Summary of the Submissions received to the draft Parking Strategy

No.	Submitter	Summary of submissions received	Discussion of and response to submission points	Recommended response or change to the draft Parking Strategy
1	Bill Campbell	• If there was ample accessible free parking particularly in the CBD there would be very little if any need for a restrictive parking management programme. • The draft Parking Strategy makes no mention of reinstating the 1500 car parks removed from the City centre. • Central Business District (CBD) businesses are losing out due to a lack of car park spaces. • The draft Parking Strategy does not provide direction on how public centres compete with malls (that offer free parking to their customers). • Parking is crucial for the viability of the CBD. • The decision to not require parking as part of the new development in the CBD was one of the biggest negative steps that Tauranga City Council (Council) has ever taken. • How do Council know the total number of car parks required in the CBD in order to calculate the 85% occupancy? The total	• The draft Parking Strategy identifies that parking and its management (typically through pricing and time limits) is key to contributing to vibrant centres by helping to make sure visitors can find a place to park. • The draft Parking Strategy is focussed on managing the availability of car parking rather than recommending a specific number of parking spaces. • The implementation of the Parking Strategy through the development and delivery of a Parking Management Plan (PMP) will consider the number of and demand for parking in specific areas. A PMP is a location-specific plan that recommends how parking management is undertaken. The draft Parking Strategy identifies that implementation of a PMP is intended to be 'integrated, incremental and responsive' (Section 7, page 14). This will be informed by, for example, survey data, user needs, wider place-based objectives for areas, how approaches support desired changes to the transport network, and include engagement with the local community. • The most recent changes to the requirements for on-site parking is as a result of the National Policy Statement on Urban Development.	No changes to the draft Parking Strategy. However, the matters raised by the Submitter will inform the development of the PMP for the CBD.

		number of public car parks required in CBD is about 7000.	• Efficient parking management should aim for 85% occupancy, which would mean there should be a space available for visitors. This can be achieved through using measures like pricing and time limits. • The submitter's point about competing between centres and malls is noted. Investigations have identified that the quality and attractiveness of a location / destination and the experiences (e.g. shopping, business, entertainment, etc) it offers outweigh the issue of priced parking when they consider visiting a place.	
2	Andrew Sommerville	• The submitter agrees with shorter time limits and higher costs for parking in the CBD. • Resident parking permits for surrounding CBD to reduce workers using these spots and also occupying them for too long and affecting CBD fringe businesses customer parking. • The draft Strategy does not go far enough. Council needs to move thinking from the CBD being a place you drive into shop to a place you bus or cycle into for work and shopping.	• Parking management by way or price or time limits will be determined through the development of a PMP. • Section 8.3 of the drafting Parking Strategy discusses the matter of prioritisation of resident parking by way of permits or a lease. It identifies that that the prioritisation of resident parking by way of permits or a lease is not considered to be a useful or equitable intervention (and also reduced turnover) because it restricts the most optimal use of the space at any given time. For example, no one else could be using the space even if someone with a permit is not using it. Other parking management measures (such as time limits or pricing), may be appropriate and would be determined through the PMP, in order to cater for all different groups.	No changes to the draft Parking Strategy.

			• The draft Parking Strategy is one initiative of a number (e.g. Urban Form and Transport Initiative; Western Bay of Plenty Transport System Plan; City Centre Refresh project) which together will contribute to providing improved travel mode choices for people to access places like the CBD.	
3	Jackie Knotts (tenant at historic village)	• Are Council-controlled car parking spaces monitored? There is no use in restricting parking times unless they are monitored. • Most of the 2 hours car parks in/near the Historic Village are taken up all day by local businesses and the hospital. For places like nearby to the Historic Village or Devonport Road the focus should be on short stay parking spaces and monitoring / policing them. • Doesn't address the issue that shoppers will go where there is parking, and in the City centre all parking spaces are allocated. • There is no reference to a 'congestion charge' making parking really expensive and strong policing when people overstay time limits – like Wellington does.	• Council-controlled parking is actively monitored. The matters raised by the Submitter in relation to all-day parking in the 2-hour parking spaces nearby the Historic Village will be provided to Councils Parking Enforcement Team for investigation. • The implementation of the 85% parking occupancy threshold (Section 7.1 of the Draft Parking Strategy) is intended to provide people with assurance of the availability of parking in places of high parking demand (e.g. like the CBD or nearby to large operations like the hospital). Pricing and time limits can be used to achieve parking turnover and availability and will be determined through a PMP. • The development of a PMP for a particular place will need to consider the context and circumstances for which parking is required (e.g. tourism; shopping). • Section 8 of the draft Strategy provides an overview of Councils approach to implementing the Parking Strategy. It is noted that PMPs are identified as a key	No changes to the draft Parking Strategy. It is noted that the Councils Parking Enforcement Team will be made aware of the issues raised in relation to all-day parking in the 2-hour parking spaces nearby to the Historic Village.

		• Since Tauranga is a tourist destination, will there be visitor parking spaces? • The draft Parking Strategy is too generalised. There is no specific action plan.	implementation tool and could be investigated when parking availability (e.g. 85% occupancy) becomes an issue. In addition, the Parking Strategy will be used to inform other planning processes like area-based plans for places like the City Centre or transport network improvement projects (e.g. how road corridor space is allocated).	
4	Christo Ferreira	• The submitter doesn't like the draft Strategy due to the lack of regard to business, the need for more available parking to support the struggling CBD and that increased costs and restrictions will encourage people to visit suburban malls. • The cost and benefit of public parking should include the benefits to local businesses and the utility benefit of easily finding a park. • The focus on a multimodal transport system completely ignores that some modes are impractical to some users or for some purposes.	• Improving the vibrancy of centres and access to them is one of the draft Parking Strategies outcomes. The parking management approach that aims for 85% occupancy is central to this through enabling sufficient availability of parking in places of high parking demand like the CBD. • Broader initiatives that Council is progressing like the 'City Centre Strategy Refresh and Action Plan' are also aimed at improving the attractiveness of the CBD. • A PMP for the CBD will determine how the 85% occupancy is achieved (e.g. likely through price and time limits). The development of the PMP should include assessment of the economic costs and benefits of the approach. • The draft Parking Strategy acknowledges that some modes of travel will not always be suitable or practical for some people or some purpose, and that the private vehicle has a role to play.	No changes to the draft Parking Strategy.

5	Waka Kotahi, New Zealand Transport Agency (WK)	• Commends Council for progressing this initiative and is supportive of the draft Parking Strategy noting that it aligns to the Urban Form and Transport Initiative (UFTI) and the WK 'National Parking Management Guidance'. • WK notes that PMPs will provide the detail on implementation of the Parking Strategy and offers its support to development these plans. • WK suggests it would be useful for the next steps associated with implementing the Strategy (i.e. where will a PMP be developed) and also to clarify whether there will be performance measures for PMPs. • WK suggest the use of the term 'mobility impairment' rather than 'disabilities' in Section 5 (Outcome 4, page 10) of the draft Parking Strategy.	• Section 8 of the draft Strategy provides an overview of Councils approach to implementation. The need to deliver a PMP will be investigated when parking availability (e.g. 85% occupancy) becomes an issue. This will be informed by data collection/surveys of parking demand. In addition, the Parking Strategy will be used to inform other planning processes like area-based plans for places like the City Centre or transport network improvement projects (e.g. how road corridor space is allocated). • A PMP for the CBD is intended as a first step in implementing the Parking Strategy. • Performance measures are expected to be part of a PMP so the success of the parking management approach can be monitored. will be determined by influenced by the ability for • It is acknowledged that the term 'mobility impairment' is more appropriate than 'disabilities'.	• That the term 'mobility impairment' rather than 'disabilities' is used in the Parking Strategy. • That Sections 8.1, 8.2 and 8.6 are amended and clarified to confirm that monitoring of PMPs is intended to help ensure the intended outcomes from the parking approach are being achieved and if not investigations to consider alternative approaches can be undertaken. 8.6 and 8.7 are further clarified to reflect the difference between monitoring a PMP and monitoring the Strategy.
6	David Caloni	• The submitter supports the aim to reduce car traffic, pollution, stress and regenerate the town centre.	• The need to improve public transport in Tauranga and Western Bay is acknowledged through UFTI and the TSP which include significant programmes of work to enable, among other things, a more multi-modal	No changes to the draft Parking Strategy.

		• In order to achieve its aim, the draft Parking Strategy needs to be supported by a public transport strategy (i.e. integrated approach to transport). The current public transport system is not an incentive to give up cars. • The submitter suggests the need for a requirement for new buildings/offices to have cycle parking and shower facilities.	transport system including improved public transport services and infrastructure. • The need for 'end of journey' facilities like secure cycle storage, changing rooms or shower facilities to support attractiveness of cycling as a mode of transport is recognised. Council has included within the Housing Choice Plan Change 26 (see chapter 8.5 in the draft Parking Strategy), provision for safe and secure cycle parking facilities for residential development. Further details on cycle parking and end-of-trip facilities will be taken into account in the review of the City Plan.	
7	Gordy Lockhart	• The draft Parking Strategy is a welcome change for Tauranga which has for too long prioritised the single occupancy car driver. • Those with limited access to public transport and are too far from the CBD to cycle practicably should be provided with parking options for scooters. • The submitter encourages Council to make changes sooner rather than later.	• The need for parking for different vehicle types is noted. The 'Kerbside Space Allocation Hierarchy' (Table 3 of the draft Strategy) considers e-scooter parking and scooter/motorcycle parking in different contexts/locations. However, there is no specific discussion of motorcycle parking in the draft Parking Strategy like there is for say Cycling Parking (Section 7.4). It is considered appropriate that a section is added to the draft Parking Strategy that discusses motorcycle parking. • The need for different vehicle parking types in different locations can be considered through the a PMP.	That discussion of motorcycle parking is added to Section 7 of the draft Parking Strategy.
8	Tauranga & WBOP Grey	• The submitter is writing specifically as a tenant of the	• The lack of parking availability raised by the Submitter in the lower 17th Avenue area is	No changes to the draft Parking Strategy.

	Power Association Inc.	Historic Village and urges Council to implement changes to the street parking in lower 17th Avenue. • The bus is not an efficient mode of transport for some users at the moment and there is no parking available for elderly as most of the car park spaces are filled. • The submitter suggests the construction of a multi-story parking building at the hospital. • The submitter requests that parking management should be tailored to improve the vibrancy of Historic Village (as per parking strategy's aspirations for vibrant centres).	noted. This issue with be raised with the Councils Parking Enforcement Team for investigation. In addition, parking surveys of the Hospital precinct area could be undertaken to confirm the need to prioritise the development of a PMP for this broader area. • Providing parking on privately-owned land is up to the relevant landowner to consider.	That the Councils Parking Enforcement Team will be made aware of the issues raised in relation to parking control compliance in the lower 17th Avenue area. That a parking survey of the Hospital precinct area be undertaken to confirm availability of parking and need to develop a PMP.
9	Bronwyn Fenwick	• The draft Strategy is comprehensive. • Parking surveys need to be undertaken at Covid Alert Level 1 to get a true picture of parking demand as many people are working from homes at the moment. • Requests clarification on how far out of the city centre the Strategy applies. • Highlights the need for detailed consultation with residents on heavily parked roads and	• The need to undertake surveys at the right time/s to reflect true demand is agreed. • It's noted that the draft Parking Strategy is a city-wide strategy while a PMP will be area-based. Parking surveys are a way to confirm the geographic extent of a parking management approach. The extent of a PMP may also be defined through wider area-based planning processes that anticipate significant change to an area and identify parking management as a lever important to enabling that change. • The draft Strategy identifies the need for consultation as part of developing a PMP.	No changes to the draft Parking Strategy.

		commercial tenants to understand issues and needs of the area. • Asks whether the Strategy is considering parking permits for workers who need to be in the city centre. • Want to know who makes the decision as to which city street needs shorter term parking?	• The issue of parking permits is discussed in Section 8.3 of the draft Parking Strategy. They are not considered a useful or equitable intervention because they restrict the most optimal use of space at any given time. Other parking management measures like time and price controls tend to be more appropriate. • Decisions on parking management approaches, i.e. changes to the attachments of the Traffic and Parking Bylaw 2012 are made at Council level. Consultation and engagement is a key part of the development of a PMP.	
10	Jane Baker	• Parking in the CBD needs to be placed back into the 'pay' system. At 9am you can't get a car park for shopping as parks have been taken by workers. Previously when paying parking was available. • Cycleways should be placed within footpaths which has been successful in many countries and is a safer and better use of space.	• The draft Parking Strategy identifies parking management tools like pricing and time limits to better manage the parking supply to provide availability in places like the CBD. • The design of infrastructure such as cycleways is considered through Tauranga's Street Design Guide and Toolbox. UFTI and the TSP signal that the transport system across Tauranga needs to be improved to support multi-modal outcomes. This will include changes to existing road corridors to enable safe infrastructure for walking, cycling and public transport. Shared paths can be part of the mix, subject to local conditions.	No changes to the draft Parking Strategy.

11	Jake Jensen	• The submitter notes there are currently no park and ride facilities, and the parking fee is unaffordable for CBD workers. • The submitter also highlights that there is no suitable alternative to cars. Public transport is not efficient.	• UFTI and the TSP have identified the potential for park n ride facilities to support the shift towards a more multi-modal transport system. An investigation (known as the Combined Public Transport Services & Infrastructure business case) now funded by the Council, BoPRC and Waka Kotahi is about to commence and will consider in more detail the viability, timing and location of park n ride facilities. This work will also investigate and identify improvements (services and infrastructure) to deliver a more effective public transport. • 'Supporting Access for all' is a key outcome of the draft Parking Strategy. PMPs will need to demonstrate how this outcome is given effect to through the parking management approach that is identified.	No changes to the draft Parking Strategy.
12	Tranquillo Beauty Clinic	• The sooner a move to a user pays basis that discourages long term on street parking to free up the availability of parking for clients the better. • There has been inadequate enforcement and communication of many parking changes in the past. • Unless supported by 100% enforcement people work out how to 'work the system' which undermines the parking approach.	• Pricing and time limits are identified in the draft Parking Strategy as key management approaches to support the availability of parking spaces for visitors. The PMP to be developed for the City Centre will determine the approach to the use of time limits and pricing. • Clear communication and consistent enforcement of parking management approaches is important. While these matters are discussed in Section 8 of the draft Strategy it is considered that further discussion of them could be added.	That text is added to Section 8.1 of the draft Strategy to better acknowledge the importance of clear communication and consistent enforcement to the success of any PMP.

13	The Kollective – TK	• The draft Parking Strategy is a welcomed as a necessary and environmentally appropriate solution for a modern Tauranga. • Tauranga is the worst offender in single occupancy vehicle use and change is needed for the betterment of the City. • Those with limited access to public transport and are too far from the CBD to cycle practicably should be provided with parking options for scooters. • The submitter encourages Council to make changes sooner rather than later.	Same as Submission No.7 above.	Same as Submission No.7 above.
14	The Incubator Creative Hub	• The parking at the Historic Village is constantly used by DHB staff. • The number of car parks is not enough for the visitors and workers of many businesses and education centres. • Can all businesses at the Historic Village/Council and DHB work together to entertain the idea of multi-storey carpark building or a private car parking such as Wilsons?	• The issue of parking availability in the 17th Avenue area has also been raised Submitters 3, 8, 15 and 18. • Solutions to the parking pressures (e.g. a new parking building) facing the Hospital precinct are able to be considered through the development of a PMP or the wider area-based planning that for the area.	No changes to the draft Parking Strategy That the Council's Parking Enforcement Team will be made aware of the issues raised in relation to parking control compliance in the lower 17th Avenue area. That a parking survey of the Hospital precinct area be undertaken to confirm availability of parking and need to develop a PMP.

15	Rolph Hediger	• The parking management approach nearby the Historic Village is affecting people's ability to visit this facility and this will only get worse as it gets busier.	The issue of parking availability in the 17th Avenue area has also been raised Submitters 3, 8 and 18.	No changes to the draft Parking Strategy That the Councils Parking Enforcement Team will be made aware of the issues raised in relation to parking control compliance in the lower 17th Avenue area. That a parking survey of the Hospital precinct area be undertaken to confirm availability of parking and need to develop a PMP.
16	Allan Gifford	• The submitter advises that parking revenue should be ring-fenced and only used for parking. • Currently, parking in CBD is at or over 85% capacity and there is no obvious plan to increase the parking supply. • The draft Parking Strategy does not deal with parking consistency in various centres.	• Chapter 6.5 of the draft Parking Strategy discussed the costs of a parking space, and that there are typically subsided by ratepayers at a citywide level, rather than generating a revenue. • The parking pressures facing the CBD are acknowledged. The development of a PMP for the CBD is intended as a first step in implementing the Parking Strategy. • The Parking Strategy is intended to provide a framework on how to manage parking demand across the city more consistently, i.e. when parking demand often exceeds 85%, Council will prepare a PMP to better manage demand and supply. However, it is through PMPs that tailored place-based implementation will occur, relative to the local issues, the type of the demand, and parking occupancy levels.	No changes to the draft Parking Strategy.

17	Mainstreet Tauranga Incorporated	• The submitter thanks Council for its support in providing 2-hours free parking in the CBD. Generally, the submitter supports the draft parking strategy, but notes the following: • Parking spaces in CBD have declined over the years exacerbating the shortage in supply in CBD. • 2008 Beca/TCC parking study highlighted the same issues with the little progress made. This is a frustration. • Currently, parking spaces are removed for streetscape beautification and planned development. Retrofitting parking to streetscape and planned development should be part of the PMP to ensure a balance between parking supply and demand. • PMP should be planned rather than be reactive. Accurate data collection on parking supply and use. • Parking enforcement & technology should be combined with data collection as this will ensure monitoring, and 85% occupancy rule. Ongoing	• The need to progress with implementation of the Parking Strategy once adopted is acknowledged. This is reinforced through the findings UFTI and the TSP. There is budget approved in the Councils Long Term Plan to support the development of PMPs commencing this financial year. • The draft Parking Strategy identifies that implementation of a PMP is intended to be 'integrated, incremental and responsive' (Section 7, page 14). This will be informed by, for example, survey data, user needs, wider place-based objectives for areas, how approaches support desired changes to the transport network, and include engagement with the local community. • The 'City Centre Strategy Refresh and Action Plan' project (commencing November 2021) will also support a more-planned approach to parking management. • The importance of parking enforcement as raised by the submitter is acknowledged and discussed in Section 8.4 of the draft Parking Strategy. • The use of technology and (digital) communication to manage parking is acknowledged and addressed in Section 8.4. • Communication is acknowledged to be a key part of any proposed change with regards to parking in any centre. This should be further clarified in paragraph 8.1 of the draft Parking Strategy.	That the wording of Section 8.1 (Parking Management Plan) is clarified to acknowledge the importance of communication when investigating and implementing any proposed changes to parking management.

		monitoring system, data driven, identifying over-stayers. • There is a public perception that CBD doesn't have enough parking spaces (exaggerated by the TCC parking building issue). Communication is the key to change this perception, so digital tracking system (telling number of empty spaces and locations). • Before increasing the parking prices to divert people to alternative modes, the alternative modes shall be desirable, fit for purpose efficient, and convenient. • Supports incremental change to price. The mixing of 'parking limits' and 'pricing' should be avoided. • Any changes to pricing should be mindful of its potential impact on businesses. Otherwise people will turn to suburban shopping malls. • Need to also supply bicycle parking and shower facilities to support the shift to other modes. • How do shopping malls or private parking facilities encourage alternative transport	• Digital information and technology is noted as a key tool to provide up-to-date and accurate information to visitors, which is noted in Section 8.4. Any plans to add or improve such technology would be further detailed through a PMP. • The PMP should consider the appropriate approach to incremental change including the impact of pricing or time limits to achieve the right mix of parking availability in combination with the broader place-based outcomes of a location and wider transport network outcomes. • The need for 'end of journey' facilities like secure cycle storage, changing rooms or shower facilities to support attractiveness of cycling as a mode of transport is recognised. Council has included within Housing Choice Plan Change 26 provision for safe and secure cycle parking facilities for residential development. Further details on cycle parking and end-of-trip facilities will be taken into account in the review of the City Plan. • The City Plan is the key tool used to achieve multi-modal transport outcomes as part of shopping mall development. The current provisions of the City Plan will need to be considered as part of any future review to ensure they appropriately support multi-modal outcomes Tauranga identified through recent processes like UFTI and the TSP.	

		modes? There should be some incentive/or otherwise to play their part in traffic reduction, congestion.		
18	Jeanette Walker	• The 17th Avenue West area and issues faced at the Historic Village need to be seriously considered. There should be 2-3 hour time limits at all times for these parking spaces.	• The issue of parking availability in the 17th Avenue area has also been raised Submitters 3, 8, 14 and 15.	No changes to the draft Parking Strategy • That the Councils Parking Enforcement Team will be made aware of the issues raised in relation to parking control compliance in the lower 17th Avenue area. • That a parking survey of the Hospital precinct area be undertaken to confirm availability of parking and need to develop a PMP. No action required to change the draft strategy.
19	Bay of Plenty Regional Council (BOPRC)	• Commends Council for progressing a comprehensive approach to parking management. • Supports the draft Parking Strategy, its consideration of the NPS-UD, its associated implications, and how together, they can play a role in addressing the wider urban development, multi-modal transport and environmental. • Considers the draft Parking Strategy reflects the wider mode-	• The submitter's support for the draft Strategy is noted as it the request that Council moves to implementation rapidly. • The relationship between parking pricing / caps and the use of PT and active modes is considered in Outcome 2 of the draft Parking Strategy (page 10). It is noted that price / caps are one of the many levers, accompanied with improvements to infrastructure, frequency and convenience. Further explanation of this important relationship can be added to the draft Parking Strategy.	• That Outcome 2 (page 10) and 6.4 (page 13) are expanded to further explain that parking pricing has a role in the perception of the price advantage for alternative mode use.

		shift agenda in UFTI, the TSP, the Regional Land Transport Plan and the Regional Public Transport Plan. • Agrees with the 'integrated, incremental and responsive approach to parking management. • Notes that the PMP approach is supported and that there should be an initial particular focus on the City Centre and Mount Maunganui as the greatest area of parking pressure and opportunity for mode shift. • Support a sound monitoring and review framework to ensure PMPs deliver on agreed outcomes. • There is a strong relationship between parking management, public transport uptake and affordability. As such, requests the impact of parking prices and limits on public transport uptake and how this can be used in combination with fare setting to meet UFTI and TSP objectives is recognised. • Strongly encourages Council to move onto the development and implementation of PMPs without delay.		

20	Sustainable Bay of Plenty Trust	• The submitter notes that the draft Parking strategy needs to clearly show how it is connected to other strategies (UFTI, TSP, JSP, City Vision, City Plan, Sustainability Strategy). • The draft Parking Strategy needs to be closely linked to the provision of carshare services, rideshare, walking & cycling facilities, PT services including park-and-ride, PT on-demand and Mobility as a Service (MaaS). • There seems to be an urgent need for modelling of the whole transport system including parking. Proper analysis of parking management options (e.g. CO2 benefits; social outcomes; equity issues; pricing impact) is needed to ensure the right approaches are implemented. • How does the 85% work in busy places with lots of drop-off and pick-up at a short time, such as schools. • Supports the proposed parking hierarchy but questions where electric vehicles fit in this. • There is a gap in the Strategy in relation to large scale shopping centres and commercial-	• Section 4.1 of the draft Parking Strategy discusses its alignment with UFTI and the TSP and Section 8.5 discusses the role and relationship to the City Plan. The Joint Spatial Plan, City Vision and Sustainability Strategy are still in development and can be informed, as relevant, by the Parking Strategy. • An identified outcome of the draft Strategy is to enable a multi-modal transport system. This links to initiatives such as car share, ride share, walking, cycling, public transport. Car-sharing, in particular, is discussed in Section 7.6 as well as the parking hierarchy due to its direct implications to parking. • Transport modelling of the transport system has been undertaken as part of the development of UFTI and the TSP. This identified that parking management can support multi-modal, accessibility and environmental outcomes. Analysis associated with developing a PMP can, where appropriate, further consider these matters to help identify the right implementation approach. • The 85% is a general principle to guide where parking management approaches may be required and to support parking availability. There is a fuller explanation in the Strategy in section 7.1 on how the '85%' would be used, but is noted some further clarification is required. It will need to be applied having regard to the context and	• Clarifications made about the '85%' rule in Chapter 5, Section 6.3 and section 7.1.

		industrial premises on the periphery of the City. A targeted rate should be applied to commercial parking spaces to achieve multi modal outcomes.	circumstances for which parking is required. The development of a PMP in consultation with key stakeholders like for example a school ensure will help to ensure the intent of the 85% availability of the existing number of spaces is achieved. • The introduction of a tax for (private) developments of new parking spaces through a tax (a parking levy) is not currently part of the draft Parking Strategy, nor part of the City Plan. These systems are well-used overseas, however, to date no examples are available in New Zealand. As such, any forms of levies, additional rates or taxes could be considered in the future and guided by successful examples elsewhere. • The draft Parking Strategy guides Councils approach to the management of Council-owned and controlled parking spaces. This could include the public parking in the streets nearby to a shopping centre. Parking on private land is controlled through the City Plan. The submitter's point about competing between centres and malls is noted. Investigations have identified that the quality and attractiveness of a location / destination and the experiences (e.g. shopping, business, entertainment, etc) it offers outweigh the issue of priced parking when they consider visiting a place.	

21	Ministry of Education (MoE)	• The key area of interest to the MoE is parking near schools. • The MOE supports that the draft Parking Strategy's aim to prioritise drop-off zones and bus stops over long stay parking near schools. • The MOE note that School Travel Plans are useful to manage the demands and issues associated with school pick up and drop off activities. • The MOE strongly encourages Council to work closely with schools in the preparation and implementation of PMPs where they may impact schools.	Section 8.1 of the draft Parking Strategy identifies that the development of a PMP will include consultation. Where a PMP impacts on a school there will be an opportunity to consult with schools to understand their interests.	No changes to the draft Parking Strategy.
22	Urban Task Force Tauranga (UTF)	• UTF generally supports the initiative to develop a Parking Strategy in relation to the management of public carparking. • The supply of accessible and affordable public carparking has a key role to play in the vibrancy and desirability of Tauranga centres (especially CBD). For that appropriate parking supply is needed. • There needs to be a specific plan for public parking in the CBD. For that planning for further parking	• The general support is noted. The purpose of the Strategy is to guide the management of Council-owned and controlled parking spaces. • The draft Parking Strategy acknowledges that parking has a role to play in the vibrancy of centres. The development of a PMP for the CBD will consider the balance between supply, pricing and time limits to ensure parking is accessible and affordable. • As part of the City Centre Strategy Refresh and Action Plan project (commencing Nov 2021) Council will be developing a parking component of the Strategy which will assist to determine what the medium and long	• That further clarity is added to incremental changes, as well as incremental pricing, also known as an 'exponential pricing' system, whereby the first few hours are relatively cheap and thus encourages turnover, but the hourly rate increases the longer someone parks. This allows flexibility to users who (sometimes unintended) need to park longer than expected. Further explanation is added to Section 7.1 of the draft Parking Strategy.

		buildings/sites should occur in a targeted manner around significant CBD projects. More smaller buildings should be "pepper potted" across the CBD to replace the Harrington Street building. • UTF supports the focus on how the pricing and time limits can be used to manage carparking more efficiently. However, care will need to be given to pricing as rapid price change can work against Council's objectives. Changes in the pricing structure should be gradual and should be reflected in the draft Strategy. • There is a need for consistent approach to parking between Mount Maunganui's downtown and the Tauranga CBD. • UTF agrees that a responsive approach to parking management requires monitoring and review in relation to the preparation of PMPs. It is critically important that Council consults with specific residents affected, businesses and community at large. • UTF do not agree that a permit system would result in	aspirations are for parking in the City Centre. Should similar Plans for other centres across the City be undertaken in the future, suitable locations for parking will be considered through those strategies in a similar way as for the City Centre. The parking component in the City Centre project will examine what role parking has in the city centre in the future, how this will be provided, where it will be provided and how this transition will occur. It will also consider what a medium-term transition plan from the current situation to the long-term vision should look like with a 10 and 20 year timeframe, and consideration will be given to what any new approach may mean for spaces currently allocated for parking. UTF has been identified as a stakeholder for the City Centre Strategy Refresh project, which will provide the opportunity to further discuss and explore the opportunities put forward in your submission, including how we may look to coordinate with future development. • This risk associated with the timing and scale of price increases is noted and acknowledged in the draft Strategy. A gradual implementation approach to implementation is identified as important to reducing the chance of people and business avoiding centres due to due increased parking restrictions.	

		carparking being insufficiently used. They consider that if such a system is well structured and priced, it would result in a more efficient outcome than is currently occurring. • UTF proposes to amend the Table 4 that sets out parking hierarchy. Short-stay carparking should be prioritised in the table across all zones as this will result in significant gains in carparking efficiency.	• The Parking Strategy is intended to provide a framework on how to manage parking demand across the city more consistently, i.e. when parking demand often exceeds 85%, Council will prepare a PMP to better manage demand and supply. However, it is through PMPs that tailored place-based implementation will occur, relative to the local issues, the type of the demand, and parking occupancy levels. • The need for consultation as part of developing a PMP is discussed in the draft Parking Strategy. • Residential parking permits are discussed in paragraph 8.3 of the draft Parking Strategy. In addition, it is noted that any form permits can reduce the occupancy of parking and reduce the availably for visitors. The Technical memos developed as part of preparing the draft Parking Strategy acknowledge additional adverse effects of the use of permits, which for example include additional enforcement / administration (and therefore costs), but more importantly, permits can give users a future expectation that road space could always be used for parking. Whilst streets have a long lifetime, its use and layout do need changing over time. The introduction of e.g. a wider footpath, a bus lane, an additional vehicle lane etc. requires flexibility. A permit system makes such changes nearly impossible, as users rely on	

			the on-street space. This also aligns with the recently adopted Street Design Guide and Toolbox (in particular Diagram D125) that notes that on-street parking spaces have a role to play, but are primarily intended for visitors (rather than residents or others using a permit). • Short-stay parking is considered very important for turnover and vibrancy of centres. The table is not intended as a fixed list, but as a focus of priority, which is described in Chapter 7.6. For example, once a street/centre has a few carshare vehicles, and loading/drop-off spaces are in place, there is no need for more, and the remainder is likely to be focussed for short-stay parking. Motorcycles parking is considered a slightly higher priority due to its space efficiency, and thereby increasing the number of visitors. It is noted that a further encouragement of short-stay parking is considered through 'exponential pricing' (also called 'incremental pricing'). Usually, where parking management is aiming for a high turnover (such as commercial centres) and where pricing is also justified, mixing of time limits and pricing on the same parking bay should be avoided. Incremental pricing (also referred to as 'exponential pricing'), where the first hour(s) have a low price, but visitors pay incrementally more for additional hours, should encourage turnover of spaces and	

			allows people to have flexibility over how long they stay. This approach has also been shown in other cities to dramatically reduce thenumber of infringement tickets for overstaying and avoids visitors having to move their cars to a new spot or leave the centre altogether. This will be further clarified in the draft Parking Strategy.	
23	Greater Tauranga	Matters raised in a workshop: • What are the levers and tools to achieve the 85%? • Has consideration been given to cycling parking? • What guidance is recommended for cycle parking, and what would be the cycle parking requirements? • Does the 85% mean that we'll be providing for the 85th percentile? • Why are residential parking permits not considered? • Please put more emphasis on the mode shift targets • Have Council considered a targeted rate (a tax, or a levy) for building more car parking spaces?	• Levels and tools to help achieve the 85% occupancy are typically pricing and time limits. There is a fuller explanation in the Strategy in section 7.1 on how the '85%' would be used, but is noted some further clarification is required. The exact tools will depend on survey data, local needs, local demands and consultation. Flexibility is required, as in some centres a time limit suits well whereas in other areas a more tailed approach may be needed to accommodate most need. For example, exponential pricing (also known as incremental pricing) is a system of parking management which is aiming for a high turnover (such as commercial centres) and where pricing is also justified, mixing of time limits and pricing on the same parking bay should be avoided. Incremental pricing (also referred to as 'exponential pricing'), where the first hour(s) have a low price, but visitors pay incrementally more for additional hours, should encourage turnover of spaces and allows people to have flexibility over how long they stay. This	• Clarifications made about the '85%' rule in Chapter 5, Section 6.3 and section 7.1.

			approach has also been shown in other cities to dramatically reduce thenumber of infringement tickets for overstaying and avoids visitors having to move their cars to a new spot or leave the centre altogether. • Council have included within the Housing Choice Plan Change 26 (see chapter 8.5 in the draft Parking Strategy), provision for safe and secure cycle parking facilities for residential development. Further details on cycle parking and end-of-trip facilities will be taken into account in the review of the City Plan. Guidance on cycle parking design is available in Waka Kotahi's 'Cycle Parking Design Guidance' document. • The term'85%tile' is a term in traffic engineering, but is different from the '85%' referred to here. 85%tile is often used to ensure that there is capacity / allowance that accommodates 85% of the users or speeds. The 85% threshold in the draft Parking Strategy notes that through parking management occupancy is managed to achieve 85% use of those existing spaces, rather than providing for the potential use. It is noted that further clarification of these differences is required in the draft Parking Strategy. • Section 8.3 of the draft Parking Strategy discusses the matter of resident parking permit. This is also discussed in relation to Submission No.3.	

			• The emphasis given to mode shift being one of the five identified outcomes of the draft Parking Strategy is considered appropriate. • The introduction of a tax for (private) developments of new parking spaces through a tax (a parking levy) is not currently part of the draft Parking Strategy, nor part of the City Plan. These systems are well-used overseas, however, to date no examples are available in New Zealand. As such, any forms of levies, additional rates or taxes could be considered in the future and guided by successful examples elsewhere.	