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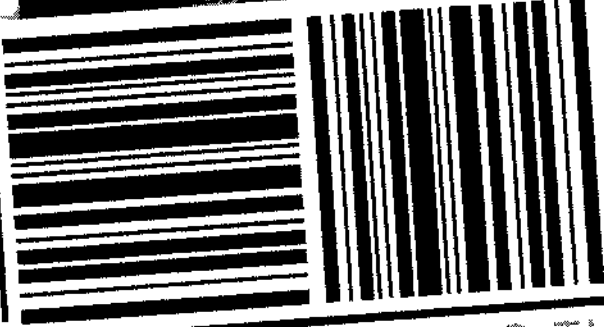
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BRINGING THE WORLD TO AUCKLAND



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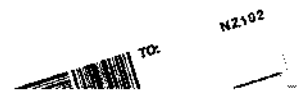
**TO: NZ102**

**BRINGING THE WORLD TO AUCKLAND**

A summary of the case for investment in Auckland's visitor economy

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## Bringing the world to Auckland

Auckland's visitor economy is critical if we want to become a globally competitive city-region. Other international cities have invested in their visitor economies and reaped the rewards. Auckland has the potential to do likewise.

The Auckland region has a vital and distinct flavour of its own, built on a fusion of cultures and influences. But for visitors it is often perceived as merely a gateway to the rest of New Zealand.

Auckland must make the step change from a gateway to a destination if we are to capitalise on the opportunity our visitor economy provides.

Fast forward a decade and picture Auckland as a world-class destination...

A destination whose CBD and adjoining fringe districts have energy 24/7, with a dozen authentic, daily experiences that make you appreciate Auckland's people, places and heritage, and where the streets are alive and promote our spirited character.

A destination that attracts leading international conferences, conventions and major events and is recognised for its cutting edge talent and industry.

David McConnell  
Project Champion

A destination that celebrates its history and promotes its indigenous culture with pride.

A destination that invites visitors to explore its creative and cultural diversity in fashion, food, festivals, and form (architecture).

A destination that showcases its harbour, that welcomes cruise ships and provides extensive waterfront by ferry.

A destination where the Airport to CBD experience is effortless and uninterrupted.

A destination that delivers on the 100% Pure New Zealand promise, is recognised as a leader in sustainability, and promotes walking and cycling in and around the CBD and city fringe areas.

When the Metro Project Action Plan was launched in October 2006, we talked about Auckland's untapped potential. *Bringing the World to Auckland* is a blueprint for capitalising on the potential of our visitor economy. It represents a compelling investment proposition to help transform Auckland into the world class destination it can be.

If Melbourne can do it in 10 years, so can we.

Michael Barnett  
Chair, AucklandPlus



Harbour city: Auckland's CBD and Waitematā Harbour

The Metro Project Action Plan identified three key actions to make this transformation happen:

- The development of a compelling brand identity for Auckland
- A Regional Major Events Strategy
- A Regional Visitor Plan

At the same time central government has developed its Economic Transformation Agenda - with one of its themes as "Auckland - an internationally competitive city". This recognises that for New Zealand to be successful Auckland must be a world-class city-region.

*Bringing the World to Auckland* presents the case for investment in Auckland's visitor economy over the next 10 years. It outlines the critical investments and actions that could play a key role in Auckland and New Zealand's economic transformation.

### The Visitor Economy

Auckland's visitor economy is much more than the visitor dependent businesses that sell most of their goods and services to visitors. It encompasses all those who benefit from visitor expenditure in Auckland such as the creative sector, suppliers

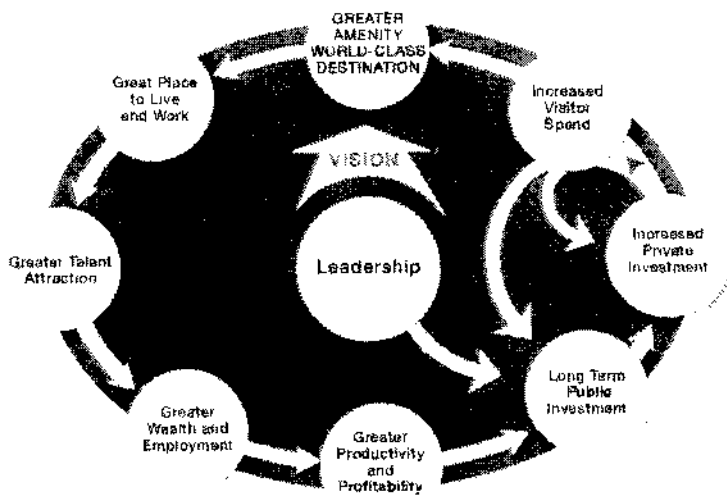


Figure 1: Virtuous Cycle Initiated by an enhanced visitor economy

of things like food and beverage, fuel and retail shopping, which are consumed by and benefit both visitors and residents.

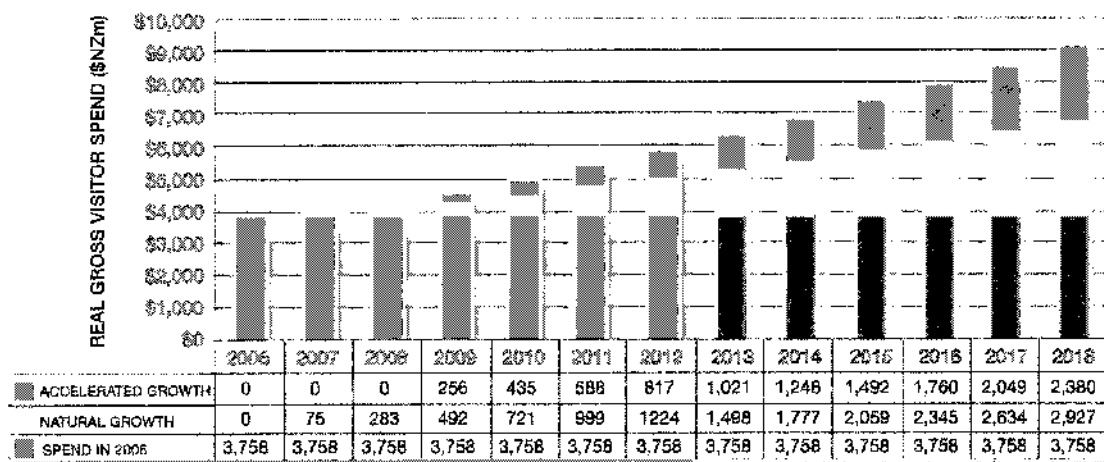
## Auckland's Well-being

The benefits of an enhanced visitor economy extend well beyond the direct financial benefits -- the bigger picture would include greater amenity for Auckland residents that is underwritten by the additional visitor expenditure; greater talent retention and attraction; greater wealth and employment; and greater productivity and profitability. These factors would reinforce one another and initiate a virtuous cycle (Figure 1) to greatly improve Auckland's infrastructure, standard of living and international profile. An enhanced visitor economy has the potential to contribute to Auckland's economic, cultural, environmental and social well-being.

## Economic Return

Visitors to Auckland generated as many nights in the region as 75,300 permanent residents in 2006, increasing the base population of Auckland by 5.5%. This is Auckland's permanent resident equivalent (PRE) ratio. Auckland's ratio is low relative to comparable areas such as Victoria (6.4%), Wellington (7.1%), New South Wales (7.8%), Canterbury (8.9%) and Queensland (10.2%). Auckland's transformation into a world-class visitor destination would increase this ratio.

A realistic target would be 7.8% by 2018 -- the level currently achieved by New South Wales. This would require growth in visitor nights of 4.6% per annum. Factoring in annual growth in visitor expenditure of \$6 per night, Auckland would secure an additional \$12 billion of direct visitor expenditure (above projected natural growth) over the next decade.



Potential gains from an accelerated visitor economy in Auckland

Figure 2: Annual visitor expenditure in Auckland (including GST)

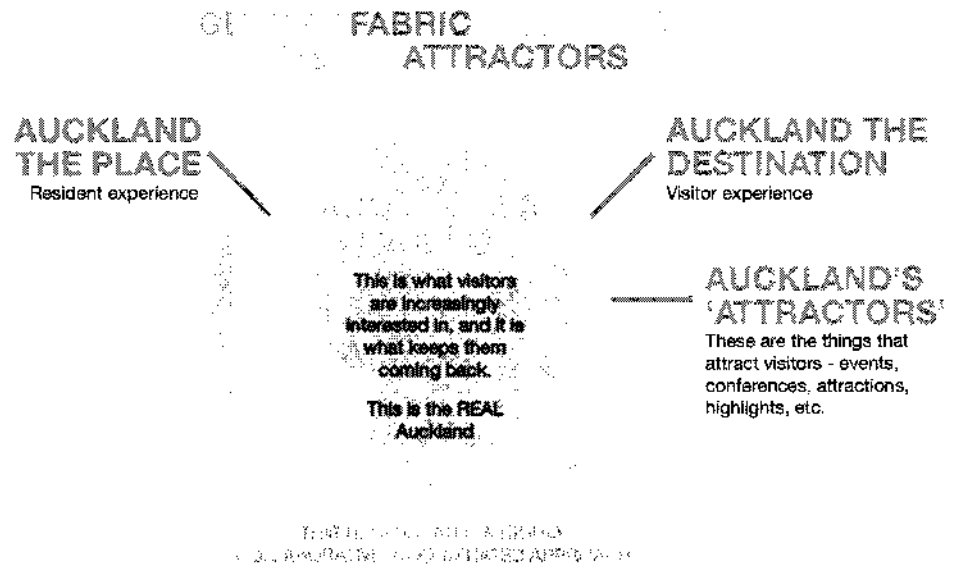


Figure 2: Place vs. Destination

## Place vs Destination

For the purpose of this document Auckland “the place” is defined as what Auckland residents experience, while Auckland “the destination” is what visitors experience. There is a large overlap between Auckland the place and Auckland the destination. The overlap is described as Auckland’s “fabric” – the things that make Auckland the place that it is, the heart and soul of Auckland.

Auckland’s fabric includes:

- Public goods and services such as public spaces, roads, footpaths, parks and public transport
- Private goods and services such as food and beverage, entertainment and retailing
- Auckland’s general “vibe” or “personality” which is determined largely by its people.

The visitor experience is also shaped by Auckland’s “attractors” - the things designed primarily to attract visitors to Auckland and support them during their stay. Examples include signature attractions, major events and commercial accommodation.

Once attracted to a destination, more and more visitors want to immerse themselves in its fabric, by seeking authentic experiences with local people and places. The fabric is what keeps them coming back.



Figure 4: Understanding Auckland

## Understanding Auckland

The Auckland region is large and diverse, making it difficult to understand. A useful way to think about Auckland is to break it down into four distinct areas:

- CBD
- City Fringe
- Suburban
- Hinterland

This is how a visitor might view any major city. By understanding Auckland from the visitor's perspective, it becomes very clear where the gaps and opportunities in the visitor experience are.

The stylised model of Auckland (Figure 4, above) has been adopted to represent this thinking - the green area represents land and the blue area represents water.

This model is simple enough to understand but sophisticated enough to analyse the challenges facing the Auckland visitor economy. Key locations in Auckland have been highlighted to illustrate how the model fits the Auckland region.



Mt Eden

the CBD, the region would be easier for visitors to understand and deliver an enriched and distinctively Auckland experience.

### Revitalise the CBD

The CBD is the focus of most visitor activity but in Auckland's case delivers the lowest quality of visitor experience compared to the rest of the region.

### Connect Visitors to the Hinterland

Auckland's main strength is its hinterland which contains exceptional natural attractions and offers outstanding experiences in areas such as Matakana, the Waitakere Ranges and the islands of the Hauraki Gulf. Few cities in the world can offer such experiences on their doorstep. But this strength is almost entirely negated by the lack of transport to these areas. Enhancing the amenity of these areas would also be important.

### Tell Auckland's Stories

By telling Auckland's unique stories the region would be easier for visitors to understand and deliver an enriched and distinctively Auckland experience.

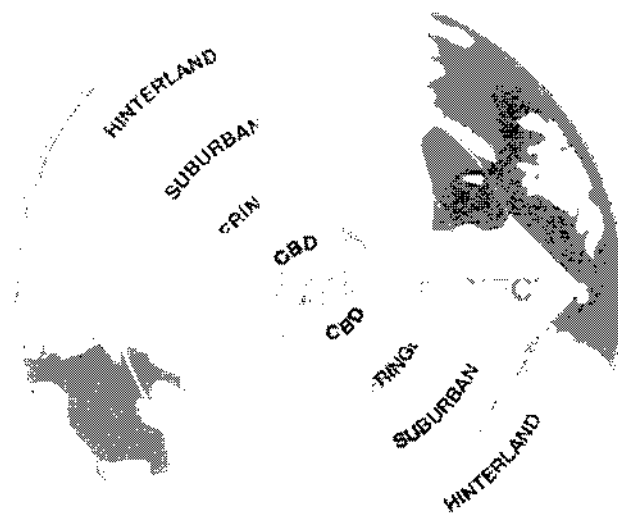


Figure 5: Enhance the CBD and connect with the hinterland

### The Case for Intervention

The public sector would need to adopt a strong leadership and investment role in the initial stages of the transformation process.

This is because Auckland would need to invest in a portfolio of attractors that would provide great benefits to the visitor economy. However, in many cases a private sector investor would not be able to secure a viable direct return from such an investment so could not be expected to put up the capital. A convention centre is an example of this. Overseas evidence proves that while convention centres are rarely commercially viable on their own, the overall benefit to the visitor economy represents an excellent return on investment. So the initial investment needs to be from the public sector. This would stimulate private sector investment in areas such as accommodation, retail and food and beverage outlets, to support the convention centre.



Auckland has the opportunity to transform itself into a world-class visitor destination over the next 10 years. The following aspiration for Auckland as a visitor destination in 2018 has been developed through input from regional and national stakeholders:

**Strategic Themes** The aspiration is underpinned by seven strategic themes.

#### Vibrant CBD

The Auckland CBD is pedestrian friendly and well supported by a modern, multi-modal public transport system. It is attractive, functional, exciting and easy to move within, giving visitors easy access to a wide range of high quality goods, services and experiences.

#### Amazing Hinterland

Auckland has an attractive, interesting and accessible hinterland that delivers on the 100% Pure New Zealand promise and enables visitors to engage in a wide variety of authentic nature and lifestyle activities.

#### Harbour City

Auckland is seamlessly connected with the Waitemata Harbour. The waterfront is accessible and attractive, showcasing Auckland's maritime heritage. Visitors engage in a wide range of activities on the water's edge and use it as a gateway to the Hauraki Gulf Marine Park.

#### Cultural City

Auckland embraces and showcases its cultural diversity through its visitor offering. Visitors have authentic cultural experiences in Auckland that they cannot get elsewhere.

#### Host City

Auckland has the infrastructure, reputation and unity to secure and host large scale conferences, conventions and major events.

#### Easy to Understand

Auckland is a destination that is easy to understand. Auckland's physical environment is interpreted through interesting stories that connect people with places and add significant value to the visitor experience.

#### Easy to Move Within

Auckland is a destination that is well connected, both domestically and internationally, and easy to travel within.

The following steps would be required to transform Auckland into a world-class visitor destination:

- 1 Get organised for success
- 2 Establish an investment platform
- 3 Get Auckland's fabric right
- 4 Develop attractors



Shopping in the CBD

## 1 Get Organised for Success

An appropriately funded and mandated regional visitor agency would be required to manage Auckland's transformation from a gateway into a world-class visitor destination.

The agency will be a powerful and credible advocate for both the visitor economy (supply side) and the visitor (demand side), and would engage at a strategic level with all major public and private sector stakeholders.

The agency would need to secure initial public sector funding of \$5m per year for five years. Alternative funding mechanisms would be explored during this period and implemented by 2013 at the latest.

### Seasonality

Conventions and major events provide a great opportunity to stimulate the visitor economy by driving visitation during off peak periods. It is a proven successful formula for cities around the globe and those who have invested in conventions and major events are reaping the rewards.

That is why *Positioning Auckland as a Major Events Destination* has been developed in parallel with *Bringing the World to Auckland*.

The agency would take on the following roles:

- Establishing a long-term public sector investment platform (see page 11)
- Destination marketing - making the promise
- Destination management - making sure that Auckland delivers on the promise
- Convention bureau – securing conferences, conventions and exhibitions for Auckland
- Major events – securing major events for Auckland
- Advocacy – representing the visitor economy and the visitor
- Strategic oversight – constantly thinking and acting strategically

It will aim to provide a potential strategy for attracting and maintaining a sustainable portfolio of major events in Auckland, and delivering on the host city theme from this visitor plan.

Having such a strategy in place, with the Regional Major Events Office and Convention Bureau as part of the regional visitor agency, would ensure these initiatives and the seasonality issue are an integral part of the overall strategic focus.



A ferry connecting the CBD with the hinterland\*



The natural beauty of Auckland's hinterland: Tāwhiriārai Regional Park

## 2 Establish a Long-term Public Sector Investment Platform

The success of the Auckland visitor economy would depend critically on the establishment of a public sector investment platform comprising long-term commitments from:

1. Local authorities and the Auckland Regional Council (ARC) to fund the regional visitor agency;
2. Local authorities and the ARC to engage with the regional agency on matters potentially influencing the Auckland visitor experience; and
3. Central government to fund large one-off nationally significant projects in Auckland that would increase the level of visitor activity and/or enhance the international profile of New Zealand's leading city-region.

On average every additional dollar spent by visitors in New Zealand will generate \$0.25 of income for central government. The return on local government investment would be sustainable long-term growth in regional GDP and employment, greater amenity and a higher standard of living for Auckland residents – the virtuous cycle (see figure 1, page 4).

## 3 Get Auckland's Fabric Right

Auckland's fabric would need to deliver visitors an enjoyable, authentic Auckland experience that makes them want to come back for more and bring their friends and families with them.

To get Auckland's fabric right, the regional visitor agency would need to work with local authorities to ensure that planned public investment contributes to the overall improvement of the visitor experience as well as the well-being of residents.

Auckland's local authorities are already driving a number of major initiatives that will improve Auckland's fabric. Auckland City Council and the ARC group are leading the way with major transport, CBD and waterfront projects that will greatly enhance the visitor experience and benefit Auckland residents.

The private sector is a key contributor to Auckland's fabric through the commercial activities that serve both visitors and residents, e.g. food and beverage, entertainment and retailing. It is widely acknowledged that Auckland's entertainment and retail offerings are poor by international standards, particularly in the CBD, and that this detracts from the visitor experience.

The onus is on the public sector to create a business environment that encourages private sector investment in commercial activities that enhance the visitor experience.

\*Images (c) Tourism Auckland

## 4 Develop Attractors

Auckland needs a portfolio of attractors that draw people to the region, particularly during shoulder and off-peak periods.

The key opportunities for Auckland are:

- Conferences and conventions
- Major events
- Hinterland precincts
- Signature attractions and experiences

### Conferences and Conventions

There is an excellent opportunity to build a national convention and exhibition centre in the CBD, on land bordered by Albert St and Mayoral Drive. This location is ideal from a development perspective – it sits within the Aotea Quarter and is within comfortable walking distance of a large amount of commercial accommodation, food and beverage, entertainment and retailing. Careful scheduling of conferences and conventions can have a marked impact on seasonality, reducing the disparity between summer and winter activity levels and enabling businesses to get a better year-round return on capital.

### Hinterland Precincts

Auckland has the opportunity to develop several unique and distinctive hinterland precincts. Examples include:

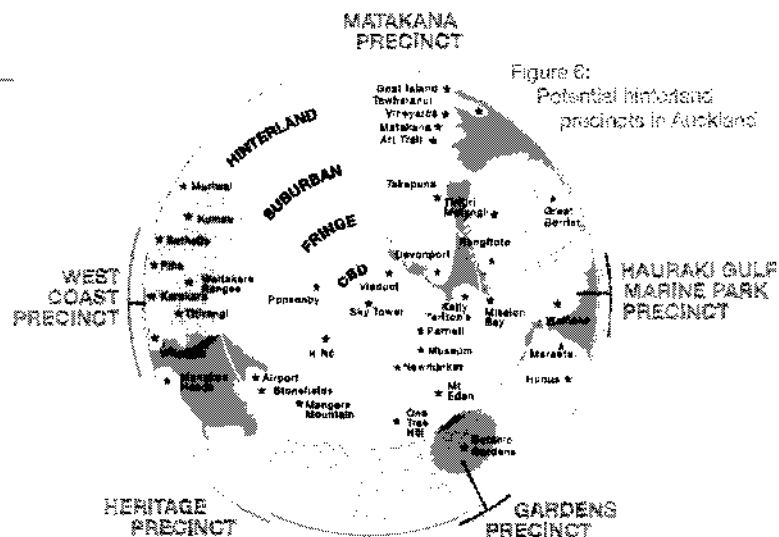
- Matakana
- Hauraki Gulf and Islands
- West Coast Bush and Beaches
- Manukau Gardens (Southern precinct including Botanic Gardens and Ayrlee Gardens)
- Mangere Heritage (including Mangere Mountain and Otuaia Stonefields)

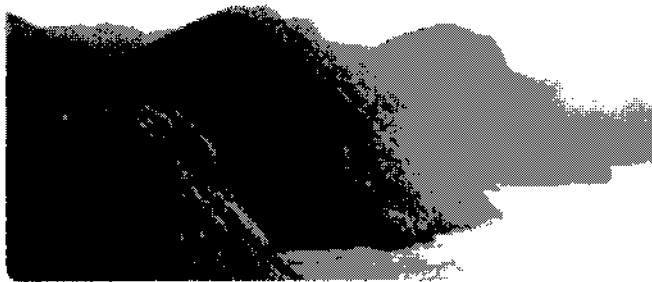


Auckland's hinterland: Great Barrier Island

### Major Events

Major events have the potential to generate substantial increases in visitor activity and expenditure in Auckland. For example, the Lions Series is estimated to have attracted an additional 20,000 international visitors to Auckland in June and July of 2005 (traditionally the two slowest months for the visitor economy), and generated an additional \$43m in regional GDP. Major events can have a significant impact on seasonality if they are scheduled at times that are traditionally slow for the Auckland visitor economy i.e. autumn and winter. See *Positioning Auckland as a Major Events Destination* for more detail





Auckland's hinterland: the west coast precinct

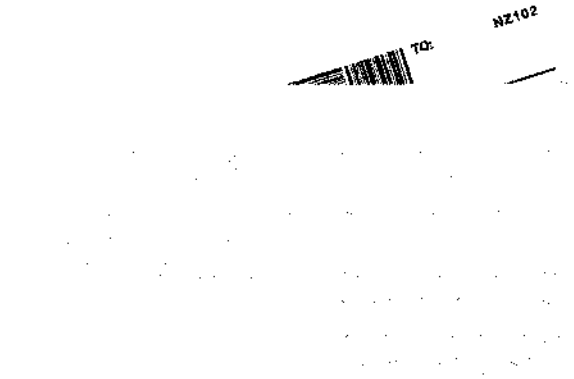
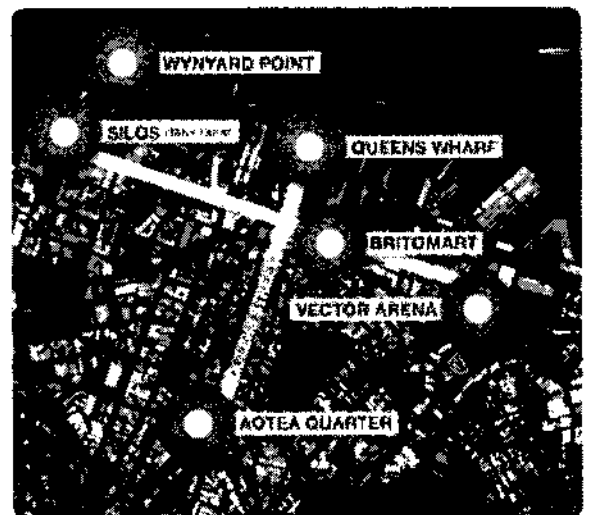


Figure 7: Strategic CBD development sites

### Signature Attractions and Experiences

Auckland would need to use its distinctive geography, culture and heritage to develop signature attractions and experiences. Themes could include: Maori and Pacific culture; the volcanic cones, particularly Mt Eden; and the harbour and Gulf Islands. In addition, there are three strategically significant sites along the waterfront growth axis that should be land banked and developed into signature attractions: Queens Wharf, the silo area located in the Wynyard Quarter; and the eastern end of Wynyard Point. The addition of signature attractions on these sites (and a convention centre in the Aotea Quarter) would greatly enhance the visitor experience and stimulate further private sector investment throughout the CBD.



### The Bilbao Example

The Guggenheim Museum Bilbao (GMB) is an excellent example of the impact a signature attraction can have on a city. The Basque Public Treasuries paid €126.5m (approximately \$NZ250m) for the complete project (building, land, licensing and operative costs) before the museum's opening in 1997. Since its opening almost 1.4 million visitors have come to Bilbao, 79% of them to see the GMB specifically. Because of the popularity of the GMB, more than NZ\$1.25b in development projects - including a convention centre, opera house, and fine arts museum - are now in the works.

An independent assessment of the GMB concluded that the initial investment made by the Public Treasuries has been recovered in little more than a decade. Furthermore, the study concludes that the GMB has had a profound impact on the level of visitor activity in Bilbao. A financial assessment conducted by GMB concludes that its activities added €126.5m to regional GDP in 2005. According to GMB the cumulative economic benefit to the region since 1997 is €1.36b in GDP.

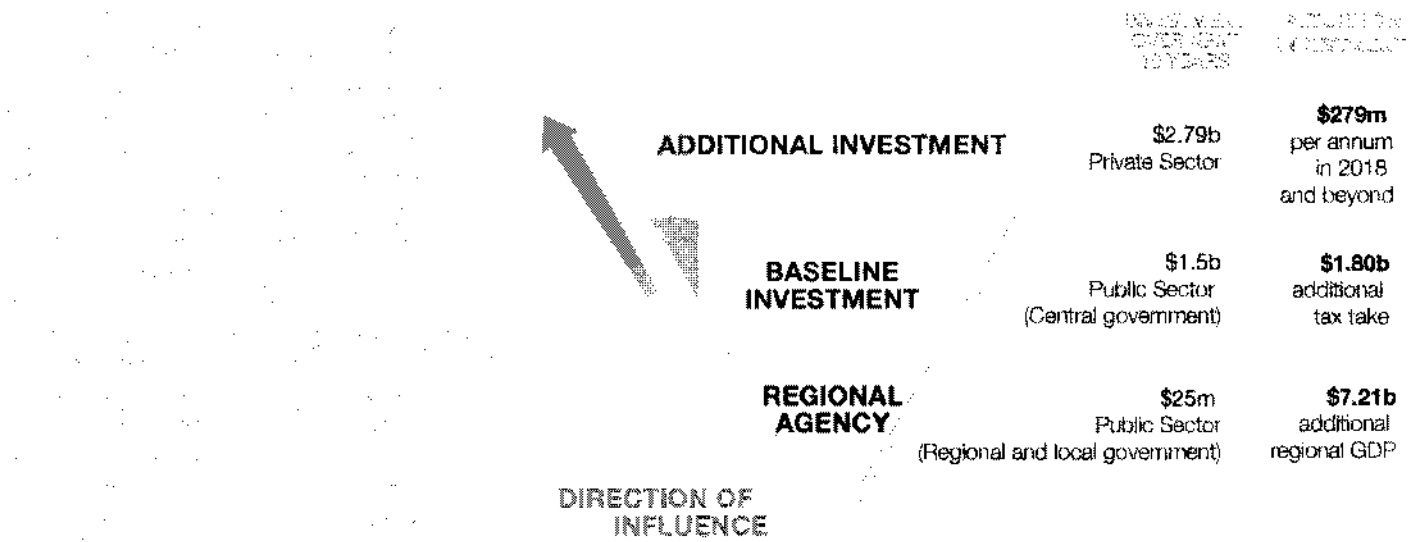


Figure 8: The investment proposition

The major Investments would include:

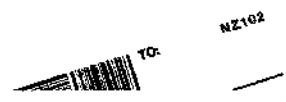
- Regional agency
- National convention centre
- Permanent Eden Park seating additions
- Signature attractions on strategic waterfront sites
- Harbour and gulf island access
- Cruise ship infrastructure

These investments would accelerate regional and national visitor activity and create a strong commercial incentive for the private sector to invest.

If these investments were to occur the value of the Auckland visitor economy would be projected to increase by \$7.21 billion over the next decade (cumulative), and central government tax take would

be projected to increase by \$1.8b (cumulative). The additional tax take alone would therefore outweigh the required public sector investment. The additional visitor activity would be expected to incentivise an additional \$2.79b of private sector investment over the next decade (including supply chain effects), yielding a net commercial return on investment of \$279m (10%) per annum by 2018.

Enhancing the visitor economy represents a premium investment opportunity for Auckland. It would be a low risk way of realising significant economic growth while underwriting Auckland's amenity. It would be low risk because investments that make Auckland a more compelling destination would also make Auckland a better place to live, work and play. An enhanced visitor economy would increase public sector income and would also attract new commercial investment, effectively subsidising Auckland's transformation into a world-class city-region.



## Acknowledgements

Many thanks to David McConnell (McConnell Group) for his passion and drive as project champion for the development of *Bringing the World to Auckland*.

Thank you to the team at Covec Ltd, especially Shane Vulecich, who produced a compelling economic proposition from the many diverse inputs into this document.

Thank you to all the members of the steering group which led the development of this Document. The steering group was made up of senior independent industry representatives and high level representatives from the following organisations:

- Air New Zealand
- Auckland City Council
- Auckland International Airport Limited
- Auckland Regional Council
- Conventions and Incentives New Zealand
- Ministry of Economic Development at GUEDO
- Ministry of Tourism
- Tourism Auckland
- Tourism Holdings Limited
- University of Auckland

## Further information

The development of *Bringing the World to Auckland* is an action within Objective 3 of the Metro Project Action Plan, which is designed to implement the Auckland Regional Economic Development Strategy.

The development of this document has been co-ordinated by AucklandPlus, a business unit of the Auckland Regional Council.

A special thank you to the dozens of tourism industry representatives, in Auckland and beyond, who have had input into the development of this document.

Thanks to New Zealand Trade and Enterprise for providing funding assistance to develop *Bringing the World to Auckland*.

*Bringing the World to Auckland* is not an ARC policy document. It is designed to stimulate discussion and inform decisions about investment in Auckland's visitor economy.

Further information and a copy of *Bringing the World to Auckland* are available at

[www.aucklandplus.com](http://www.aucklandplus.com)

\*Cover image (c) Baker Brothers

# **REGIONAL PARKING STRATEGY**

## **Consultation Draft**

**Auckland Regional Council**

**19 February 2008**

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## Foreword

# **Executive Summary**

## **Introduction**

The Regional Parking Strategy supports the general objectives of the sustainable growth and development of the region. This includes greater provision and use of public transport, more walking and cycling, and facilitating and encouraging high density mixed use development in selected centres and corridors.

As vehicular journeys involve parking at both the start and end of each trip, the availability and cost of car parking can influence decisions on transport mode used, the time of travel and, potentially, the choice of destination. The provision of parking facilities also impacts on the urban environment and may take up valuable space, thereby significantly increasing property development costs.

Parking management is, therefore, an important travel demand management (TDM) mechanism that can have a significant influence on reducing car use, thereby reducing traffic congestion and on achieving a more sustainable region. This was recognised by the 2005 Regional Land Transport Strategy, one of whose policies is that a Regional Parking Strategy be developed.

A balance must be struck between the provision of an adequate supply of parking to meet the needs of a dynamic, competitive economy, and encouraging the use of good alternatives where available.

The Regional Parking Strategy sets out objectives, policies and actions to improve integration between the supply, management and price of parking, and the land use, transport, economic, social and environmental outcomes sought by the region.

The strategy provides a framework to align district policy and methods with outcomes sought, taking into account the varying circumstances that apply across the region. It is intended to give councils more confidence to implement change in parking policies and rules, and to help reduce the potential complexity of district plan controls as change is implemented. The strategy is not a statutory document but is intended to provide guidance to the region's territorial authorities, when reviewing their district plans and parking plans and policies, to developers, and to other interested parties.

## **Legislative and Policy Context**

The regional policy and strategies within which the Regional Parking Strategy is set are contained in the Auckland Sustainability Framework (ASF), the Auckland Regional Economic Development Strategy (AREDS) and the Auckland Regional Land Transport Strategy (ARLTS). The Regional Policy Statement (RPS) sets the statutory direction for implementing these strategies.

## **Goal, Objective & Outcomes**

The goal of the Regional Parking Strategy is that the provision of car parking contributes toward the land use, transport, economic, environmental and community outcomes sought by the region.

To achieve this goal, the supply, management and pricing of parking in the region will need to be aligned with the outcomes sought by the region.

The objective of the strategy is to encourage and facilitate the development and implementation of parking policies and measures across the region that complement and support the regions sustainability, growth, economic development, and transport strategies. Parking should assist in the creation of an integrated transport network for the Auckland region through parking supply, management, pricing and control policies that:

- support plans for land use intensification around selected mixed use high density centres and corridors,
- encourage travel behaviour changes for a more sustainable, less car-use intensive future,
- integrate parking supply and management and implementation actions with planned improvements to the public transport system,
- support increased travel by public transport and active modes,
- make better use of existing parking resources,
- achieve consistency in district plan rules and standards for parking provision and operation among equivalent developments and centres throughout the region, and
- contribute to improved urban design, particularly in high density centres and corridors.

## **Regional Parking Issues**

The regional parking issues to be addressed to achieve these outcomes are:

### **Integrating Parking and Land Use Policy**

For most of the region, parking supply in new developments is determined through what is essentially a predict and provide mechanism (without consideration of strategic transport or land use objectives) and remains unaffected by policy initiatives. Therefore it is desirable that a parking policy that integrates land use and parking supply be developed for supporting centres and access corridors. This would include:

- meeting urban design objectives especially in high density development areas,
- providing parking allowance in direct relation to the location of the development and its accessibility by public transport,
- ensuring through parking standards that the difference between operational and staff parking is clear,
- encouraging more short term parking,
- developing parking standards for high density residential developments that take into account location, the accessibility of public transport and also support urban intensification.

### **Integrating Parking and Transport Policy**

To integrate parking and transport policy in supporting centres and the CBD, parking facilities should be reduced where transport policy is to provide good accessibility by other modes. In developing areas (where feasible) public transport improvements should lead new developments rather than impede them.

## **Business Transference**

Parking restraint policies could reduce the attractiveness of some centres compared with other locations. There is a need to ensure that changes to parking requirements are justified, applied evenly across the region and recognise differences between centres and business areas.

## **Pricing Parking**

Without a mechanism enabling a public agency to impose a charge or levy on existing parking spaces in specific centres or areas, the rate of change in the availability of existing off-street car parking spaces is likely to be slow.

## **Integrating the management and control of parking buildings and parking lots with parking policy**

Integrating the management and control of parking buildings and lots with parking policy, needs to be managed effectively. This includes:

- the need to take into account existing off street parking when determining local parking requirements for district plans,
- enforcing consent conditions for privately operated short stay car parks to ensure they are used according to the planning consent specifications,
- controlling temporary parking lots to ensure their provision is consistent with the appropriate car parking management policy,
- ensuring that decisions on the availability of long term parking (e.g. early bird) should be made in the context of a parking policy or plan for the centre as a whole, and not as a means of increasing net revenue for the facility,
- encouraging alternative transport to the single occupant car (see Park and Ride).

## **On-street Parking on Arterial Roads**

A regional policy position on balancing the conflicting objectives regarding on-street parking controls on arterial roads would assist TAs to manage their road networks.

## **Park & Ride**

A regional policy view is required to provide clear direction for how Park and Ride fits within the framework of the sustainable development of the region, and to assist in the development of short, medium and long term strategies for the different sites.

## **Communication**

It is important to communicate effectively with the regional community the need for, and benefits of, parking management strategies, highlighting the importance of integrating parking requirements with broader land use. Better communication should lead to increased support for the changes necessary for a more sustainable future.

## **The Strategy**

The strategy for supporting these outcomes has at its core ten policy areas that address the identified parking issues (the gap between the actual and desired outcomes). Policy actions detail how (and by whom) these will be brought into effect.

## **Policy 1: Link District Plan Parking Standards to PT Accessibility**

**Encourage all agencies responsible for regulating parking to incorporate parking standards that are progressively lowered and made more flexible as accessibility by non-car modes is improved.**

Policy Action 1.1 - Develop and implement a methodology based on the calculated public transport accessibility level or PTALE that links parking standards to investments in improving the quality and accessibility of passenger transport.

Responsibility: All TAs in partnership with the ARD and ARTA

Policy Action 1.2 - Progressively reduce minimum parking standards for new development and replace them with maximum standards that recognise the wide variation in public transport accessibility throughout the region and take into account the timetable in the RPS Schedule

Responsibility: All TAs

Policy Action 1.3 - Develop criteria which would be used to assess applications for excess parking and incorporate into the relevant district plan and contribute to parking management plans.

Responsibility: All TAs in partnership with ARD and ARTA

Policy Action 1.4 - Facilitate the alternative use of space in and around existing buildings once it is no longer required for parking purposes by providing flexibility in planning consents to permit and encourage the re-use of existing spaces no longer required for car parking purposes.

Responsibility: All TAs

## **Policy 2: Give Priority to Short Stay Parking**

**Encourage an emphasis on providing an adequate supply of short stay parking in centres.**

Policy Action 2.1 - Give priority to the provision of an adequate supply of short stay parking over the provision of long stay parking in centres.

Responsibility: TAs

Policy Action 2.2 - Manage on-street parking to ensure that short and long stay/commuter parking is not displaced to nearby streets.

Responsibility: TAs

Policy Action 2.3 - Develop short stay off-street parking facilities or facilities in centres that will encourage a park once and walk mentality, avoiding short car trips between destinations within the centre.

Responsibility: TAs

### **Policy 3: Support Land Use Intensification**

Support land use intensification through:

- The application of good urban design principles with regard to the provision of car parking in high density centres;
- District plan rules and other appropriate methods that will encourage and facilitate shared parking;
- The provision of public transport improvements in advance of, or phase with new developments in order to give developers the confidence to provide a reduced parking supply in their developments.

Policy Action 3.1 - Support, through the application of formal guidance, the consistent application of good urban design, primarily with regard to the provision of car parking in centres throughout the region, including high density business areas and at major community facilities (e.g. train interchanges).

Responsibility: ARC in consultation with the TA's and ARTA.

Policy Action 3.2 - Encourage and facilitate shared parking.

Responsibility: TA's

Policy Action 3.3 - Implement, where feasible, the provision of good public transport to a developing area in phase with, and ideally in advance of the (major) completion of the development of the area.

Responsibility: ARTA supported by ARC

### **Policy 4: Reduce Parking Provision in High Density Residential Development**

Reduce the parking required in higher density residential developments

Policy Action 4.1 - Prepare regional guidelines on parking standards for high density residential developments to help the regional territorial authorities implement the region's plans for urban intensification in mixed use centres and corridors and to assist with the preparation of Integrated Transport Assessments.

The high density residential development parking guidelines should include:

- maximum and reduced minimum standards;
- visitor parking requirements;
- shared parking;
- unbundled parking;
- a transparent, objective mechanism for linking standards to accessibility, by modes other than the car which can be applied in any location and which uses readily available information, or an appropriate alternative mechanism which can be applied throughout the region that takes into account a range of circumstances that reduces the need for car use.

Responsibility: ARC in consultation with the TA's

## **Policy 5: Control Public Long Stay/Commuter Parking Provision in Parking Buildings & Lots**

**Control the supply of public long stay/commuter off-street parking to ensure it is effectively incorporated into a policy of parking restraint.**

Policy Action 5.1 - Ensure that district plans (as far as possible) or areas where parking management policies are in place are designed to ensure that applications for long stay public parking in off-street parking facilities, whether publicly or privately owned, are dealt with in the context of their compatibility with the overall parking management strategy for the centre or area concerned.

Responsibility: TAs.

Policy Action 5.2 - Investigate the feasibility and benefits of the provision of commercial public parking facilities as an alternative to the use of the enforcement of consent conditions.

Responsibility: ARC in consultation with the TAs.

Policy Action 5.3 - Phase out long stay/commuter parking (either as fully paid and optional leased parking) in short-stay public parking facilities where such parking is inconsistent with the objectives of the parking management policies applying to the centre or area concerned.

Responsibility: TA's

Policy Action 5.4 - Ensure that temporary parking lots are only permitted to operate following the issuing of consent by the council concerned and are operated under conditions stipulated by the council.

Responsibility: TA's

Policy Action 5.5 - Price parking in council-controlled parking areas to ensure they are consistent with the objectives of the parking management policies applying to the centre or area concerned.

Responsibility: TA's

## **Policy 6: Provide Regional Guidance on Parking on Arterials**

**Include in the Regional Arterial Roading Plan a policy on parking on regional arterial roads.**

Policy Action 6.1 - Base the policy on parking on regional arterials on the following principles:

- The safe and efficient movement of people and goods should have priority over on-street parking on arterial roads.
- Parking should only be permitted where it does not compromise safety or cause traffic congestion.
- An exception may be made where permanent on-street parking on a section of an arterial road makes a key contribution to the economic vitality of a centre or corridor served by the arterial. However, any permanent on-street parking must be accommodated safely and without compromising the overall effectiveness of the arterial network in moving people and goods.

Responsibility: ARTA

## **Policy 7: Prepare Comprehensive Parking Management Plans for Centres**

**Encourage an integrated approach to the supply and management of parking in centres.**

Policy Action 7.1 – Develop comprehensive parking management measures for individual centres with initial emphasis given to the high density centres identified in the Regional Policy Statement Schedule 1 and including, as appropriate: relevant parking standards, short stay public parking provision, on-street or long term carpool pricing of council operated parking facilities, measures to protect adjacent residential areas and parking for the disabled.

Responsibility: TA's

Policy Action 7.2 - Prepare a guideline on the appropriate content of Comprehensive parking Management Plans.

Responsibility: ARC and ARTA in consultation with the TAs

Policy Action 7.3 - Clearly distinguish between duties and any other guidance in developing parking plans and policies for centres.

Responsibility: TAs

## **Policy 8: Prepare Regional Plan for Implementation of Park and Ride Facilities**

**Encourage the development of park and ride facilities that are consistent with the region's strategic direction and policies.**

Policy Action 8.1 - Park and ride facilities should be provided:

- in advance of areas experiencing major traffic congestion;
- where they are well served by local roads of suitable quality and condition or higher;
- to avoid the potential negative impacts on sustainable land use development;
- where there is a quality, direct, relatively frequent passenger transport link between the park and ride site and the destination. (The link link should be "competitive" with the use of the car taking into account total travel time, out-of-pocket expenses, reliability, comfort etc.)

Park and ride should not be located adjacent to stations or interchanges in centres where transport oriented development is planned unless the parking is needed as an interim use retaining the land for future (high density) development.

Responsibility: ARTA in cooperation with TAs

Policy Action 8.2 – Park and Ride facilities should be associated with good lighting, CCTV or direct surveillance, help points etc. and should ensure seating, rubbish bins, timetable information and maps. Walking access to the passenger transport service from the parking area should be convenient and feel safe.

Bike and ride should be encouraged.

Responsibility: ARTA

Policy Action 8.3 – Identify, in accordance with the above guidelines, the park and ride facilities that should be implemented in the next 10 years and in the longer term, and incorporate these in the appropriate planning documents.

Responsibility: ARTA in cooperation with TAs

Policy Action 8.4 - Work with central government agencies to ensure that the funding of rail park and ride is placed on the same footing as the funding of bus and ferry park and ride

Responsibility: ARTA in partnership with the ARC

Policy Action 8.5 - Identify the circumstances, if any, under which charges should appropriately be applied at park and ride facilities, and the use to which should be made of the resulting revenues.

Responsibility: ARTA in partnership with the ARC

### **Policy 9: Provide Public Parking Facilities that Encourages Alternatives to the Single Occupant Car**

**Advocate the use of public parking facilities to encourage carpooling, vanpooling and cycling.**

Policy Action 9.1 - Incorporate the Bicycle Parking Standards that are to be included in the Regional Cycle Plan into the district plans.

Responsibility: TAs

Policy Action 9.2 - Give preferential treatment to cars and vans at public parking facilities (including park and ride facilities).

Responsibility: TAs supported by ARTA

Policy Action 9.3 - Provide free, secure parking for cyclists at public parking facilities.

Responsibility: TAs

### **Policy 10: Communicate the Need for Change**

**Communicate more effectively to the regional community regarding the need for, and benefits of parking management strategies that integrate parking with broader land use and transport objectives, to generate support for the changes that are necessary for a more sustainable future.**

Policy Action 10.1 – Develop and implement a parking management communication strategy which includes the following:

- the need to manage parking within centres to bring it in line with broader objectives including reducing dependence on the private car and encouraging more use of passenger transport, particularly for the trip to work
- the importance of controlling parking on streets.

Responsibility: ARC in cooperation with TAs

# 1 INTRODUCTION

## 1.1 Overview

Achieving the sustainable growth and development of the Auckland Region requires, among other things, greater provision and use of passenger transport, more walking and cycling and facilitating and encouraging high density mixed use development in selected centres and corridors.

As vehicular journeys involve parking at both the start and end of each trip, the availability and cost of car parking are a major influence on decisions on the mode of transport used, the time of travel and, potentially, the choice of destination. Parking management policies can, therefore, have a significant influence on reducing car use, thereby reducing traffic congestion and achieving a more sustainable region.

The availability and cost of parking can also:

- add significantly to development costs
- take up a considerable amount of space reducing the density of development
- reduce the amenity and walkability of a high density centre, and
- affect the economic viability and vitality of individual businesses and centres of activity.

A balance must be struck between the provision of an adequate supply of parking to meet the needs of a dynamic, competitive economy, and provision of more parking than necessary, thereby encouraging excessive use of the car, particularly at locations and during time periods when good alternatives are available.

The Regional Parking Strategy recognises that the unconstrained growth in travel by the private car is not sustainable. A successful, dynamic and liveable region requires, among other things, that the supply and management of car parking supports land use, transport, and economic, social and environmental objectives.

## 1.2 Purpose & Scope

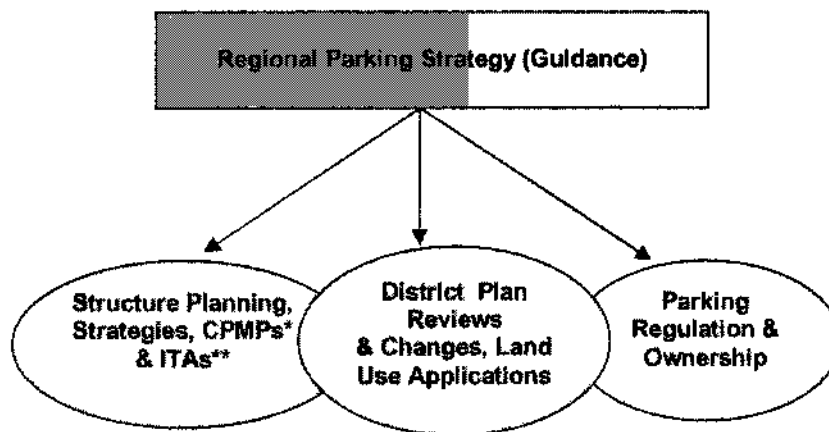
The Regional Parking Strategy supports the over-arching objective of the sustainable growth and development of the region. It provides a framework to align district policy and methods with outcomes sought, taking into account the varying circumstances that apply across the region.

The strategy sets out objectives, policies and actions to improve integration between the supply, management and price of parking and the land use, transport, economic, social and environmental outcomes sought by the region. It will assist in providing consistency in district plan parking rules and standards while accommodating the need for district plans to differentiate between types of activity centres. This will reduce the risk that businesses and new developments transfer to locations with more generous parking conditions, giving councils more confidence to implement change, and will help reduce the potential complexity of district plan controls.

The Regional Parking Strategy is not a statutory document, but is intended to provide guidance to the region's territorial authorities when reviewing their district plans and parking plans and policies, to developers, and to other interested parties on:

- how the wider outcomes sought by the region translate into policy and controls regarding the provision and management of car parking.
- appropriate parking measures to support the high density centre intensification policies of the Regional Policy Statement
- the consistent and equitable management of long stay parking across the region
- the provision and operation of short stay parking to support activity centres and corridors

There are three main processes in which the Regional Parking Strategy will provide guidance to territorial authorities. The following diagram shows this broad relationship.



\* Comprehensive Parking Management Plans  
 \*\* Integrated Transport Assessments

The strategy is also intended to provide guidance to other stakeholders undertaking land use and transport planning under the Resource Management Act or the Local Government Act, including Transit New Zealand, ARTA, ONTRACK, and land developers.

It is intended that the principal elements of the Regional Parking Strategy will be incorporated into the next Regional Land Transport Strategy at its next review.

### Strategic Planning

The Regional Parking Strategy will provide guidance on parking issues that will assist in the preparation of strategic development plans, including structure plans, and the preparation of Comprehensive Parking Management Plans (CPMP) and Integrated Transport Assessments (ITA) (discussed further in sections 5.8 and 5.4.1 respectively).

### District Plans

District plans are the key tool for regulating the provision of car parking associated with new developments. They set out the parking requirements and the assessment criteria, based on which development applications are assessed and conditions of consent are prepared.