setting time limits, pricing and accompanying enforcement of parking controls;

- Providing parking spaces as part of the street network and with dedicated off-street facilities at activity centres and as part of council-managed community facilities;

- Regulating minimum on-site parking requirements for development; and

- Influencing and advocating other organisations involved in the provision of parking, such as shopping centres, and state government agencies that provide parking at locations such as railway stations.

The *City of Ipswich Parking Pricing Strategy – Implementation Guideline for Activity Centres* (Implementation Guideline) has been prepared to provide a summary of the key messages within the City of Ipswich Parking Pricing Strategy (Strategy) and to provide further guidance for council officers when implementing the Parking Management Frameworks.

The Implementation Guideline has been prepared to assist council officers with transparent decision-making in relation to the pricing of council-owned parking assets within the Ipswich City Centre, Springfield Town Centre and other activity centres.

iGO

iGO is council's masterplan for Ipswich's transport future. It outlines council's aspirations to advance the city's transport network to accommodate a future population of 435,000 people by shifting trips to more sustainable modes of transport.

With forecasted population growth in the City of Ipswich, iGO is an important policy document that focusses on integrating land use with transport to advance the transport system and foster the development of strong, compact and connected mixed-use activity centres and complete communities.

Parking has been recognised as a critical element of the transport system requiring careful management, particularly in regard to how council provides and manages on-street and off-street parking in its activity centres.

The Strategy recognises that effective car parking policy can improve streetscape amenity, support sustainable modes of transport and reduce issues arising from traffic congestion and car dependency, which will be important considerations as the city undergoes future growth.

THE IMPORTANCE OF PARKING MANAGEMENT

Parking is one of the biggest challenges facing local governments like Ipswich as the impacts of population growth, increased traffic and congestion, and the associated demands on transport infrastructure (including parking) can often require significant attention, resources and investment.

Council provides more than 3,500 parking spaces in the Ipswich City Centre, which includes both on-street and off-street spaces. Of these parking spaces, approximately 710 spaces are subject to priced parking enforcement while the remaining are either unrestricted or managed using time restrictions.

iGO recognises that individual travel trends will need to change in the future to accommodate population growth. Transitioning the movement network from one that is predominantly car oriented to one that is more sustainable will be critical to ensure liveability can be enhanced in the future.

Currently, around 85% of all trips in the City of Ipswich are made by private vehicles and household car ownership rates are increasing. This reliance on the car, particularly for short trips and journeys to work and education, will have serious implications for traffic congestion, parking demand, economic development, the environment, safety and public health as the city develops.

PURPOSE AND OBJECTIVES

THE IMPACTS ASSOCIATED WITH EXCESSIVE PARKING SUPPLY

iGO highlights the need to make more efficient use of existing parking supply, rather than continuing to invest in more public parking to satisfy demand.

In the past, council's response to high parking demand in activity centres has been to increase parking supply. There are a myriad of issues associated with this approach, which can lead to unfavourable outcomes, namely:

- **Vehicle intrusion** – an oversupply of parking encourages vehicle use, short car trips within the city centre, and increased traffic. As a result, cars have a greater impact on amenity and safety.

- **Inefficient use of land** – surface car parks prevent high value land from being used for a range of higher value uses, including infill development or public open space.

- **Urban form and place quality** – car parks (particularly surface car parks) contribute to dispersed and disconnected urban forms and inactive street frontages. Excessive car parking is a significant barrier to making attractive and interesting places.

- **Less walkable places** – large surface car parks result in spread out town centres, disconnected destinations and long walking distances.

- **Retail prosperity** – less walkable town centres that encourage short vehicle trips do not support vibrant and prosperous retail. Town centres prosper when people walk and stay for extended periods, however, an oversupply of parking encourages short stays, lower value 'convenience' trips and minimal visitor interaction with the street, shop fronts, and broader community.

WHY PRICED PARKING?

Priced parking is one of several parking management tools that can be used by Council to appropriately manage parking demand.

Successfully implemented and effective priced parking regimes are widely acknowledged as delivering a range of broader benefits. These can include the following:

- **Mode shift** – Priced parking influences mode choice, meaning residents who can access activity centres by walking, cycling or public transport will do so to avoid paying for parking.

- **Turnover and utilisation** – Priced parking supports efficient utilisation and encourages regular turnover to ensure sufficient parking availability at all times.

- **Equity** – Priced parking ensures that parking is available to those who require it most, including disabled parking and special needs parking.

- **Town centre amenity** – Priced parking contributes to vibrant town centres and the public realm by accommodating visitors and supporting kerbside activity.

- **Road network** – Priced parking reduces the amount of traffic on the local street network by discouraging short trips made by private vehicle where walking, cycling or public transport are viable options.

- **Fringe parking and walkability** – Priced parking encourages longer-term parkers to use less convenient spaces (i.e. off-street or fringe locations) to increase activity on city centre local streets.

- **Development** – Priced parking reduces the number of spaces needed to meet demand, reducing total parking costs and allowing more compact development.

- **Revenue** – Priced parking revenue could be used to fund sustainable transport infrastructure and initiatives, or investment in streetscapes and the public realm.

COUNCIL'S PARKING MANAGEMENT OBJECTIVES

Seven (7) parking objectives have been developed which provide a working 'definition of success' for parking management outcomes and to ensure that a strategic approach is embedded in all decision-making on matters relating to parking within the City of Ipswich.

The following seven objectives have been prepared to articulate council's strategic approach to parking and recognise that a successfully adopted parking management regime typically:

1. Facilitates the balanced provision of parking in activity centres and ensures parking is accessible to those who require it the most.

2. Ensures the highest and best use of kerbside space.

3. Contributes to active and vibrant retail areas and activity centres by increasing turnover of parking space where required.

4. Reduces traffic congestion and reliance on private vehicles and encourages the use of more sustainable forms of transport.

5. Progressively shifts longer-term parking demand to more peripheral locations to promote more pedestrian focussed activity centres.

6. Ensures the cost to provide public parking is recognised and considered in people's travel choice.

7. Provides opportunity for investing parking revenue into sustainable transport and public realm initiatives.

Building on the above listed objectives, further elaboration of each objective is provided in Appendix A by linking them to council's existing high-level transport objectives detailed in iGO.

FRAMEWORK FOR PRICED PARKING

DEVELOPING TRIGGERS FOR PRICED PARKING

Typically, priced parking areas have been established on an ad-hoc basis in response to high parking demands and in isolation of an overarching policy. Historically, the review of priced parking has been constrained to simple increases based on Consumer Price Index (CPI).

A framework for priced parking will allow council to respond to different parking contexts in a systematic and consistent manner. A common method for council to respond consistently to parking challenges is through the application of parking 'triggers'.

In determining the most appropriate triggers for priced parking areas, the following factors have been considered:

- **Activity Centre** – Activity centres within the City of Ipswich are all uniquely different, requiring tailored approaches to priced parking rather than a single city-wide approach.

- **Land use category** – The dominant land use types within each centre and whether different parking rates may apply within different land use contexts (e.g. hospitals, education precincts or commercial areas).

- **Parking occupancy** – An indicator of demand for parking within an area. This is usually calculated as the average percentage of parking spaces across a parking area occupied during the highest four (peak) hours of parking demand, typically during the weekday. Parking demand on weekends (typically Saturday) will also be considered, particularly in relation to activity-based parking demand areas.

In addition, several other contextual factors are to be considered when determining appropriate locations for priced parking. These factors include; proximity to city centre, access to public transport, quality of active transport alternatives and risk of spillover parking into adjacent areas. Each factor represents important considerations that can influence whether people decide to drive over other modes of transport.

PARKING MANAGEMENT FRAMEWORK (ON-STREET)

A framework (Appendix B) has been developed as an appropriate management tool to assist council in making informed and responsive decisions in relation to the management of on-street parking, including priced parking. The framework is to be used as a management tool to inform decision making with regard to changing time restrictions or introducing / expanding priced parking areas within the on-street parking supply.

The parking management framework is broken up into the following on-street parking areas:

- **Ipswich City Centre – iGO Parking Precincts**
- **Springfield Town Centre/ other centres – predominant land-use**

In developing the framework it was confirmed that parking management measures are appropriate when on-street parking demand across the parking area reaches an occupancy of 85% (across a four-hour 'peak' demand period). This is consistent with guidance provided in iGO which states parking management measures may need to be considered when parking demand reaches 85% occupancy, including the introduction or altering of time restrictions, the introduction of priced parking or the consideration of increasing the fee of existing priced parking regimes.

Similarly, where on-street parking demand is relatively low across the parking area (less than 65% occupancy across a four-hour 'peak' demand period), council can consider making adjustments to parking management controls. This would typically relate to changes to parking time limits. While the easing of parking prices (if in operation) may be considered where parking demand is relatively low, it is generally recommended that alternative approaches, such as parking supply rationalisation are adopted to achieve ideal occupancy levels.

PARKING MANAGEMENT FRAMEWORK (OFF–STREET)

The same approach for managing on-street parking in the City of Ipswich has been applied to council's off-street parking supply. A framework (Appendix C) has been developed as an appropriate management tool to assist council in making informed and responsive decisions in relation to the management of off-street parking areas.

The parking management framework (off-street) is broken up into the following car-park functions:

- **Short-medium Stay**

- **Long Stay**

Unlike on-street parking where the trigger for priced parking is a parking occupancy of 85%, a suitable level of demand to trigger priced parking for off-street parking is 90% (across a four-hour 'peak' demand period) due to the relatively lower turnover of off-street parking (based on longer or no time limits). This means that the off-street facility is well used but visitors can still access available parking conveniently. Parking occupancy of 60% (across a four-hour 'peak' demand period) for off-street parking is considered an appropriate lower bound for efficient operations.

EXPANDING PRICED PARKING INTO NEW CENTRES

Where council seeks the implementation of new priced parking regimes, there are a number of factors that council will consider:

- The necessary data collection and monitoring regimes to support the use of occupancy-based triggers in a new area;

- Local changes or contextual factors (other than occupancy rates) that could be considered as a trigger for review of parking management; and

- The extent of expansion.

Should council consider expanding priced parking into new centres across the LGA, including Goodna and the Ripley Town Centre, council will exercise the same strategic approach adopted for the Springfield Town Centre. That is, using a framework for on-street parking management based on the dominant land-uses (Appendix B) and a framework for off-street parking management based on the car park function (Appendix C).

PRICING CONSIDERATIONS

Changes to priced parking are intended to influence overall parking demand (i.e. an increased price lowers parking demand). In economic terms, this relationship is often described as the elasticity of demand with respect to price. This is because it reflects how elastic (responsive) parking occupancy is to higher or lower prices.

Measurements of the price elasticity of demand attempt to account for a complex range of responses to price changes, including:

- Continuing to use parking and pay higher prices;

- Travelling by different modes (e.g. public transport, walking or cycling) to avoid higher parking charges;

- Choosing to park in different locations with lower prices, resulting in longer walk times to their destinations, or 'cruising' for un-priced on-street parking; and

- Choosing to avoid travelling to the area (e.g. working from home).

Demand for parking within the City of Ipswich is likely to be 'inelastic' – i.e. a 10% increase in prices will be met with a less than 10% reduction in demand. Trials of parking price adjustments (where appropriate), will provide better guidance as to the relative elasticity for priced parking within the City of Ipswich.

IMPLEMENTATION

IMPLEMENTING THE PARKING MANAGEMENT TOOLS

This section provides additional support and assistance to council officers when implementing the Parking Management Frameworks (Appendices B and C).

To assist with the implementation of the Parking Management Frameworks, council officers should refer to the Parking Management Framework Decision Trees in Appendices D and E in conjunction with the step-by-step process outlined below:

Step 1: Undertake Parking Surveys

Week-long parking occupancy surveys (on-street and off-street) are to be conducted at least on an annual basis within the Ipswich City Centre, Springfield Town Centre (and any other centres experiencing parking pressures). Surveys may be carried out at more regular intervals (e.g. on a three-monthly or six-monthly basis) if there is evidence that parking demands are changing rapidly or if council's data collection capabilities are enhanced.

On-street survey results are to be broken down into the following precincts/parking areas:

The **iGO Parking Precincts** within the Ipswich City Centre:

- CBD Core
- Top of Town
- Commercial/Downtown
- Medical
- Legal/Government
- Education
- CBD Fringe
- West Ipswich
- North Ipswich

And by **predominant land-use** for the Springfield Town Centre/other centres

- Activity Centre
- Commercial
- Medical
- Education

Off-street survey results are to be captured at an individual car-park level, but are to be defined by **car-park function**:

- Short-medium Stay
- Long Stay

Step 2: Review Parking Demand (Occupancy)

On-street survey results (by precinct) and off-street survey results (by car park) are to be further refined using an 'average peak-period occupancy' metric, identifying the highest four (peak) hours of parking demand for each day of the week. This metric will be used to determine potential parking management interventions in Step 3.

On-street and off-street parking occupancy levels should also be evaluated to highlight any potential irregularities/ parking issues caused by previous parking interventions, land-use changes etc.

Step 3: Identify parking management interventions based on occupancy levels

Parking management interventions/actions may be appropriate when the average weekday peak parking occupancy (highest four peak hours of parking demand) is outside of the ideal occupancy range of 65% to 85% for on-street parking precincts and 60% to 90% for off-street parking areas.

Once average weekday peak parking occupancy is calculated for each parking precinct and off-street parking facility, refer to the relevant parking management frameworks (below) to determine what parking management intervention is appropriate.

- Parking Management Framework (on-street) – Appendix B
- Parking Management Framework (off-street) – Appendix C

The Parking Management Frameworks provide three occupancy-based triggers to support decision making which are organised under three parking demand percentage ranges.

Each occupancy-based trigger has a list of numbered interventions/actions. The most appropriate intervention should be considered for each precinct / off-street parking area, starting with the first action in the list.

Step 4: Consider the appropriateness of implementing parking management (PM) interventions

Before implementing a parking management intervention across a precinct or car park, council officers will first consider engaging with businesses and/or residents through the use of various forums depending on the scale and nature of the intervention.

If an intervention is assessed by council officers and is considered appropriate for implementation within a precinct (on-street) or for a car park (off-street), the intervention should be implemented at the scale identified under the following headings:

Easing or Tightening Time Restrictions

Time restrictions are generally used as the first intervention for parking management of on-street parking areas. Additionally, time restrictions may be an appropriate intervention tool if greater turnover is required for off-street car parks.

If the parking management framework identifies that time restrictions should be eased or tightened, the intervention should be implemented progressively 'street by street' within a precinct (on-street) or progressively 'space by space' within a car park (off-street).

For long-stay off-street car parks, easing or tightening time restrictions may not be appropriate, particularly if the parking area has a strategic role as a commuter car park. In such cases, tightened time restrictions may be appropriate only in isolation, if parking turnover is the required outcome.

For further guidance on the appropriateness of time restrictions refer to Appendix F.

Easing or Tightening Time Restrictions	
On-street	**Off-street**
Implement PM Intervention progressively within Precinct (street by street)	Implement PM Intervention progressively within car park

Introducing or Removing Priced Parking

Common practice typically sees priced parking introduced/removed once the effectiveness of time restrictions has been exhausted, making priced parking the final stage in the hierarchy of parking management interventions for public parking spaces.

If the parking management framework identifies that priced parking should be introduced/removed, the intervention should be implemented progressively 'street by street' over precinct (on-street) or over the entire car park (off-street).

Council may wish to consider parking trials (6–12 months) to ascertain the level of community satisfaction. This would typically apply to new areas where priced parking is intended to be implemented and would ensure transparency about the parking management reform.

Introducing or Removing Priced Parking	
On-street	**Off-street**
Implement PM Intervention progressively within Precinct (street by street)	Implement PM Intervention over entire car park

Increasing or Decreasing Fee Levels

Fee increases/decreases are an appropriate intervention when the use of appropriate time restrictions are exhausted and pricing is already in operation.

If the parking management framework identifies that fee levels should be increased/decreased, the intervention should be implemented over the entire precinct (on-street) or entire car park (off-street).

To affect parking demand changes by 10–15%, pricing adjustments of up to 25% should be considered until the relationship between parking demand and pricing within the City of Ipswich context is better established. Parking price adjustments (where appropriate) should be trialled to understand the impacts of any changes.

Off-street parking areas should be priced at a moderate proportion (70–80%) to the price of adjacent on-street priced parking in order to encourage longer-stay parking in off-street locations and higher turnover in on-street locations.

Increasing or Decreasing Fee Levels	
On-street	**Off-street**
Implement PM Intervention Precinct wide	Implement PM Intervention over entire car park

Re-purposing parking spaces

Council may wish re-purpose at-grade parking assets or consolidate parking to more suitable locations if there is excessive supply and if time restrictions and pricing are not having the desired effect on demand.

If the parking management framework identifies that parking spaces should be re-purposed/decommissioned, it should be implemented progressively over a precinct (on-street) or progressively over a car park (off-street).

If deemed an acceptable intervention, council could consider replacing parking spaces with appropriate vegetation and/or streetscape treatments, or look to repurpose parking spaces (i.e. repurpose into loading zones, electric vehicle charging stations, shared car parking spaces etc).

Re-purposing parking spaces	
On-street	**Off-street**
Implement PM Intervention progressively within Precinct (street by street)	**Implement PM Intervention progressively within car park**

Step 5: Implement, review and monitor the parking management interventions

At the conclusion of the stakeholder consultation process (if required), council officers will consider implementing the identified parking management interventions.

If council officers decide to implement the parking management interventions, the impacts associated with the parking management interventions will require monitoring with community feedback and visual observations to be used as initial indicators of performance and community satisfaction.

A new parking occupancy survey is to be conducted at least 12 months after the initial parking occupancy survey (refer to Step 1). This will allow council to understand the effectiveness of the implemented parking management interventions in achieving the following optimum parking occupancy levels:

- 65%–85% across each precinct (on-street)
- 60%–90% across each car park (off-street)

At the conclusion of the 'follow up' parking occupancy survey (Step 1), the following points should be considered before deciding further parking management interventions:

- The impact of previous interventions on travel and land-use patterns.
- The impact of previous interventions on active and public transport mode shares.
- The impact of previous interventions on other precincts or car park areas (i.e. spillover effects).

OTHER PARKING CONSIDERATIONS

REDISTRIBUTION OF PARKING REVENUE

Typically, priced parking schemes generate higher revenue than their overall costs (maintenance, administration, enforcement etc). In the past, council have directed surpluses from priced parking into a consolidated revenue fund, used to finance a variety of services across council's portfolio.

There is an opportunity for council to use revenue accrued through its priced parking regime to invest in facilities and programmes more directly into areas of the city priced parking and to encourage a shift to sustainable modes of transport. This may include the provision of higher quality walking and cycling infrastructure in each centre, streetscape improvement works and behavioural change programmes and incentives for residents to shift to walking, cycling or public transport.

The investigation of alternative uses for parking revenue is supported by the following transport policy documents:

- iGO – City of Ipswich Transport Plan (Parking Action P7)

- iGO Active Transport Action Plan (Action 2.4)

- iGO Public Transport Advocacy and Action Plan (Action 4.2)

PARKING TECHNOLOGY IMPROVEMENTS

Parking management can be supported by advances in available technology and, as identified in the iGO Intelligent Transport Systems Strategy, council will investigate modernising its parking management services to achieve the following benefits:

- Improve the customer experience;

- Enhance economic development and social interaction opportunities in activity centres; and

- Provide more effective monitoring and compliance capabilities.

Whilst smart parking technologies have the ability to simplify and enhance council's data collection regime for parking, council officers will undertake annual parking surveys until such time that smart parking technologies are introduced.

APPENDIX A – PARKING MANAGEMENT OBJECTIVES

Parking Management Objectives	iGO Reference	Other comments
1. Facilitates the balanced provision of parking in activity centres and ensures parking is accessible to those who require it the most.	"Strategically manage car parking to support economic vitality, balance the parking needs of all users and promote sustainable transport use" iGO, page 142 (Parking Policy Focus)	Public parking in the City of Ipswich is shared by a range of different users, all with a range of different needs. The prevailing suburban form of the City of Ipswich and the region's limited access to public transport means many people will continue to rely on publicly available parking in activity centres, however, over time this level of supply will need to reflect the growing participation in sustainable modes of transport.
2. Ensures the highest and best use of kerbside space.	"Space on the road network is prioritised, designed and managed for all of the different types of road users with regard to the overall strategic transport intent" iGO, page 99 (Roads Policy Focus)	Parking management is an important mechanism within activity centres to ensure the needs of different users are facilitated. It can provide pick up and drop off space, conveniently located on-street parking, space for deliveries, room for riding bikes, or space for expanded footpaths and streetscaping. Maintaining fair access to those with the greatest need while delivering the highest value to the broader community will be a direct outcome of a successfully implemented pricing strategy.
3. Contributes to active and vibrant retail areas and activity centres by increasing turnover of parking space where required.	"Ipswich's urban form creates high levels of accessibility to key destinations such as employment, education, retail, health care and recreation." iGO, page ix (iGO Objective 5)	Car parking is rationalised and considers the impact it can have on the vitality of activity centres and neighbourhood centres. Time-restrictions, priced parking and supply management are coordinated strategically to ensure adjacent land uses benefit.
4. Reduces traffic congestion and reliance on private vehicles and encourages the use of more sustainable forms of transport.	"The provision and operation of parking spaces will need to be strategically managed to encourage travel behaviour changes to more sustainable transport modes to assist with achieving the mode share targets of iGO." iGO, page 142 (Parking Policy Focus)	The Parking Pricing Strategy will support council with its ambitions to encourage greater use of sustainable transport, particularly walking and cycling. It will also be used to reduce the externality costs associated with over-provision of un-priced parking including traffic congestion caused from 'cruising' for parking spaces.
5. Progressively shifts longer-term parking demand to more peripheral locations to promote more pedestrian focussed activity centres.	"The construction of more and more facilities for longer stay parking is not the sustainable way of the future as it promotes car use for commuter trips, creates traffic congestion and is detrimental to business activities." iGO, page 12 (issues)	The management of on-street car parking is important to ensure that parking is being used as efficiently as possible, to ensure public safety and amenity, promote turnover and allow for the effective loading of goods and passengers. On-street parking is to be managed to prioritise these users while longer-term demands can be accommodated at consolidated parking facilities at more peripheral locations. Strategically located parking facilities encourage 'park once and walk' behaviour which allows motorists to make multiple trips within a centre by foot instead of 'cruising' for available parking at each different destination which is proven to add to town centre congestion.

Parking Management Objectives	iGO Reference	Other comments
6. Ensures the cost to provide public parking is recognised and considered in people's travel choice.	"As the city grows, there will need to be a shift in culture from expecting a free car park to having to park further away and/or having the privilege to pay for it." iGO, page 141 (Parking Challenges)	Reformed parking management will allow parking to be viewed as a valuable resource for which demand should be actively managed to achieve multiple economic and social objectives. Council parking management focuses on managing demand within limited supply using a range of tools such as time limits and pricing rather than attempting to provide unrestricted supply to meet demand.
7. Provides opportunity for investing parking revenue into sustainable transport and public realm initiatives.	"In order to improve facilities that support sustainable travel modes, a portion of revenue from parking meters and fines could be used to improve footpaths, bikeways and bike parking. These benefits would promote the use of active transport and result in improved amenity in these areas" iGO, page 140 (Parking Opportunities) IGO ATAP, page 91 (Action 2.4)	Typically, priced parking revenue recoups the costs associated with operation and maintenance of ticketed parking systems and infringement while additional revenue can be used for investment in public realm initiatives and infrastructure to encourage residents to shift to sustainable modes of transport.

APPENDIX B – PARKING MANAGEMENT FRAMEWORK (ON-STREET)

Ipswich City Centre (on-street)

iGO Precinct	Priority Parking Users	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
CBD Core	▪ Loading/ unloading for goods and deliveries ▪ Disability parking ▪ Loading passengers ▪ Short-stay parking	15m – 2P	1. Consider easing priced parking fee level (if in operation) 2. Consider easing time restrictions (1P – 2P) with acknowledgement of the parking time limit guidelines in Appendix F. 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone, EV charging station, share car parking etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider introducing priced parking (if not in operation) 2. Consider tightening time restrictions (15m – 1P) with acknowledgement of the parking time limit guidelines in Appendix F. 3. Consider increasing fee levels for priced parking
Top of Town	▪ Loading/ unloading for goods and deliveries ▪ Disability parking ▪ Short- to medium-stay parking ▪ Loading passengers	15m – 4P	1. Consider easing time restrictions (2P – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone, EV charging station, share car parking etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 2P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking
Commercial /Downtown	▪ Loading/ unloading for goods and deliveries ▪ Disability parking ▪ Short- to medium-stay parking ▪ Residential parking ▪ Loading passengers ▪ Long-stay parking	15m – Unrestricted	1. Consider easing time restrictions (4P – UR) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone, EV charging station, share car parking etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking

iGO Precinct	Priority Parking Users	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Medical	▪ Disability parking ▪ Loading passengers ▪ Short- to medium-stay parking ▪ Loading/ unloading for goods and deliveries ▪ Residential parking	15m – 4P	1. Consider easing time restrictions (3P – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 3P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Legal/ Government	▪ Disability parking ▪ Loading passengers ▪ Short- to medium-stay parking	15m – 4P	1. Consider easing time restrictions (2P – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone, EV charging station etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 2P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking
Education	▪ Disability parking ▪ Loading passengers ▪ Short- to medium-stay parking ▪ Residential parking ▪ Loading/ unloading for goods and deliveries ▪ Long-stay parking	15m – Unrestricted	1. Consider easing time restrictions (4P – UR) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking

iGO Precinct	Priority Parking Users	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
CBD Fringe	■ Residential parking ■ Short- to medium-stay parking ■ Long-stay parking	15m – Unrestricted	1. Consider easing time restrictions (4P – UR) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider consolidation or decommissioning of existing council-owned parking facilities.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking
West Ipswich	■ Short- to medium-stay parking ■ Loading/ unloading for goods and deliveries ■ Residential parking ■ Disability parking ■ Loading passengers ■ Long-stay parking	15m – Unrestricted	1. Consider easing time restrictions (4P – UR) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation 3. Consider increasing fee levels for priced parking
North Ipswich	■ Disability parking ■ Loading/ unloading for goods and deliveries ■ Short- to medium-stay parking ■ Residential parking ■ Long-stay parking ■ Loading passengers	15m – Unrestricted	1. Consider easing time restrictions (4P – UR) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider stronger time restrictions and/or residential parking permits 2. Consider introducing priced parking (if not in operation) with acknowledgement of the parking time limit guidelines in Appendix F. 3. Consider increasing price level for priced parking

Springfield Town Centre (on-street)

Dominant land-use of area	Priority Parking Users	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	**65%–85%**	**>85%**
Activity Centre	▪ Loading/ unloading for goods and deliveries ▪ Disability parking ▪ Loading passengers ▪ Short-stay parking	15m – 2P	1. Consider easing time restrictions (1P – 2P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone, EV charging station, shared vehicle parking etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider introducing priced parking (if not in operation) 2. Consider tightening time restrictions (15m – 1P) with acknowledgement of the parking time limit guidelines in Appendix F. 3. Consider increasing fee levels for priced parking.
Commercial	▪ Loading/ unloading for goods and deliveries ▪ Disability parking ▪ Short- to medium-stay parking ▪ Loading passengers	15m – 4P	1. Consider easing time restrictions (2P – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone, EV charging station, shared vehicle parking etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 2P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking
Medical	▪ Disability parking ▪ Loading passengers ▪ Short- to medium-stay parking ▪ Loading/ unloading for goods and deliveries	15m – 4P	1. Consider easing time restrictions (2P – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 2P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking

Dominant land-use of area	Priority Parking Users	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Education	- Disability parking - Loading passengers - Short- to medium-stay parking - Loading/ unloading for goods and deliveries - Long-stay parking	15m – Unrestricted	1. Consider easing time restrictions (4P – UR) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses/ or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation 3. Consider increasing fee levels for priced parking

Note: Council will consider the introduction of priced parking or look to expand/increase existing priced parking based on overall demand on a precinct-level, where (further) adjustments to time restrictions are not considered practical. For priced parking and/or the introduction or management of time restrictions, council will apply these on a street-by-street basis, considering localised parking uses / demands.

APPENDIX C – PARKING MANAGEMENT FRAMEWORK (OFF-STREET)

Type of off-street facility	Priority Parking Users	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day)		
			<60%	**60%–90%**	**>90%**
Off-street (Short-medium Stay)	■ Disability parking ■ Short- to medium-stay parking	1P – 4P	1. Consider easing time restrictions (2P–4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee levels (if in operation)/ or removal of priced parking. 3. Consider alternative uses for parking space – e.g. EV charging stations, shared vehicle parking etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider isolated tightened time restrictions (1P–2P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking
Off-street (Long Stay)	■ Disability parking ■ Long-stay parking	*4P – Unrestricted (*4P can be appropriate if in isolation)	1. Consider easing time restrictions (9P/UR) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider easing priced parking fee levels (if in operation)/ or removal of priced parking. 3. Consider alternative uses for parking space – e.g. EV charging stations, shared vehicle parking etc.	Maintain time restrictions and priced parking (if in operation).	1. Consider isolated tightened time restrictions (4P) with acknowledgement of the parking time limit guidelines in Appendix F. 2. Consider introducing priced parking (if not in operation). 3. Consider increasing fee levels for priced parking

APPENDIX D – PARKING MANAGEMENT FRAMEWORK DECISION TREE (ON-STREET)

Step 1: Undertake Parking Occupancy Survey
Parking occupancy surveys are to be conducted at least every 12 months – subject to data collection capabilities.

Step 2: Review Parking Demand (Occupancy) at a Precinct Level
Survey results are to be further refined using an 'average peak-period occupancy' metric, identifying the highest four 'peak' hours of parking demand within a single day – typically a weekday.

The average peak-occupancy level for each precinct will fit into one of the three percentage ranges (refer to diagram).

Understand the reasons behind the identified occupancy levels – caused by previous parking management interventions, land-use changes etc.

Step 3: Identify interventions for parking management (PM) based on precinct parking demand (occupancy levels)
Choose the most appropriate intervention for each Precinct – starting with the first intervention in the list.

Step 4: Consider the appropriateness of implementing parking management interventions
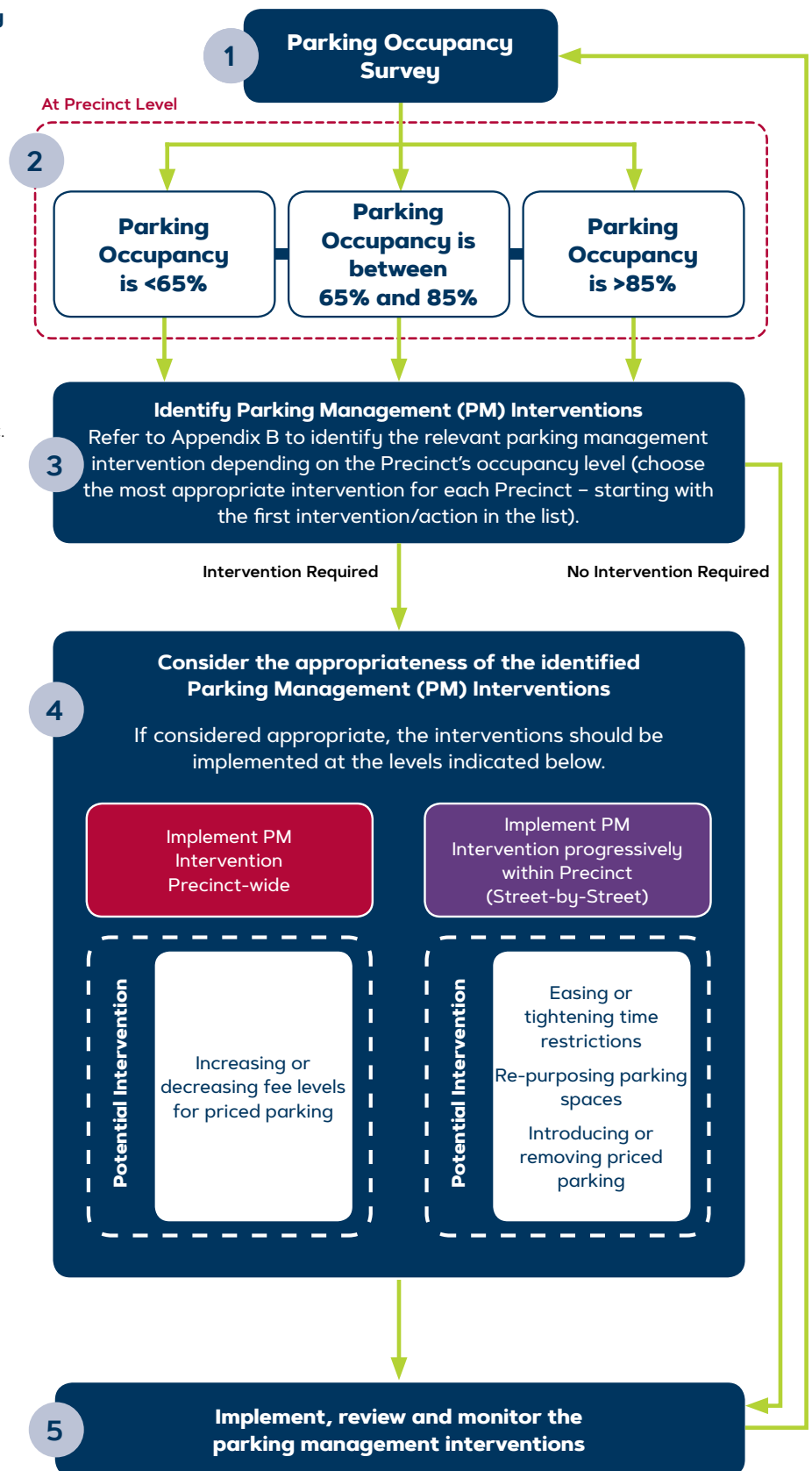Council should first consider engaging with businesses and/or residents 'if appropriate' before implementing parking management interventions.

The scale of implementation depends on the intervention type – refer to the red and purple boxes for the appropriate scale for implementation.

Step 5: Implement, review and monitor the parking management interventions
The PM interventions will require monitoring to understand community satisfaction and performance.

The success of PM interventions are to be reviewed at the conclusion of the 'follow up' parking occupancy survey.

1 — Parking Occupancy Survey

At Precinct Level

2

Parking Occupancy is <65%

Parking Occupancy is between 65% and 85%

Parking Occupancy is >85%

3 — Identify Parking Management (PM) Interventions
Refer to Appendix B to identify the relevant parking management intervention depending on the Precinct's occupancy level (choose the most appropriate intervention for each Precinct – starting with the first intervention/action in the list).

Intervention Required | No Intervention Required

4 — Consider the appropriateness of the identified Parking Management (PM) Interventions

If considered appropriate, the interventions should be implemented at the levels indicated below.

Implement PM Intervention Precinct-wide

Implement PM Intervention progressively within Precinct (Street-by-Street)

Potential Intervention — Increasing or decreasing fee levels for priced parking

Potential Intervention — Easing or tightening time restrictions

Re-purposing parking spaces

Introducing or removing priced parking

5 — Implement, review and monitor the parking management interventions

APPENDIX E – PARKING MANAGEMENT FRAMEWORK DECISION TREE (OFF-STREET)

Step 1: Undertake Parking Occupancy Survey
Parking occupancy surveys are to be conducted at least every 12 months – subject to data collection capabilities.

Step 2: Review Parking Demand (Occupancy)
Survey results are to be further refined using an 'average peak-period occupancy' metric, identifying the highest four 'peak' hours of parking demand within a single day.

The average peak-occupancy level for each car park will fit into one of the three percentage ranges (refer to diagram).

Understand the reasons behind the identified occupancy levels caused by previous parking management interventions, land-use changes etc. Review the function of the car-park if required.

Step 3: Identify interventions for parking management (PM) based on the Car Park Function and its parking demand (occupancy levels)
Choose the most appropriate intervention for each car park depending on its function and occupancy level – starting with the first intervention in the list.

Step 4: Consider appropriateness of implementing parking management interventions
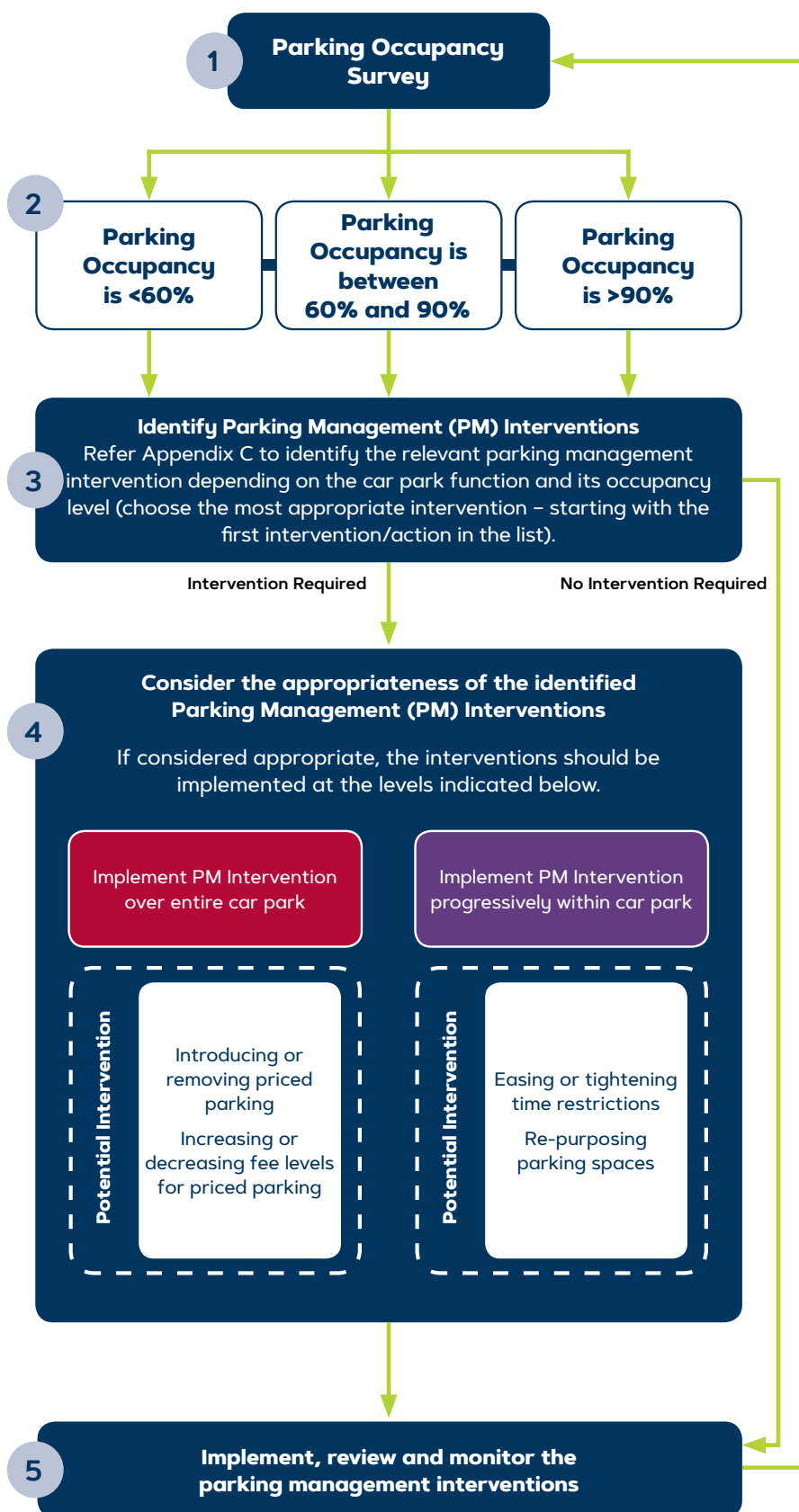Council should first consider engaging with businesses and/or residents 'if appropriate' before implementing parking management interventions.

The scale of implementation depends on the intervention type – refer to the red and purple boxes for the appropriate scale for implementation.

Step 5: Implement, review and monitor the parking management interventions
The PM interventions will require monitoring to understand community satisfaction and performance.

The success of PM interventions are to be reviewed at the conclusion of the 'follow up' parking occupancy survey.

1 Parking Occupancy Survey

2 Parking Occupancy is <60% | Parking Occupancy is between 60% and 90% | Parking Occupancy is >90%

3 Identify Parking Management (PM) Interventions
Refer Appendix C to identify the relevant parking management intervention depending on the car park function and its occupancy level (choose the most appropriate intervention – starting with the first intervention/action in the list).

Intervention Required | No Intervention Required

4 Consider the appropriateness of the identified Parking Management (PM) Interventions

If considered appropriate, the interventions should be implemented at the levels indicated below.

Implement PM Intervention over entire car park | Implement PM Intervention progressively within car park

Potential Intervention: Introducing or removing priced parking / Increasing or decreasing fee levels for priced parking

Potential Intervention: Easing or tightening time restrictions / Re-purposing parking spaces

5 Implement, review and monitor the parking management interventions

APPENDIX F – PARKING TIME LIMIT GUIDELINES

Austroads Guide to Traffic Management – Part 11: Parking, can be used as a reference tool when setting appropriate time restrictions, as guidance is not based solely on the overall parking demand experienced within the area being assessed. Consideration also needs to be given to the land-use context of the surrounding area.

Time Period	Applications of these Periods
5-minute	- Areas with very high arrival rates, for example where passengers are dropped off, but some waiting is likely - May apply in cinemas, post offices and hotels and may potentially be used in business districts and schools
10-minute or ¼ hour (15-minute)	- For areas with high turnover outside commercial facilities providing a high level of convenience such as banks, post offices, milk bars and newsagents - For pick-up and set-down outside schools - Only appropriate for motorists who go to one address
½ hour (30-minute)	- For areas directly outside local shops that rely on providing a reasonably high level of convenience to maintain a competitive market position - There is usually a high demand and one-hour parking would result in inadequate parking turnover - Half-hour restriction allows people to go to 2–3 shops
1 hour (60-minute)	- Areas outside major shopping centres and in other locations where there is a demand for parking and the activity is likely to take longer than half an hour (e.g. commercial developments providing professional and personal services) - This type of parking is able to be diverted to off-street locations, but parking access needs to be clearly visible from the frontage road
2 hour (120-minute)	- Sometimes appropriate outside major shopping centres although it can result in enforcement difficulties with some motorists staying excessively long times - More likely to be applicable in areas with developments containing professional and personal services - Also applicable on streets where a resident parking permit scheme applies, and time limited parking is available for non-residents - The 2 hour limits results in commuter parking being removed - This type of parking can also be diverted into off-street car parks, access to the car park can be provided via other streets but access arrangements need to be clearly identifiable from arterial roads
4 hour (240-minute) Also applicable for 3 hour (180-minute)	- Appropriate where it is desired to stop all-day commuter parking but allow parking by other local people - This type of parking can also be diverted into off-street car parks. While it desirable that car park access is identifiable from the arterial road, it will often be acceptable to assume that motorists are relatively well informed regarding the access arrangements for the site
No time limit (all day) Unrestricted	- Usually generated by employees or park and ride motorists and will occur across all types of development - Does not require signs to be used to indicate that parking is permitted where there is no time limit or no user limitation

Source: Damen, P. and Huband, A. (2008). Guide to Traffic Management Part 11: Parking. Sydney, Australia: Austroads