Draft **Parking Strategy**

Queenstown Lakes District Council

QUEENSTOWN LAKES DISTRICT COUNCIL

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Introduction

Parking issues in the Queenstown Lakes District are like nowhere else in Aotearoa New Zealand.

In recent years the population of the district has grown faster than anywhere else in the country, and much of this growth has been accommodated in low-density development on the fringe of our urban centres. This has led to dispersed communities that are highly car-dependent and rely on access to parking at key destinations. During this time, the district has also faced extraordinary growth in the number of people visiting the area from elsewhere in New Zealand and overseas. The unique demands of these visitors - many who are unfamiliar with the area and travel using a wide range of vehicles like campervans, coaches, and electric vehicles, are creating substantial parking issues in our small urban centres. The combined demands from residents and visitors mean finding a suitable car park is becoming more difficult. These problems are impacting on the accessibility and amenity of our towns, the quality of life of our residents, and our reputation as one of Aotearoa New Zealand's premier tourist destinations.

We have established ambitious targets to reduce our carbon emissions to recognise the urgency in addressing the climate crisis. Transport is one of the largest sources of emissions, but it is also an area we can influence. We are investing in improvements to our walking, cycling and bus networks in collaboration with Queenstown Lakes District Council's (QLDC) transport planning partners to support our communities and visitors to make the transition to low carbon modes. We are also focused on enabling higher density development and the development of new town centres that will help to reduce the need to travel.

However, the availability and cost of parking is one of the most significant factors that determines how a person chooses to get around. Parking is highly valued, and generally, people feel concerned at the thought of parking being removed or any changes to how it's being managed due to perceived scarcity. As the main provider of public parking in the Queenstown Lakes District, QLDC has to decide how to balance the competing demands for parking from a wide range of users, and to accommodate a range of vehicle types too. There is also a growing need to repurpose our street space to provide for public spaces and improve urban form, as well as improving transport networks for multiple transport modes, including public transport and cycling. Our residential and visitor populations are forecast to continue to grow, and we need our towns and the transport network to work for everyone.

A better approach to managing parking across the Queenstown Lakes is needed. The purpose of the QLDC Parking Strategy is to provide the direction and framework to make consistent and transparent decisions about parking. This includes establishing the objectives and principles that will guide how we manage and prioritise parking to achieve the outcomes we want for our future.

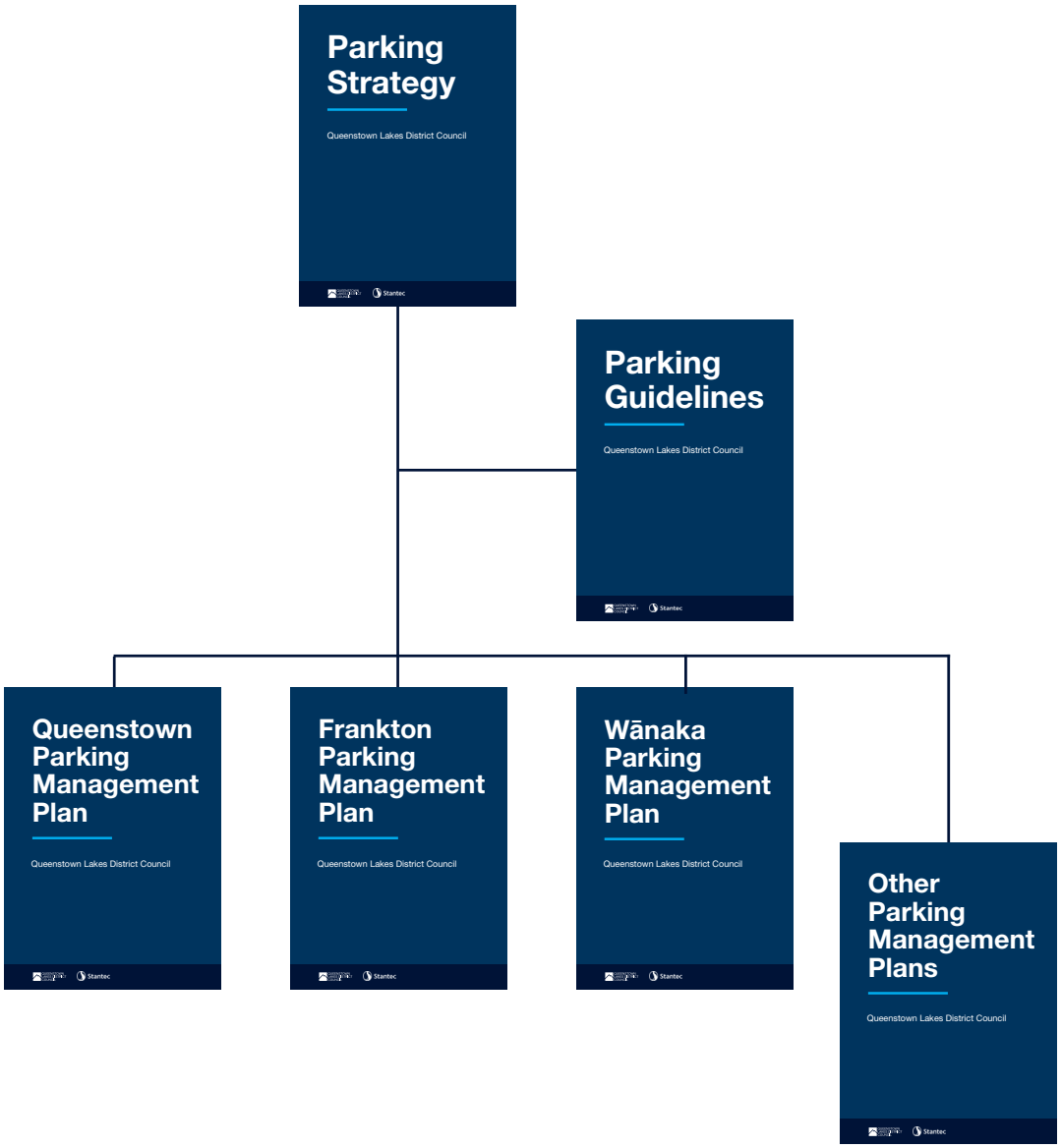
The focus of the QLDC Parking Strategy is to establish 'why' we manage parking, and how parking influences the form and function of our urban centres. It establishes the objectives that guide the broader outcomes we want to achieve, and the principles that outline how we can manage parking to influence these outcomes. The Strategy also provides the strategic context for managing parking, and the key reasons we need to make changes.

This strategy forms part of a broader project for managing parking in our district (refer to Figure 1 1), and predominantly focuses on managing public parking Council owns and operates. However, it will also cover elements of private parking which can be influenced at the development stage. The Strategy will be supported by Parking Guidelines, which will then guide the development of Parking Management Plans for our communities.

QLDC's Parking Guidelines will provide the 'toolbox' for how parking will be managed across the Queenstown Lakes District. These guidelines will identify how we'll prioritise parking allocation and provide details on key parking management strategies to help manage supply and demand. Strategies will include restrictions, pricing, permits, enforcement, technology, and monitoring.

Parking Management Plans (PMPs) will be used to outline what we'll do to manage parking in specific locations, because each of our communities are unique. We'll develop tailored PMPs to address existing problems within defined areas that will contribute to wider transport outcomes and create pleasant and high-quality urban environments. The PMPs will be based on the tools and hierarchies within the Parking Guidelines that align with and deliver the objectives and principles of the QLDC Parking Strategy. Recommendations within the PMPs will be further informed by parking data and conversations with each specific community.

Figure 1-1: Scope of QLDC parking project



Why do we need a parking strategy?

Parking ultimately provides a space to store a vehicle and offers convenient access to key destinations. However, our main town centres in the Queenstown Lakes District are experiencing growing demands from a range of users who have different parking needs. We need to balance the parking demands of residents who live close to or within urban centres, as well as commuters, businesses, visitors, shoppers, tourists, and parking for the mobility impaired. We also have a need to provide for different types of vehicles. Parking for taxis, service vehicles, buses, coaches, campervans, motorbikes, electric vehicles, and bicycles all have very different needs when it comes to parking dimensions, proximity, and length of stay.

We're also faced with the need to reallocate space on our streets. We need to provide our communities and visitors with better ways to get around, and to enhance the vibrancy and enjoyment of our public spaces by changing how we use our streets. We can't continue to meet the increasing and complex demands for space on our streets as our towns continue to grow, and providing more parking does not solve the broader issues facing our communities. Instead, we need to change how we manage and prioritise the use of our public spaces. The need for these changes has been triggered by several key drivers as follows.

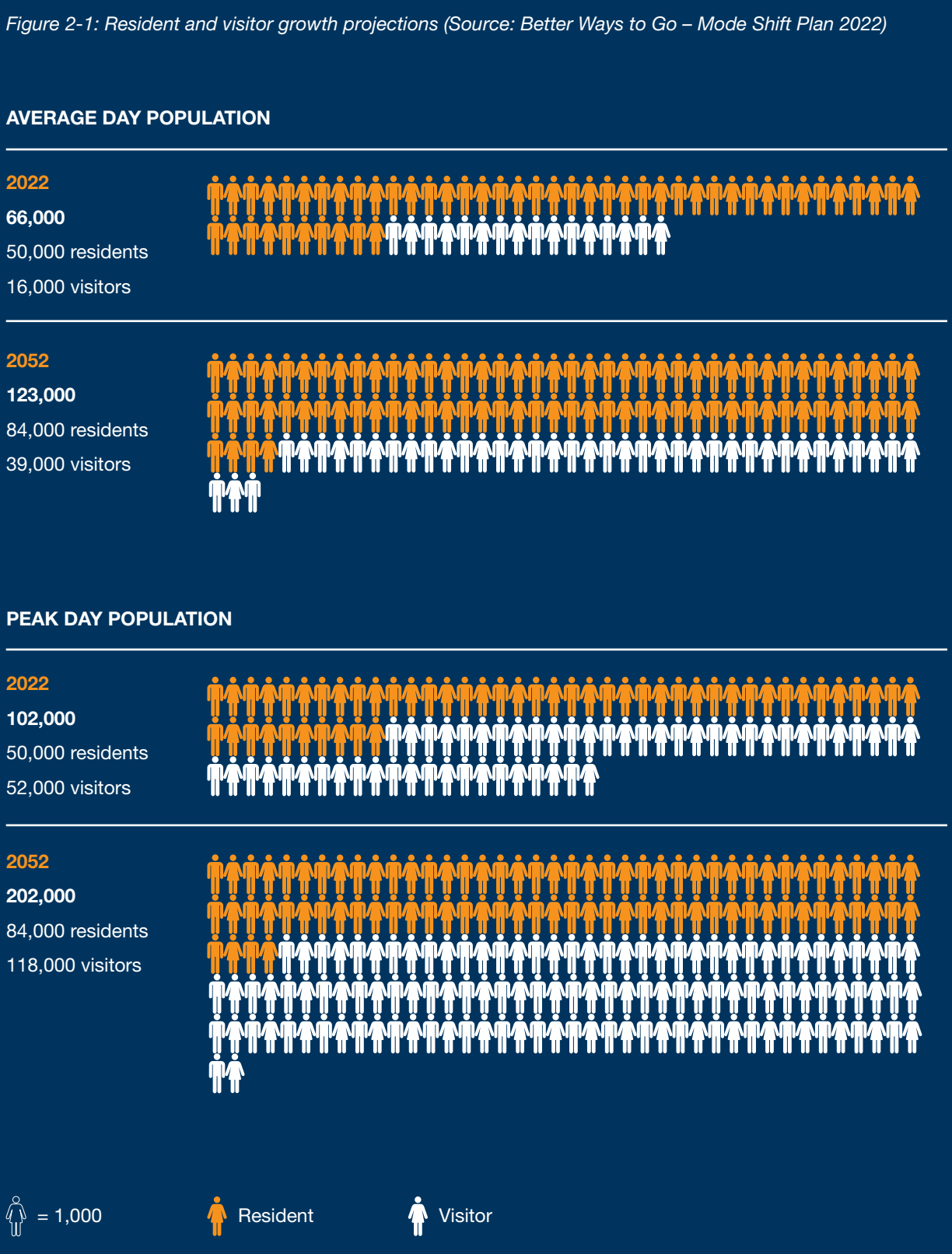
POPULATION AND VISITOR GROWTH

Between 2013 and 2018 our population increased by nearly 40%[1]; the highest growth rate in the country. The district is now home to over 50,000 residents and hosts over two million visitors each year. The growth of residents, combined with increasing visitor demands is placing significant strain on core infrastructure including our key transport corridors and parking. The combined resident and visitor population is forecast to double over the next 30 years on an average day. The demands from visitors are even higher still on 'peak days' and key times of the year when we have a surge in visitors, such as the Christmas and New Year period. Our visitor population triples during this time, however by 2052 the number of visitors to our district is forecast to increase seven-fold.

Based on current travel patterns, this forecast growth in the district would create an enormous strain on parking already at or near capacity in some areas. To preserve our quality of life and maintain our reputation as one of the country's premier visitor destinations, we need to provide practical and alternative ways for people to get around, while ensuring the parking we have is valued, managed efficiently, and prioritised for those who need it most.

[1] *Stats New Zealand census data. Census data from 2018 has been used throughout the document as it is the most current data available on key trends such as population and transport. Future growth projections for QLDC are based on Stats NZ forecasts, along with additional information such as resource and building consents, migration data, and tourism and visitor accommodation projections. These projections have been updated to reflect the observed impact of COVID-19 on migration, the economy and construction activity.*

Figure 2-1: Resident and visitor growth projections (Source: Better Ways to Go – Mode Shift Plan 2022)



EMISSIONS REDUCTION

In June 2019, QLDC declared a climate and biodiversity emergency. This declaration recognised urgent action is needed and commits us to actions to respond, adapt, and mitigate the damaging effects of climate change. Council has set a goal of reducing greenhouse gas emissions by 44% by 2030 and has developed a Climate Action and Biodiversity Plan that outlines the actions we will implement to achieve this target.

The transport sector is one of the largest sources of carbon emissions and an area that local authorities can influence. Modelling of potential pathways to decarbonise the district's transport system found the greatest emissions reduction gains were associated with the conversion of the light petrol and diesel vehicle fleet to electric vehicles (EV), with an assumption of 100% of the fleet converted by 2050. Achieving this transition will require significant investment in EV charging infrastructure across the district to support residents, but especially visitors. We will support providers to establish some public charging infrastructure, however the expectation is the market will respond to meeting the growing demand for EV charging. Our key focus is to provide communities and visitors with low carbon transport choices such as walking, cycling and public transport, combined with effective parking management to achieve QLDC's emission reduction targets.

MODE SHARE

Dispersed land use, combined with limited safe and practical transport choices mean most journeys in the Queenstown Lakes District are undertaken by private vehicle. In 2018, 67% of journeys to work, and 57% of journeys to education were by private vehicle[1], and in 2023, the Queenstown Visitor survey found nearly four in five visitors used private or rented vehicles to travel around the district[3]. Ultimately, these private vehicle journeys all rely on access to parking at the start and end of each journey they take.

There has been some success in increasing bus mode share around Queenstown and the Whakatipu with the introduction of the $2 bus fare in 2017 and improvements to bus services. In the 12 months following the introduction of the $2 fare, bus patronage nearly quadrupled[4]. While bus patronage in recent years has been erratic due to the impacts of the COVID-19 pandemic and reduced service timetables, patronage is steadily growing again. In June 2023, patronage exceeded the corresponding 2018/19 period for the first time since the pandemic[5].

Residents in the district have a substantially higher share of walking, cycling, and using public transport to travel to work compared with the New Zealand average, however there is significant scope and opportunity to increase the uptake of these modes for all journeys. For some communities, it can be challenging to get around without a private vehicle, but we continue to invest in improving our walking, cycling and public transport networks, in collaboration with Council's transport planning partners.

CAR DEPENDENCY

Car ownership across the Queenstown Lakes District is exceptionally high. In 2018, nearly three quarters of households in our district had access to two or more vehicles, compared to just over half of all households across Aotearoa New Zealand. Of these households in the district, 3,339 (28%) had access to three or more vehicles, which is a 68% increase since 2013[1]. This level of car ownership may be partly explained by the increase of housing with multiple tenants due to affordability issues in the area. Between 2013 and 2018 there was a 41% increase in non-family multi-person households compared to a 27% increase in one-family households across the district[6].

High levels of car ownership may mean some households are unable to accommodate all their vehicles on their property, resulting in spill over onto local streets. This can lead to competing demands for on-street parking between residents, as well as between residents and users of other nearby destinations.

[2] *Emissions Reduction Roadmap 2020. www.qldc.govt.nz/media/yytb3e5t/qldc-emissions-reduction-roadmap-final-report.pdf*

[3] *Queenstown Visitor Survey 2023 (Q2 update). assets.simpleviewinc.com/simpleview/image/upload/v1/clients/queenstownnz/4_Queenstown_Visitor_Survey_Report_Apr_Jun_2023_Website_daad7d2a-98ed-4440-8f34-e236412325c6.pdf*

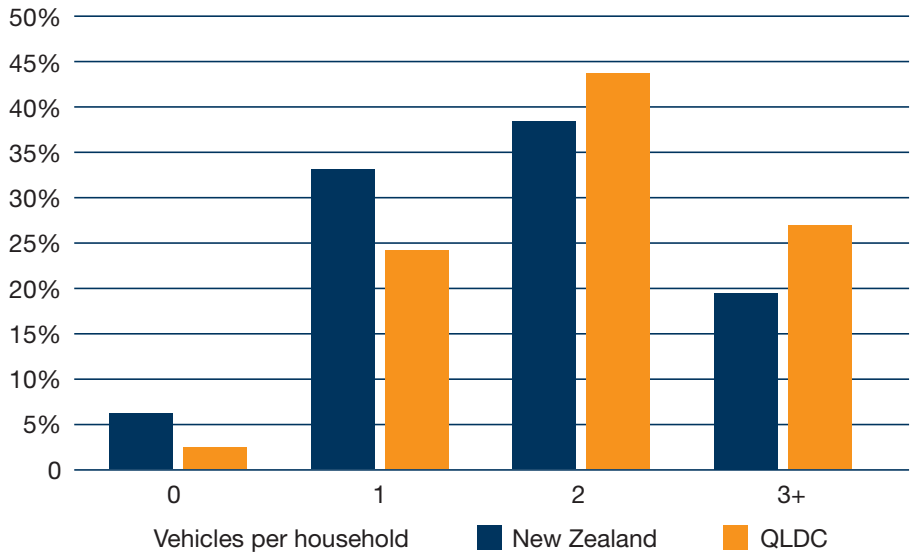
[4] *Queenstown Business Case 2020.*

[5] *ORC Public and Active Transport Committee Meeting Agenda 9 August 2023. www.orc.govt.nz/media/14802/patc-agenda-9-august-2023.pdf*

[6] *Demand Projections Summary – March 2022. www.qldc.govt.nz/media/ygilrton/demand-projections-summary-march-2022-2023-to-2053.pdf*

While car ownership across the district is increasing, 3% of households in 2018 did not have access to a vehicle[1]. These households rely on public transport, going by foot or bike to get around, which may limit their opportunities to participate in social and economic activities. While some households may actively choose not to own a car, providing practical transport options for residents and visitors, and proactively managing parking demand will provide benefits for everyone.

Figure 2-2: Car ownership rates in QLDC & NZ 2018 (Source: Stats NZ)



CONGESTION

Our rapid population growth, combined with limited alternative transport options and access to parking that is cheap or free has resulted in exceptionally high levels of congestion on some of our key arterial routes in Queenstown and Frankton. In recent years, traffic volumes on the State Highway network in and around Queenstown have increased at a faster rate than anywhere else in the country. In 2019, traffic demand on SH6A exceeded the practical capacity of the corridor on 140 days of the year, resulting in significant delays and congestion. Based on the current mode share, modelling found the transport network and Queenstown's parking supply is unable to accommodate further growth in traffic[4].

While this high level of congestion is currently only experienced in the Whakatipu, the population of Wānaka is forecast to grow faster, with its resident population expected to increase by 75% by 2052[6]. Without making changes to how people get around, Wānaka may soon be experiencing the same congestion and parking constraints as Queenstown.

QUALITY OF URBAN ENVIRONMENTS

QLDC has developed masterplans for Queenstown and Frankton, and improvement plans for Wānaka. These plans recognise the impacts that the scale and pace of growth has had on the Queenstown Lakes District's main town centres, and the strains being placed on core infrastructure. Without action, the forecast growth will threaten the liveability of the district's main centres and degrade the visitor experience that draws people to the area. The plans aim to improve the quality of these urban environments and include aspirations for enhanced amenity and more people-focused town centres. To achieve these outcomes, changes to vehicle access and parking are required to provide more space for urban design, streetscape improvements and multi-modal networks.

Figure 2-3: Artists impression of SH6 near Grants Road, Frankton (Source: Frankton Masterplan)

REMOVAL OF MINIMUM PARKING REQUIREMENTS

As part of the mandated implementation of the National Policy Statement of Urban Development (NPS-UD), minimum parking requirements for new developments have been removed from District Plans across Aotearoa New Zealand. This aims to improve housing affordability, create more flexible urban developments, and enable repurposing of existing sites and buildings, an example being heritage buildings. However, with exceptionally high levels of car ownership across the district there is a risk that without sufficient on-site parking, pressure for on-street parking will increase. This is particularly relevant in inner-city areas and in locations of medium and high-density developments where residents will compete for parking with local businesses and shoppers, or with each other.

PARKING PRESSURE IN RESIDENTIAL AREAS

Population growth, limited transport options and free and/or unrestricted parking is leading to parking pressure in many of our residential areas. In Queenstown and Wānaka, commuters often compete for space with residents who live on the fringe of our urban centres.

In parts of Frankton, residents compete with airport users who park in local streets to avoid paying for long term airport parking. In some residential areas, the pressure comes from the residents themselves; the Queenstown Lakes District's housing affordability issues have led to large numbers of people living in the same dwelling. The parking demand from these dwellings can impact on their surrounding neighbours' access and expectations for on-street parking.

TRANSPORT EQUITY

Car-focused transport investment combined with dispersed, low density land use planning has resulted in car-dependent communities that, in many cases, have few or no other practical ways of accessing key destinations other than by private vehicle. Car dependency may be forced upon lower-income households, as cheaper housing is often located on the fringes of towns and cities. The cost of running multiple vehicles (including paying for parking), combined with the district's high housing costs can exacerbate the burden of transport inequality and put considerable stress on low-income households.

Parking is just one piece of the puzzle

Delivering parking solutions will contribute to resolving some of the issues described above, however managing parking is just one lever that can influence how we get around. Implementing changes to parking in isolation of providing practical alternatives is unlikely to be supported by local communities. To maximise benefits and achieve broader social, environmental and economic outcomes, improvements to the Queenstown Lakes District's public transport, walking and cycling networks are needed, combined with a wide range of complimentary travel demand management (TDM) initiatives.

Providing quality public transport services and infrastructure is one of the most effective ways of supporting communities and visitors to adopt more sustainable transport modes. Key elements that will encourage uptake include frequency, service span (operating hours), travel time, price, comfort and that it takes people where they want to go and when. Improving walking and cycling networks is also needed to increase uptake of these modes. The main towns in the district are relatively small and compact and provide ideal opportunities for people to walk and cycle for some journeys, but routes need to be designed and maintained for a range of users to provide safe, comfortable and connected links to where people want to go.

TDM includes a range of measures that aim to change people's travel behaviour by encouraging the use of alternative transport modes and reducing the need to travel, using a combination of incentives and disincentives. When combined, these 'push' and 'pull' levers are substantially more effective than implementation of individual measures and are essential to achieving many of the outcomes sought by Council and the community.

QLDC and its local transport planning partners, Otago Regional Council (ORC) and Waka Kotahi New Zealand Transport Agency are working together to improve transport networks across the district and implement many of the TDM measures outlined below. Other tools like road pricing and congestion charging require central government support and legislation changes to be implemented. Ultimately, these measures aim to encourage the use of other modes or reduce the need to travel, which contributes to reducing the overall demand for parking.

- **Pricing:** while parking management uses pricing to manage demand, support mode shift outcomes and prioritise premium spaces, there are other pricing mechanisms that can support mode shift and emissions reduction. For example, reducing the cost of public transport and advocating for the implementation of road pricing and congestion charging can substantially support the shift to low emissions transport options.
- Traffic and speed management: implementing traffic calming to reduce vehicle speeds in our main urban centres can provide safety and travel time benefits for pedestrians and cyclists, supporting their uptake. Reducing speed provides safety benefits by reducing the severity of crashes and provides drivers with more reaction time and increased stopping distance. It can also make journeys by other modes more time competitive with driving.

- **Shared mobility:** provides opportunities to rent ‘mobility’ when it is needed. Examples of shared mobility include car, scooter, and bike sharing. These emerging modes can reduce car ownership. Carpooling is also a form of shared mobility and can be encouraged through transit lanes (e.g., T2, T3 lanes), and dedicated carpool parking.

- **Behaviour change:** non-infrastructure measures such as education and encouragement are commonly used to support travel behaviour change. Education initiatives include providing road safety and cycle skills training through local schools, to developing materials that provide communities with knowledge of alternative transport modes. Measures to encourage behaviour change include events, promotional activities, and competitions to entice people to try other modes. Trials that temporarily reallocate road space like car free days can encourage more people to walk and cycle and allows people to experience alternative uses of street space. These initiatives can be led by local authorities, as well as community, advocacy, or business-led groups like Transport Management Associations

- **Integrated transport and land use planning:** while many of the other TDM initiatives focus on shifting how we are travelling, integrating land-use and transport focuses on reducing the need to travel, and is the most effective way of managing travel demand. Planning mixed use developments with education and employment opportunities, and access to goods and services nearby means residents can get many of their daily needs locally and within walking and biking distance. Residential intensification of existing urban areas also allows more people to access nearby services and facilities and can enhance the viability of local businesses and public transport. Intensification of existing areas also reduces the need for new transport infrastructure in newly development areas.

How does the Parking Strategy fit with our other plans and strategies?

The fundamental vision, direction and priorities for parking have already been articulated and defined in our existing plans and strategies, as well as those of our transport planning partners, ORC and Waka Kotahi. These consistently focus on reducing emissions, supporting mode shift, and enhancing the quality and liveability of our urban centres.

Given the role and influence parking has on the form and function of our urban centres, it's critical we manage and prioritise parking in a way that aligns with and ultimately delivers the outcomes sought by these overarching strategies and plans. The following Table 1-1 summarises the local, regional and national strategies to establish the context and direction for managing parking across the Queenstown Lakes District.

Table 1-1: Strategic Context Summary

Document	Purpose	Relevance to parking
Local		
Queenstown Vision Beyond 2050	Establishes the vision for Queenstown Lakes - 'A Unique Place. An Inspiring Future | He Wāhi Tūhāhā'.	The vision underpins everything we do, including parking. The vision is supported by eight vision statements, of which four are relevant to how we manage parking: > Thriving people | Whakapuāwai Hapori > Zero carbon communities | Parakore hapori > Opportunities for all | He ōhaka taurikura > Pride in sharing our places | Kia noho tahi tātou kātoa
Queenstown Lakes Spatial Plan 2021	Provides the long-term strategic direction for managing the future growth and development in the district.	Seeks a new approach that "focuses on moving people, not cars". The Spatial Plan highlights the need for a proactive approach to managing the supply and pricing of parking to help achieve mode shift and reduce car dependence.
Climate and Biodiversity Plan 2022 – 2025	Details how we will respond to climate change and biodiversity loss within the district.	Seeks a transport system that is low-emission and better connected, which includes the development of parking management plans, and providing dedicated parking for bicycles, scooters and other micromobility options, carpooling and electric vehicles (EVs).
Better Ways to Go - Mode Shift Plan 2022	Outlines how the agencies responsible for transport in the district (QLDC, ORC and Waka Kotahi) will work together to get more people walking, cycling and using public transport.	The Plan recognises the importance of parking in shaping urban form and influencing travel demand and transport choices. The need for a parking strategy and parking management plans to manage demand and optimise supply to support mode shift outcomes are included as initiatives within the implementation plan.
Queenstown Transport Detailed Business Case 2020	Establishes the case for investment to transform the town's transport system to address existing transport deficiencies and accommodate forecast population and visitor growth.	Highlights the need to improve parking management in both Queenstown and Frankton, focusing on managing parking demand rather than supply, reducing circulating traffic, and prioritising on-street parking for service vehicles, taxis, and mobility parking needs.
Queenstown Town Centre Master Plan 2018	Articulates the vision for the town centre to respond to the complex challenges associated with high levels of growth in the district.	Outlines the need to improve how parking is managed, including the removal of free parking, as well as consideration of new parking buildings on the fringe of the town centre.
Wakatipu Active Travel Single Stage Business Case (SSBC) 2019	Establishes the case for significant investment in cycling facilities across the Whakatipu Basin.	Highlights the influence of parking management on the uptake of walking and cycling, as well as the need for cycle parking and storage.
Te Kirikiri / Frankton Master Plan 2020	Outlines the 30-year vision for Te Kirikiri/Frankton to guide future land use and infrastructure planning.	Recognises that much of the development in Frankton has been car dominated, including large format commercial and retail development surrounded by areas of surface parking, as well as parking activities generated from Queenstown Airport including long stay car parking and storage of rental cars and campervans. Consequently, the community is facing severe traffic congestion and parking overflow from the airport. The Master Plan identifies an opportunity to improve connectivity between local centres to reduce the amount of land dedicated to parking to service these internal trips.

Te Pūtahi Ladies Mile Master Plan 2022	Sets the direction and outcomes for future development for Te Pūtahi Ladies Mile to provide improved liveability, community amenity, transport, and social infrastructure for existing and future residents in the wider area.	As a key priority development area identified in the QLDC Spatial Plan, the focus is on creating a new transit-oriented neighbourhood. The proposed District Plan Provisions discourage private vehicle ownership through limited car parking and requiring public transport related infrastructure to be in place prior to development.
Draft Wānaka Master Plan 2019	A 30-year plan and vision to manage the existing issues and ensure the impacts of forecast growth do not undermine the quality and attractiveness of the town centre.	Included actions to remove parking on key streets to enhance the amenity of public space, and reconfiguring parking areas on the fringe of the town centre.
Wānaka Lakefront Development Plan 2016	Provides a staged development plan for Wānaka's central lakefront area.	Aims to reduce vehicle use in the town centre and create "fresh open spaces and people-friendly places on the lakefront". The Plan includes relocating parking on the lakefront reserve to Ardmore Street.
QLDC District Plan	Guides land use and development across the district. The Proposed District Plan is currently being phased in to replace the Operative District Plan.	The District Plan strongly influences urban development, including the density, location, and type of development activity, which impacts on traffic generation and parking demand. The District Plan no longer includes minimum parking requirements, however it can and does establish maximum parking requirements for some areas. It also outlines: > requirements for coach parking and accessible parking in new developments; and > design guidelines for the size, access, and layout of parking spaces
Land Development and Subdivision Code of Practice (CoP) 2020	Sets out the minimum standards of infrastructure within new developments.	The CoP includes requirements for parking, passing, and loading, and includes minimum requirements for on-street parking.
National and Regional Strategies		
Emissions Reduction Plan (ERP) 2022	Includes the policies, strategies and actions needed to achieve interim greenhouse gas emissions targets, as established in the Climate Change Response Amendment Act 2019.	Incorporates an action to investigate pricing tools such as parking pricing to discourage private vehicle use and promote mode shift to meet emissions reduction objectives.
National Policy Statement on Urban Development (NPS-UD) 2020	Aims to remove barriers to development to enable growth in locations that have good access to existing services, public transport networks and infrastructure.	Required Councils to no longer require developers to provide parking for new residential or commercial developments (except for mobility parking). QLDC adopted this change in December 2021. However, without appropriate policies in place, there is a risk that reduced provision of on-site parking will create pressure on on-street parking supply. The NPS-UD strongly encourages local authorities to manage and mitigate effects associated with the supply and demand of carparking through comprehensive parking management plans.
Otago Southland Regional Land Transport Plans 2021-31	Outlines the regional transport investment priorities and community aspirations for transport over the 10-year period.	The plan references the low mode share of public transport and active modes in both the Whakatipu and Ōtepoti Dunedin, which is attributed to lack of integrated land use planning, poor parking management, and car-centric transport infrastructure.

Making decisions about parking

Parking is essentially a means to an end, and it exists to support access to a destination. However, the provision of parking doesn't just impact how people move around, but also influences wider social, economic and environmental outcomes. Parking must be managed in a way that balances the natural tensions between these elements, while meeting the requirements of a variety of users with differing needs.

We've developed a set of objectives and principles to give direction to the management of these competing demands, and to deliver the desired outcomes for the Queenstown Lakes District set out in our key plans and strategies. The objectives outline what we want to achieve through managing parking, while the principles set out how we will manage parking to achieve these objectives.

5.1 OBJECTIVES

Table 2 1 identifies the five objectives that will inform how we make decisions about parking. These intentionally do not refer to parking; rather they focus on delivering key outcomes for the Queenstown Lakes District. These objectives also recognise that providing a quality multi-modal transport network needs to balance movement and place outcomes, along with delivering the triple bottom line pillars of sustainable development: environmental, social, and economic outcomes.

Table 2-1: Parking Strategy Objectives

Objectives Parking is managed in a way that:	**Focus of objective**
Prioritises access according to user needs	Social
Encourages mode shift and reduces emissions	Environmental
Supports a prosperous local economy	Economic
Supports a safe and efficient transport network	Movement
Contributes to quality, people-focused urban environments	Place

Further details of how we will manage parking to achieve each of these objectives is outlined below. However, there are natural tensions between these objectives; compromise may be required to balance competing demands and achieve a successful outcome supported by the community.

1.1.1 Prioritises access according to user needs

Parking is a limited resource, and it is not possible to provide convenient parking for everyone. There are many users of public parking spaces, and each type of user has varying needs in terms of proximity to destination and duration of stay. In some locations, we need to prioritise and allocate parking to support those users with special access requirements, such as people with limited mobility and for service vehicles. We will prioritise access for these by:

- Adopting parking hierarchies that outline which users will be prioritised in key locations, such as in commercial, residential, and industrial areas
- Providing permits for some users that rely on parking near their destination
- Reviewing the allocation and location of parking for priority users to reflect changes to land use, access, and demand
- Undertaking regular monitoring of parking spaces to measure demand and ensure there are sufficient spaces for our priority users
- Ongoing engagement with our community to better understand the needs of key users and ensure any changes to parking consider the needs of these users.

1.1.2 Encourages mode shift and reduces emissions

The availability and cost of parking significantly influences how people choose to travel. As our resident and visitor populations continue to grow, there is increasing pressure on parking availability in our main towns. However, providing more parking to accommodate this growing demand does not align with our vision for the district. Rather, we will use parking management tools to influence mode choice and achieve emissions reduction targets, while recognising that some of our communities have limited access to alternative transport modes. We will manage parking to encourage mode shift and reduce emissions by:

- Introducing paid parking to manage existing parking in new areas and expanding paid parking where it already exists to encourage access to our town centres by other modes
- Providing information such as wayfinding signage, apps, and websites to direct drivers to car parks to reduce circulation and encourage drivers to ‘park once’ and walk, ride or scoot
- Promoting the use of vehicle sharing by providing dedicated parking spaces for car share vehicles and people who carpool
- Reviewing the allocation and location of motorbike, bicycle, and scooter parking
- Supporting providers to establish electric vehicle charging stations at some of our Council facilities.

1.1.3 Supports a prosperous local economy

Parking can contribute to our local economy by providing convenient access to local business activities. However, it is not parking that attracts people to a place; it’s the destination. Providing too much parking can diminish the very qualities that make a place appealing, however not providing suitable parking can lead to congestion in our town centres as vehicles circulate in search of a parking space. We will focus on ensuring parking is efficiently managed to balance the needs of various users to deliver economic benefits for retailers and the community. We will achieve this by:

- Using pricing, restrictions, and specific user parking to prioritise access for those that most need convenient, short-term parking, while directing others to more affordable, long-term parking
- Using enforcement to promote compliance with the parking system and discourage overstaying and non-payment of parking
- Providing dedicated spaces and permits for service, maintenance, and delivery vehicles to access local businesses
- Creating opportunities for shared parking to optimise use and manage demands at different times of the day
- Using parking technology to provide more convenient payment methods and opportunities for drivers to top up payment remotely so they can stay longer.

1.1.4 Supports a safe and efficient transport network

Provision of parking should not compromise the safety of other road users, nor the efficiency of our transport corridors. Identifying and enforcing where not to park is as equally important as showing where it is safe to park. We will contribute to achieving a safe and efficient transport network through managing parking by:

- Using no parking and no stopping signage and linemarking to improve safety, such as enhancing visibility at intersections, pedestrian crossings, and bus stops
- Using enforcement and towing to discourage illegal and unsafe parking and protect the role and function of our transport corridors
- Directing drivers to car parking locations to reduce traffic congestion and circulation
- Supporting the reallocation of parking spaces to support a variety of transport modes, including walking, cycling and public transport.

1.1.5 Contributes to quality, people-focused urban environments

People are the essence of great and vibrant town centres. Creating walkable urban centres with attractive public places provides spaces where people can connect, and where art and culture can thrive. Provision and management of parking needs to balance access with the need to provide public spaces that benefit the wider community. We will manage parking to deliver a quality, people-focused urban environment by:

- Directing drivers to car parking locations to reduce circulating traffic making it easier for pedestrians to cross roads, and decrease air and noise pollution
- Using permit schemes to manage the number of service vehicles parking in public spaces
- Providing and prioritising mobility parking at key destinations to support universal access
- Reviewing the allocation and location of specific user parking such as coach and campervan parking that may detract from the quality of public spaces
- Consolidating parking to improve land use and urban space outcomes
- Supporting the reallocation of on-street parking to public space to enhance the place function and quality around our town centres.

5.2 PRINCIPLES

The principles shown below provide the framework for making decisions about how we will use our streets and inform how parking spaces will be prioritised. These overarching principles form the foundation of a consistent approach to managing parking across the Queenstown Lakes District. Detailed information on our approach and the tools we will use to manage parking will be outlined in QLDC's Parking Guidelines.

Principle	Description
Optimising what we have	Providing more car parking does not align with our vision for the district. Public parking spaces are a finite resource and need to be valued and used efficiently. In our busy towns and centres, tools like pricing, restrictions, enforcement, and wayfinding will be used to manage demand, balance access, and encourage turnover to make the best use of what we have. There may be opportunities to mitigate or consolidate parking to manage changes in supply.
Proactively manage demand	Monitoring parking demand and establishing triggers for change will provide us with the rationale for making decisions about parking. We will also signal the value of public space to proactively manage expectations for parking and spillover, such as within new subdivisions and developments.
Providing quality information	Visitors and residents need timely information about the location and availability of parking. Providing access to quality and real time information through websites, apps and wayfinding signs reduces circulation and allows people to make informed decisions about parking options and mode choice.
Adopting a tailored approach	Each community in the district is unique and faces different parking pressures and challenges. There is no 'one size fits all' solution to managing parking; we will develop tailored Parking Management Plans in consultation with our local communities for managing parking in each of our main urban centres.
Being responsive to change	Our district is rapidly changing and the issues we face are like nowhere else in Aotearoa New Zealand. We will explore new approaches to how we manage parking by trialling innovative parking management methods, embracing technology and taking advantage of opportunities as they arise.
Implementation of actions	We recognise our communities continue to change, evolve, and grow. We will adopt a flexible approach to managing parking, aligning the implementation of major parking changes with improvements to walking, cycling and public transport to ensure communities and visitors have practical travel choices.
Supporting reprioritisation of our public space	Our streets form an integral component of our urban centres and make up a significant portion of our district's public space. Our transport and land use plans and strategies establish the direction and desired outcomes for our towns and centres. Our Parking Strategy and its supporting guidelines and plans will focus on prioritising and managing parking to provide the greatest benefit to the community, and to align with the needs of key users.
Supporting the transition to low carbon modes	Our transport system is rapidly evolving, and new forms of mobility are emerging. We need to enable the adoption of low carbon modes by allocating parking to support the transition to electric vehicles and bicycles, as well as shared mobility schemes such as public car share, bicycle, and scooter share.

Engagement and collaboration

Delivering parking reform often requires challenging conversations with the community. Communities may have expectations for free or cheap parking at key destinations, however our communities also tell us they want safer streets, vibrant places, climate action, reduced congestion, and better ways to move around.

Changing how parking is managed, including the repurposing of parking spaces, often generates strong opinions and resistance, and can hinder the success of a project. We need to have honest conversations with our communities to understand their parking issues and challenges and develop tailored Parking Management Plans (PMP) for each of our communities and key destinations.

The PMPs outline how we will manage parking in each location and the changes we will make to address key issues and contribute to delivering the desired long-term transport and amenity outcomes. We recognise for some communities, limited alternative transport options make it difficult to get around without a car. We will take a pragmatic approach and stage key changes with improvements to other transport networks to ensure our communities and visitors have realistic travel choices. In some locations, we may need to mitigate changes to parking and consider trade-offs to balance the impacts of change and get buy in from local communities.

Monitoring and evaluation

Our towns and communities are constantly evolving, and these changes can influence the demand for travel, and the supply and demand for parking. Making informed decisions about how parking is managed relies on access to quality data and information. We will undertake regular surveys to understand how parking is used, and rely on technology including licence plate recognition, parking meters and CCTV to monitor short and long-term parking trends. We can use this information and analysis of broader transport data to inform and influence decisions about parking and evaluate how effective changes have been.

The strategy in action – making it happen

The purpose of the Parking Strategy is to establish why we need to better manage parking across the Queenstown Lakes District. It includes objectives and principles that provide us with a framework so we can make consistent decisions about how we allocate and prioritise parking. We will apply these objectives and principles, along with the tools and mechanisms within the Parking Guidelines to develop tailored Parking Management Plans (PMPs) for each of our town centres and other key destinations. These will be developed in conjunction with the community, and include actions and recommendations to improve access, safety, and amenity for all users.

As highlighted above, managing parking is just one component of making our towns work better for everyone. To maximise benefits and achieve broader transport and land use outcomes, we are focused on delivering a wide range of measures and improvements that give our communities and visitors real transport choices and reducing the need to travel.

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