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Mosman Parking Strategy For Mosman Municipal Council

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1 Introduction

1.1 Background

Mosman Council (Council) is responsible for the management of on-street parking as well as a number of off-street multi storey and at grade car parks within the Local Government Area.

The location of the 648 off street public car spaces managed by Council in the retail and commercial precinct is illustrated in Figure 1 below:

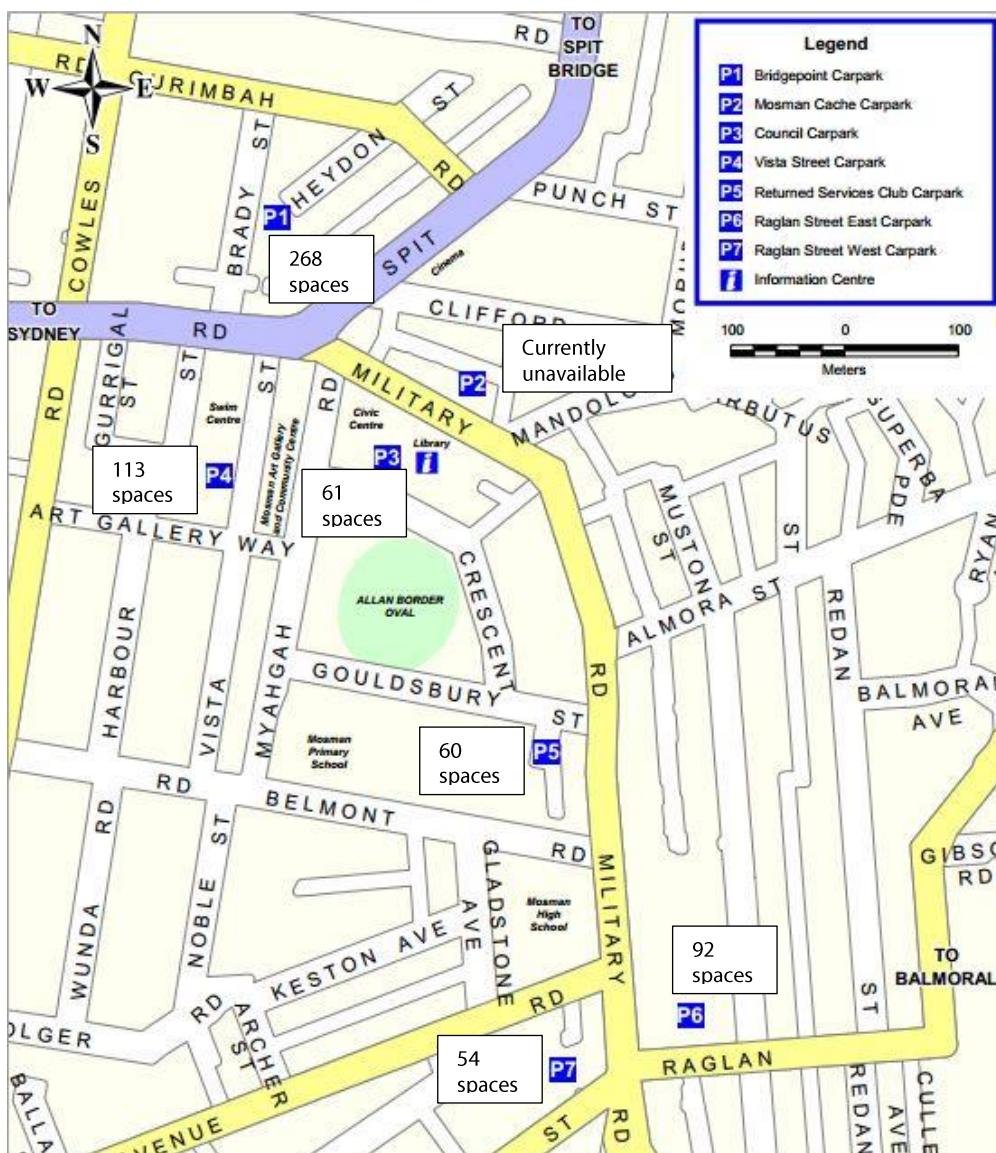


Figure 1 Public Off street Car Parks¹

¹ <http://mosman.nsw.gov.au/residents/transport/public-parking-and-carparks>

In addition Council manages approximately 1,185² on street spaces with varying time restrictions in the area defined in 1.3 as follows:

Type of Restriction	# Spaces
Unrestricted	543
2P	324
1P	84
3P	54
1/2P	40
No Parking (specified time period during the day)	37
Truck/Loading/Work Zone	31
Clear Way	24
5mins P	11
Disabled	9
Special Use (include Police Council and Car Share spaces)	9
Bus Zone	7
10mins P	5
15mins P	3
Taxi Zone	3
Mail Zone	1
Total	1185

Table 1 Time Restrictions of On street car spaces

Council conducted a community survey in May/ June 2012 the results of which identified traffic management and the provision of car parking as Council services with the largest performance gap. Council incorporated this feedback into the Mosman Community Strategic Plan, MOSPLAN 2013-2023, which acknowledges the need for a managed parking strategy to meet the demands of residents and visitors.³

In July/August 2014 Council undertook a further Community Engagement Program to elicit feedback on parking issues from a broad cross section of the community as a first step in the development of a parking strategy. Feedback was collected via online and hard copy questionnaires and workshops for residents/visitors and businesses. The results of the program were detailed in a report which identified that “*parking is a problem Council needs to address*”.

Parking is a finite resource which is expensive to supply and maintain. It also competes with other land uses within the local community (e.g. public spaces, parks, shared road space, commercial and residential developments). Contemporary literature (domestic and international) advocates for local government to **reduce demand** for parking by encouraging other means of transport, rather than **increase supply**⁴. It also proposes:

- Short term parking should be closest to desired locations

² Austraffic-Mosman Parking Survey November 2007

³ Strategy 3 S3 Page 116 MOSPLAN 2013-2023

⁴ D. Shoup (2000), *The High Cost of Free Parking*, p. 229

- Parking spaces should be prioritised for desired users over others considering the parking needs of both private (commercial tenants and residents) and public users
- Parking controls should be undertaken in conjunction with the promotion of alternate transport modes, which includes encouraging businesses to provide initiatives for their employees to use alternate modes
- Parking should be easy to locate and managed by appropriate and easy to understand signage

However, a parking strategy should consider both the management of current supply and the needs of the future.

Free parking is subsidised by ratepayers and those that don't drive. It is expensive to provide and regulate and is socially, economically and environmentally unsustainable. People who use public transport are penalised as they pay whereas those who drive get to park for free. Contemporary literature suggests parking users should pay market prices for the space they occupy and the revenue used to improve public amenity⁵.

Mosman's population is forecast to grow as shown in Figure 2 below:

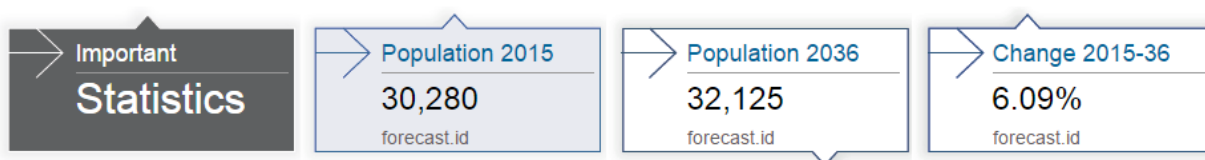


Figure 2 Mosman Council area population forecast 2015-36⁶

This growth, coupled with an increase in car ownership (6.1% from 2006-2011⁷) means that parking availability is likely to get worse contributing to:

- Increased traffic congestion
- Knock on environmental effects and
- Driver frustration.

Although the trend in the Mosman Council area is for an increasing number of employed persons (28.8%) using the bus, as illustrated in Figure 3 below, the majority of employed persons in the Mosman area in 2011 still travelled to work by car, either as a driver or passenger (approximately 40%)⁸.

⁵ Christian Seibert Vol.24 No 2 Winter 2008 POLICY, There's No Such Thing as a Free Parking Space p 12

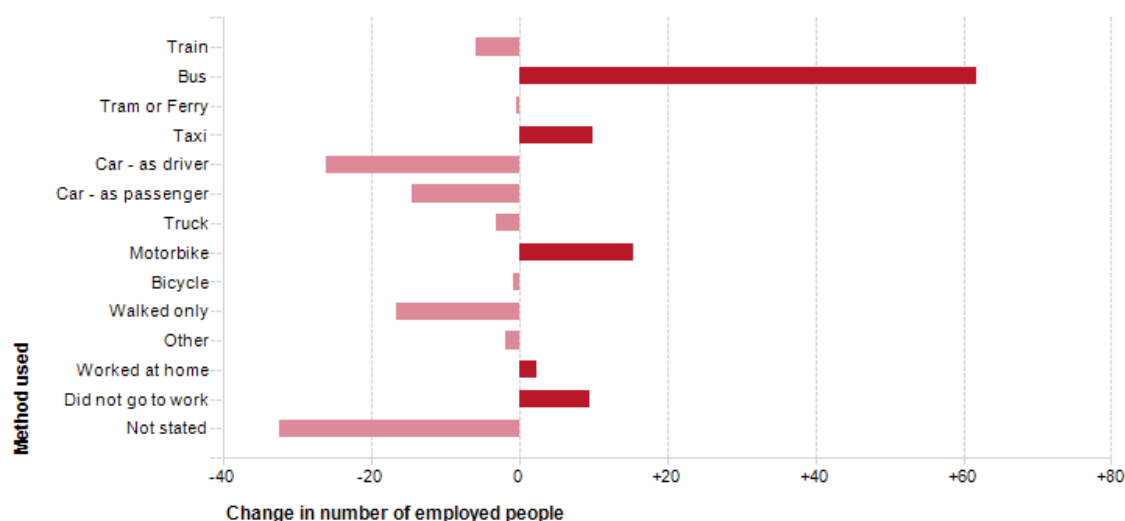
⁶ <http://forecast.id.com.au/mosman/home>

⁷ 2006 http://www.censusdata.abs.gov.au/census_services/getproduct/census/2006/communityprofile/SSC11681?opendocument&navpos=220 2011 http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/communityprofile/SSC11603?opendocument&navpos=220

⁸ <http://profile.id.com.au/mosman/travel-to-work?WebID=150>

Change in method of travel to work, 2006 to 2011

Mosman Central - Total employed persons



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011 (Enumerated data)
Compiled and presented in profile.id by .id, the population experts.

.id the population experts

Figure 3 Change in Method of Travel to Work, 2006-2011

Also, of the 7,874 people who work in the Mosman Council area, 2,718 or 34.5% live in the area⁹, which may require them to use their car when travelling to and from work and provides scope for promoting alternate modes such as walking, cycling, etc.

All of these statistics and trends indicate that the identified problem of parking in Mosman is likely to worsen in the future and as such supports Council's commitment to create a framework for the management of on street and off street parking, being one of its most important infrastructure assets.

1.2 Aim of Strategy

The aim of a sustainable parking strategy is to achieve a fair distribution of available parking spaces (on street and off street) to satisfy the needs of the community at different times of the day, week, year as well as into the future.

The Strategy is designed to assist Council by providing a framework to manage future change required to meet the Community's parking needs.

1.3 Where Strategy Applies

The strategy detailed in this document refers to the area encompassing the commercial hubs of Spit Junction and Mosman Junction as defined in Figure 4 below:

⁹ <http://profile.id.com.au/mosman/workers>



Figure 4 Study Area

1.4 Terms of Reference

This strategy is to be considered in conjunction with other Council policies including:

- the Local Environmental Plan (LEP) 2012 ,
- Residential Development (amended May 2004) and Business Centres (March 2000) Control Plans
- Bicycle Plan 2014-2017
- The Mosman Council Policy on Resident Parking Scheme (5 June 2007)
- Mosman Accessibility Strategy and
- Mosman Pedestrian Access and Mobility Plan (January 2011)

All of the above policies aim to reduce car dependency by promoting the use of public transport, cycling and walking, particularly for local trips.

The development of this parking strategy is based on the specific needs identified within the Mosman area defined in 1.3 as well as extensive research on best practice, including strategies developed by other councils (in Australia and overseas) and therefore takes into consideration contemporary and generally accepted principles of sustainable parking management.

2 Strategy Goals & Outcomes

2.1 Strategy Goals

The main goals of the Parking Strategy are as follows:

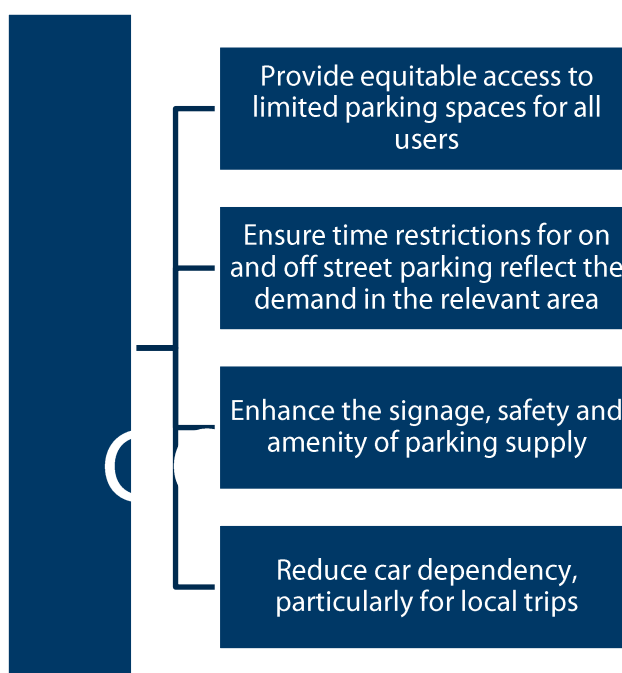


Figure 5 Strategy Goals

2.2 Options

Following the recent community engagement program a number of options were considered and discussed via a stakeholder group consisting of invited representatives from the Chamber of Commerce, local schools within the study area, Bridgepoint, Council, Mosman RS Club, Parking & Traffic Consultants and the community.

Further feedback was sought on the options proposed for consideration in a Community workshop held in November 2014.

The options submitted to Council are summarised in Figure 5 below:

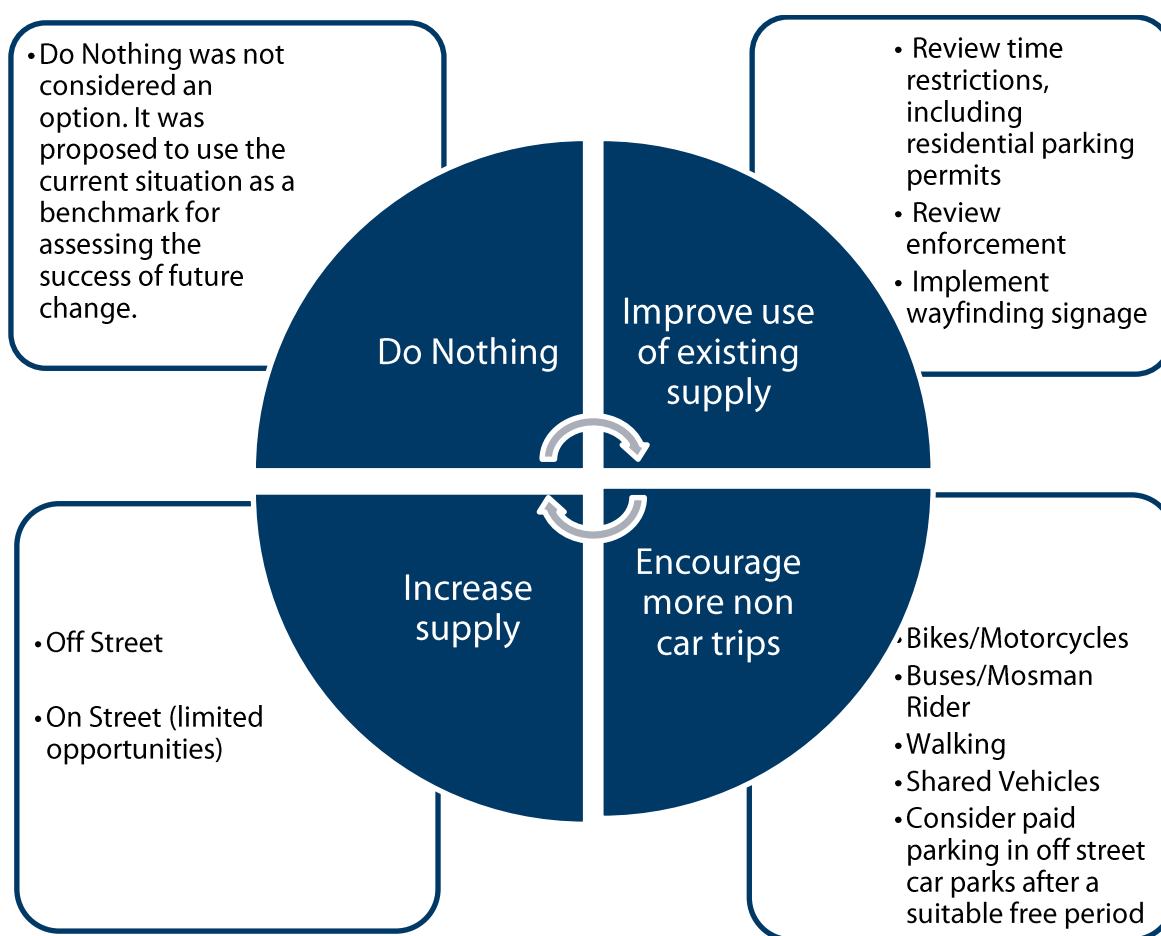


Figure 6 Options for Consideration

2.3 Outcomes of the Consultation Process

Following the consultation process outlined in 2.2 it was determined that the desired outcomes of the strategy are as follows:

- Improve use of the existing supply
- Encourage more non car trips, and,
- Increase off street parking supply as part of an overall masterplan rather than addressing individual development opportunities.

There are a number of other related objectives which, whilst not forming part of this document, need to be considered in developing the implementation plans:

- households with access to off-street parking should be encouraged to use it rather than parking vehicles in the street
- pedestrians and cyclists should enjoy safe and accessible space on the streets
- rules surrounding new developments should consider availability of public transport and other options for encouraging reduced reliance on motor vehicles when setting guidelines for parking supply (including bike parking and accommodating car share schemes)

2.4 Framework

In implementing any strategy a robust framework is required to manage change. Council will follow the framework detailed in Figure 7 below before implementing any change.

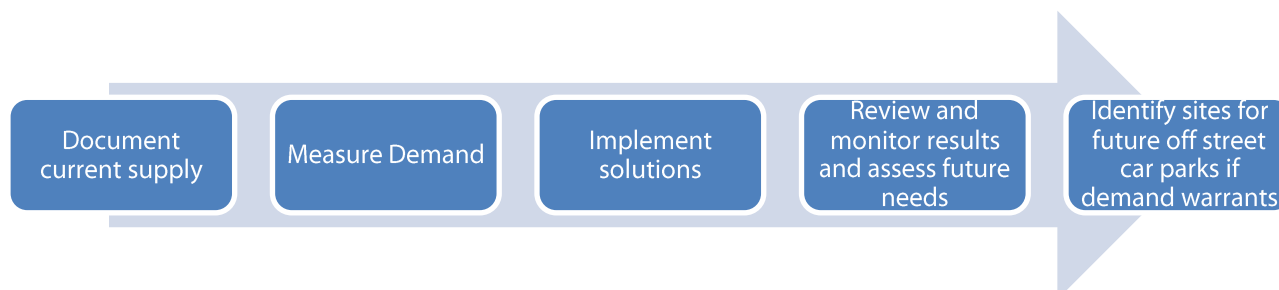


Figure 7 Strategy Framework

- **Document Supply** – it is important Council has up to date records of the parking supply both on street and off street recording use (e.g. loading zone, disabled parking etc.) and time restrictions (1/2P, 1P, permit parking etc.) which provides a base position from which to manage future change.
- **Measure Demand** – Regular occupancy and length of stay surveys are required to measure demand at different times of the day to ensure appropriate parking controls and compliance thereof.
- **Implement Solutions** – As parking occupancy in a given area approaches 85%, being practical capacity, proposed solutions to be implemented in a controlled manner after community consultation. Supply records to be updated for any change accordingly.
- **Review and Monitor results** – it is important to monitor the outcome of any change through regular surveys to ensure appropriate parking controls are in place.
- **Identify Sites for Future Off Street Car Parks** – Council will incorporate potential sites for off street car parks into their overall development masterplan to ensure appropriate planning controls are in place when the need arises

All change will be referenced back to the current situation to measure success. It is also proposed that the community consultation process will continue as part of the above framework and that information about parking strategies and implementation plans will be incorporated into Council's website, the Mosman Daily and other communication tools, including social media as appropriate.

The collection of parking data and information on an ongoing basis is imperative to enable Council to measure the success of implemented strategies. To ensure this is undertaken in a cost effective manner Council will:

- Prepare a specification for documenting and updating parking inventory inclusive of number of spaces and type of restrictions
- Develop a program for conducting occupancy and average length of stay surveys in accordance with an agreed timetable and encompassing different times of day, days of the week and with regard to seasonal impacts, and
- Develop a reporting package incorporating graphs for use in future reporting of parking demand and the effects of implementing change.

3 Strategy

3.1 Improve Use of Existing Supply

Existing supply can be improved by maximising turnover, by matching supply to demand, by ensuring in general that shorter term stays are satisfied on street and longer stays off street and by providing wayfinding and capacity signage to ensure it is fully utilised,

The specific strategies considered in this section are:

3.1.1 Time Restrictions

STRATEGY: Determine time restrictions to ensure that the closer the parking supply is to the commercial hubs, the shorter the time restriction.

An indicative illustration is shown in Figure 8 below:

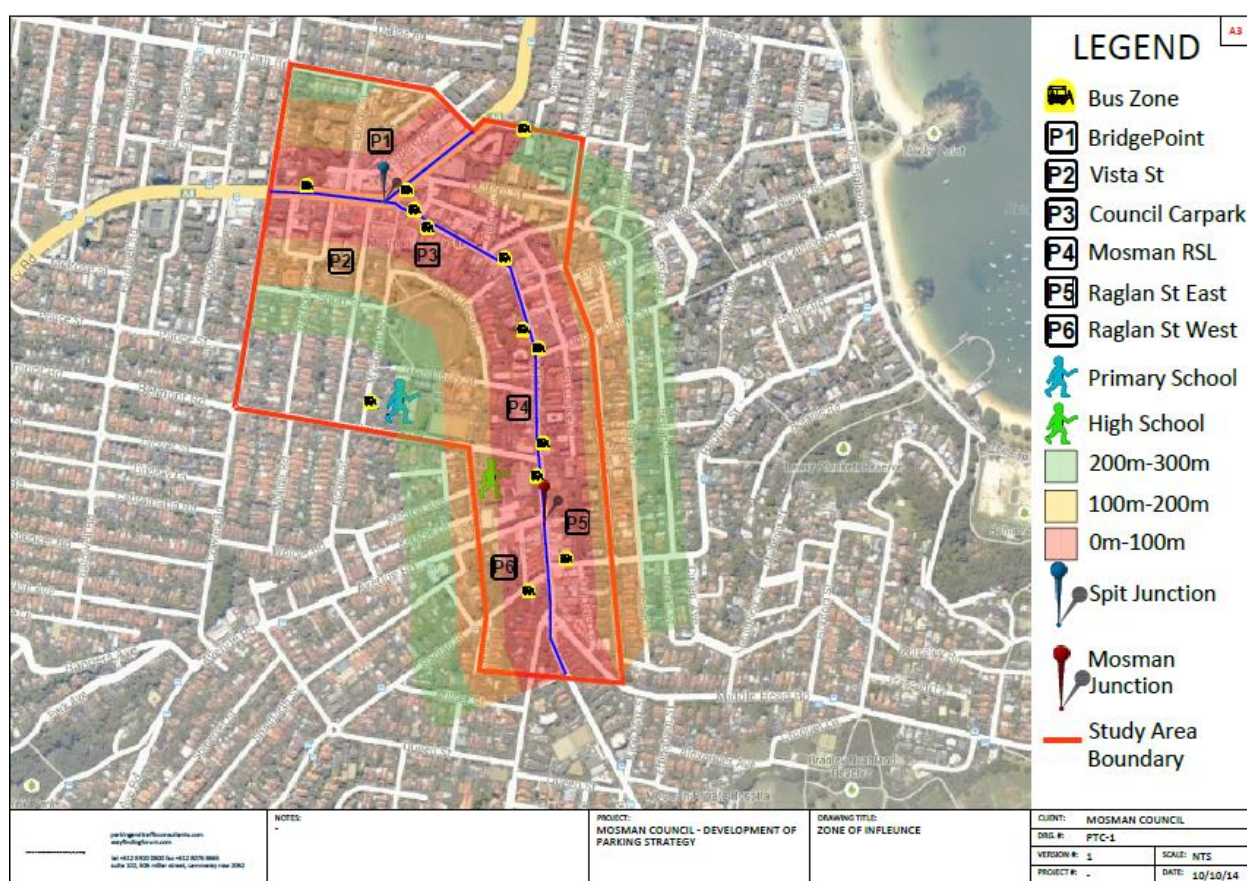


Figure 8 Indicative Zones for Time Restrictions

The recommended time restrictions based on distance from commercial centres is as follows:

- ▶ 0-100m: ½ P (Military Road and Spit Junction), 1P other
- ▶ 100-200m: 1P
- ▶ 200-300m: 2P

Allowance needs to be made in regard to specific locations (e.g. pick and drop off in front of medical centres, schools etc.) to be determined on a case by case basis (e.g. ¼ P).

STRATEGY: shorter time restrictions should apply to on street parking supply vs off street parking supply

The general principle, recognised across Australian local government areas as well as overseas is that only those drivers who want to make a short stop at a particular location should park in the street, whilst drivers who want to spend longer periods (or even all day) should park in off street car parks.

STRATEGY: where occupancy levels exceed 85%¹⁰ on a consistent basis, consider a change in time restrictions to manage parking demand as follows:

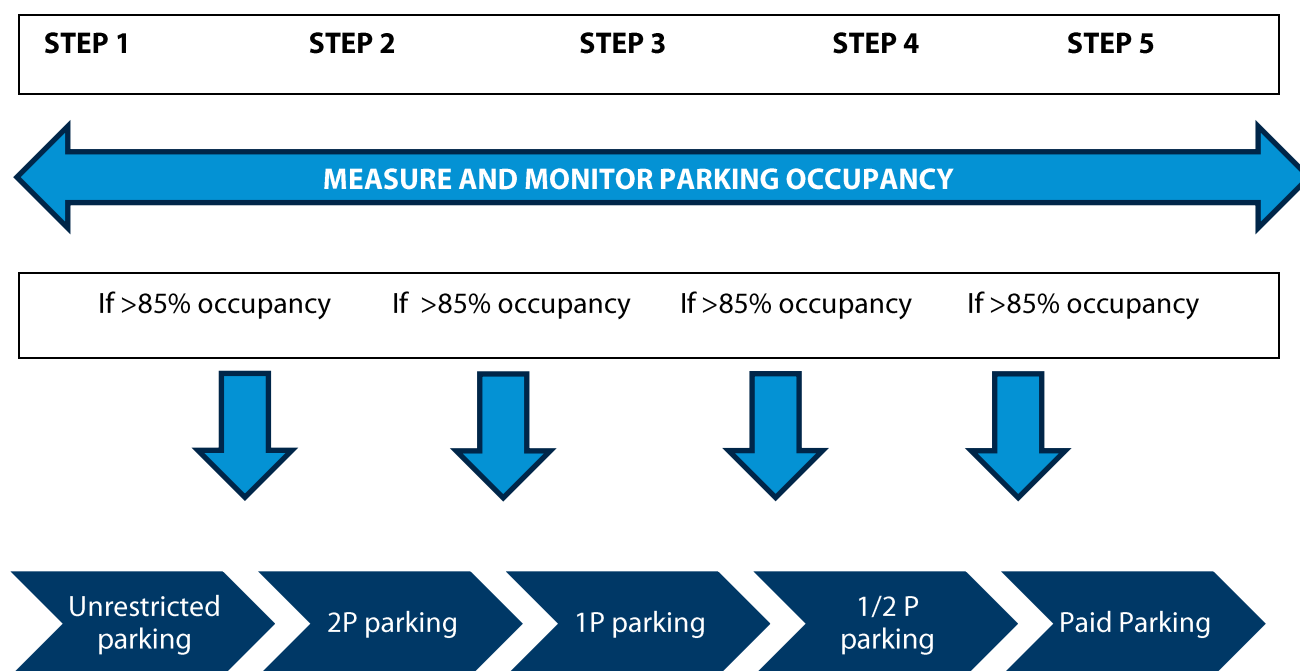


Figure 9 Framework for managing Demand using Time Restrictions

¹⁰ Concept of practical capacity; being the level of utilization at which potential parkers perceive parking is full

Following the framework discussed in 2.4, Council will review the regular occupancy surveys conducted to measure parking demand and where appropriate consider changing time restrictions to manage demand i.e. reduced time restrictions will increase turnover and therefore supply. Conversely, if areas record low levels of occupancy Council may increase or remove time restrictions.

ACTION:

- While some parts of the study area (defined in 1.3) might have the correct time restrictions in place the recommendation is for all streets and car parks to be reviewed with regard to appropriate time restrictions for off street and on street parking.

3.1.2 On Street User Group Allocation

As in all suburban commercial centres, there is strong competition for the limited parking supply from a number of user groups as illustrated in Figure 10 User Groups below:



Figure 10 User Groups

STRATEGY: Council will consider the needs and priorities of the various user groups to create a safe environment, improve kerbside road efficiency, support amenity in residential areas whilst fostering a vibrant environment in the retail and commercial hubs and ensure that the aged and disabled members of the community are not disadvantaged.

The following hierarchy is a guideline for use in developing the action plan:

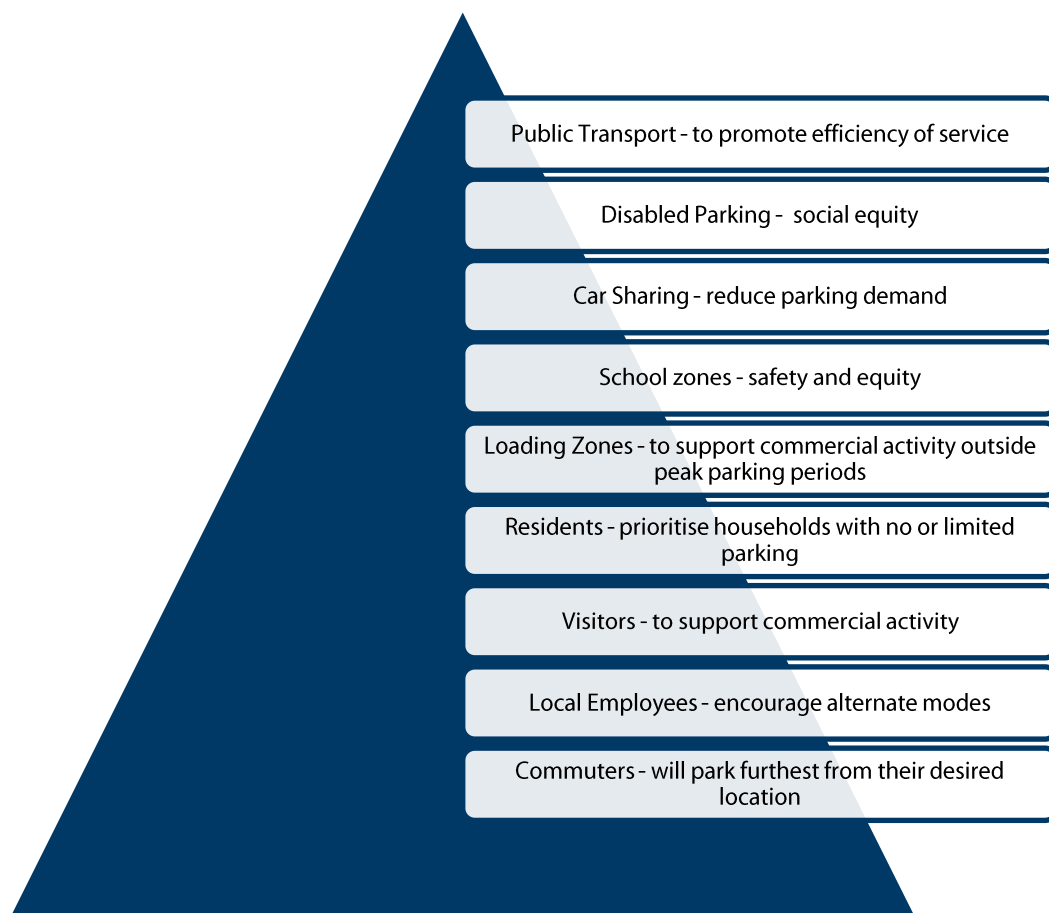


Figure 11 Kerb side Hierarchy

As it is an objective of the Strategy to promote alternate modes of transport, public transport access and car sharing are given high priorities in the hierarchy. Accessible parking for disabled parkers and school zones are also prioritised to promote safety and social equity. Loading zones to support retail and commercial activity are given the next priority; however, it is intended to promote loading access outside peak parking times where appropriate. Residents, particularly those with no or limited off street parking and short term visitors to the area are the next priority. Local employees and commuters are ranked lowest priority as the strategy is designed to promote alternate modes of transport where possible and they, being all day parkers, are the user groups most likely to park furthest from their desired location.

In implementing the strategy the following requirements are to be considered:

- disability parking bays are to comply with the Australian Standards for Access (AS 2890.5 -1993) and the Mosman Accessibility Strategy

- the parking strategy is designed to reduce opportunities for non-residents and commuters to park all day in residential streets in the area defined in 1.3 where possible
- new resident parking schemes to be introduced in accordance with the Mosman Council Policy on Resident Parking Scheme 5 June 2007 (Mosman Parking Policy) where appropriate. Resident parking schemes may need to be considered where time restricted parking is introduced in residential streets.

The policy proposes the following four step process for Council to follow in reviewing a request for a resident parking scheme:

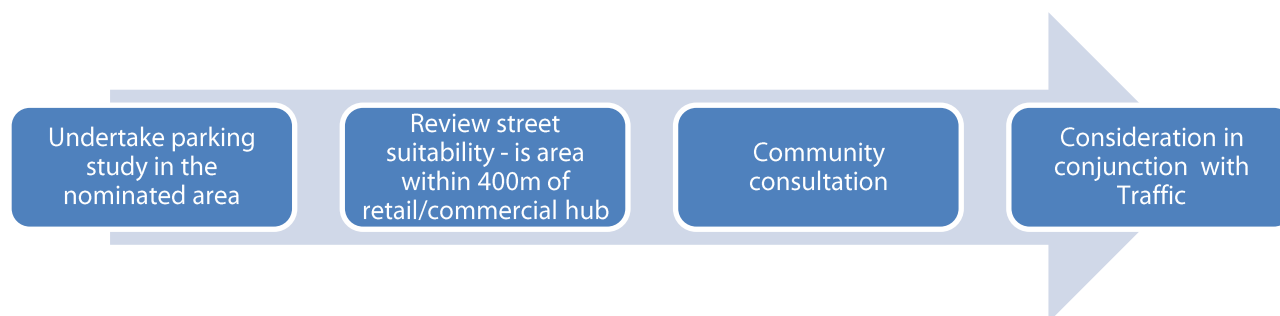


Figure 12 Process for reviewing applications for a resident parking scheme.

The Roads and Maritime Services (RMS) have published a guideline to Permit Parking (January 2011) (previously Permit Parking 2001) which provides mandatory procedures and guidelines for Council to follow when introducing a Resident Parking Scheme¹¹. These procedures and guidelines are incorporated into the Council Policy and recommend a **maximum** of two permits per eligible household (house or semi-detached dwelling; one permit per unit for multiple dwellings) are issued with the following priorities:

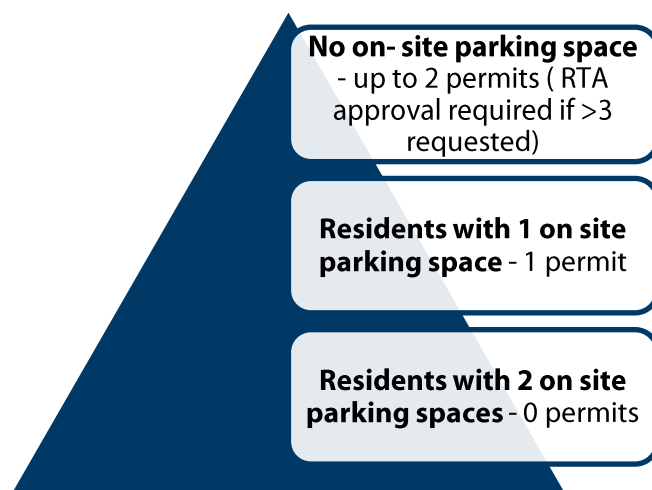


Figure 13 Priorities for issuing resident parking permits

Resident parking permits will not be issued to residents of new dwellings approved since July 1998¹².

ACTIONS:

¹¹ <http://www.rms.nsw.gov.au/business-industry/partners-suppliers/documents/technical-manuals/permitpkgv32.pdf> Section 9.4

¹² Mosman Council Policy on Resident Parking Scheme 5 June 2007 Section 9.5 page 6

- Develop a new Mosman Parking Policy incorporating the needs of all parkers,
- Review parking allocations in the Area defined in 1.3 to ensure there is an equitable amount of space set aside for each group on the basis of the priorities shown in Figure 11 Kerb side Hierarchy above,
- Review resident parking zones in conjunction with time restricted on street parking,
- Preparation of a zone map showing which areas are suitable for Resident Parking Schemes.

3.1.3 Signage and Wayfinding

One of the most common problems in town centres, particularly those such as Mosman that experience a significant number of visitors to the area, is that the location of off street car parks is not always well known. Even for some residents, some car parks may have a higher profile than others.

Furthermore, within each car park, there is available capacity at certain times of the day and days of the week and in some instances, physical areas where there is low utilisation most of the time (such as the lower level of Bridgepoint).

Maximising the use of current car park supply therefore entails the provision of reliable and up to date information to drivers as to the location and availability of parking within the area. An example of the Town Centre signage package proposed for Mosman is shown in Figure 14 below:

Spit Junction Car Park - External Signage Location Plans

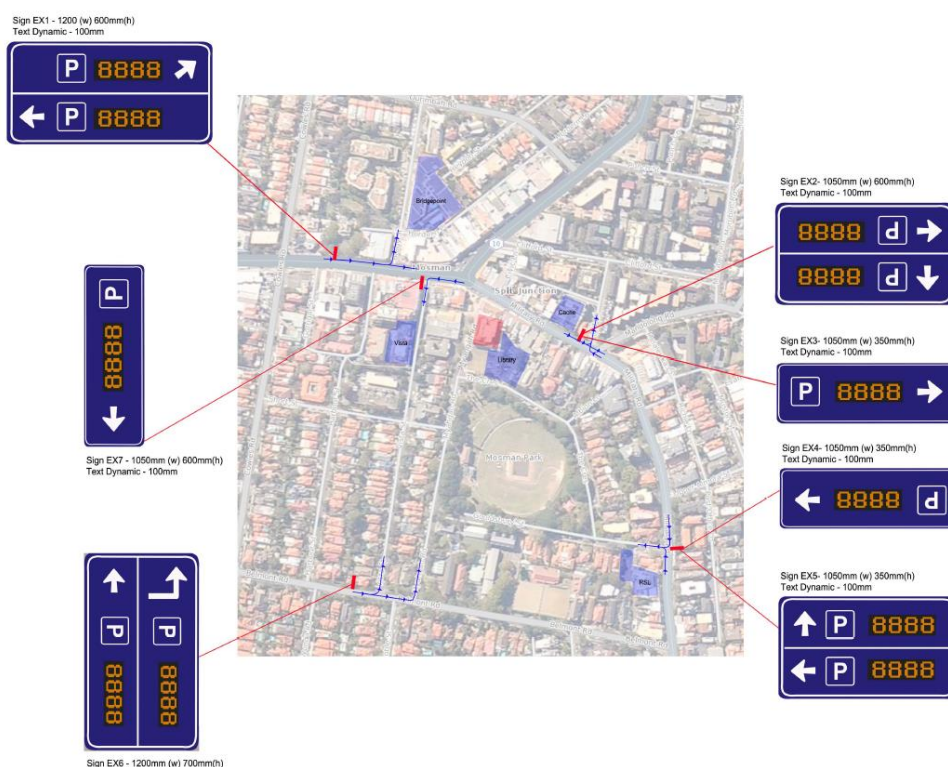


Figure 14 Town Centre Parking Guidance

Such a package would direct drivers to available parking, reducing traffic circulation and congestion. When implementing a signage strategy it is important to consider that street signs compete with many other visual stimuli for drivers and there is a fine line to walk between good signage and signage clutter. For this reason

the location of signs at key decision points as well as the size of the sign and the contents is of extreme importance and consultation will be undertaken with Council's Visual Amenity – Signage and Advertising Community Consultative Committee.

At the individual car park level, a signage board located at the car park entrance and visible to drivers from the various directions of traffic should indicate the number of available spaces. When the car park is full, a simple red cross is sufficient to indicate that alternative options should be sought before the driver enters the car park, circulates the various levels and exits after not having found a parking space.

The combination between the individual sign at the car park entrance and the town centre signs shown in the above Figure 14 would allow drivers to only visit car park locations with available spaces.

STRATEGY: Install a parking guidance system initially at Bridgepoint as a test case for deployment to the remaining car parks over an appropriate period of time, subject to costs and measurable outcomes at the test site.

To provide a town centre signage plan for the main off-street car parks in Mosman as defined in 1.1.

ACTIONS:

- Install a parking guidance system at Bridgepoint car park with dynamic signage to record car park occupancy by level,
- Install a parking guidance system with dynamic signage to record car park occupancy at other sites as appropriate :
 - Vista Street
 - Raglan Street East and West.
- Provide a town centre wayfinding signage plan for the main off- street car parks in Mosman and install signs as appropriate,
- Review and update parking information on Council's website.

3.1.4 Safety and amenity

To encourage parkers to use off street car parks they must be well presented and well lit so that patrons feel secure at all times.

STRATEGY: Off street Car Parks are to be clean and well presented (painting, lighting, help points) and Car Park equipment to be well maintained and replaced every 10 years

ACTIONS:

- Review safety and amenity in all off street car parks,
- Prepare a capital equipment maintenance and replacement plan for all car park equipment.

3.1.5 Enforcement policy

The success of the strategy proposed to increase the availability of on street parking through the management of time restrictions is dependent upon the consistent application of an enforcement regime. Mosman Council adopted its Parking Infringement and Enforcement Policy on 5th February 2013, which is available on the Council's website. The principal purposes of parking management undertaken by Mosman Municipal Council Rangers are to:

- Assist in ensuring the safety of pedestrians, drivers of motor vehicles and all other road users,
- Ensure the equitable use of the limited available parking spaces in an environment where demand for such spaces reaches capacity at peak times,
- Ensure effective traffic flow within the local government area,
- Provide a general service to the community,
- Promote environmentally sustainable motor vehicle use.

In seeking to maximise the utilisation of available parking supply the role of the rangers is crucial to the extent that unless the parking time limits are enforced, drivers will tend to abuse them by staying longer thus impacting on turnover. This applies currently in both on street and off street parking areas. The most efficient method of managing how long people spend in off street car parks is to install access control equipment (boomgates and ticket machines) and a payment regime which provides an initial free parking period with fees applying thereafter. This ensures that people who overstay the free period will be subject to payment, however the cost for an additional hour of parking will be significantly lower than the fine they would have to pay if their overstay were enforced.

Further efficiencies can be gained in enforcing on street time limits by the adoption of electronic cameras (either hand held or installed on a vehicle) which speeds up the "chalking" process and frees officers to carry out other customer service duties. It should be also noted that the shorter the time restrictions (anything less than 2 hours) the more time consuming, expensive and ineffective the manual enforcement activity is.

STRATEGY: Review the current enforcement methods on and off street and consider more efficient ways to ensure that time restrictions are complied with to maximise turnover of spaces. The selected methodologies and polices are to be applied consistently across all streets and car parks.

ACTIONS:

- Review consistency of enforcement policy within the area defined in 1.3,
- Investigate and action methods of automating enforcement.

3.1.6 Paid Parking

It is an accepted principle that there is no such thing as "Free Parking":¹³

- Parking is expensive to build and maintain and it also has an opportunity cost with regard to alternative uses of the space dedicated to it,
- "Free" parking is also expensive to monitor (refer to 3.1.5 on enforcement),

¹³ Christian Seibert Vol. 24 No 2 Winter 2008 POLICY, *There's No Such Thing as a Free Parking*

- Drivers who overstay the time limit even by a very small amount of time risk incurring fines of \$104¹⁴,
- Free parking penalises people who use public transport and other alternative modes which are in fact the more environmentally sustainable means of transport.

The implementation of paid parking allows for the User Pays mechanism which has been successfully adopted in many councils in the Sydney metropolitan area. For Mosman Council, it is appropriate to consider the introduction of paid parking within off-street car parks with a fee structure which includes a free parking period. The length of the free period will be determined on the basis of the time restrictions provided in the nearby streets so as to ensure that drivers are not going to seek free parking on street to avoid paid parking within the car parks. If the maximum time restriction in the street is 1P for example, then free parking will be provided in the off street car parks for a period greater than 1P.

Currently, parking at Mosman car parks allow for various time limits and often the time limits change depending on the parking level. For example in Bridgepoint the ground level offers 2P parking while the basement level offers 3P parking. In Vista Street, the time limit increases as one drives further down into the car park and ranges between 1P and 4P. The longer stays encourage all day parkers (such as workers in the area to drive out of the car park at the end of their allowed stay and re-enter for a further free parking period - usually called the 2 or 3 hour “shuffle”). This is an inappropriate use of the time restrictions and reduces car park turnover and thus impacts negatively on parking supply.

The fee structure would be designed by reference to those applying in other nearby suburbs (North Sydney, Manly) for similar sites and would consider the option (if demand and availability permits) to provide for all day commuter parking in specific areas of specific car parks where supply warrants.

STRATEGY: Consider the introduction of paid parking, including a suitable free period in off street car parks, together with appropriate time restrictions on street, to achieve a balance between demand for parking by long and short stay parkers, turnover of spaces and encourage more non-car trips.

Where time restrictions become ineffective for managing demand for on street parking consider the introduction of paid parking (refer Figure 9 Framework for managing Demand using Time Restrictions.)

ACTION:

- Monitor parking demand vs supply on an ongoing basis to determine if paid parking after a suitable free period is warranted to manage demand in off street car parks,
- Monitor parking demand vs supply on an ongoing basis to determine if paid parking is warranted to manage demand for on street parking.

3.2 Encourage more non car trips

GoGet Carshare, an inexpensive and sustainable means of transport for the community 24/7, is available in thirteen locations in the Mosman area. It is Council's policy to provide a dedicated parking space for these vehicles in line with NSW Road and Traffic Authority's Technical Direction. Additional Carshare locations can only be approved by Council in consultation with the Traffic Committee and the residents and businesses in the immediate vicinity of the proposed space. A carshare space should not take up more than 5% of the available spaces in a given street or off street car park and should be located close to public transport hubs

¹⁴ Parking Offences As at 1 July 2014 Rule 207-3 (4) Park after ticket expired (RMS)

and high density residential and commercial areas. The provision of carsharing also allows the community to use public transport or carpooling for day to day trips whilst having the safety net of access to a vehicle in the event of an emergency.

Motorcycles and scooters are becoming an increasingly popular form of sustainable transport that should be provided for in new developments. In accordance with the Mosman Transport Development Control Plan, section 2.5, motorcycle parking should be provided at the minimum rate of 1 per 25 car parking spaces¹⁵. In addition, Council will consider providing motorcycle parking in areas deemed inappropriate for parking cars to increase kerbside supply.

Council also provides a free community bus (Mosman Rider) running at 30 minute intervals daily 9am - 4pm May to September and 9am – 6pm October to April, to encourage non car trips.

Council has also recently adopted the Mosman Bicycle Plan, aimed at encouraging the community to cycle for local trips by improving safety and cycling infrastructure with no loss of parking spaces and at a low cost.

Other incentives for encouraging alternate modes are detailed in the TDM Encyclopaedia of Parking Solutions¹⁶ which includes items such as:

- Designing streetscape for shared use by pedestrians, cyclists etc. including speed reductions where appropriate,
- Encouraging larger employers to promote public transport or car pooling,
- Provision of Park & Ride facilities as a way of transporting people from a car park to the commercial and retail hub,
- Provision of a public bike system.

STRATEGY: Reduce car dependency particularly for local trips by continuing to provide incentives to use alternate modes of transport. Ensure a safe and accessible environment for pedestrians and cyclists.

ACTIONS:

- Install more bike racks,
- Continue to promote and monitor the Mosman Rider to maximise utilisation by the local community,
- Review car share schemes on an ongoing basis to ensure increased services are considered as appropriate (even as part of new development),
- Work with local schools and businesses to promote travel smart initiatives (e.g. car-pooling, walking and cycling to school, etc.),
- Adopt recommendations of other Council policy documents such as the Bicycle Plan 2014-2017 and Mosman Pedestrian Access and Mobility Plan.

¹⁵ MMC Transport Development Control Plan June 2005 page 10

¹⁶ <http://www.vtpi.org/tdm/tdm72.htm>

3.3 Increase Supply

Increasing parking supply will only be considered by Council as part of its overall strategic development plan for the area as it is costly and will lead to more traffic in the area.

When considering a suitable location to provide additional public parking as part of a mixed use development, Council will take into account the impact on traffic congestion, accessibility, number of spaces, cost of the initiative, potential contributions by developers of other surrounding projects (S94 Plan or Voluntary Planning Agreements) and undertake appropriate community consultation.

STRATEGY: Incorporate future parking plans in overall development strategy for the area defined in 1.3 with no new sites to be built unless there is a justifiable business case. New developments to be self-sufficient in meeting parking needs and encourage reduced provision for sites close to public transport.

ACTIONS:

- Develop overflow parking plans for peak periods e.g. Mosman markets. Potential sites for overflow parking on weekends include Mosman High School car park and Mosman Public School playground.
- Identify potential sites for redevelopment e.g. Raglan Street West development and Civic Centre development.

4 Implementation Strategy

A staged approach is to be adopted for implementing change by categorising action items into the following categories:

- Quick wins (2015-2016)
- Medium term strategy (2017-2018)
- Longer term solutions (2019-2020)

ACTION ITEM #	REF	ACTION ITEM	QUICK WINS	MEDIUM TERM	LONGER TERM
IMPROVE USE OF EXISTING SUPPLY					
1	3.1.1	Document and review all streets and car parks to review current time restrictions and adjust as appropriate	✓		
2	3.1.2	Develop a Mosman Parking Policy incorporating the needs of all users.		✓	
3		Review parking allocations for priority users in the Area defined in 1.3.		✓	
4		Review resident parking zones in conjunction with time restricted on street parking.		✓	
5		Prepare a zone map showing which areas are suitable for Resident Parking Schemes		✓	
6	3.1.3	Install a parking guidance system at Bridgepoint car park with dynamic signage to record car park occupancy by level. .	✓		
7		Install a parking guidance system with dynamic signage to record car park occupancy at other sites as appropriate : <ul style="list-style-type: none"> ○ Vista Street ○ Raglan Street East and West 	✓	✓	
8		Provide a town centre wayfinding signage plan for the main off- street car parks in Mosman and install signs as appropriate.			✓
9		Review and update parking information on Council's website.	✓		

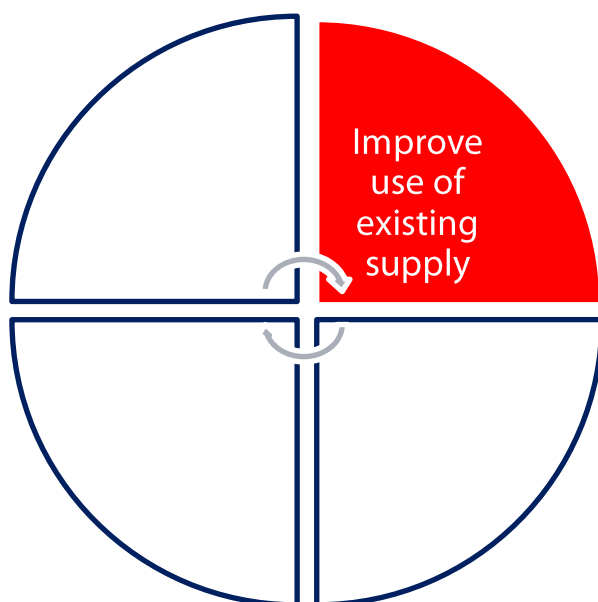
ACTION ITEM #	REF	ACTION ITEM	QUICK WINS	MEDIUM TERM	LONGER TERM
10	3.1.4	Review safety and amenity in all off street carparks.		✓	
11		Prepare a capital equipment replacement and maintenance plan for all car park equipment		✓	
12	3.1.5	Review consistency of enforcement policy within the area defined in 1.3		✓	
13		Investigate and action methods of automating enforcement, with identification of costs and benefits of the options identified.	✓	✓	
14	3.1.6	Monitor parking demand vs supply by conducting regular occupancy and length of stay surveys to determine if paid parking after a suitable free period is warranted to manage demand in off street car parks.		✓	
15		Monitor parking demand vs supply by conducting regular occupancy and length of stay surveys to determine if paid parking is warranted to manage demand for on street parking.		✓	✓
ENCOURAGE MORE NON CAR TRIPS					
16	3.2	Install more bike racks	✓		
17		Continue to promote and monitor Mosman Rider to maximise utilisation by local community	✓		
18		Review car share schemes on an ongoing basis to ensure increased services are considered as appropriate		✓	
19		Work with local schools and businesses to promote travel smart initiatives (e.g. car-pooling, cycling/walking to school, etc.)	✓		
20		Adopt recommendations of other Council policy documents such as the Bicycle Plan 2014-2017 and Mosman Pedestrian Access and Mobility Plan	✓		

ACTION ITEM #	REF	ACTION ITEM	QUICK WINS	MEDIUM TERM	LONGER TERM
INCREASE SUPPLY					
21	3.3	Develop overflow parking and traffic management plans for peak periods e.g. Mosman markets. Potential sites for overflow parking on weekends include Mosman Public School playground, Mosman High School car park.	✓		
22		Identify potential sites for redevelopment e.g. Raglan Street West development and Civic Centre development		✓	

Table 2 Action Item Priorities

Attachment 1 – Implementation Plan

QUICK WINS



ACTION ITEM 1: Document and review all streets and car parks to review current time restrictions and adjust as appropriate.

Summary Key Council Issues

Lack of relevant data – need to develop model and survey timetable
Backlash from businesses with special needs e.g. 5 min parking.
Inconsistent restrictions, hours and days of operation

Steps	Action	Year
a)	Map existing time restrictions within the study area utilising current Council data	2015-2016
b)	Identify and map gaps	2015-2016
c)	Review available occupancy and length of stay data and carry out any necessary additional surveys	
d)	Review restrictions in line with parking strategy – shortest times in areas closest to commercial strip. Weekdays vs Weekends (based on occupancy data and retail trading hours)	2015-2016
e)	Propose any changes to time restrictions, considering impacts on RPS (refer Action item 3)	2015-2016
f)	Consult with community regarding changes to time restrictions	2015-2016
g)	Agree final time restrictions	2015-2016
h)	Communicate changes and date for implementation to the community and relevant Council departments (enforcement)	2015-2016
i)	Change signage as appropriate	2015-2016
j)	Monitor outcome of change – conduct post implementation surveys.	2015-2016
k)	Communicate outcomes to the community	2015-2016

ACTION ITEM 6 Install parking guidance system (PGS) and dynamic signage at Bridgepoint car park.

Summary Key Council Issues
Cost of installing Parking Guidance System
Impact on users during installation phase
Potential cooperation with Bridgepoint owners re. cost

Action Item	Action	Year
a)	Conduct occupancy surveys at Bridgepoint car park by level and time of day/week before installation	2015-2016
b)	Prepare specification for tender and supply of PGS and dynamic signage	2015-2016
c)	Select preferred supplier	2015-2016
d)	Communicate PGS installation to the Community as a Council initiative to improve wayfinding and amenity	2015-2016
e)	Install equipment	2015-2016
f)	Conduct intercept and occupancy surveys at Bridgepoint car park after the implementation of the parking guidance system	2015-2016
g)	Review results and determine whether to deploy at other sites.	2015-2016
h)	Communicate outcome to the Community	2015-2016

ACTION ITEM 9: Review and update parking information on Council's web site

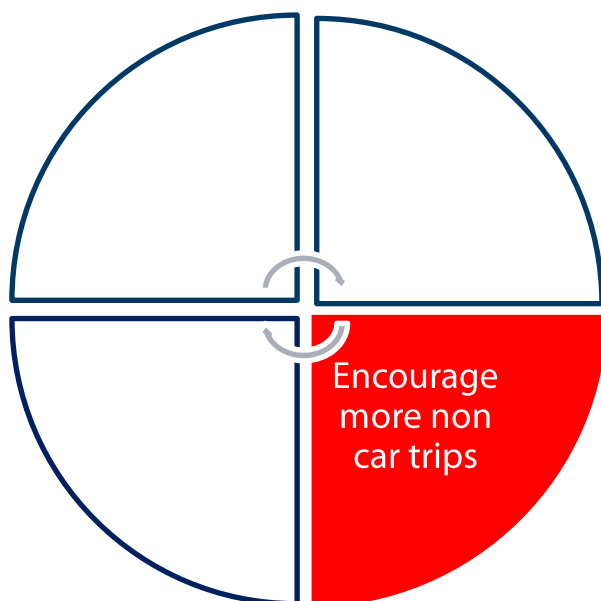
Summary Key Council Issues
Cost of maintaining up to date data on web site
Communicating changes

Action Item	Action	Year
a)	Review parking information on web site	2015-2016
b)	Update as appropriate.	2015-2016
c)	Prepare a procedure to ensure data updated on a regular basis as appropriate.	2015-2016

ACTION ITEM 13: Investigate and action methods of automating enforcement

Summary Key Council Issues
Cost vs efficiency particularly in monitoring shorter time restrictions
Improved reporting to provide evidence enforcement has improved.

Action Item	Action	Year
a)	Prepare tender specification for technology to support enforcement operations. Options to include mobile cameras, hand held devices etc.	2015-2016
b)	Select preferred tenderer.	2015-2016
c)	Deploy technology	2015-2016
d)	Prepare report on benefits of technology	2015-2016



ACTION ITEM 16: Install more bike racks

Summary Key Council Issues

Lack of amenity for bike users

Encourage alternate modes

Action Item	Action	Year
a)	Consult with the Active Transport Committee regarding potential locations for bike racks considering the impact on pedestrians and safety of cyclists.	2015-2016
b)	Prepare a specification to determine type and cost of racks and installation.	2015-2016
c)	Select preferred supplier.	2015-2016
d)	Communicate installation to Community as Council initiative	2015-2016
e)	Complete installation	2015-2016

ACTION ITEM 17: Continue to promote and monitor Mosman Rider to maximise utilisation by local community.

Summary Key Council Issues
Underutilisation of existing service
Community awareness of service

Action Item	Action	Year
a)	Monitor utilisation of service through ongoing surveys	2015-2016
b)	Prepare a publicity campaign to further promote service	2015-2016

ACTION ITEM 19: Work with local schools and businesses to promote travel smart initiatives (e.g. car-pooling, cycling to school etc.)

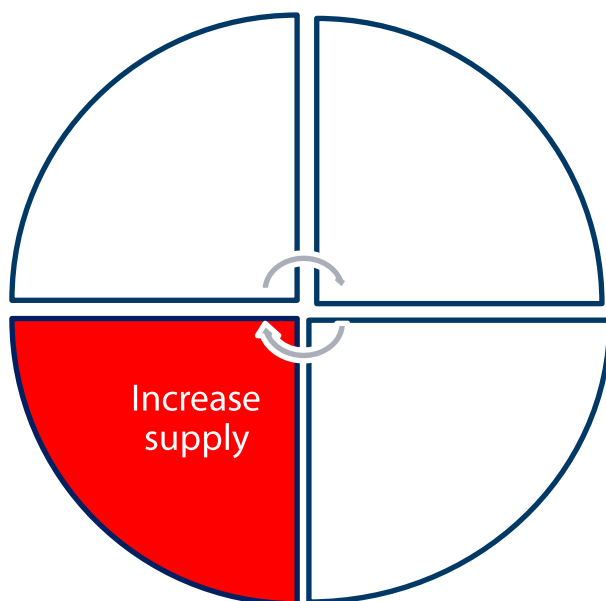
Summary Key Council Issues
Traffic congestion in school zones
Promote alternate modes.

Action Item	Action	Year
a)	Identify key stakeholders and propose initiatives for promoting alternate modes.	2015-2016
b)	Document feedback from stakeholders including identified issues and potential solutions	2015-2016
c)	Attend school P&C meetings to promote the benefits of alternate modes.	2015-2016
d)	Publicise initiatives on the Council web page, Mosman Daily.	2015-2016

ACTION ITEM 20: Adopt recommendations of other Council policy documents such as the Bicycle Plan 2014-2017 and Mosman Pedestrian Access and Mobility Plan

Summary Key Council Issues
Inconsistent application of policy.

Action Item	Action	Year
a)	Review requirements of other Council policies and ensure consistency with Parking Strategy	2015-2016



ACTION ITEM 21: Develop overflow parking plans for peak periods e.g. Mosman markets. Potential sites for weekend overflow parking Mosman Public School playground, Mosman High School car park.

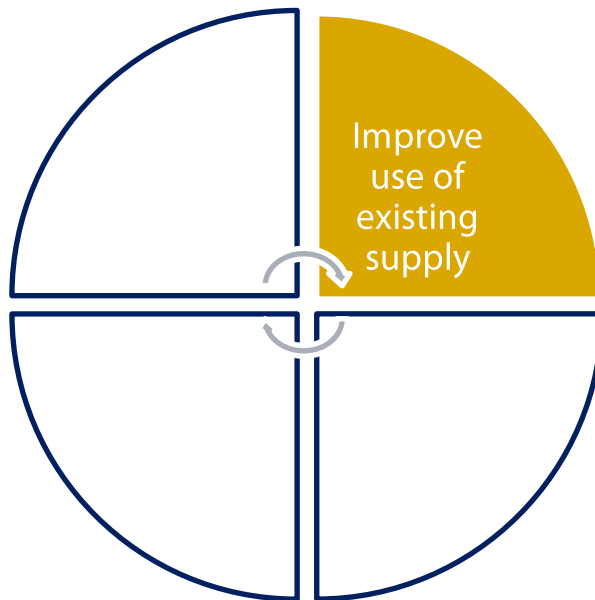
Summary Key Council Issues

Traffic congestion during peak periods

Driver frustration

Action Item	Action	Year
a)	Prepare timetable of events in Mosman.	2015-2016
b)	List potential sites for overflow parking e.g. weekend parking in Mosman High School car park, Mosman Public School playground; remote options e.g. Mosman Bay car park, The Spit West side car park with use of the bus service to final destination	2015-2016
c)	Incorporate parking options in event publicity.	2015-2016

MEDIUM TERM



ACTION ITEM 2: Develop a Mosman Parking Policy incorporating the needs of all users.

Summary Key Council Issues

Decisions required with regard to parking issues in the subject area

Action Item	Action	Year
a)	Based on the outcomes of the other action points and the determinations made with regard to time restrictions, parking hierarchy, paid parking, etc. a policy document is to be prepared which provides Council's position on all parking matters in the subject area.	2017-2018
b)	This document will be updated from time to time as changes to the policies are decided and implemented	2017-2018

ACTION ITEM 3: Review parking allocations for priority users in the Area defined in 1.3.

Summary Key Council Issues

Parking allocation equitable taking into account proposed priority hierarchy.

Action Item	Action	Year
a)	Agree proposed parking hierarchy.	2017-2018
b)	Review parking allocation and ensure consistency with priority hierarchy	2017-2018
c)	Document changes in allocation where required.	2017-2018
d)	Install or update signage as required.	2017-2018

ACTION ITEM 4: Review resident parking schemes (RPS) in conjunction with time restricted on street parking.

Summary Key Council Issues

Requests for permits exceeds parking supply

Action Item	Action	Year
a)	Analyse current RPS in line with on street time restrictions and identify areas of potential conflict.	2017-2018
b)	Manage requests for permits in accordance with current Council Policy for Resident Parking Schemes	2017-2018
c)	Issue policy to residents of new residential developments to improve community awareness.	2017-2018

ACTION ITEM 5: Prepare a zone map showing which areas are suitable for Resident Parking Schemes.

Summary Key Council Issues

Resident needs vs. other users

Planning controls

Action Item	Action	Year
a)	Based on outcomes of Action Item 4 prepare a map showing which areas are suitable for Resident Parking Schemes.	2017-2018
b)	Issue map to residents of new residential developments to improve community awareness.	2017-2018
c)	Include map on Council website	2017-2018

ACTION ITEM 7: Dependent on the outcome of Action Item 6 Install a parking guidance system in nominated off street car parks.

Summary Key Council Issues
Refer Action item 6

Action Item	Action	Year
a)	Refer Action Item 6 and apply to nominated car park.	2017-2018

ACTION ITEM 10: Review safety and amenity of off street car parks.

Summary Key Council Issues
Unwillingness to park on lower levels of off street car parks due to actual or perceived safety, lighting, pedestrian wayfinding issues

Action Item	Action	Year
a)	Review safety and amenity of off street car parks. Proposed priority: <ul style="list-style-type: none"> • Bridgepoint • Vista Street • Raglan Street East and West 	2017-2018
b)	Prepare Report detailing repairs and improvements required and timetable for works.	2017-2018
c)	Prepare RFP to complete repairs and improvements.	2017-2018
d)	Select preferred tenderer.	2017-2018
e)	Complete works	2017-2018
f)	Communicate improvements to the community.	2017-2018
g)	Prepare a timetable for regular maintenance and upkeep.	2017-2018

ACTION ITEM 11: Prepare a capital equipment maintenance and replacement plan for all car park equipment (to be considered in conjunction with the equipment required for the introduction of paid parking in off street car parks).

Summary Key Council Issues
Capital cost of replacing equipment.
Equipment breakdowns lead to driver frustration and reduced community confidence in equipment reliability.

Action Item	Action	Year
a)	Prepare inventory of equipment by car park recording date of purchase, serial numbers and details of maintenance contracts. Proposed priority: <ul style="list-style-type: none"> • Bridgepoint • Vista Street • Raglan Street East and West 	2017-2018
b)	Prepare capital equipment replacement program	2017-2018
c)	Review adequacy of maintenance contracts.	2017-2018

ACTION ITEM 12: Review consistency of enforcement policy within the area defined in 1.3.

Summary Key Council Issues
Create focus on residential strips and parking closest to the retail hub.
Review the shifts, rosters and responsibilities of the enforcement team to determine most appropriate structure and route.
Monitor time restrictions during peak periods.
Availability and cost of staff and/or new technologies

Action Item	Action	Year
a)	Review current duties of the enforcement team with view of identifying potential improvements in efficiency and effectiveness.	2017-2018
b)	Conduct average length of stay (ALOS) surveys to determine if parkers are overstaying time limits as compared to the number of parking fines issued in the same period	2017-2018
c)	Use data analysis to Identify: <ul style="list-style-type: none"> • Hot spots • Non-compliant streets • Inconsistencies 	2017-2018

ACTION ITEM 14: Monitor parking demand vs supply on an ongoing basis to determine if paid parking after a suitable free period is warranted to manage demand in off street car parks.

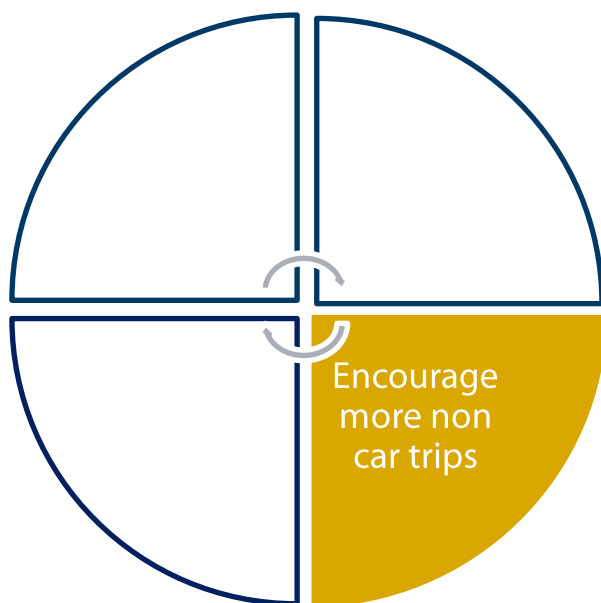
Summary Key Council Issues
Community backlash against the introduction of paid parking
Communication strategy – fines vs. pay as you go after suitable free period

Action Item	Action	Year
a)	Review occupancy data in off street car parks on a six monthly basis.	2017-2018
b)	If warranted propose paid parking after a suitable free period on a trial basis in a test site. (Proceeds to be used to fund parking infrastructure)	2017-2018
c)	Report findings to Council	2017-2018
d)	Prepare equipment specification and RFP for supply of equipment.	2017-2018
e)	Select preferred tenderer.	2017-2018
f)	Install equipment	2017-2018
g)	Monitor results	2017-2018
h)	Communicate outcome to the community, including decrease in fines due to the implementation	2017-2018

ACTION ITEM 15: Monitor parking demand vs supply on an ongoing basis to determine if paid parking is warranted to manage demand for on street parking.

Summary Key Council Issues
Community backlash against the introduction of paid parking
Communication strategy – fines vs. pay as you go after suitable free period

Action Item	Action	Year
a)	Review occupancy data for on street parking on a six monthly basis.	2017-2018
b)	If warranted propose paid parking on a trial basis at a test location. (Proceeds to be used to fund parking infrastructure)	2017-2018
c)	Report findings to Council	2017-2018
d)	Prepare equipment specification and RFP for supply of equipment.	2017-2018
e)	Select preferred tenderer.	2017-2018
f)	Install equipment	2017-2018
g)	Monitor results	2017-2018
h)	Communicate outcome to the community, including decrease in fines due to the implementation	2017-2018



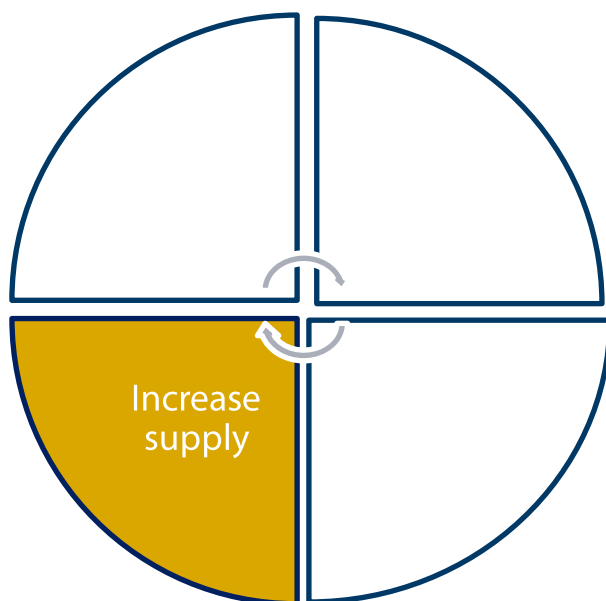
ACTION ITEM 18: Review car share schemes on an ongoing basis to ensure increased services are considered as appropriate.

Summary Key Council Issues

Carshare spaces use existing parking space (opportunity cost)

Consider possibility of financial return to Council from provision of carshare space e.g. if usage greater than predetermined number of hires per month.

Action Item	Action	Year
a)	Obtain usage data for car share spaces on a monthly basis.	2017-2018
b)	Prepare policy for charging for carshare spaces where usage exceeds a predetermined level. (proceeds to be allocated to parking infrastructure).	2017-2018
c)	Compare carshare usage by space to latest occupancy data in surrounding public parking spaces.	2017-2018
d)	Implement changes to number of carshare spaces as required.	2017-2018

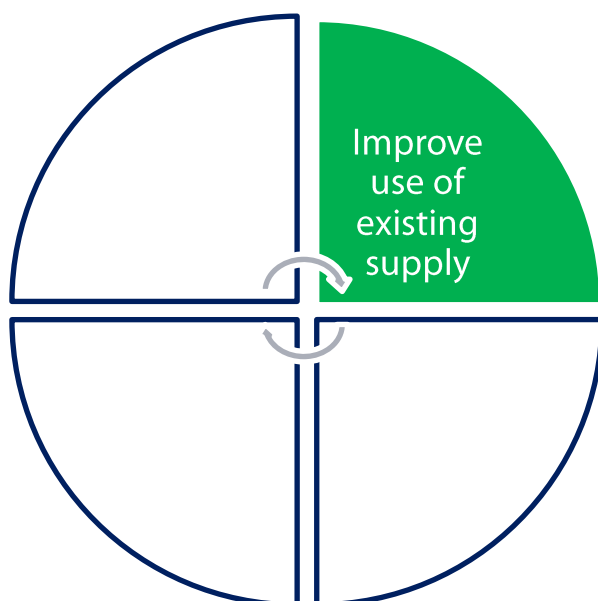


ACTION ITEM 22: Identify potential sites for redevelopment e.g. Raglan Street West development, Civic Centre Development

Summary Key Council Issues	
Haphazard development	
Potential increased traffic congestion with additional parking supply	

Action Item	Action	Year
a)	Review S94 policy with regard to new developments and parking infrastructure.	2017-2018
b)	Identify potential sites for future off street car parks, including Raglan Street West and the Civic Centre developments.	2017-2018
c)	Community consultation to be undertaken when new developments are proposed.	2017-2018

LONG TERM



ACTION ITEM 8: Provide a town centre wayfinding signage plan for the main off- street car parks in Mosman and install signs as appropriate.

Summary Key Council Issues

Informative signage vs. signage clutter

Determining location of key decision points

Action Item	Action	Year
a)	Prepare a town centre wayfinding signage plan incorporating off street car parks as required.	2019-2020
b)	Consult with Council's Visual Amenity – Signage and Advertising Community Consultative Committee	2019-2020
c)	Prepare a specification for the installation of approved signage	2019-2020
d)	Select preferred tenderer	2019-2020
e)	Install signage as appropriate	2019-2020
f)	Monitor occupancy of relevant car parks	2019-2020
g)	Communicate outcomes to community	2019-2020