

# Richmond and Motueka town centre parking strategy

2018 – 2038





## WHAT IS THIS STRATEGY ABOUT?

This document sets out Council's approach to managing town centre parking for cars and other vehicles in Motueka and Richmond. It focuses on Motueka and Richmond because these are our largest urban areas and parking in these towns is under the greatest strain. Richmond's parking pressures are particularly acute.

This document summarises the interventions for customer, visitor, staff, and resident parking, as well as outlining what Council is trying to achieve. It puts forward a long term plan for addressing known and anticipated car parking issues. The purpose of doing this is to ensure that Council's approach to town centre parking is efficient and effective. The Strategy will inform decisions within Council's Long Term Planning and Resource Management Planning processes that will provide for the creation and management of parking facilities for various forms of transport.

Motueka and Richmond are growing from small rural centres into towns in their own right that residents live, work, play and trade within. This strategy finds a balance for these towns as they transition into thriving urban areas. Parking has traditionally catered for cars. Changing demographics, technological advances and growth in our urban environments means our response is not only about creating parking spaces but encouraging forms of transport that do not require the same level of land resources.

You can see a summary of our parking plan on page 11.

# WHAT ARE WE TRYING TO ACHIEVE?

The Council has four objectives that guide this strategy and future parking decisions.



## MANAGING DEMANDS

Parking options meet the reasonable demands of residents, customers, visitors and workers in the Motueka and Richmond town centres.

People should have good access to businesses and services located in the town centres. The role parking services play in achieving this objective needs to be reasonable. That means finding a level of provision and convenience that balances the needs of different users against the competing demands of that land and the costs associated with providing and maintaining car-parks.



## BEST VALUE

Make the most efficient and effective use of parking resources, getting the best value from land available for parking over time

We need to get the most value we can from existing and future parking and land resources. This means recognising the importance of efficiency and value for money, as well as taking a cautious approach to significant investment. We can do this through initiatives that maximise the use of existing parking areas by prioritising the use of existing parking spaces, and by ensuring the parking space potential of existing parking areas is maximised, including on-road parking. Investing in new parking should first focus on maximizing the efficiency and effectiveness of existing parking areas before growing car park capacity.



## HOLISTIC

Maximise efficiency of the whole transport system

The need for carparking and how it is managed is fundamentally linked to how people travel and what options are available to them. Removing obstacles to other forms of mobility such as walking and cycling or public transport helps relieve carparking pressure as well as providing other benefits to our community and transport systems. Carparking itself can help shape travel patterns and behaviours and how we manage this resource needs to support our other objectives for the transport system.



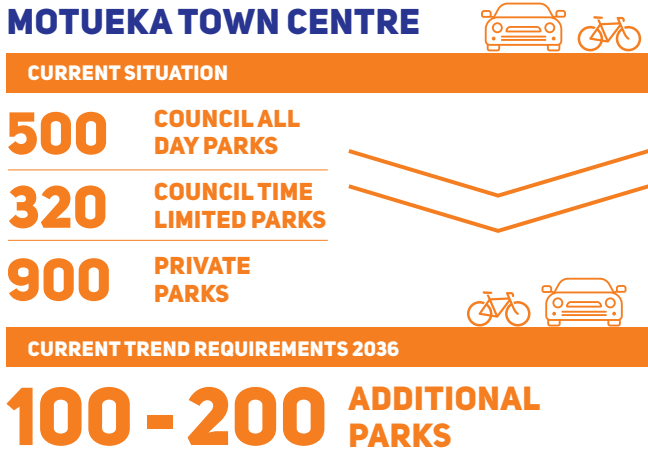
## PRUDENT

Low risk, least regret approach to investment that is agile enough to respond to opportunities and challenges that might arise

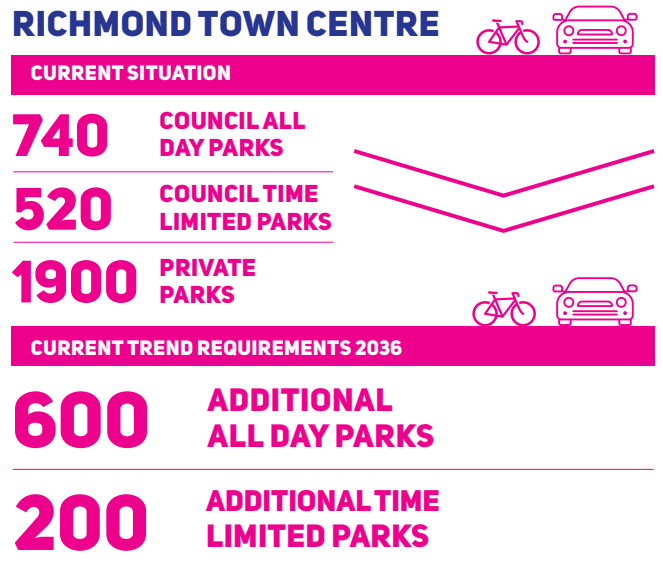
Tasman has an aging population and high growth. Disruptive transport technologies are potentially just around the corner. How exactly these will affect transport and parking needs over time is uncertain. Because of these uncertainties, we need to take a conservative, risk-averse approach to significant investment into parking solutions based on future demand based on current transport patterns. But it also means we need to be able to respond to opportunities as and when they arise.

# WHAT ARE THE ISSUES?

Parking demand has grown in Motueka and Richmond. Parking in Motueka is adequate for most of the year, issues arise during the peak Christmas-summer period due to high seasonal employment and tourism. Richmond has a large retail area and growing commercial employment which is stable but does experience peaks around the holiday season. These parking demands will increase if current trends continue.



- Time restricted parking is at capacity during Christmas and summer, and demand is forecast to grow
- Conflict between high traffic flow and the use of access to time-restricted parking along High Street
- Underutilised off-street parking, even during times of high demand
- High levels of non-compliance with time restricted parking



- Time-restricted parking is at capacity approaching and during Christmas, and demand is forecast to grow
- All-day parking within the town centre is at capacity and demand is forecast to grow
- High levels of non-compliance with time restricted parking
- Many small scale, privately owned, scattered private parks that have low use and interact poorly with surrounding environment, aggravated by arbitrary and restrictive rules for on-site parking
- All day parking is spreading further into adjoining residential streets

Whether those trends continue depends on a range of factors, including population growth, tourism growth, development of the Richmond West and Motueka West mixed business and retail zones, and potential supermarkets at the Richmond periphery. These future activities may change demand for Motueka and Richmond town-centre parking. Unknowns that may also impact demand for private car parking include the effect of an aging population, use of public transport, technological changes in personal transport, and global and national economics.

In addition to these considerations, Council's Housing Choice plan change which enables medium density housing close to town and Town Centre Re-development projects are relevant to this Strategy. In particular, the former may result in increased population density and pressure on street-side parking around the periphery of the Richmond town centre. As well as projects such as the Queen Street upgrade, these are also indicators of towns that are changing as they grow, shifting from being a rural service town to an urban centre. How we perceive and manage our parking has taken them into account.





## WHAT ARE OUR INTERVENTIONS?

In simple terms, Council is addressing parking issues in Motueka and Richmond by first managing existing parking areas better and then creating additional capacity. The range of interventions the Council has for achieving its car-parking objectives are below.

### BETTER USE OF EXISTING RESOURCES

#### ALTERNATIVE TRANSPORT

Use of alternative modes of transport over more traditional single occupancy vehicles can reduce the demand of parking resources.

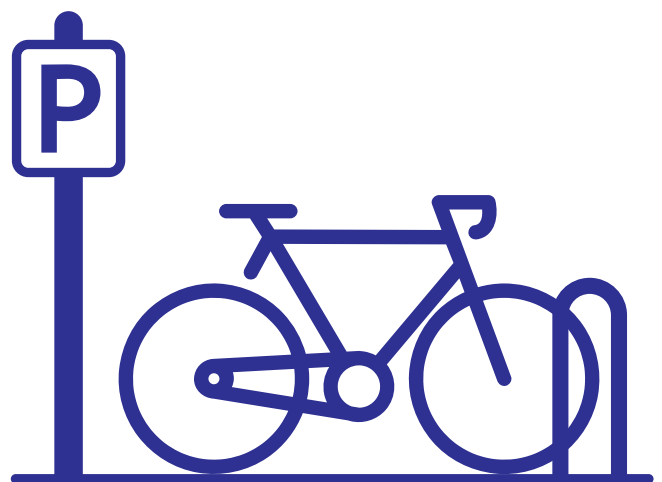


Alternative modes of transport will have a high priority to assist Council in meeting needs of an aging population, meet emissions reduction and minimise the need for motor vehicle use.

Public transport, walking, cycling and car-pooling will be encouraged through prioritised infrastructure in prominent locations and investment of our network to provide safe and convenient routes to the town centres.

Cycling networks will include cycle park spaces in prominent and convenient areas that provide attractive facilities to secure cycles and charge electric cycles. Walking networks include seated areas to rest and trees along routes to provide shade and amenity.

People using carpooling will have convenient and priority parking over single occupancy vehicles.





## PUBLIC CARPARK AREAS

Larger carparks tend to be an efficient form of parking, and can be more convenient for customers by reducing search times and improving car parking occupancy rates.

Additional car spaces will be added to public carpark areas, especially where existing car parking elsewhere has been reduced to improve alternative transport modes. This can be achieved through a combination of new layouts and acquiring adjacent under-utilised private carparks or land, resulting in more spaces being created within existing locations.



## PRIVATE CARPARK AREAS

The current Tasman Resource Management Plan rules requires commercial development to provide parking spaces, these rules are being reviewed to enable better parking efficiency.

Funds that are contributed to Council in lieu of creating park spaces for commercial property can be utilised to advance alternative transport projects to limit demand on parking as well as creating additional car spaces.

Council can work with landowners of underutilised private parking areas to allow use by the general public.



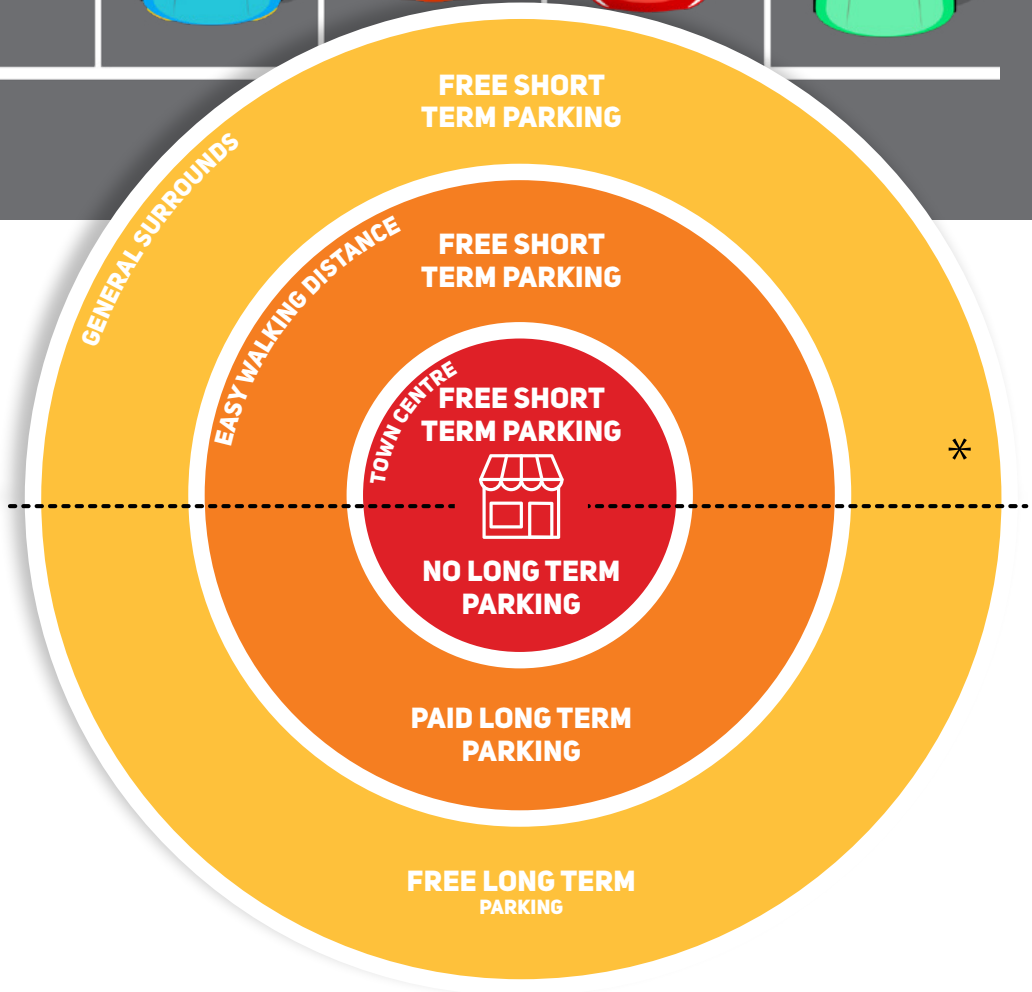
## TIME-RESTRICTED PARKING

Shifting some all-day parking within easy walking distance to time-restricted parking will meet the growing demand from shoppers and visitors to the centres\*.

Time restricted parking will grow in stages from existing time restricted parking close to shops on both on street and off street parking spaces. Growth will occur where existing time restricted parking occupancy exceeds 90%.



**TARGET:**  
**LESS THAN 90%**  
**OCCUPANCY OF TIME**  
**RESTRICTED PARKING**



## PAID PARKING

User pays systems can help to redistribute demand from prime locations into underutilised ones. Paid parking also encourages, the use of alternative transportation, such as public transport.

Paid parking will progressively replace some free long term day parking within easy walking distance parking areas\*. Paid parking will be introduced after alternative transport networks are in place.

Any surplus created from paid parking will be re-invested in meeting the parking strategy goals.



## SIGNAGE AND INFORMATION

Appropriate visible signage in high demand areas can be used to redirect cars to car parking areas, especially for out of town visitors and other people less familiar with Motueka or Richmond. This is a very cost effective way of making better use of existing carparks.

All off street parking will have adequate signage to improve identification of available parking spaces. Additional signage and information services will be created to assist areas that have a high level of users who are unfamiliar with the area. This will include speciality parking for larger vehicles, bikes or for the disabled.







## ENFORCEMENT AND COMPLIANCE

The high level of non-compliance in both Motueka and Richmond are affecting the efficient use of parking spaces. People are parking too long in prime locations and consequently the rate that these parks "turnover" is too low.

Parking enforcement will be moderated to achieve an average non-compliance rate of no more than 10%.



**TARGET:**  
**90% COMPLIANCE WITH PARKING CONTROLS**



## SEASONAL PARKING

The period around Christmas and the summer holiday period, leads to a higher demand for parking resources than is usual throughout the year. Catering to this short period of time would lead to an oversupply of parking for the remainder of the year.

Addressing this will depend on the scope of the issue and the severity in each town centre. The response could involve one or more of the following interventions for the duration of the summer season only:

1. Increase the time an enforcement officer monitors the area
2. Introduce a greater number of time restricted parking spaces
3. Provide overflow parking locations

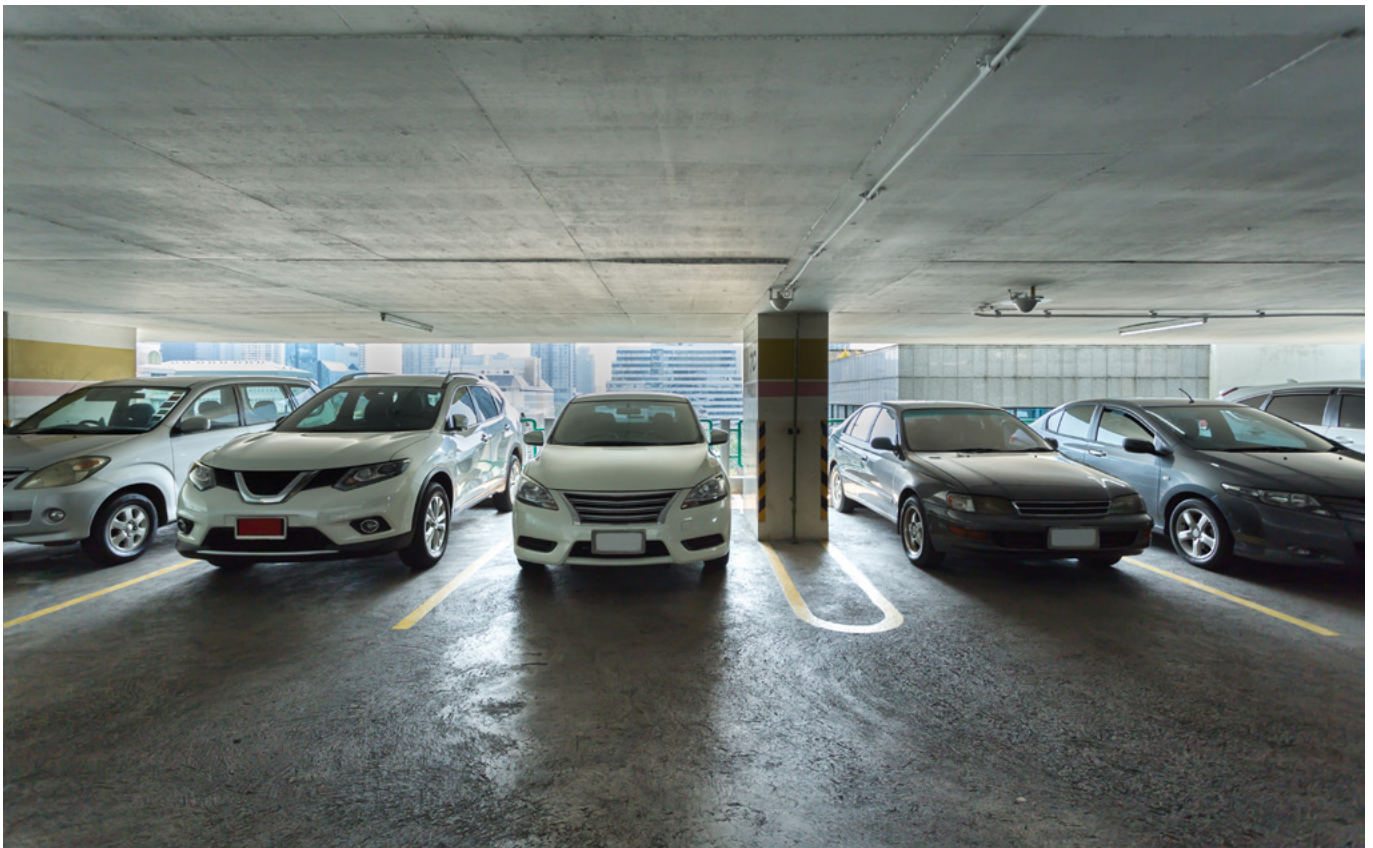




## CREATING NEW PARKING RESOURCES

### BETTER USE OF EXISTING PARKING AREAS

There are opportunities to increase the parking supply and efficiency in public parking spaces. This can be achieved through a combination of new layouts and acquiring adjacent under-utilised private carparks or land, resulting in more spaces being created within existing locations. Council will prioritise alternative transport over increases in additional car park spaces. New car spaces may be created in existing parking areas to offset car park spaces lost to encourage alternative transport modes.



### NEW PUBLIC CAR PARKING AREAS/FACILITIES

Creating new parking areas and parking buildings can alleviate parking demands, but it also encourages vehicle use. Major new council car parking areas or facilities would only be considered when the free all day parking target is exceeded. This target is not expected to be exceeded within the timeframe of this strategy. Any proposal to construct a private parking building on council land is inconsistent with this strategy, but will be considered on its merits.





## MANAGING PARKING ISSUES

### DISABLED AND VULNERABLE USERS

As our population get older, there will be a greater proportion of people that have limited mobility. We need to ensure that our transportation systems facilitate all users.

Parking time limits will be increased to double the posted limit up to a maximum of two hours for vehicles displaying mobility parking permit. Additional parking spaces for speciality mobility and vulnerable user's vehicles will be created in prominent off-street parking areas to address changes in vehicles to meet needs. On-street loading zones will be developed to cater for, taxis, ride sharing and courtesy coach need to drop off and pick up passengers.



### PARKING IN RESIDENTIAL STREETS

As our town centres grow, demand of parking resources will spill out of the commercial areas and into surrounding areas.

Council will undertake low intervention treatment on each residential street that has high parking demand. The interventions will focus on improving safety and accessibility for all users of the street. Council will create walking corridors to improve the safety and accessibility from areas of high residential parking demand into the main CBD.



**TARGET:**  
**ALL DAY PARKING WILL BE WITHIN 10 MINUTES' WALK TO THE TOWN CENTRE**

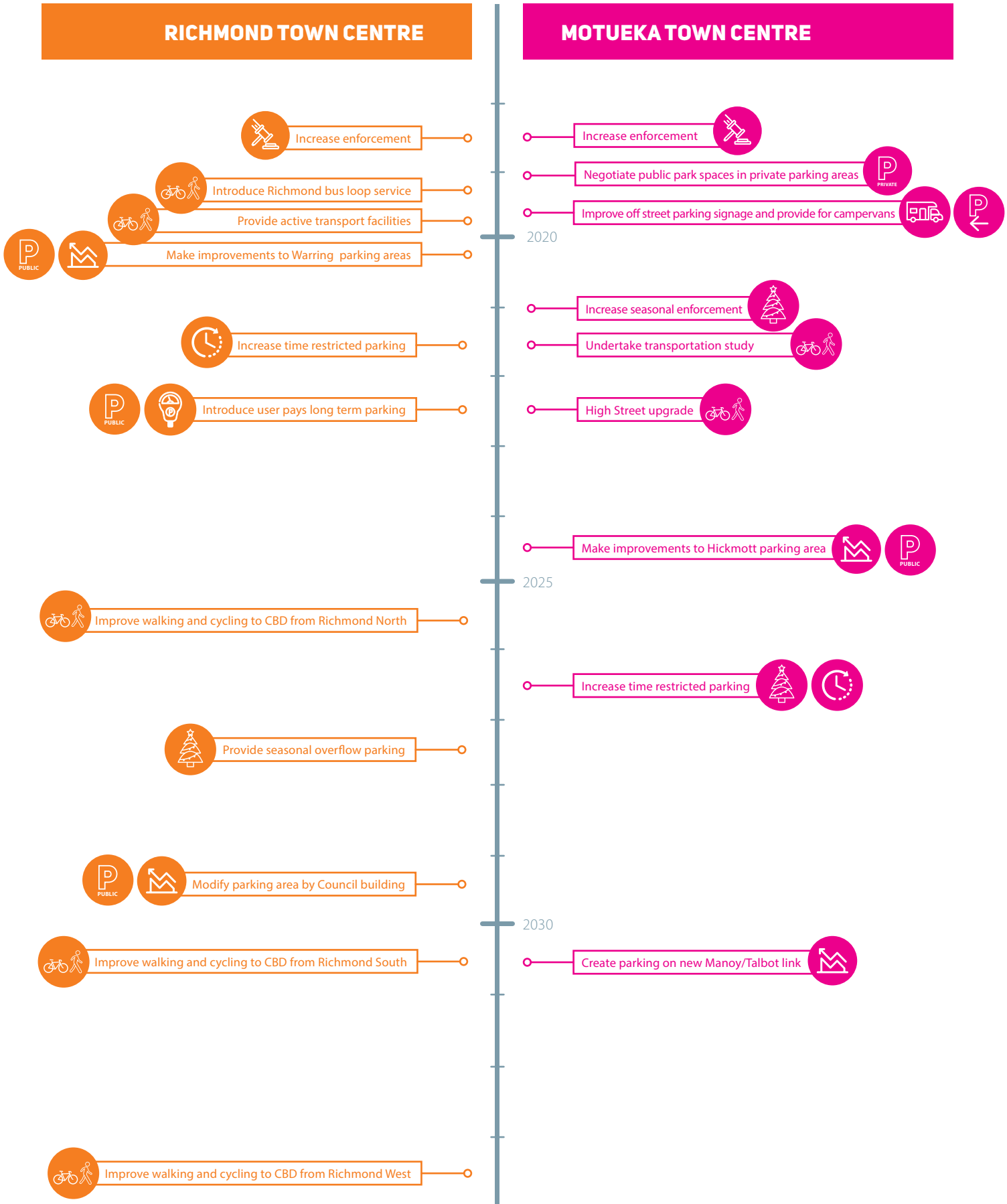
### CAMPERVAN AND OVERSIZED VEHICLES

Larger vehicles are using parking facilities more regularly. The use of campervans by independent tourists and the number of retirement villages are projected to rise increasing the frequency of these types of vehicles. The additional size of these vehicles can create hazards when using car park spaces.

Council will create specific priority parking spaces for larger mini-buses that are used by rest homes and other community groups. Campervans will be encouraged to use off-street or side street parking areas that cater for their larger size instead of main street parking spaces.



# OUR PROPOSED PARKING PLAN



Issues resulting from parking will be continually monitored by Council and will be responded to using low cost interventions identified in this strategy.





*Feel free to contact us:*



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