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iGO Parking Strategy and Action Plan

Summary Report

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This document has been prepared for:

Contact: James MacArthur
Transport Planner
City of Ipswich
07 3810 7973
james.macarthur@ipswich.qld.gov.au

This document has been prepared by:

Contact: Tim Boxall
PSA Consulting (Australia) Pty Ltd
PO Box 10824, Adelaide Street, Brisbane QLD 4000
Telephone +61 7 3220 0288
tim@psaconsult.com.au
www.psaconsult.com.au

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ICC	Ipswich City Council
iGO	City of Ipswich Transport Plan
LGA	Local Government Area
PSAP	Parking Strategy and Action Plan
TMR	QLD Department of Transport and Main Roads

1 INTRODUCTION

Parking is a crucial component of the Ipswich transport system as it facilitates various trips made by a diverse range of transport modes.

Parking is a prominent feature across the Local Government Area (LGA) given the city's high dependence on the private motor vehicle for the majority of trip purposes. Whilst high car dependence and large parking supply is typical of most Australian cities and towns, it generates a number of adverse social, economic, and environmental impacts.

Parking policies can affect land use patterns, amenity of local streets, public and active transport use, levels of car-dependence and traffic congestion. As the city evolves, Ipswich City Council (Council) will need to take a more strategic approach to the provision, management, and pricing of parking to ensure that it is balanced with a sustainable transport future.

The *City of Ipswich Transport Plan* (iGO) is Council's masterplan for Ipswich's transport future. It responds to current and future transport challenges and outlines Council's aspirations to advance the city's transport system to accommodate a future population of 435,000 people. The overall delivery structure of iGO is shown in Figure 1 (below).

The **iGO Parking Strategy and Action Plan** (iGO PSAP) is a key deliverable of iGO and has been developed to respond to the parking challenges facing the city and identifies key strategies and actions to be implemented over the coming years.

As a citywide parking plan, the iGO PSAP will support a *demand management approach* to parking as opposed to a demand satisfaction approach, ensuring that the growing community is supported by having access to suitable parking, that is evidence based and is fiscally responsible, whilst also encouraging a shift towards more sustainable forms of transport.

The iGO PSAP also outlines a framework and series of actions to allow Council to make parking management decisions as well as to promote quality place making with a focus on our people and our places.

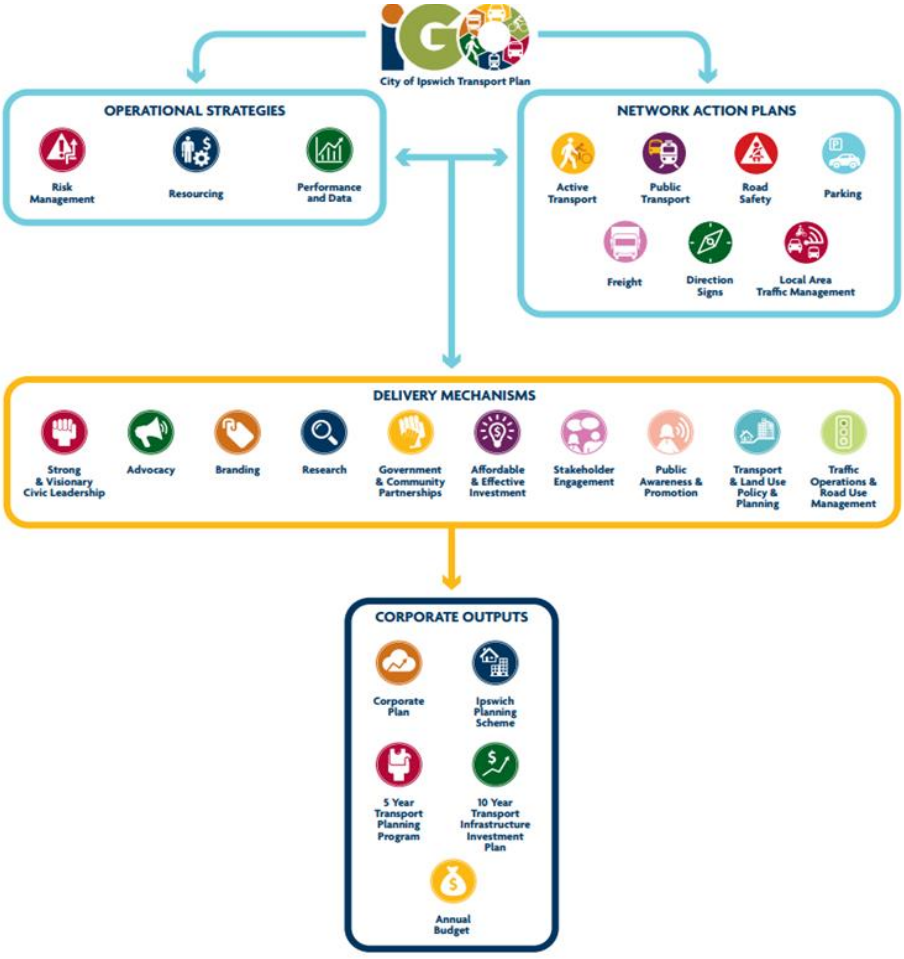


Figure 1: iGO Delivery Structure (Source: ICC)

1.1 WHAT IS PARKING

Parking encompasses various types of designated spaces for the storage of vehicles.

While parking is most commonly associated with cars, it encompasses a variety of non-car types of parking as well. Bicycles can be parked in bike racks or specialised bike storage facilities, ensuring a safe and organised space for cyclists. Similarly, motorbikes and scooters also have designated parking areas.

Whilst less common, but emerging, is the uptake of electric scooter and micromobility parking, which are increasingly prevalent across the LGA.

Council is actively involved in parking through its roles in:

- Managing public on- and off-street parking facilities through setting time limits, pricing and accompanying enforcement of parking controls.
- Providing parking spaces as part of the street network and with dedicated off-street facilities at activity centres and as part of Council-managed community facilities.
- Regulating on-site parking requirements for development
- Influencing and advocating other organisations involved in the provision of parking such as state government agencies that provide parking at locations such as train stations

1.1.1 On-street public parking

Council is responsible for the management of the majority of on-street parking across the LGA. On-street parking generally attracts the highest demand due to its proximity to destinations[1]. On-street parking may be restricted by time limits or pricing to encourage turnover, left unrestricted or used exclusively for particular user types (e.g. loading zones, accessible parking etc).

On-street parking is located in the roadway, or in the verge if formalised. Parking in the verge is unlawful if unsigned.

1.1.2 Off-street public parking

Council is also responsible for management of several off-street parking facilities across the LGA. Council managed off-street parking facilities are often located in or near activity centres, schools, parklands, and sporting fields. These facilities are typically in the form of an at-grade / surface parking configuration or multi-storey facility.

Off-street parking may be restricted by time limits or pricing to encourage turnover, however the large majority of off-street carparks across the LGA are unrestricted.

1.1.3 Off-street private parking

The majority of off-street parking supply across the LGA is privately owned. Private off-street parking typically provides exclusive use rights for its owner and is typically in the form of residential, staff, customer or service vehicle parking. Private off-street parking has a role in reducing the demand on finite on-street parking supply.

Council has a role in regulating parking requirements for new developments through its land-use planning instruments.

Nicholas Street, Ipswich

[1]*Furness, L., 2017, Traffic Engineering and Management. Delbosc, A. & Young, W. (eds.). 7th ed. Clayton, Victoria: Monash University, p. 367-401.*

1.2 PARKING AND KERBSIDE MANAGEMENT

1.2.1 What is kerbside space?

Kerbside space refers to the area along the edge of a road or street that is adjacent to the footpath.

The different uses of kerbside space can generally be classified into four groups (below and Table 1 page-over):

- People Movement
- Loading and Unloading
- Vehicle Parking
- Other Uses

As a growing and vibrant city aiming to have well connected transport options, the management and prioritisation of finite road, kerbside, and footpath space is of great importance.

1.2.2 Why do we manage parking and the kerbside?

Local governments have the ability to plan for, provide and manage parking and the kerbside, which is one of the biggest levers in encouraging sustainable land use and transport outcomes and continuing economic growth.

Benefits of parking and kerbside management include:

- **Increased Safety:** Effective parking management can help prevent accidents and promote safety by reducing the number of vehicles in the road and reducing the likelihood of collisions.
- **Improved Accessibility:** By ensuring that parking spaces are available and accessible for users who need it the most, it is easier for people to access businesses, homes, and other destinations.
- **Increased Economic Activity:** Proper parking management can help generate economic activity through placemaking and creating walkable places, which leads to increased sales and profits.

1.2.3 How is parking and kerbside space managed?

Parking management refers to the tools that local governments use to achieve desired parking outcomes and meet stated objectives for transport and land use.

A range of methods are used by Council to manage parking and kerbside space.

- **Parking controls** (time limited parking, priced parking, use limited parking, no parking areas etc)
- **Prioritising space for specific uses** (through the use of a user priority hierarchy)
- **Enforcement** (including use of technology to ensure compliance)

Pricing and time restrictions play crucial roles in an effective public parking system. These measures are designed to optimise parking availability, encourage turnover and reduce congestion.

In the absence of parking management tools, motorists are not encouraged to limit their stay to a certain time. This can create a perception that there is an under-supply of parking spaces because some motorists may find it difficult to secure an available parking space.

These scenarios can lead to community and stakeholder expectations placed on Council to invest in new parking facilities which are invariably a significant cost.

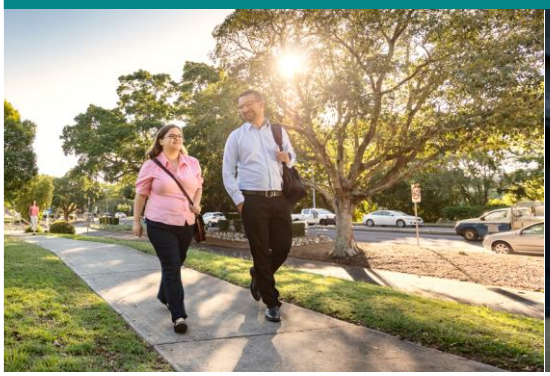
For effective utilisation of public parking spaces, it is generally optimal to aim for an **85% occupancy rate** for on-street public car parking, which roughly translates to about 1 in 6 spaces being open and easily accessible near desired destinations. This allows drivers to select parking locations that align with their intended activities.

When occupancy surpasses 85%, more drivers tend to search for available spots, leading to delays and uncertainty. This situation contributes to increased traffic volume and the likelihood of congestion, ultimately fostering the perception that parking is insufficient.

The Parking Pricing Guideline (refer to Section 3.1.3) provides a framework which recommends parking management interventions within nominated parking precincts based on peak parking demand.

People Movement

Footpaths, shared paths, bikeways for the purpose of movement

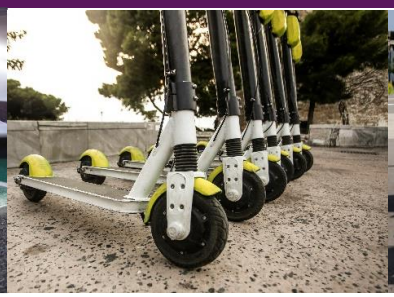
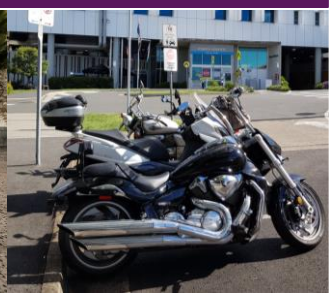



Loading and Unloading

Loading, bus stops, pick up drop off

Vehicle Parking

Car, motorcycle, accessible, e-mobility and bicycle parking

Other City Uses

Outdoor dining, urban greening, waste management, services and utilities


Table 1: Examples of Kerbside Activities

2 BACKGROUND

2.1 CURRENT SITUATION IN IPSWICH

2.1.1 Car Parking Supply

In total, there are currently just over 6,000 publicly owned and operated parking spaces in Ipswich Central, made up of approximately 4,200 on-street public parking spaces and 1,800 off-street public parking spaces.

Most on-street parking spaces in Ipswich Central are able to be used at no cost to drivers. The amount of space required to facilitate the publicly owned and operated parking spaces in Ipswich Central is equivalent to 12 football fields, as shown in Figure 2 (below).

Outside of Ipswich Central, Council operates and manages a number of on and off-street public parking spaces within the Springfield Town Centre. However, the majority of parking supply in Springfield Town Centre is under private ownership, with the University of Southern Queensland, Orion Shopping Centre and the Mater Hospital some of the larger providers of private car parking.

Outside of Ipswich Central and the Springfield Town Centre, there are a number of regulated parking bays (time limited short stay, loading or taxi zones) under Council's control at key attractors and transport hubs.

There is an even larger number of unrestricted public parking spaces across the LGA (both on and off-street) in centres such as Rosewood, Ripley and Goodna, residential & industrial areas, in areas surrounding schools as well as sports & recreation, and open space areas.

The remaining parking spaces across the LGA are privately owned, meaning the ability to manage their use is outside the jurisdiction of Council.

Figure 2: Spatial Representation of Parking in Ipswich Central (Source: PSA, The Comms Team)

2.1.2 Car Parking Demand

An annual parking occupancy survey is undertaken every October in Ipswich Central and the Springfield Town Centre. The most recent parking survey undertaken in October 2022 demonstrated that the average utilisation of all Council owned and operated parking assets in Ipswich Central was approximately 50% on weekdays (refer to Figure 4).

Whilst this figure seems low compared to the 85% optimal occupancy identified in Section 1.2.3, there are isolated locations in Ipswich Central with peak parking occupancy close or exceeding capacity.

Across all parking areas, utilisation was generally higher on weekdays compared to weekends suggesting that the majority of parking demand is work and business related. Overall, the survey results indicate a greater demand for long-term parking compared to short-term parking. Parking demands are still evolving in the Springfield Town Centre, and will continue to evolve as the activity centre develops further.

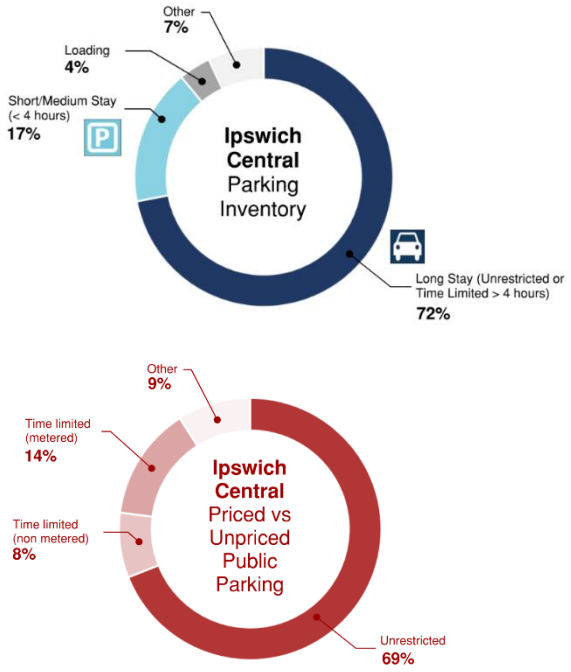


Figure 3: Ipswich Central Public Parking Inventory - as of October 2022 (excl. Nicholas St Precinct Carpark)

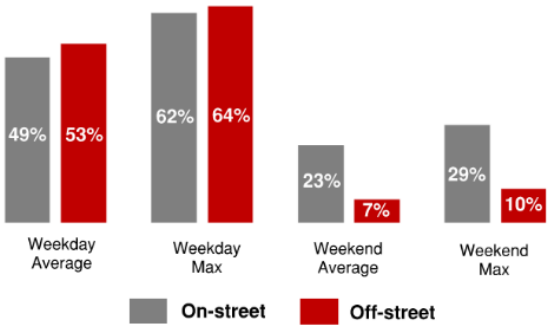


Figure 4: Ipswich Central Public Car Parking Occupancy - October 2022 Survey

Activity Centres

Activity centres are a major generator of parking demand. There is generally more demand for short-term parking in activity centres due to commercial businesses and retail requiring higher turnover.

Industrial Areas

Parking demand in industrial areas is generally characterised by long-term (all day) parking occurring from early in the day. On-street parking in industrial areas occurs in instances where insufficient off-street parking is provided by developments.

The iGO Freight Action Plan highlighted the occurrence of kerbside trailer parking along some industrial and higher order roads across the LGA.

Park 'n' Rides

The Queensland Government provides dedicated parking facilities close to public transport hubs. Park 'n' Ride facilities allow customers to 'park' their vehicle and 'ride' public transport to complete their journey. Train station carparks are managed by Queensland Rail.

There are approximately 3,500 formal park 'n' ride parking spaces (including general, accessibility and motorcycle bays) across the Queensland Rail network within the Ipswich LGA.

Informal Park 'n' Ride is also occurring in on-street parking areas which allow long-term parking.

Schools

Demand for parking around schools has unique characteristics. There is intense demand for short-term parking at the start and end of the school day with limited demand during the day. Demand for longer-term parking is also prevalent for staff and student parking throughout the day.

Dinmore Train Station Park 'n' Ride

2.2 STAKEHOLDER ENGAGEMENT

During the development of the iGO PSAP, Council actively engaged with the community, industry and local businesses within the city including with the Ipswich Community Panel.

Stakeholder engagement was conducted between July 2022 and September 2022 with the goal being to identify existing and potential parking issues and opportunities facing the city. Parking insights were also obtained from the following projects:

iGO Major Review (2022/2023)
Parking Pricing Guideline engagement (2019/2020)

Specific issues and opportunities for parking in Ipswich were able to be grouped by four themes:

1.	**Safety**
2.	**Access**
3.	**Amenity**
4.	**Alternative Transport Modes**

Key findings from the consultation were as follows:

Greater access to parking for people with disabilities

Space for people valued over spaces for vehicles in activity centres

Address parking supply challenges in the precincts surrounding the Ipswich Hospital

Alternative transport modes to the car are lacking across the city

The iGO PSAP has considered these findings in the development of the Vision, Goals and Objectives for the project.

2.3 CHALLENGES AND OPPORTUNITIES

2.3.1 Population Growth

Ipswich has a rapidly growing population and is expected to grow from approximately 248,000 (as of June 2023) to over 533,000 residents by 2046[2].

The scale of growth and its planned built form will result in more than doubling of today's transport task and continue a trend of long travel distances to access daily needs. This growth will bring challenges for Council in continuing to meet the demand for parking if changes to mode share are not realised.

2.3.2 Built Form

Ipswich is a network of distinct peri-urban and rural communities with their own character and centres. The urban centres are focused primarily within the northeast portion of the LGA.

Ipswich's activity centres are currently negatively impacted by the presence and dominance of private cars. There is opportunity to rebalance the movement and place functions of roads and streets in areas of high current or potential place value.

Vibrancy can be achieved in Ipswich by planning to serve growth with more spatially efficient modes and sustainable transport networks, including through investment in initiatives that enable reallocation of road space to place and sustainable modes.

2.3.3 Transport Mode Share Targets

The mode share for private vehicle trips has continued to increase in recent years, increasing to over 88% according to the 2018 edition of the Queensland Household Travel Survey. This high private vehicle mode share is likely to have continued post pandemic, as patronage for sustainable modes such as bus and train are still yet to increase above pre-pandemic levels.

According to the 2021 Census, the average household in the Ipswich LGA has 1.9 motor vehicles, which aligns with the Queensland average.

Opportunity exists to manage parking and the kerbside in a way that supports sustainable modes of transport.

2.3.4 Change in Work Habits

The rise in flexible working arrangements including working from home (WFH) has the potential to reduce the demand for parking. According to the Australian Bureau of Statistics, 11.5% of employed residents worked from home on the day of the 2021 census (refer to Figure 6 below). This is well above the 5% WFH target identified in iGO (refer to Figure 5 below).

Whilst the impact of WFH did have an initial effect by reducing parking demand in Ipswich Central and in the Springfield Town Centre, parking demand has increased back to pre-pandemic levels (or above) in some areas according to an October 2022 parking survey.

Long-term trends of WFH are not yet evident, however it is an emerging trend that is likely to have a significant impact on parking demand. The ABS reported that there was an 8% increase in employees who regularly worked from home in a job or business from August 2019 to August 2021. There was also a small increase over the same time period in the proportion of employees who had an agreement to work flexible hours.

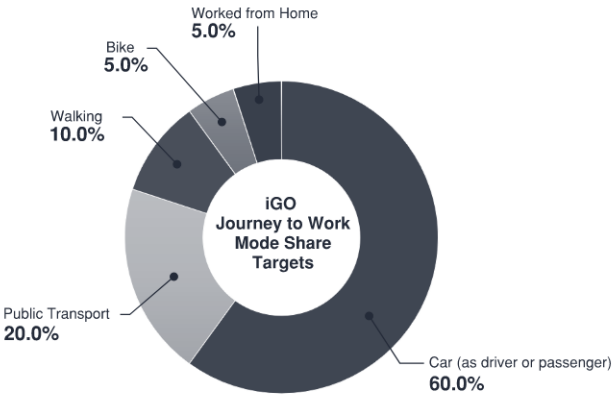


Figure 5: iGO Journey to Work Targets

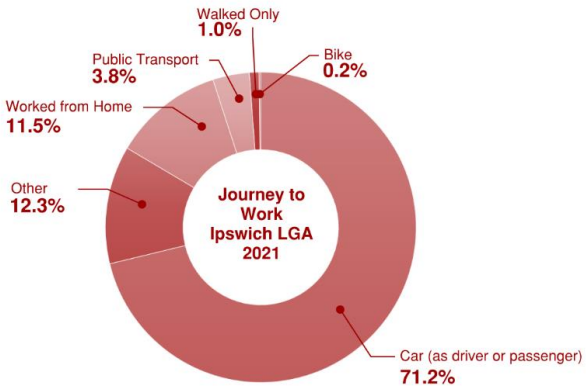


Figure 6: Journey to Work Across Ipswich LGA (2021 Census)

[2] *Draft Ipswich Plan 2024*

2.3.5 Environmental Factors

The Australian Conservation Foundation commissioned a report entitled *Temperature check: Greening Australia's warming cities.* It was found that the urban heat island effect is likely to add several degrees to the hottest summer days in cities around Australia. Improving the amount of vegetation in cities will help address rising temperatures. Providing additional parking infrastructure is a direct trade-off with providing opportunities for urban greening. Green infrastructure takes time to establish maximum effectiveness, so acting early is critical for meeting future needs.

Not only does the provision of car parking limit the amount of urban greening that can occur, but the dark coloured pavements also further increase urban temperatures[3].

2.3.6 Rising Infrastructure Costs

Construction costs of infrastructure have been rapidly increasing over time making the construction of new car parking spaces less economically viable. Given the existing built form of Ipswich Central in particular, any new car parking infrastructure built in the future is likely to be a multi-story facility.

The costs of recent multi-story parking facilities which have been completed in South-East Queensland are shown in Table 2 (below). The cost per parking space of constructing a new multi-story parking facility ranges from $40,000 to $76,000.

The rising costs to provide car parking provides local governments the opportunity to re-evaluate their investment priorities and objectives.

2.3.7 Technology

Parking management can be supported by advances in available technology and as identified in the iGO Intelligent Transport Systems Strategy, Council has an opportunity to modernise its parking management services by adopting smart parking solutions to:

- Improve the customer experience
- Enhance economic development and social interaction opportunities in activity centres
- Provide more effective monitoring and compliance capabilities.

Opportunity also exists to encourage the uptake of emerging transport technologies such as Electric Vehicles (EVs) and micromobility (e-scooters and e-bikes), through the facilitation of private investment in off-street and kerbside parking and charging infrastructure.

2.3.8 Accessibility

Stakeholder engagement highlighted the challenges across Ipswich with regards to the lack of suitable Disability Permit (PWD) parking spaces. This is with regards to many existing public PWD parking spaces not being to modern standards, as well as not being well connected to the broader transport network (i.e. missing kerb-ramps, poor path infrastructure supporting parking infrastructure etc).

Balance is required with regards to ensuring that parking is convenient and available for those who need it the most (i.e. PWD/accessible parking, loading) as opposed to providing convenient and available parking for all users.

Whilst convenient parking for all users sounds like a great community outcome, it only adds to the dominance of private vehicles as the mode of choice for most trips.

CARPARK PROJECT	YEAR OF OPENING	PARKING CAPACITY	TOTAL CONSTRUCTION COST[2]	COST PER PARKING SPACE
Springfield Central Park 'n' Ride	2022	1,100	$44.5M	$40,454
Logan Hospital	2022	1,506	$61.92M	$41,116
Redland Hospital	2023	1,000	$50.5M	$50,500
Maroochydore CBD	Estimated 2023	294	$22.5M	$76,531

Table 2: Multi-Storey Carparking Infrastructure Costs

[3] *Parking infrastructure: energy, emissions, and automobile life-cycle environmental accounting (Chester, Horvath, Madanat (2010))*

3 OUR APPROACH TO PARKING AND KERBSIDE MANAGEMENT

3.1 A DEMAND MANAGEMENT APPROACH TO PARKING

Council have adopted a ***demand management approach*** to parking which means that existing parking supply should be optimised before more public parking is provided. This approach is in contrast to a traditional 'predict and provide' or 'demand satisfaction' approach to parking, which is based on the premise that car parking should be convenient, free and in great supply to all users.

Characteristics of a demand management approach to parking are highlighted in Table 3.

Characteristics of a Demand Management Approach to Parking *Efficient use of existing car parking infrastructure as opposed to providing more*	
	**Existing car parking supply is optimised**
	Acceptance of higher parking occupancy rates
	Transition to a user pays model
	The provision of additional public car parking supply as a final measure

Table 3: Characteristics of a Demand Management Approach to Parking

3.1.1 Why a Demand Management Approach

Aligns with broader transport goals

A demand management approach to parking aligns with Council's broader transport goals outlined in iGO, which aims to facilitate greater travel choice, and supports the sustainable movement of goods and people. Tightened parking supply, through a demand management approach coupled with investment in alternative modes of transport has the ability to reduce the city's dependence on private vehicles.

Rising infrastructure costs

Rising costs of parking infrastructure (up to $76k per parking space in a multi-storey facility) makes a demand satisfaction approach quite an expensive proposition for Council. The financial costs of investment in car parking should be compared against the economic investment in non-car parking transport infrastructure (refer to Table 4).

Spatial and economic trade-off

There is a spatial and economic trade-off when comparing a demand management and demand satisfaction approach to parking, particularly in activity centres where the economic potential and productivity of valuable land could be reduced with car parking. Cheap and convenient car parking also contributes to car-dominated centres as opposed to walkable, human scaled environments.

Urban Heat

As identified in Section 2.3, car parking can contribute to a greater to the urban heat island effect. A demand management approach minimises the construction of additional public car parking infrastructure, allowing for more environmentally sensitive developments to occur or the preservation of land in its natural state.

	On average, every $1 invested in **walking interventions** returns almost **$13** in benefits with decongestion, health and environment[4]
	For every $1 invested in **public transport**, **$4-7** is generated in direct or related benefits[5]
	On average, every $1 invested in **cycling infrastructure** returns almost **$5** to Queensland in community health, traffic decongestion and savings in car user cost benefits[6]

Table 4: Return on Investment for non-Car parking Infrastructure

[4] *Queensland Walking Strategy 2019-2029*
[5] *Role of public transport in delivering productivity outcomes – Chapter 2: The costs and benefits of private and public transport, Australian Parliament House, RRAT Committee, December 2014*
[6] *Changing gear: how we're planning for active transport, Department of State Development, Infrastructure, Local Government and Planning 2022*

3.1.2 Benefits of a Demand Management Approach

A demand management approach to parking in conjunction with greater investment in alternative transport modes could provide some of the benefits outlined in Figure 7 below.

"If you invite more cars, you get more cars. If you make more streets better for cars you get more traffic. If you make more bicycle infrastructure you get more bicycles. If you invite people to walk more and use public spaces more, you get more life in the city. You get what you invite."

– Jan Gehl 'Designing Cities for People, Not Cars' Climate One

Figure 7: Benefits of a Demand Management Approach to Parking (Source: PSA, The Comms Team, Todd Litman)

3.1.3 Parking Pricing Guideline

A demand management approach to parking is based on the premise that existing parking supply is optimised. Priced parking is one of several parking management tools that can be used by Council to appropriately manage parking demand.

The Parking Pricing Guideline (formerly the Parking Pricing Strategy) provides Council with a framework that allows consistent and uniform responses for the implementation of priced parking and the management of time restrictions in Ipswich Central, the Springfield Town Centre and activity centres experiencing parking pressures.

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

- **Mode shift:** Priced parking influences mode choice, meaning residents who can access activity centres by walking, cycling or public transport will do so to avoid paying for parking.
- **Turnover and utilisation:** Priced parking supports efficient utilisation and encourages regular turnover to ensure sufficient parking availability at all times.
- **Equity:** Priced parking ensures that parking is available to those who require it most, including disabled parking and special needs parking.
- **Town centre amenity:** Priced parking contributes to vibrant town centres and the public realm by accommodating visitors and supporting kerbside activity.
- **Road network:** Priced parking reduces the amount of traffic on the local street network by discouraging short trips made by private vehicle where walking, cycling or public transport are viable options.
- **Fringe parking and walkability:** Priced parking encourages longer-term parkers to use less convenient spaces (i.e. off-street or fringe locations) to increase activity in city centre local streets.
- **Development:** Priced parking reduces the number of spaces needed to meet demand, reducing total parking costs and allowing more compact development.
- **Revenue:** Priced parking revenue could be used to fund sustainable transport infrastructure and initiatives, or investment in streetscapes and the public realm.

Occupancy-based triggers have been developed to ensure that appropriate parking management actions can be implemented to respond to different parking environments (refer to Table 5).

The Guideline also includes a mechanism to convert existing car parking spaces to other uses such as parklets/street patios, shade or landscaping, in line with the Parking User Priority Hierarchy (PUPH) for the particular parking precinct. Parking Precincts and PUPHs are further discussed in Section 3.2.2 and 3.2.3 of this report. The conversion of existing parking spaces depends on the average peak-period occupancy.

For on-street public parking spaces, these ranges are:

- ***<65%:*** *Consider interventions which ease time restrictions or consider alternative uses for the kerbside space*
- ***65%-85%:*** *Maintain time restrictions and priced parking (if in operation)*
- ***>85%:*** *Consider interventions which tighten time restrictions, introduce paid parking, or increase the fee levels for priced parking*

For off-street public parking spaces, the occupancy ranges are:

- **<60%:** Consider interventions which ease time restrictions, reduce priced parking fee levels (if in operation) or consider alternative uses for parking spaces
- **60%-90%:** Maintain time restrictions and priced parking (if in operation)
- **>90%:** Consider interventions which tighten time restrictions, introduce paid parking, or increase the fee levels for priced parking (if already in operation)

Table 5: Occupancy Based Triggers

The exact interventions employed depend on the parking precinct and the PUPH for that precinct. As such, there is a tangible link between the iGO PSAP and the Parking Pricing Guideline. As the iGO PSAP undergoes revision, it is essential to update the Parking Pricing Guideline.

3.2 KERBSIDE MANAGEMENT TO SUPPORT PLACE-BASED OUTCOMES

Parking and associated access areas on the kerbside consume considerable space. On-street parking modifies a street's aesthetic value, particularly from the lens of someone walking or riding a bike. Streets are finite spaces with multiple competing demands. Trees and landscaping, wide footpaths and shared paths, on- and off-road cycling infrastructure, and public transport infrastructure are all elements of a desirable streetscape which are competing for space with parking. From this perspective, it is clear that all of these uses cannot be accommodated on a single street and that some uses must be prioritised more than others.

Kerbside management has a vital role to play in ensuring that the place function of streets is not compromised.

Outcomes from the stakeholder engagement activities showed that the value of place was highly regarded. Stakeholders generally held a higher value for places for people rather than vehicles. This aligns well with a Movement and Place approach.

3.2.1 Movement and Place

In the absence of an endorsed framework developed specifically for Queensland, the NSW Movement and Place Framework has been included as a case study. The NSW Movement and Place Framework brings together knowledge and experience from across State and local governments to create a body of expertise and community of practice.

Movement and Place is a multi-disciplinary, place-based approach to the planning, design, delivery and operation of transport networks. It recognises and seeks to optime the network of public spaces formed by roads and streets and the spaces they adjoin and impact.

A 'place-based' approach to planning involves taking a collaborative, spatial, long-term approach to develop contextual responses that better meet the needs of local people and their environment. Place-based planning aims to build and support thriving communities through collaboration, partnering, shared design, shared stewardship, and shared accountability.

Roads and streets are key public spaces for communities – places where people spend time and socialise – enabling activities that add vitality to neighbourhoods. Aligning movement and place in the design of roads and streets can give users of all ages and abilities betters, safer and healthier travel options while creating appealing places where people want to live.

Movement and Place provides a cohesive approach to aligning:

- Integrated and efficient **movement** of people and goods with
- Amenity and quality of **places**

The existing Movement and Place Matrix contained within the iGO Transport Strategy is shown in Figure 8.

Top of Town, Ipswich Central

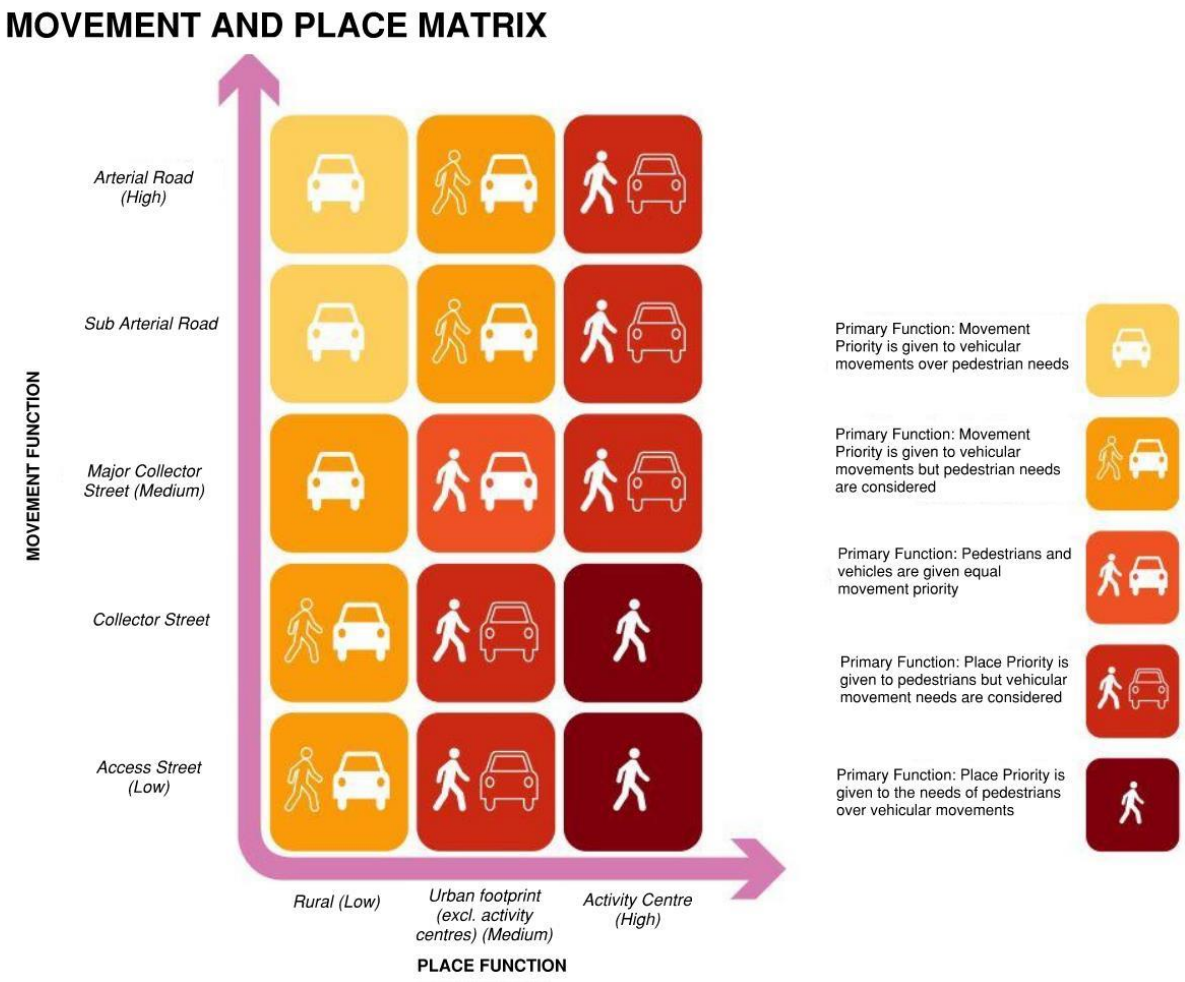


Figure 8: iGO Movement and Place Matrix (Source: ICC)

The notion of Movement and Place is reflected in the development of the Parking User Priority Hierarchies for the different parking precincts outlined in Section 3.2.3 (page-over) and Appendix 2.

3.2.2 Parking Precincts

A parking precinct is a geographic area in which parking needs and demands are roughly similar. Parking precincts allow strategic decisions to be made regarding parking which are localised and relevant.

Parking Precincts have been developed for Ipswich Central and the Springfield Town Centre – refer to Appendix 1.

Parking Precinct Plans will also be developed for precincts within Ipswich Central and the Springfield Town Centre, ensuring that place-based outcomes can be achieved amongst parking management objectives.

3.2.3 Parking User Priority Hierarchies

When different parking user groups are competing for the same parking spaces and demand exceeds supply, there becomes a saturation of parking facilities. There needs to be a recognition of different user priorities through the use of a Parking User Priority Hierarchy (PUPH).

A PUPH provides guidance for the allocation of kerbside space within a Parking Precinct, based on the parking user groups identified in Figure 9.

The objectives of a PUPH are to:

- Uphold the safety and convenience of user groups
- Encourage the use of alternative transport modes such as bus, train, walking and cycling
- Promote equitable and transparent allocation of parking spaces across all user groups
- Facilitate consistent decision-making regarding parking infrastructure

Council will use the PUPHs to ground truth requests for alterations to kerbside allocation. Similarly, the PUPH will be used when allocating kerbside space in and around new developments within the identified parking precincts.

PUPHs for Ipswich Central and Springfield Town Centre are shown in Appendix 2.

A school specific PUPH has also been developed to support Council with the operational nature of school precincts, particularly in residential areas – refer to Appendix 2.

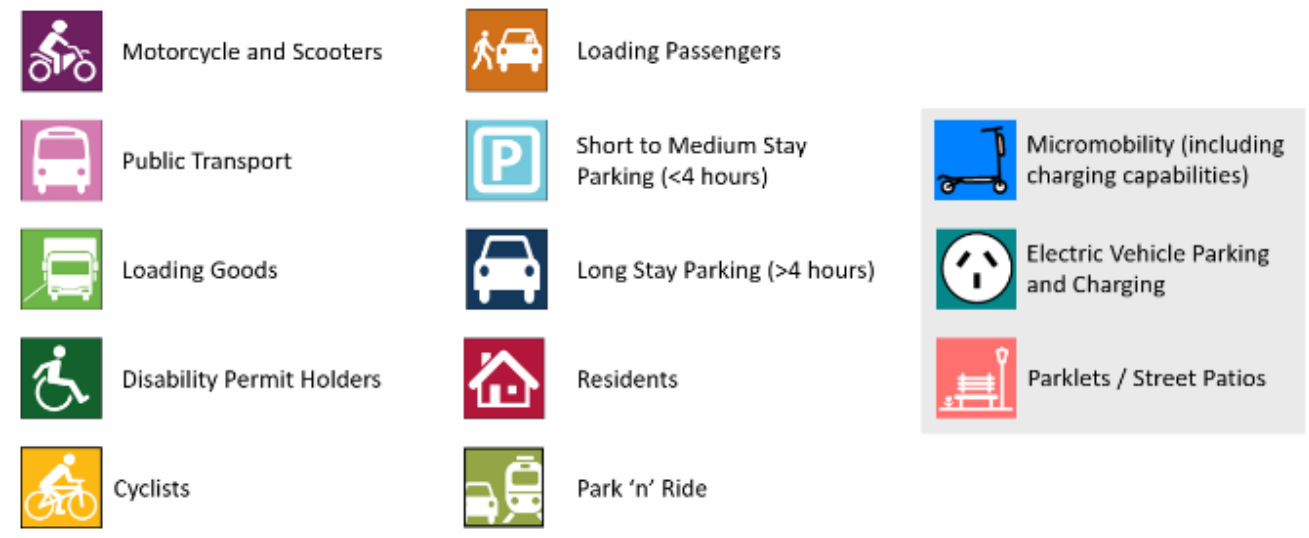


Figure 9: Parking User Groups associated with the PUPHs

3.3 PARKING TECHNOLOGIES AND ENFORCEMENT

Parking management can be supported by advances in available technology and as identified in the iGO Intelligent Transport Systems Strategy, Council has an opportunity to modernise its parking management services by adopting smart parking solutions to:

- Improve the customer experience
- Enhance economic development and social interaction opportunities in activity centres
- Provide more effective monitoring and compliance capabilities.

Efficient enforcement of parking spaces is critical for parking management. Enforcement allows for an understanding of the usage (in terms of both occupancy and duration of stay) of parking assets to be gained on a regular basis. In turn, this provides Council with vital information that can be used to help efficiently plan future parking provision.

New and emerging parking technologies go hand-in-hand with parking enforcement. Technology such as smart parking meters enable real-time tracking of parking utilisation and can provide an opportunity for Council to undertake targeted enforcement measures in specific areas where over-staying is identified as being an issue.

3.4 PARKING EDUCATION

The iGO PSAP has a role to play in demonstrating why the traditional "Predict and Provide" approach to parking management is outdated and should be replaced by the more contemporary "Demand Management" approach.

Behaviour change will occur when community sentiment shifts towards alternative transport modes and away from private vehicles. It is important to ensure that the community understands the trade-off that must occur between providing additional parking spaces or prioritising other kerbside uses.

Several factors have been identified that can influence travel behaviour including:

- The availability of viable and safe transport alternatives
- The perceived quality and safety of active transport routes and the destination as a place, including the accessibility of bicycle parking
- The distance required to travel to the destination

Future parking provision needs to meet the needs of existing demands and transport modes, while also ensuring that alternative transport options or kerbside uses are not compromised.

Demonstrating that private vehicles should not be the default mode choice needs to start early on so that children are exposed to a wide variety of travel choices in their journey to school. This is reflected in the development of a specific parking user priority hierarchy for schools.

4 ASPIRATIONS

The vision, goals and objectives which underpin this iGO PSAP are linked to the achievement of the broader iGO vision and objectives, stakeholder engagement themes, along with working towards the outcomes of Council's iFuture Corporate Plan 2021-2026.

The Vision, Goals and Objectives for the iGO PSAP are shown in Figure 10.

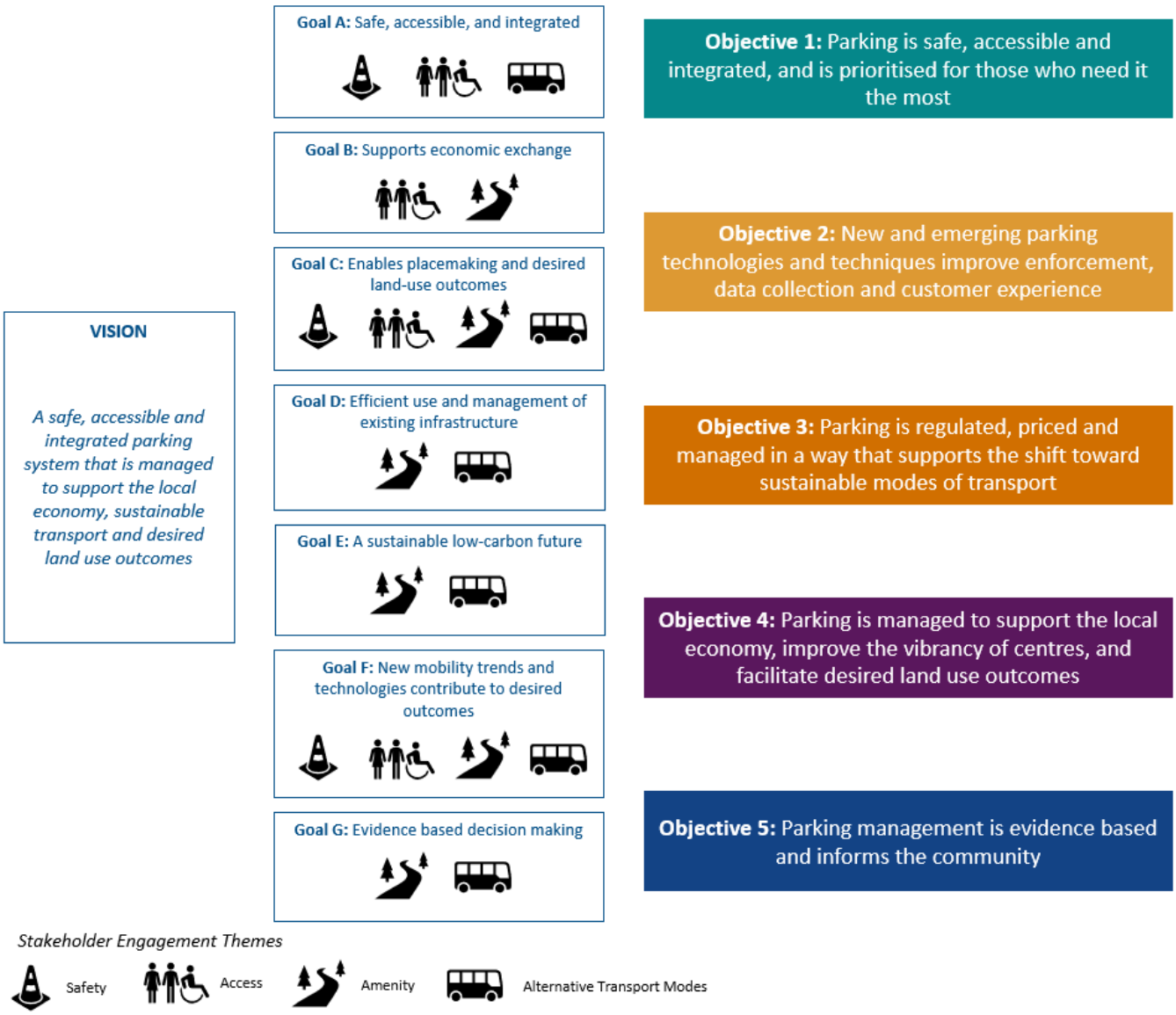


Figure 10: iGO PSAP Vision, Goals and Objectives

5 DELIVERY

Objective 1: Parking is safe, accessible and integrated, and is prioritised for those who need it most				
ACTION ID	**ACTION**	**TIMEFRAME**		
		Ongoing *(underway and continuing)*	**Short** *(within 5 years)*	**Medium** *(5 to 10 years)*
1.1	Manage the use of kerbside space within principal activity centres using the Parking User Priority Hierarchy			
1.2	Work with the Queensland Government to ensure that new schools and school expansions have an appropriate provision of off-street parking and loading facilities for operational functionality and are designed to the relevant standards			
1.3	Conduct an audit of on- and off-street public PWD parking spaces within principal activity centres to determine their level of compliance, identify shortfalls and undertake remedial action where feasible and practical			
1.4	Ensure that all new and upgraded parking adheres to Crime Prevention Through Environmental Design (CPTED) principles, and is compliant with relevant design standards			
1.5	Work in partnership with the Queensland Government to improve the connectivity of on and off street parking areas to the Ipswich Hospital in accordance with TMR's Ipswich Hospital Walking Network Plan			

Objective 2: New and emerging parking technologies and techniques improve enforcement, data collection, and customer experience				
ACTION ID	**ACTION**	**TIMEFRAME**		
		Ongoing *(underway and continuing)*	**Short** *(within 5 years)*	**Medium** *(5 to 10 years)*
2.1	Transition existing parking meters to a pay-by-plate and app based system to improve customer experience and enforcement capabilities			
2.2	Investigate opportunities to further improve parking enforcement and management within activity centres, data collection regimes and wayfinding using technology solutions			
2.3	Investigate opportunities to transition Council's existing metered parking to a cash-less system			

Objective 2: New and emerging parking technologies and techniques improve enforcement, data collection, and customer experience

ACTION ID	ACTION	TIMEFRAME		
		Ongoing *(underway and continuing)*	**Short** *(within 5 years)*	**Medium** *(5 to 10 years)*
2.4	Develop a business case for additional parking enforcement resources to ensure that parking is managed appropriately and considers the needs of the future			

Objective 3: Parking is regulated, priced and managed in a way that supports the shift towards sustainable modes of transport

ACTION ID	ACTION	TIMEFRAME		
		Ongoing *(underway and continuing)*	**Short** *(within 5 years)*	**Medium** *(5 to 10 years)*
3.1	Commission an independent review of the Transport and Parking Code and Planning Scheme Policy within the Ipswich Planning Scheme. This review should consider the appropriateness of parking rates across all relevant modes, investigate the relevance and effectiveness of existing travel demand management measures and encourage the deployment and uptake of electric vehicles			
3.2	Investigate the opportunities and potential challenges of using parking revenue to fund sustainable transport and/or streetscape improvements in the areas in which they are collected			
3.3	Develop a travel plan template to assist schools with managing peak travel demands, parking pressures, and road safety concerns			
3.4	Support and encourage major city employers to develop Sustainable Workplace Travel Plans to reduce staff parking demand			
3.5	Investigate opportunities to provide safe and convenient motorcycle parking within principal activity centres in accordance with the Parking User Priority Hierarchy			
3.6	Review parking prices in the Fees and Charges Schedule and initiate changes based on the parking management framework within the Parking Pricing Guideline			
3.7	Review local laws to enable commercial operations within the road reserve for electric vehicle charging bays, micromobility parking and car-sharing spaces			

Objective 3: Parking is regulated, priced and managed in a way that supports the shift towards sustainable modes of transport				
ACTION ID	**ACTION**	**TIMEFRAME**		
		Ongoing *(underway and continuing)*	**Short** *(within 5 years)*	**Medium** *(5 to 10 years)*
3.8	Support and enable sustainable start- and end-of-journey connectivity and mobility options (e.g., micromobility) for commuters parking at peripheral car parking areas within activity centres			

Objective 4: Parking is managed to support the local economy, improve the vibrancy of centres, and facilitate desired land use outcomes				
ACTION ID	**ACTION**	**TIMEFRAME**		
		Ongoing *(underway and continuing)*	**Short** *(within 5 years)*	**Medium** *(5 to 10 years)*
4.1	Prepare and implement precinct plans/ parking management plans for the following parking precincts in Ipswich Central • Top of Town & Centre Core • Medical Precinct • Education Precinct • Others (if demand warrants)			
4.2	Prepare and implement precinct plans/ parking management plans for following parking precincts in Springfield Town Centre • Mater Precinct • Parklands Precinct • Others (if demand warrants)			
4.3	Identify opportunities to repurpose underutilised on-street car parking spaces at strategic locations across activity centres for the purpose of street planting and parklets to improve streetscape amenity and facilitate economic exchange			
4.4	Review the utilisation of loading zones in Centres to ensure the number and size of bays as well as time limitation reflects the needs of users			
4.5	Investigate opportunities to provide additional shade / canopy cover in activity centres between peripheral parking areas and key landmarks as part of Council's Urban Greening Plan			

Objective 5: Parking management is evidenced based and informs the community				
ACTION ID	**ACTION**	**TIMEFRAME**		
		Ongoing *(underway and continuing)*	**Short** *(within 5 years)*	**Medium** *(5 to 10 years)*
5.1	Undertake parking management interventions (changes to pricing and time restrictions) based on recommendations from the Parking Pricing Guideline			
5.2	Undertake a review of the Parking Pricing Guideline ensuring that it remains contemporary and fit-for-purpose			
5.3	Monitor parking operations in areas outside of principal activity centres with high parking demand and implement regulated parking measures as needed			
5.4	Continue to provide timely information to the community regarding any changes to parking restrictions			
5.5	Undertake an education campaign with the community to explain the benefits of moving away from a “predict and provide” approach and towards a “demand management” approach to parking supply			
5.6	Regularly update Council’s Parking Guide (publicly available on Council website) and associated mapping to capture parking management changes within activity centres			
5.7	Amend the local laws as required using an evidence-based approach to update traffic areas and off-street regulated parking areas			

5.1 MONITORING AND REVIEW

The iGO PSAP will be reviewed every 5-10 years to ensure that emerging parking issues are captured and addressed in on-going action delivery.

To monitor the progress of the implementation of the actions, several targets have been devised. Each target links back directly to an objective and has been developed to be easily measurable on a cyclical basis. Where possible, the measures have been taken and/or calculated from readily available data already collected by Council.

Figure 11 outlines each target identified, and the associated measures used to evaluate the objectives.

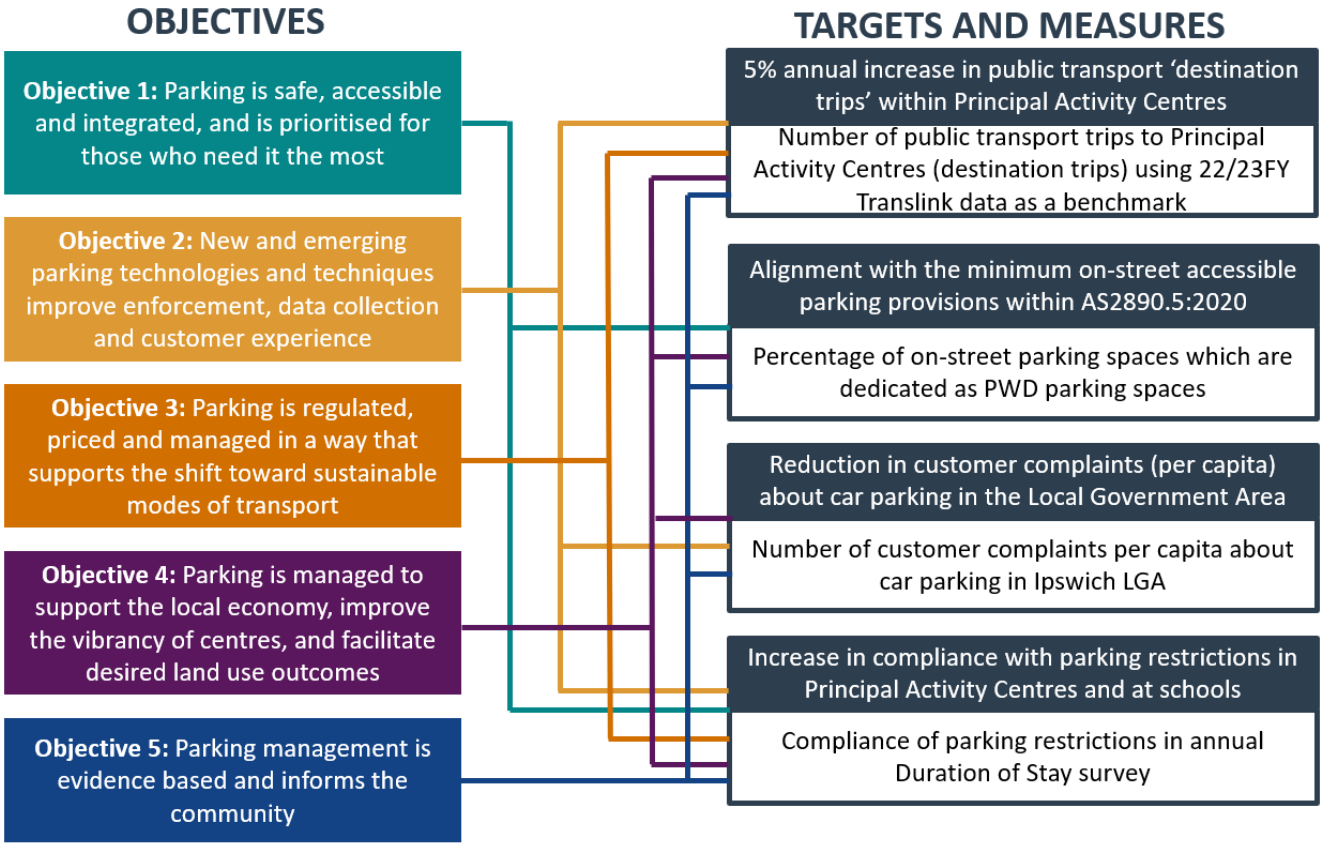
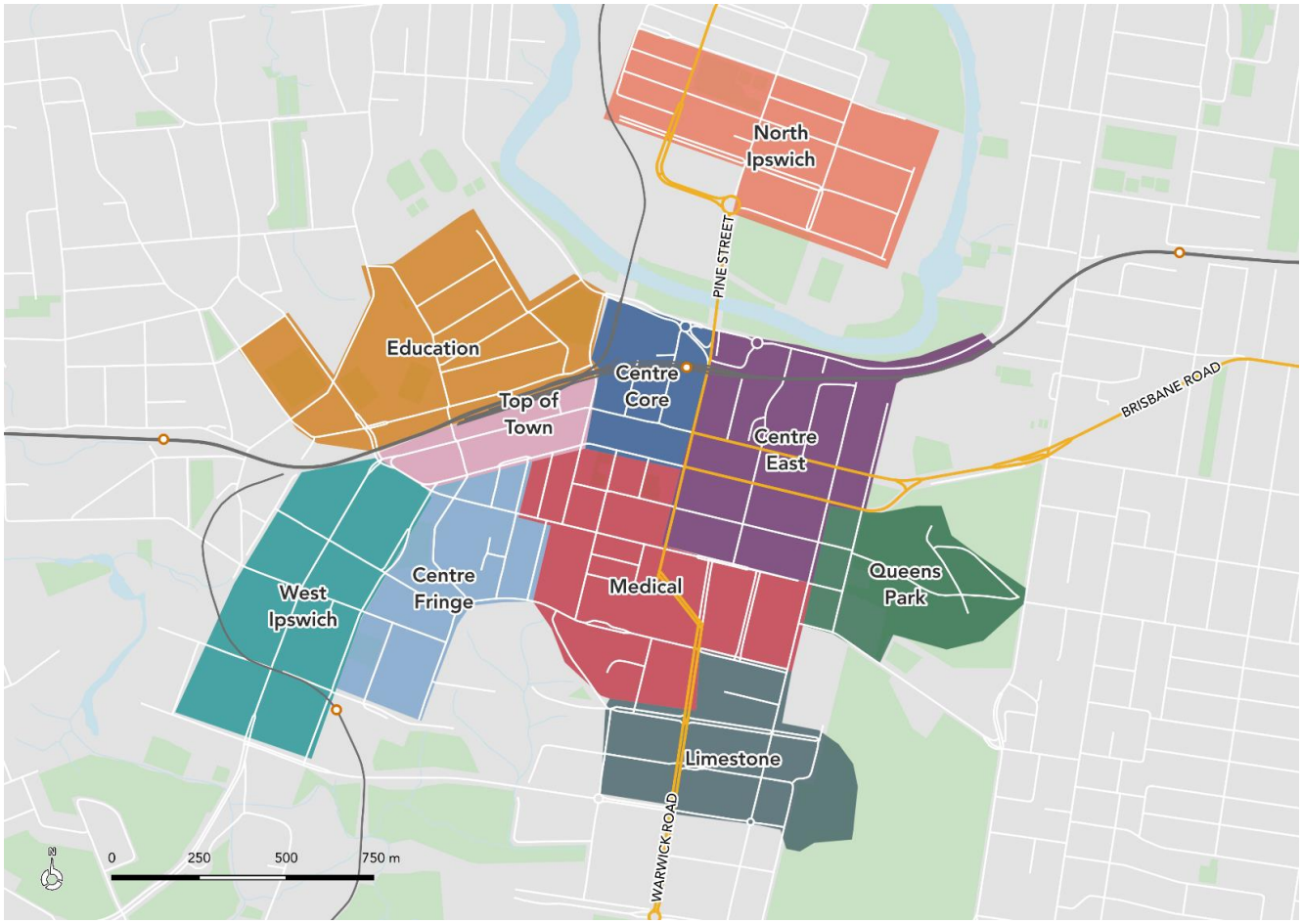


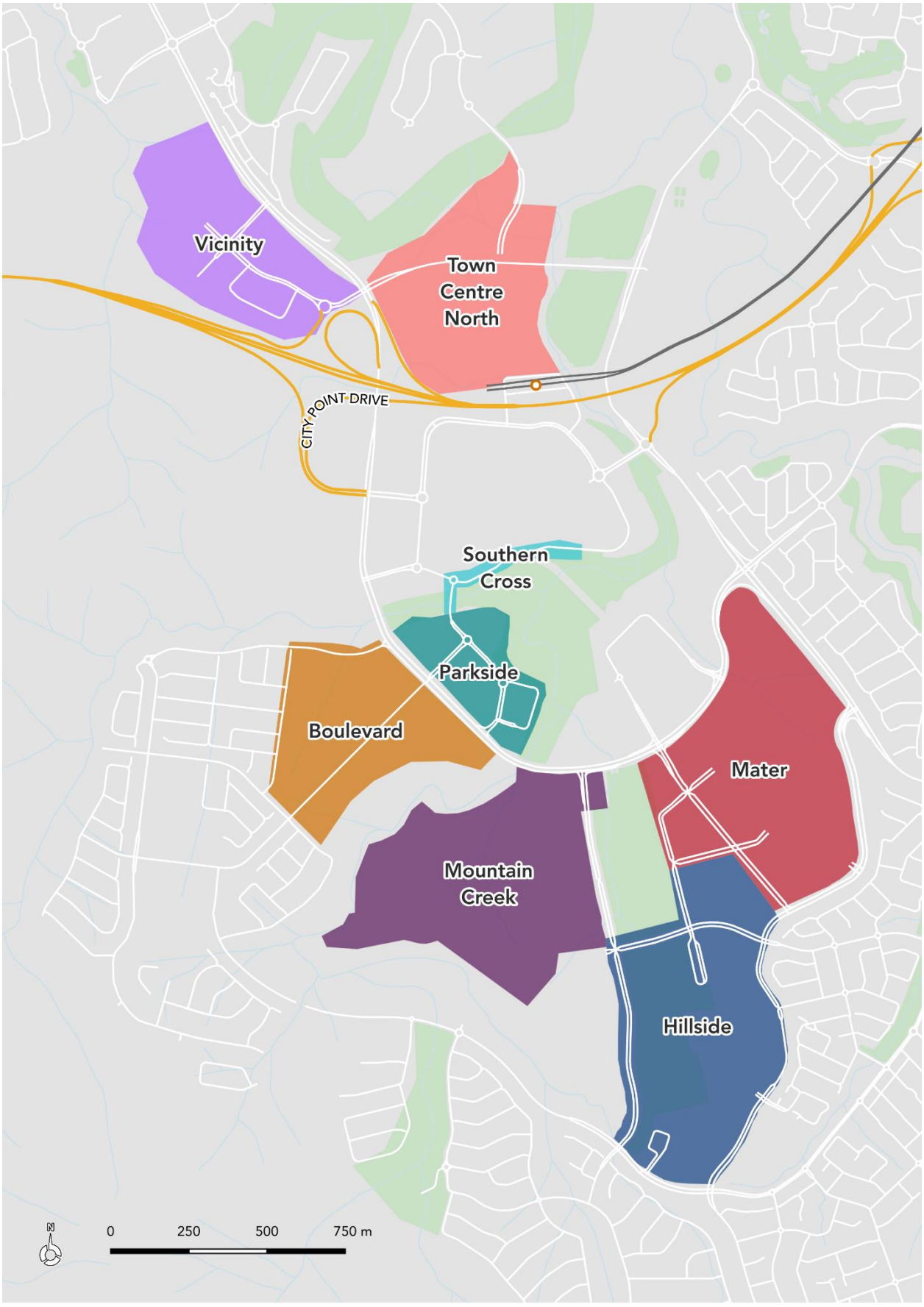
Figure 11: Targets and Measures (Source: PSA)

APPENDICES

APPENDIX 1 – PARKING PRECINCTS

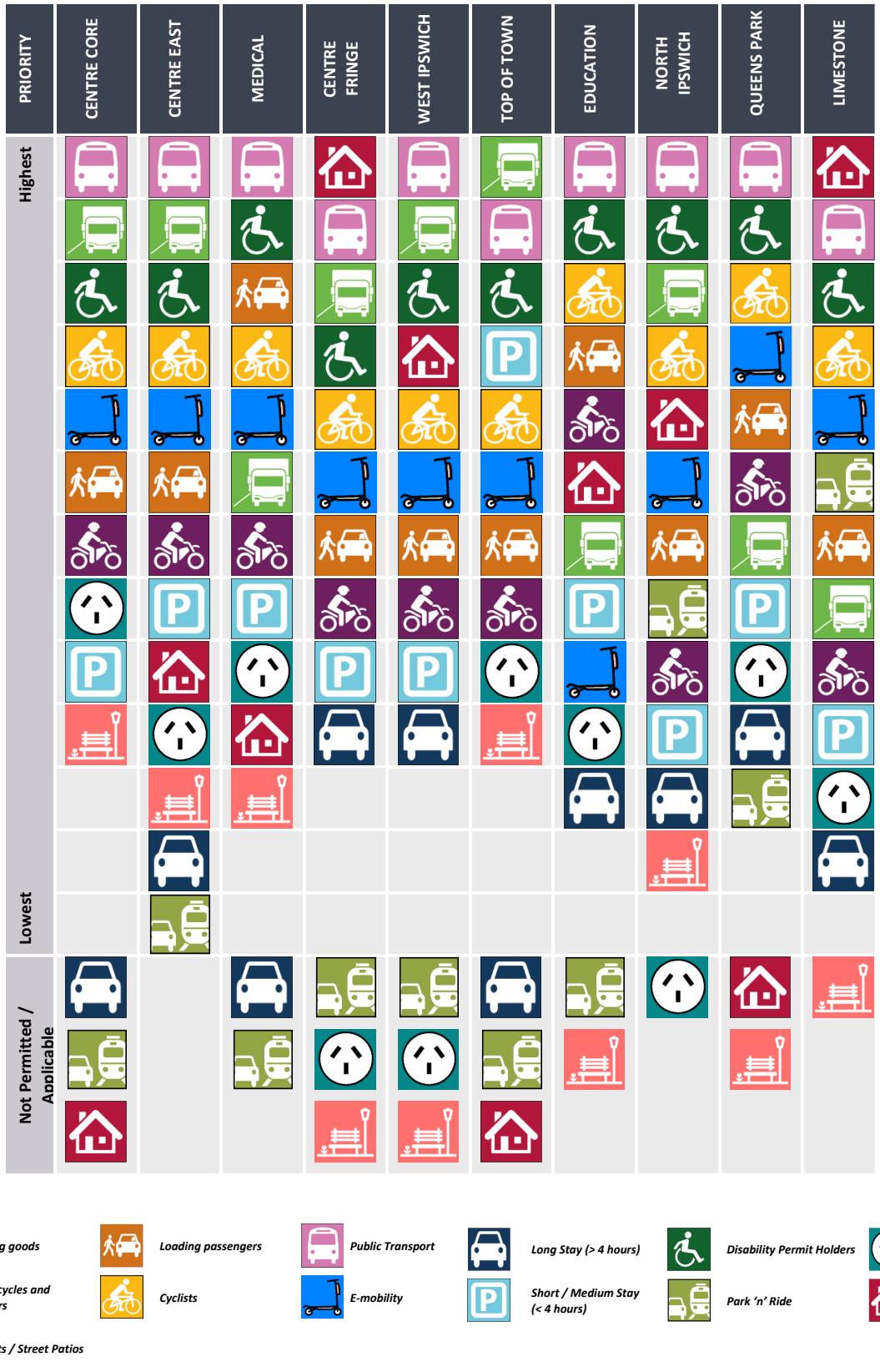


Ipswich Central Parking Precincts (Source: ICC, PSA)

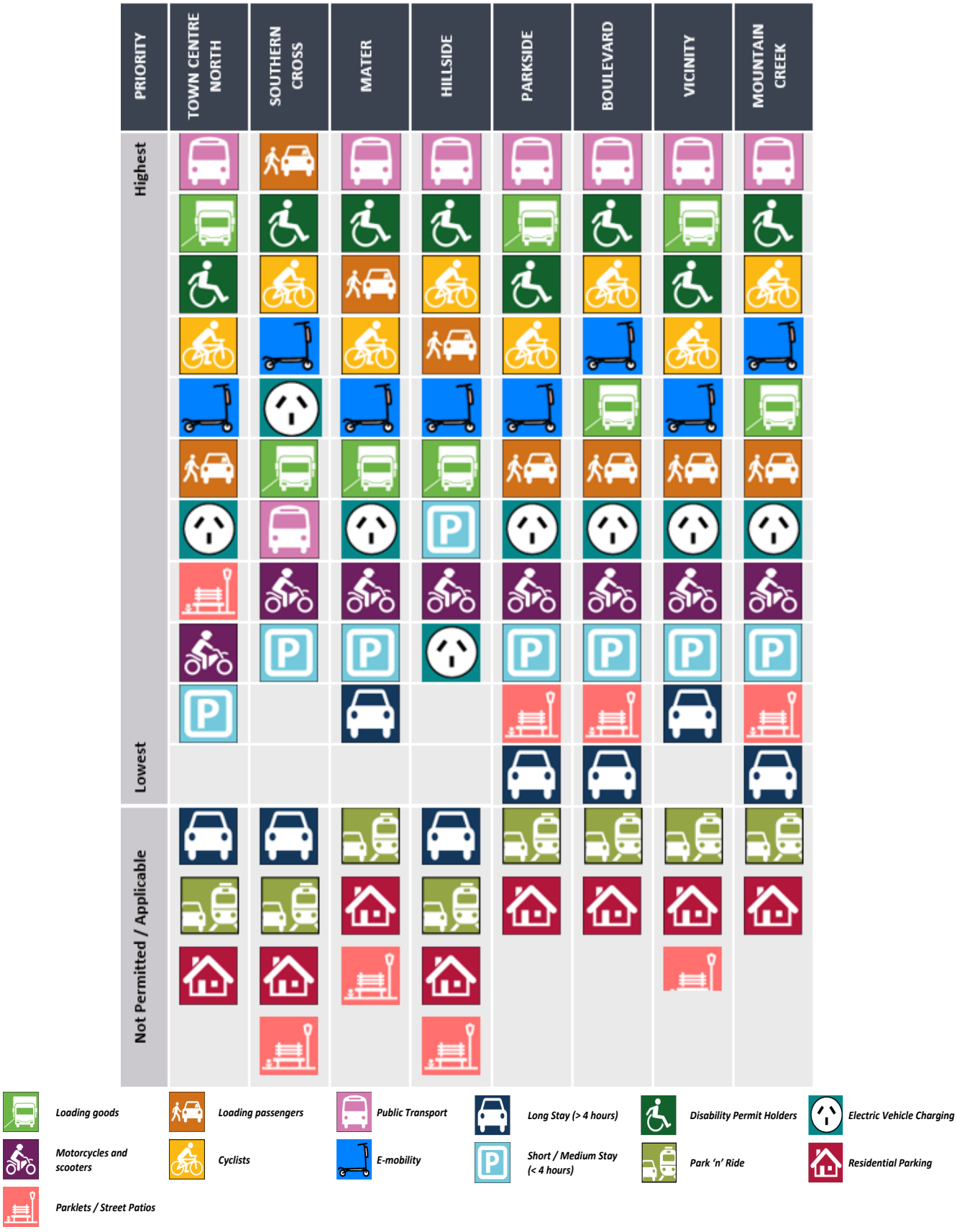


Springfield Town Centre Parking Precincts (Source: ICC, PSA)

APPENDIX 2 – PARKING USER PRIORITY HIERARCHIES (PUPH)



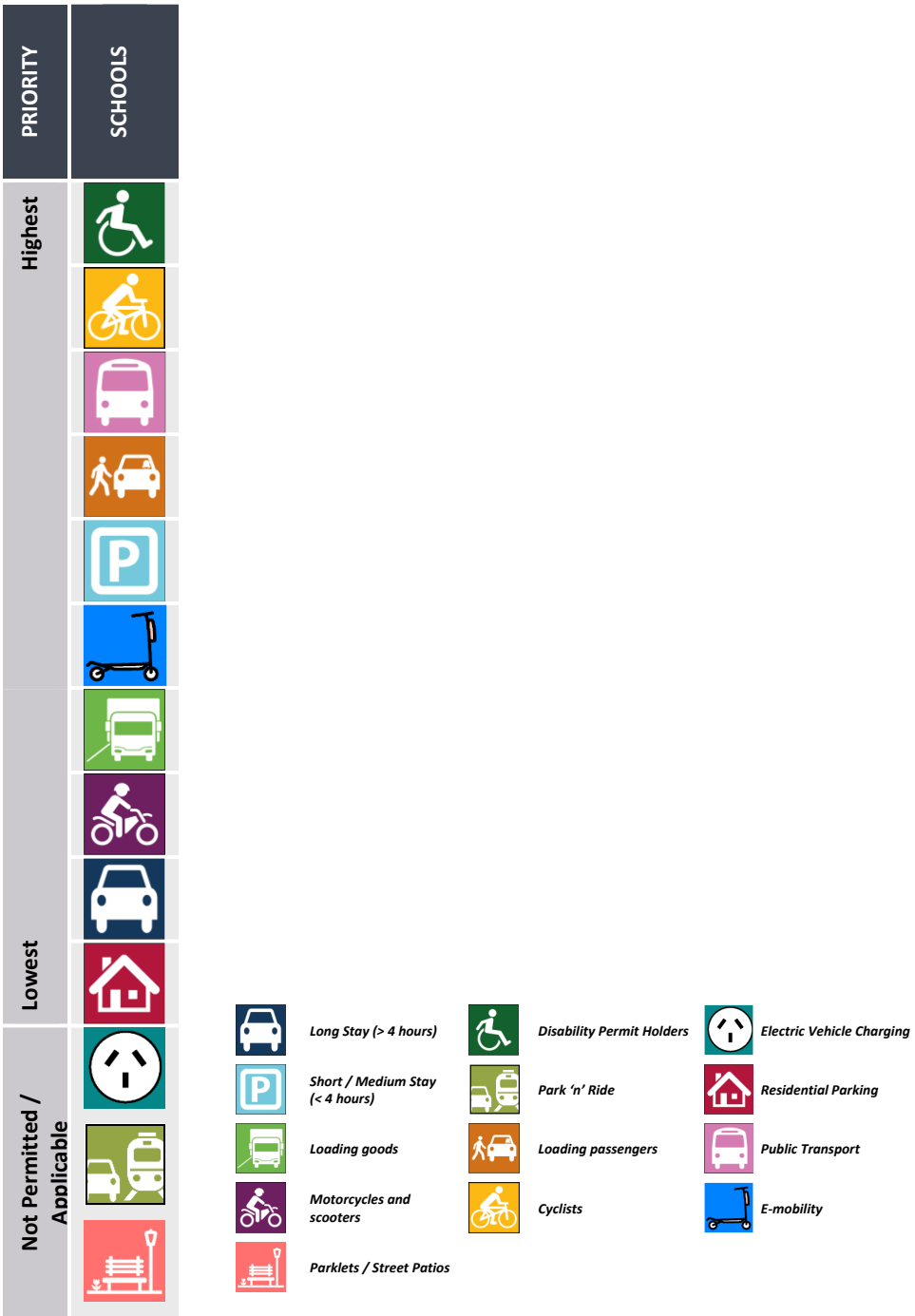
Ipswich Central Parking User Priority Hierarchy (Source: ICC, PSA)



Springfield Town Centre Parking User Priority Hierarchy (Source: ICC, PSA)

A School Specific PUPH has also been developed specifically for schools, to assist with some of the unique challenges that school precincts encounter.

The School Specific PUPH is to be used citywide. Where there is conflicting detail between the School Specific PUPH and the Ipswich Central and Springfield Town Centre PUPHs, the relevant activity centre PUPH is to be used.



School Specific Parking User Priority Hierarchy (Source: PSA, ICC)