



CITY OF LAUNCESTON

# CENTRAL ACTIVITIES DISTRICT PARKING IMPLEMENTATION PLAN 2021



City of  
LAUNCESTON

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## Acknowledgement

This report respectfully acknowledges that the land on which Launceston is built is at the heart of the Stoney Creek Nation, which was made up of at least three clans - Tyerenotepanner, Panninher and Letteremairrener.

The Stoney Creek Nation clans lived along the riverways in harmony with the seasons for several thousand generations, and today they are remembered as the traditional owners of this land.

# 1

## EXECUTIVE SUMMARY

The Central Activities District Parking Implementation Plan is one of the initiatives arising out of the Launceston Transport Strategy 2020-2040. It recognises that car travel will remain the dominant form of transport for some time to come but also encourages a shift to more sustainable modes of transport, particularly for commuting.

Council has identified 12 'Action Areas' with a set of short and medium-term actions to address parking challenges in the City Core (as bounded by Paterson Street, Charles Street, George Street and York Street) and the wider Central Activities District.

As part of this Plan Council will:

- Provide more accessible parking spaces in the City Core
- Review and rationalise parking spaces around City Park
- Introduce paid/metered parking on the Esplanade
- Ensure consistency in timed parking throughout the CAD with the priority being the City Core
- Increase the provision of accessible parking at the Launceston Aquatic Centre and ensure parking provision supports the community and their most urgent needs
- Consolidate and relocate loading zones to achieve more coverage across the City Core
- Further investigate the potential to develop the Bathurst Street, Cameron-Cimitiere Street, Elizabeth Street and York Street car parks
- Minimise the number of long-term parking spaces on Paterson Street and ensure parking is consistent with adjacent land uses
- Consider amendments to the Launceston Interim Planning Scheme 2015 to encourage developers to think more strategically about their parking requirements
- Introduce new pricing structures that ensure consistency, relocate longer stays to off street parking or outside city's core, and encourage active and public transport use
- Maintain a high quality pedestrian environment in St John Street
- Investigate the use of smart parking technologies to help motorists find parking more easily.

There is a full list of actions and relevant timeframes at the end of this plan.

As driving habits change Council will need to continually reassess the way parking serves and supports the city. The Central Activities District Parking Implementation Plan recognises the increasing need for accessible parking (for those people for whom public transport is not feasible) as well as the shift towards cycling and ride-sharing as alternate modes of transport. It will help deliver a City that is liveable, healthy and connected.



# 2 INTRODUCTION

## 2.1 Background

Launceston is the economic, social and cultural hub of Northern Tasmania and its prominent geographic position has allowed it to become a key settlement and transport hub. However, the continued prosperity of the region is reliant on an efficient, sustainable and coordinated transport network. In 2020, the City of Launceston (CoL) prepared the Launceston Transport Strategy 2020-2040 (LTS). The LTS outlines the City's ambitions for Launceston's future transport infrastructure and services to meet community needs and ensure Launceston thrives as a liveable and connected regional city. The LTS is underpinned by three themes:

- A Liveable Launceston
- A Healthy Launceston
- A Connected Launceston

Initiatives were identified under each theme to provide accountability on achieving the vision of the overall Strategy.

Initiative L2.2 of the Strategy required that a Central Activities District Parking Implementation Plan (the CADPIP) be developed (see Figure 1) and that the Plan align with the LTS themes.

In addition, the CADPIP needs to consider emerging trends that may disrupt land and kerbside uses, as well as Launceston's growing demands for cycling, recreational vehicles, ridesharing services and food delivery.

The LTS identified the following key challenges associated with driving and parking in Launceston:

- Driving remains the most popular mode of transport in Launceston - car dependency results in 89 per cent of journeys to work by car and 48 per cent of households owning two or more vehicles
- Parking supply throughout Launceston is perceived as low, even though the Launceston Central Business District (CBD) and inner city has many large car parks and more spaces than it currently uses. (see Section 6 Parking Data Review)

The City of Launceston also recognises that driving will remain the dominant form of transport in Launceston for some time to come.

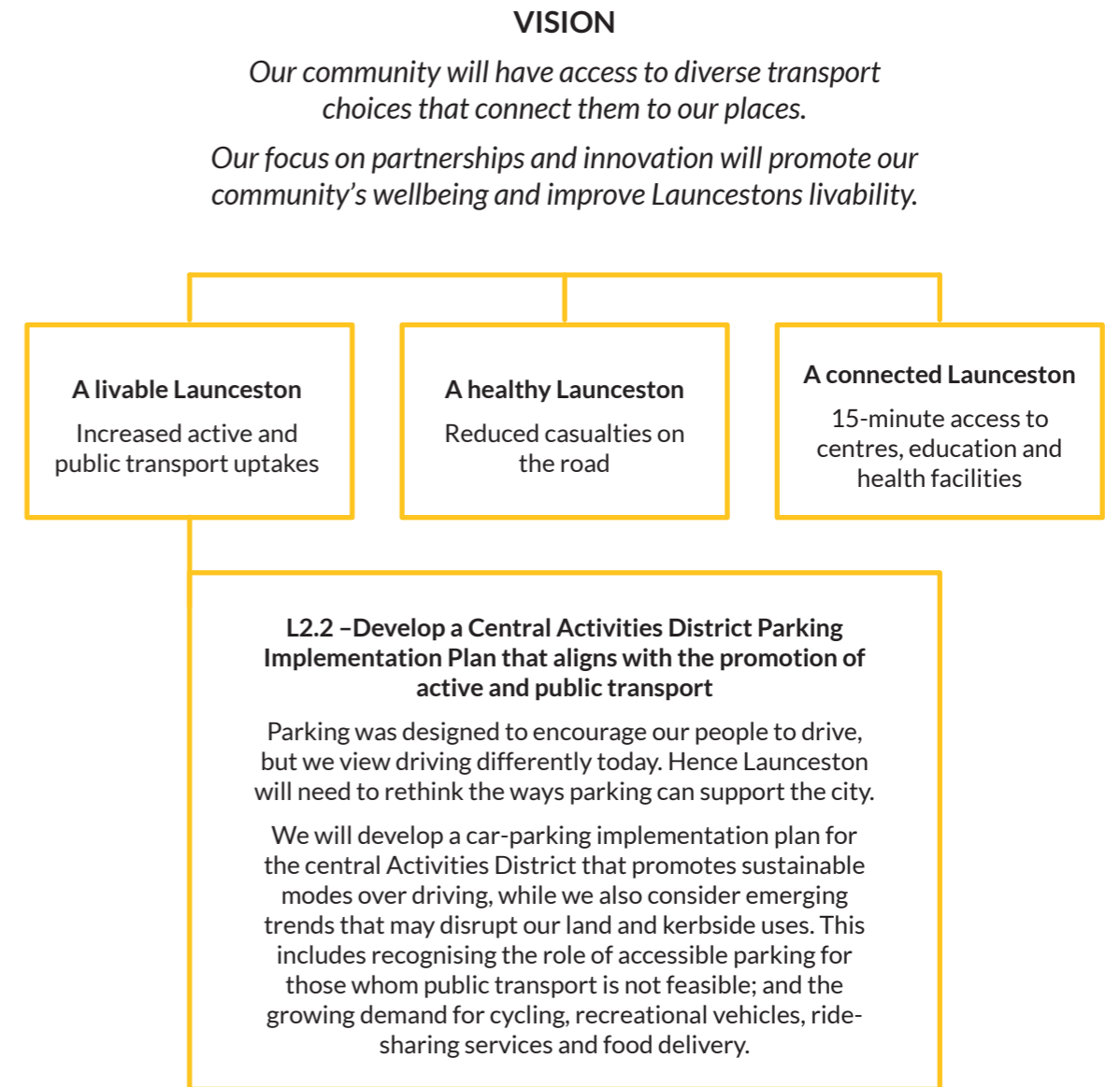
Parking management actions outlined in this Plan have therefore been designed to maintain existing parking stock, while at the same time implementing change to achieve

consolidation and consistency of parking zones and a shift to more sustainable modes of transport.

The Plan has been designed to provide a method of strategically managing the parking stock within the CAD. Managing our parking in a small-scale, business-to-business approach has led to some of the issues and challenges identified in this Plan, and does not take a holistic view of the city's needs and our vision for future transport within the city.

The Plan's intent is to manage parking stock strategically for access to all businesses within the CAD, allowing shorter stays and higher turnover in on-street parking within the city's core, and relocating longer stays to off-street parking or outside of the city's core. At the same time, the Plan will deliver benefits such as improved predictability and understanding of parking controls in place, and structuring our parking supply in line with our kerbside use hierarchy.

**Figure 1** Launceston Central Activities District Parking Implementation Plan context within the Launceston Transport Strategy 2020-2040



## 2.2 Central Activities District (CAD) area

The CADPIP study area comprises the Central Activities District (CAD), as defined by the City of Launceston and shown in Figure 2.

The CAD is generally bordered by the North Esk River to the north, Lawrence Street and High Street to the east, Canning Street to the south and Margaret Street/West Tamar Road to the west.

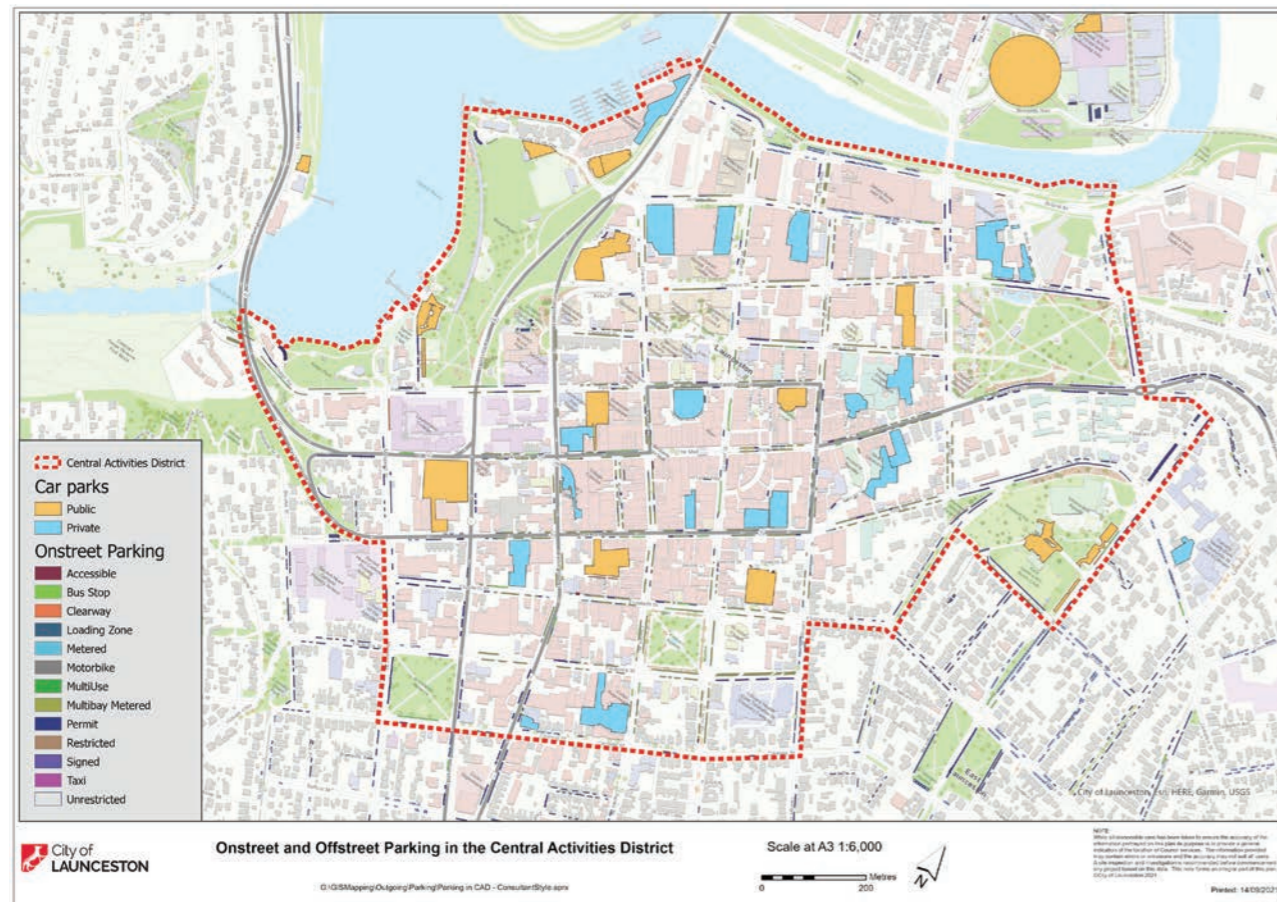
NOTE: Although this plan focuses specifically on the CAD, the City of Launceston recognises that the following key precincts just outside the CAD have their own and/or competing parking demands with the CAD:

- South Launceston
- Invermay/Inveresk, including North Bank precinct

- Kings Meadows
- Mowbray

The different needs of the key stakeholders in these precincts will therefore be addressed in future studies and parking strategies specific to those areas.

**Figure 2** Central Activities District area



## 2.3 Development of the CADPIP

A leading Consultancy was engaged to assist in developing the CADPIP with the following activities taking place:

- Consideration of the nine (9) key focus areas identified by the City of Launceston to be addressed in the CADPIP (see Section 2.4)

- Desktop review of existing conditions and data including, but not limited to:

- Existing City of Launceston Plans and Strategies
- Car parking inventory data
- Bicycle parking data
- Parking usage patterns
- Commuter parking
- Parking fees and charges

- Onsite observations
- Workshop with Council Management and Officers
- Workshop with Councillors
- Draft CADPIP review by workshop participants.



## 2.4 Key focus areas

The CADPIP is underpinned by nine (9) key focus areas:

1. Pricing strategies for on and off-street parking facilities within the CAD (aligning with the strategic principles outlined in the LTS)
2. The intended change in use/function for the redevelopment of St John St (Paterson to York) and Paterson Street (St John to Charles) as a result of the proposed Launceston CBD Bus Interchange
3. Considering ways to achieve greater consistency in on-street parking provisions, including adequate provision of accessible parking, loading/truck zones, and 5 minute, 10 minute, 15 minute, 30 minute (etc.) zones
4. Considering technologies to support more efficient car park usage and therefore traffic movements within the CAD
5. Considering opportunities to consolidate car parks intended to unlock development potential, including potential opportunities at the Bathurst Street and the Cimitiere Street car parks
6. Reviewing the suitability of the free all day parking currently provided within the CAD
7. Considering the local on-street parking provisions near Willis Street and the impacts that the UTAS development could have, noting the need to balance the parking needs of staff and students and City Park visitors
8. Reviewing the current parking provisions within the Planning Scheme, and considering whether they are consistent with LTS strategic goals
9. Reviewing parking provisions and usage around the Leisure and Aquatic Centre (LAC).

## 2.5 Methodology

### 2.5.1 On site observations

In order to gain an understanding of on-street parking operations, on-site observations took place in December 2020 to understand parking utilisation patterns, kerbside parking priorities and parking demand generators. The site visits included drive-through observations and video recordings of the CAD, time spent on foot at key areas and spot demand counts.

Though the timing of on-site observations was during COVID-19 (which could have impacted observation numbers), it was also during a period when Tasmanians were not in lockdown, Tasmania's borders were no longer closed, and Launceston's December Christmas shopping period was underway.

### 2.5.2 Existing conditions and data review paper

An Existing Conditions and Data Review paper was completed in January 2021. The paper, which assessed the on-site observations and datasets provided by the City of Launceston, State Growth and independent public transport operators; resulted in:

- an understanding of existing parking conditions, both off-street and on-street
- a background review of existing strategy and discussion documents, planned developments, and planned transport network changes
- identification of initial opportunities and recommended actions.

### 2.5.3 Workshops

Workshops were then conducted with key internal City of Launceston stakeholders to consider the issues identified and the initial recommended actions.

Workshop participants included:

- Leaders from across the City of Launceston with key responsibility for Governance, Infrastructure, Engineering and Assets, Community and Place, Parking, Parks and Sustainability, City Development, and Innovation; and
- Councillors.

The onsite observations, existing conditions and data review paper, and the feedback and outcomes from each workshop informed development of the CADPIP and the twelve (12) identified key areas for action (see Section 5).

# 3 PARKING CONSIDERATIONS

## 3.1 Existing parking conditions overview

### 3.1.1 Supply

The Existing Conditions and Data Review Paper, summarised that the CAD has:

- 1,472 off-street car parking spaces across 13 CoL owned car parks
- 1,178 off-street car parking spaces across 14 car parks owned by private operators such as Care Park and Secure Parking
- 473 off-street customer-only parking spaces provided by 5 shopping complexes
- 2,100 on-street car parking spaces with a mix of short stay, medium stay and long stay car parking spaces, as well as unrestricted spaces
- 18 accessible spaces
- A large amount of Loading Zones for the pick-up and delivery of goods (for eligible vehicles)

Within the CAD, there is also a significant volume of private 'staff-only' car parks attached to businesses. These car parks are typically used by staff commuting to and from work by personal or work vehicle, and also allow for the conduct of business by vehicle throughout the day.

Various free parking options are provided within the City Core. They comprise:

#### On-street

- Daily, all-day, generally limited to the periphery of the CAD, in the following locations:

- The Esplanade and William Street near the North Esk River
- Lawrence Street near City Park
- Welman Street near the LAC
- Motorcycles - daily, all-day
- Daily, several short-term parking spaces of 30 minutes or less that are typically located near services such as post offices, banks and dry cleaners
- Daily, selected 'timed' free parking (e.g. Cimitiere, High and York Streets)
- Saturdays, selected areas after 11.30am
- Sundays, all-day on-street
- Loading zones for the pick-up and delivery of goods (for eligible vehicles)

#### Off-street

- Multi-storey car parks in Paterson Street (East and West) - daily, between 3.30pm and 5.30pm
- Multi-storey car park in Elizabeth Street, Monday to Saturday - between 3.30pm and 5.30pm
- CH Smith car park in Charles Street - Monday to Friday, between 3.30pm and 5.30pm
- Bathurst Street, York Street, River Edge (Seaport), Royal Park, Home Point Parade - Sundays
- Park Street - Saturday and Sunday
- Pensioner Parking Scheme
- Red Cross plasma donors receive two hours free parking
- Platelet/marrow Red Cross donors receive two and a half hours free parking

### 3.1.2 Utilisation

The Paper also noted that parking occupancy and duration of stay varies across the available on-street and Council owned off-street car parks. Analysis of the available parking data indicated the following:

- The average length of stay across all metered parking is 1 hour and 16 minutes and the median in 40 minutes, indicating that metered spaces are largely used for short-term parking
- The utilisation of the large multi-storey off-street car parks can be summarised as:
  - Elizabeth Street car park is used for a mixture of short-term and long-stay commuter parking, with 32% of stays longer than 6 hours and 35% less than 2 hours
  - Paterson Street East car park is largely used for short-term parking, with 12% of stays longer than 6 hours and 54% less than 2 hours
  - Paterson Street West car park is largely used for short-term parking, with 7% of stays longer than 6 hours and 54% less than 2 hours
  - CH Smith is largely used for short-term parking, with 12% of stays longer than 6 hours and 65% less than 2 hours

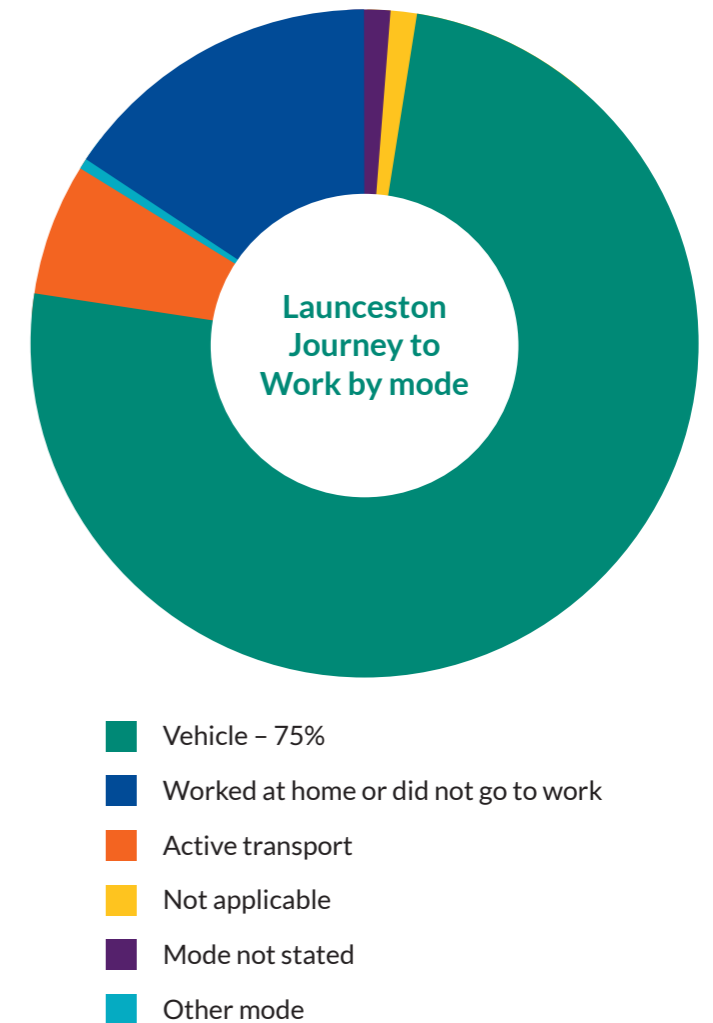
- The Elizabeth Street, Paterson Street East and Paterson Street West car parks experience peak weekday demands in excess of 75%, whereas the CH Smith is currently experiencing lower demands with a peak weekday occupancy of 20%
- There is high demand for loading zones and accessible spaces, particularly those located near the City Core
- Free unrestricted on-street parking is generally well utilised and is full by 7am-8am on a weekday.

### 3.1.3 CoL's transport challenge

More than 75 per cent of employees in Launceston drive to work (see Figure 3). This results in excess parking demand within the CAD, primarily between 9am and 6pm.

Notwithstanding this, nearly 80 per cent of Launceston's employees live within a 10km radius of the CAD. There is an opportunity therefore, for a large proportion of those working within the CAD to easily use active transport modes to travel to/from work.

Figure 3 Launceston Journey to Work by mode



Source: Journey to Work data from 2016 Census, available from Australian Bureau of Statistics

### 3.1.4 Key parking challenges and opportunities

Following the site visits, existing conditions review and stakeholder discussions, the following key parking challenges for the CAD were identified:

- There is a need for CoL to continue to own and operate car parking while also encouraging sustainable transport modes, particularly for commuting activity
- There is concern that any removal of car parking to attempt to achieve modal shift could instead incentivise private operators to build more car parking
- The current on-street accessible parking spaces aren't necessarily located in the most effective locations
- A number of the existing off-street car parks are located on prime developable land and have either been identified for development or allow for significant land value capture
- Short-term parking is still needed to support the CAD's businesses and the priority should be on minimising cheap and free long stay parking within the CAD
- Driving will remain the dominant form of transport in Launceston for some time to come

### 3.1.5 City Core inconsistency

The City Core area - as bounded by Paterson Street, Charles Street, George Street and York Street - is an important destination with a high density of retail and entertainment locations.

On-street parking in this area currently faces the following challenges:

- Different time limits, often on the same street
- Limited accessible parking in this area
- Many loading zones, with high demand but scattered across all streets
- Scattered short stay parking and miscellaneous signed (not metered) spaces including 5 minutes, 10 minutes, 15 minutes, and 30 minutes.

Figure 4 shows the existing City Core parking inconsistencies and highlights the need for CoL to rationalise the general parking space restrictions for private vehicles, consolidate and relocate loading zones, and provide more accessible parking to better service key locations.

To do this, CoL needs to implement strategies and decisions that achieve consistency in:

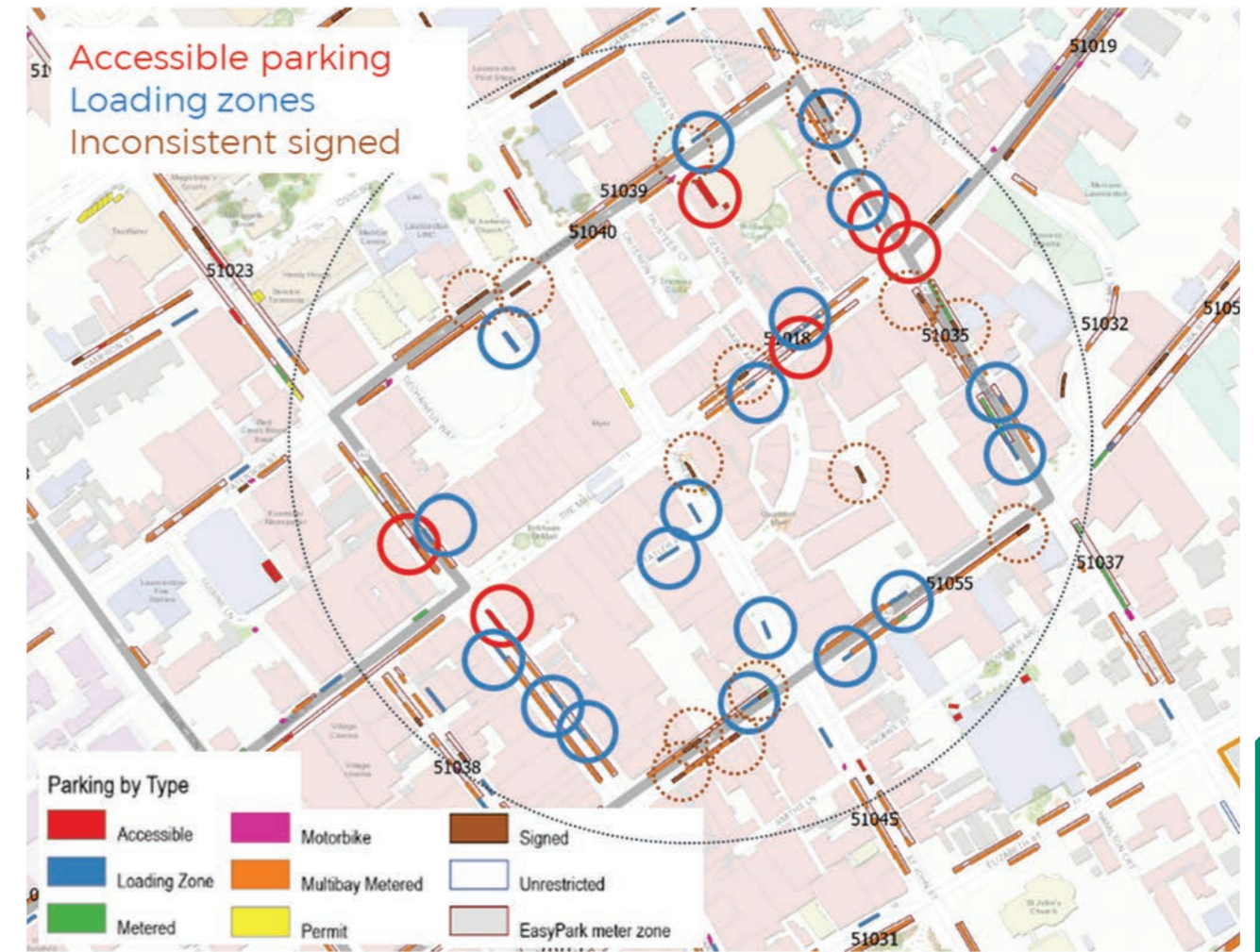
- Time limits
- Pricing
- Placement of loading zones and accessible zones.

### 3.1.6 Focus area visions

The following visions have been identified for the CADPIP's geographical focus areas:

- City Core – parking is required to support local businesses. i.e. short-term and accessible parking and loading bays are parking priorities and the core should be walkable and cyclable to allow easy movement across the core
- City periphery – to not act as a barrier to people walking and cycling between the City Core and surrounding residential areas. Opportunity exists for free parking to be minimised to encourage more active transport and public transport utilisation. Parking is likely to be a little cheaper and have longer restrictions than the City Core
- City Park – local attraction with varying visitor needs. Requires some parking to support this activity but is also located less than a 10-minute walk to alternative car parks. Opportunity exists for CoL to work with UTAS to limit their future parking demands and associated impact on the available on-street parking in this area
- Esplanade –there is an opportunity for the river frontage to be reactivated including recreational and hospitality uses. Along with land-use changes, a staged approach to parking changes could be implemented.

**Figure 4** Existing parking within the Launceston City Core





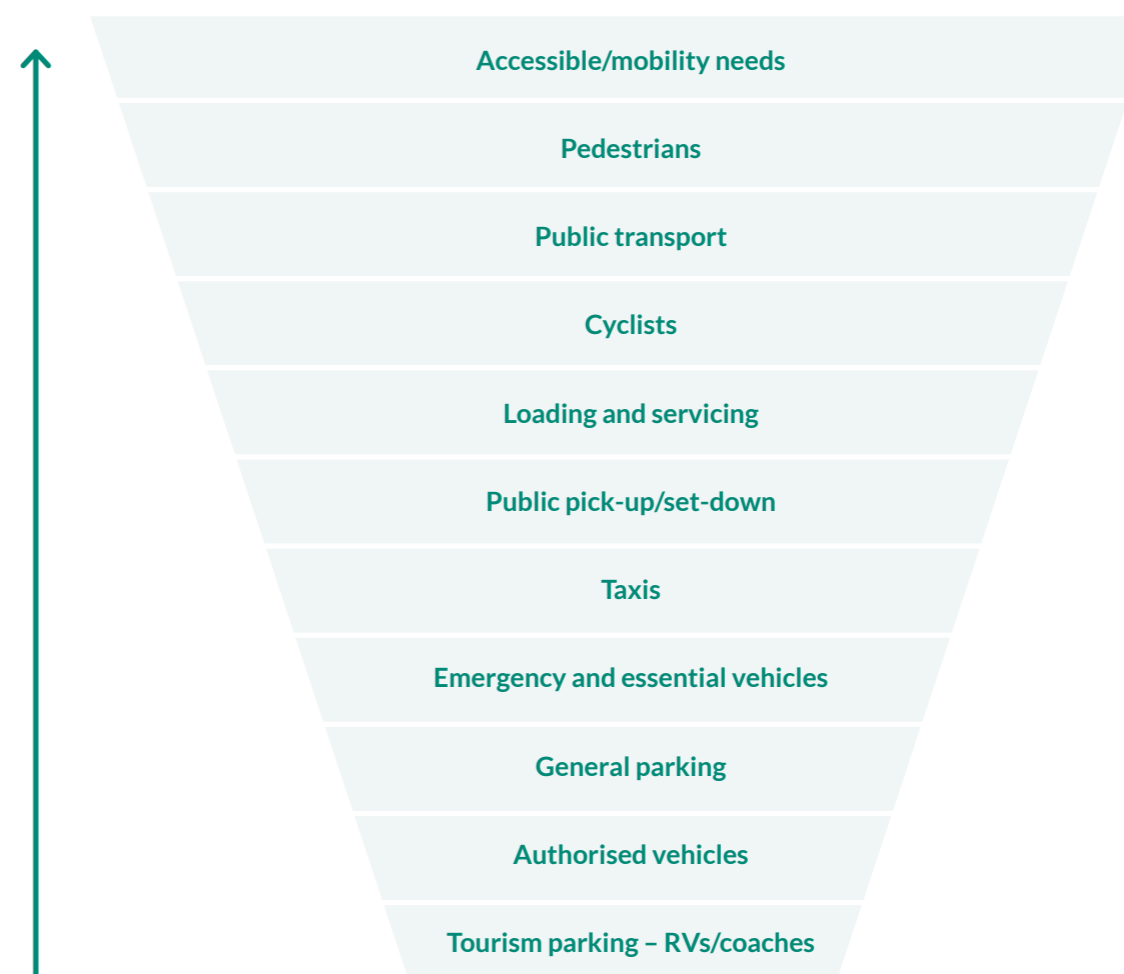
### 3.2 Kerbside Hierarchy

There are a variety of users of the available kerbside space in Launceston, many of which require different needs and priorities. Some user groups include:

User Group	Comment
<b>Buses / public transport vehicles</b>	Space is required both for set-down/pick-up and for layover. Both uses require the kerbside for a short amount of time. Layover is often required for approximately 30 minutes, whilst pick-up/set-down is usually only a few minutes. Layover currently requires a number of spaces in the City Core. This space is likely to be made available for other users once the proposed Launceston CBD Bus Interchange is completed on Paterson Street. Further work on reducing the need for layover would likely be completed as part of the proposed Launceston CBD Bus Interchange design
<b>Taxis</b>	Space is required at convenient locations for waiting taxis, or for the set-down/pick-up of passengers
<b>Loading and servicing</b>	Space is required to allow loading and service vehicles appropriate places to stop. These spaces are often time restricted. Ramps may be useful in these spaces to assist with the loading/unloading of goods
<b>Mobility / accessible users</b>	Marked spaces should be dedicated to users with reduced mobility. These spaces should be conveniently located, especially around medical or community facilities. These spaces should also be specifically designed, with ramps or aligned with the kerb
<b>General parking</b>	Private vehicle parking may utilise the kerbside. This may be short term or long term parking spaces. They could also be free or priced parking spaces
<b>Passenger set down / pick up</b>	Kerbside space should be allocated to private set-down/pick-up. This may be particularly important outside schools, community facilities or key employment areas. This is becoming more prevalent with the take up of ride share services
<b>Emergency and essential services</b>	Space may need to be allocated to emergency vehicles. This is more relevant outside land uses such as medical facilities, sporting grounds or event spaces. In an emergency, vehicles will use any space that is most convenient, e.g.; loading zones, authorised zones etc.
<b>Tourism</b>	Spaces for recreational and tourism uses can be considered, such as accommodating larger vehicles like private coaches, minibuses or accommodating private RVs, campervans etc.
<b>Authorised vehicles</b>	Space may be required for authorised council vehicles. This could be the case outside council buildings, parks, etc.
<b>Cyclists</b>	The kerbside could be prioritised for cyclists with dedicated lanes. This could be either one direction on either side of the road for a two way road, or one kerbside lane could be used for a bi-directional cycleway
<b>Pedestrians</b>	Space is required for dedicated crossing opportunities. Available space may also be used to widen footpaths and allocate a shared space for pedestrians and cyclists
<b>Other</b>	Kerbside space could also be used for parklets or other leisure uses on a permanent or temporary basis

For the CADPIP, the kerbside hierarchy shown in Figure 5 has been used to inform strategies and prioritise the kerbside to the most appropriate users.

**Figure 5** CADPIP kerbside hierarchy



# 4 CADPIP CHALLENGES AND OPPORTUNITIES

THEMES	CHALLENGES	OPPORTUNITIES
<b>Accessible parking consistency</b>	<ul style="list-style-type: none"> <li>• Accessible parking requires civil works to accommodate the space, and may not easily fit within existing parking and kerbside use</li> </ul>	<ul style="list-style-type: none"> <li>• Improved access for those needing to use accessible spaces</li> </ul>
<b>City Park</b>	<ul style="list-style-type: none"> <li>• Competing demands between City Park users, residents, commuters and UTAS students</li> </ul>	<ul style="list-style-type: none"> <li>• Prioritise City Park users over commuter and UTAS student parking</li> </ul>
<b>Esplanade</b>	<ul style="list-style-type: none"> <li>• Pressure from commuters seeking free all-day parking within the CAD</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce demand for all-day commuter parking</li> <li>• Allow for future streetscape improvements through parking management controls</li> </ul>
<b>General parking consistency</b>	<ul style="list-style-type: none"> <li>• Parking supply is perceived as low, even though the Launceston CBD and inner city has many large car parks and more spaces than it currently uses</li> </ul>	<ul style="list-style-type: none"> <li>• Various state legislation and regional and city policies provide strong support for reducing driving in Launceston</li> </ul>
<b>Leisure and Aquatic Centre (LAC)</b>	<ul style="list-style-type: none"> <li>• Balancing existing high parking demands</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of more accessible parking spaces for LAC users</li> </ul>
<b>Loading Zones consistency</b>	<ul style="list-style-type: none"> <li>• Identifying appropriate locations to achieve consistent coverage with competing demand and priorities for kerbside space</li> </ul>	<ul style="list-style-type: none"> <li>• Improve consistency in proximity to loading zones for businesses</li> <li>• Improve worker safety for loading zone users</li> </ul>
<b>Off-street carparks consolidation and redevelopment</b>	<ul style="list-style-type: none"> <li>• Balancing existing parking demands</li> </ul>	<ul style="list-style-type: none"> <li>• Opens up more space for development in the City</li> <li>• More efficient use of off-street carpark space</li> <li>• City activation</li> </ul>
<b>Paterson Street</b>	<ul style="list-style-type: none"> <li>• Competing demand for parking</li> <li>• Ensuring parking is consistent with adjacent land uses</li> </ul>	<ul style="list-style-type: none"> <li>• Parking consistency</li> <li>• Alignment with LTS themes</li> </ul>
<b>Planning Scheme</b>	<ul style="list-style-type: none"> <li>• Changes to parking provisions within the Planning Scheme have long lead times</li> </ul>	<ul style="list-style-type: none"> <li>• Align future developments with the transport vision for Launceston</li> </ul>
<b>Pricing consistency</b>	<ul style="list-style-type: none"> <li>• Increases in prices will likely result in public opposition. Correct or not, the public already view parking to be expensive</li> </ul>	<ul style="list-style-type: none"> <li>• Provides further incentive to use alternative means of transport</li> </ul>

THEMES	CHALLENGES	OPPORTUNITIES
<b>St John Street</b>	<ul style="list-style-type: none"> <li>• Temporary closure of significant city street to enable redevelopment and construction works to occur</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment with kerbside hierarchy</li> <li>• City activation</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• Implementing new technology can have teething and adoption issues. Some technologies can be costly</li> </ul>	<ul style="list-style-type: none"> <li>• Better data to support future planning and improvements</li> <li>• Improved customer experience</li> <li>• Improved car park management &amp; enforcement</li> </ul>
<b>City Core traffic minimisation</b>	<ul style="list-style-type: none"> <li>• Driving remains the most popular mode of transport in Launceston; car dependency results in 89 per cent of journeys to work done by car and 48 per cent of households owning two or more vehicles</li> <li>• Driving will remain the dominant form of transport in Launceston for some time to come</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity for alternate modes of transport for a variety of trip purposes</li> </ul>



# 5 KEY ACTION AREAS

This section details the actions CoL will take to address the opportunities for improvement identified in the twelve (12) Key Action Areas.

A table consolidating all action areas and implementation timeframes is detailed at Section 7 CADPIP Action Areas and Implementation Timeframes.

## 5.1 Accessible parking consistency

### Opportunity for improvement

Accessible parking is currently limited (18 spaces). They are in high demand, scattered across the City Core, and aren't necessarily located in the most effective locations.

Austrroads (Guide to Traffic Management Part 11: Parking) suggests that accessible parking should be as close to the destination as possible.

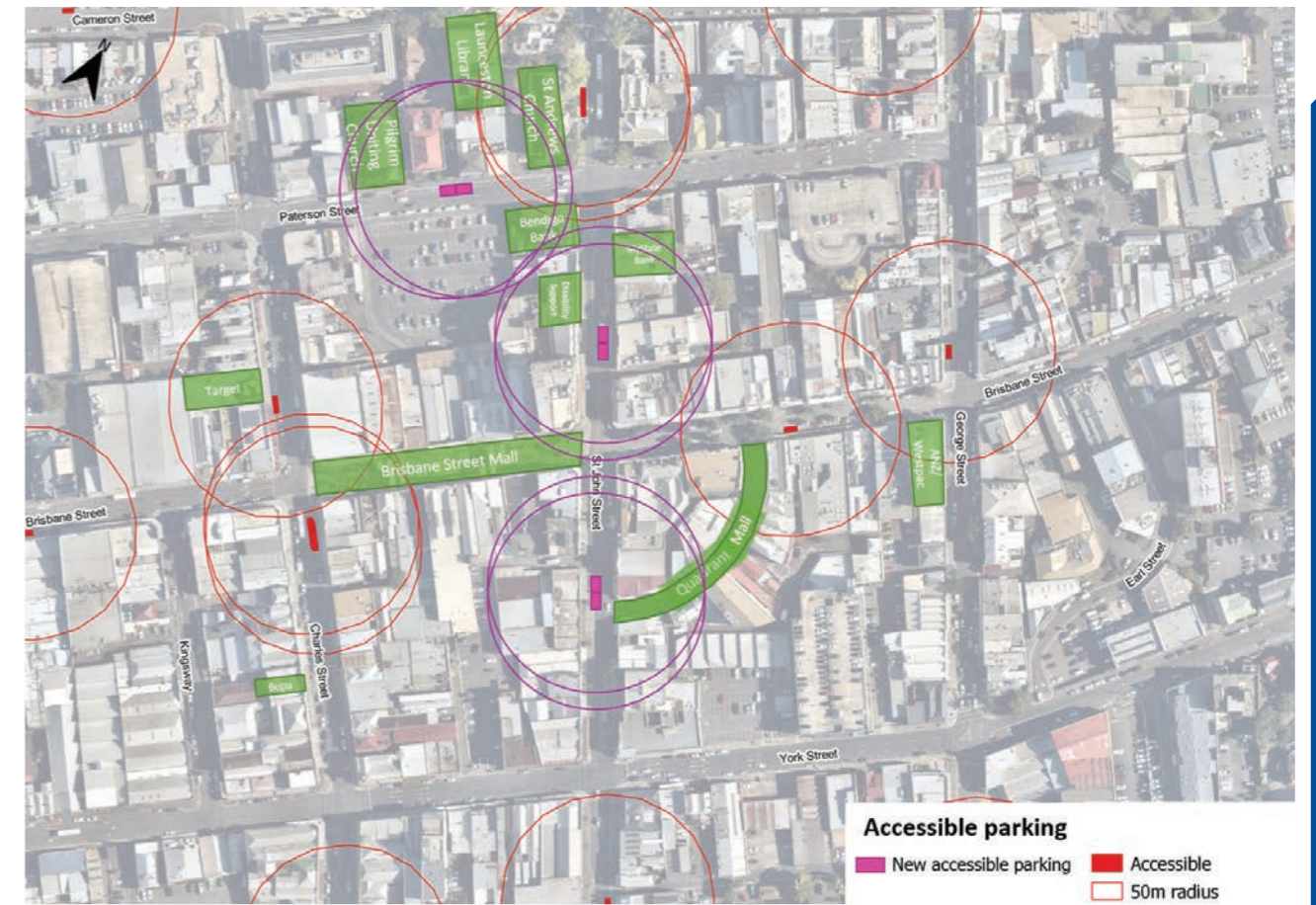
The City of Launceston's Access Framework 2020-2024 - Commitment 2: Access to public spaces and buildings - recommends that a review be undertaken across the city on the number and location of public accessible parking bays.

The provision of more accessible parking within the City Core will increase the freedom and mobility of those with disabilities. It will prioritise their needs over the needs of general parking users, in line with the kerbside hierarchy priorities discussed in Section 3.2.

### The City of Launceston will

- Provide two accessible parking spaces on each of Paterson Street, St John Street north of Brisbane Street, and St John Street south of Brisbane Street (see Figure 6) for existing and proposed new accessible parking locations)
- Prioritise all on-street parking for key users such as accessible parking
- Increase accessible parking provision at the LAC (Section 5.4).

Figure 6 CAD existing and proposed new accessible parking locations



## 5.2 City Park

### Opportunity for improvement

City Park is Launceston's second most popular tourist destination, and an important sanctuary of green space in the heart of Launceston for locals and visitors alike. There is on street parking on the four surrounding streets, generally provided as unmetered 3P spaces. On Tamar Street, the parking is metered but also limited to 3 hours. On Cimitiere Street, there are several 15-minute spaces and a bus stop in either direction. On Brisbane Street, the southern side is unmetered 1P. On Lawrence Street, there are 9 unrestricted parking spaces.

The mixture of restrictions, signage and metering can be confusing to visitors of City Park, especially tourists. There is limited parking (near Albert Hall) for those with limited mobility, such as parking for parents with prams or accessible parking.

Until recently, the adjacent Willis Street Car Park provided 133 public car parking spaces, but was closed to undergo redevelopment

by UTAS as part of its new campus at the Inveresk Precinct. No new public car parking spaces will be provided as part of this development.

There is an approved new car park to be developed on the old gasworks site (90-110 Cimitiere Street) opposite City Park. It is expected to be operational towards the end of Q1 2022, and it will provide 288 spaces, of which 190 will be public.

The City of Launceston's future parking strategy for this area will need to consider the needs of Park users, UTAS students and staff, and commuter desire for parking.

### The City of Launceston will

- Review and rationalise parking spaces around City Park, where appropriate
- Provide more parking for those with limited mobility such as parking for parents with prams and accessible parking
- Utilise smart technology to monitor outcomes and behaviour as land uses and parking availability develops
- Investigate ways to improve active and public transport connections to the Park
- Consider future replacement of 3P parking spaces with 1P parking spaces to help prioritise Park users, who are more likely to stay for shorter timeframes than UTAS students and staff
- Provide additional accessible parking and some drop-off and pick-up areas to improve accessibility.

## 5.3 Esplanade

### Opportunity for improvement

Free all-day parking is provided on-street along the Esplanade. This parking can be fully occupied by 7.30am. Therefore this area is largely used by CAD commuters for either the adjacent employment land uses, or for CBD early bird parking.

While there is limited competing priorities for this kerbside space, providing free all day parking anywhere within the CAD doesn't align with the LTS objectives.

The Esplanade area has potential to be redeveloped in the long term. For example, the area is an ideal location for recreational activities and to maximise the river frontage.

Additionally, from a parking perspective, including parking for recreational vehicles (e.g. motorhomes, caravans, etc.) in this area could encourage recreational activity and also accommodate these vehicles while tourists and travellers walk to explore the CBD.

### The City of Launceston will

- Convert all unrestricted spaces to paid/metered parking spaces with a 9P restriction
- To inform further changes to the Esplanade, determine a future vision and consider potential planned land-use changes
- Remove all day parking and revise the Esplanade parking strategy to reflect the future vision. This may include increased parking pricing and reduced time restrictions
- Consider that future provision of parking in this area may be reduced to allow for other street uses, such as activated frontages.



## 5.4 Leisure and Aquatic Centre

### Opportunity for improvement

Parking around the Leisure and Aquatic Centre (LAC) is in high demand, balancing the needs of residents, commuters, and users of the LAC, Memorial Hall and Bowls Club.

Their needs are generally met via dedicated LAC parking and a residential parking scheme that is operating well. It is noted that there are very short periods (such as the after-work period of an evening) where the demand for parking close to the facility is high and users can face difficulty in locating a parking space. Additionally, there is limited accessible parking in the area, especially given the demand for these facilities from the community.

As the City of Launceston's Access Framework 2020-2024 outlines, the LAC is popular with disability support workers and their clients, as swimming helps strengthen muscles and helps with relaxation. There are currently four accessible spaces provided

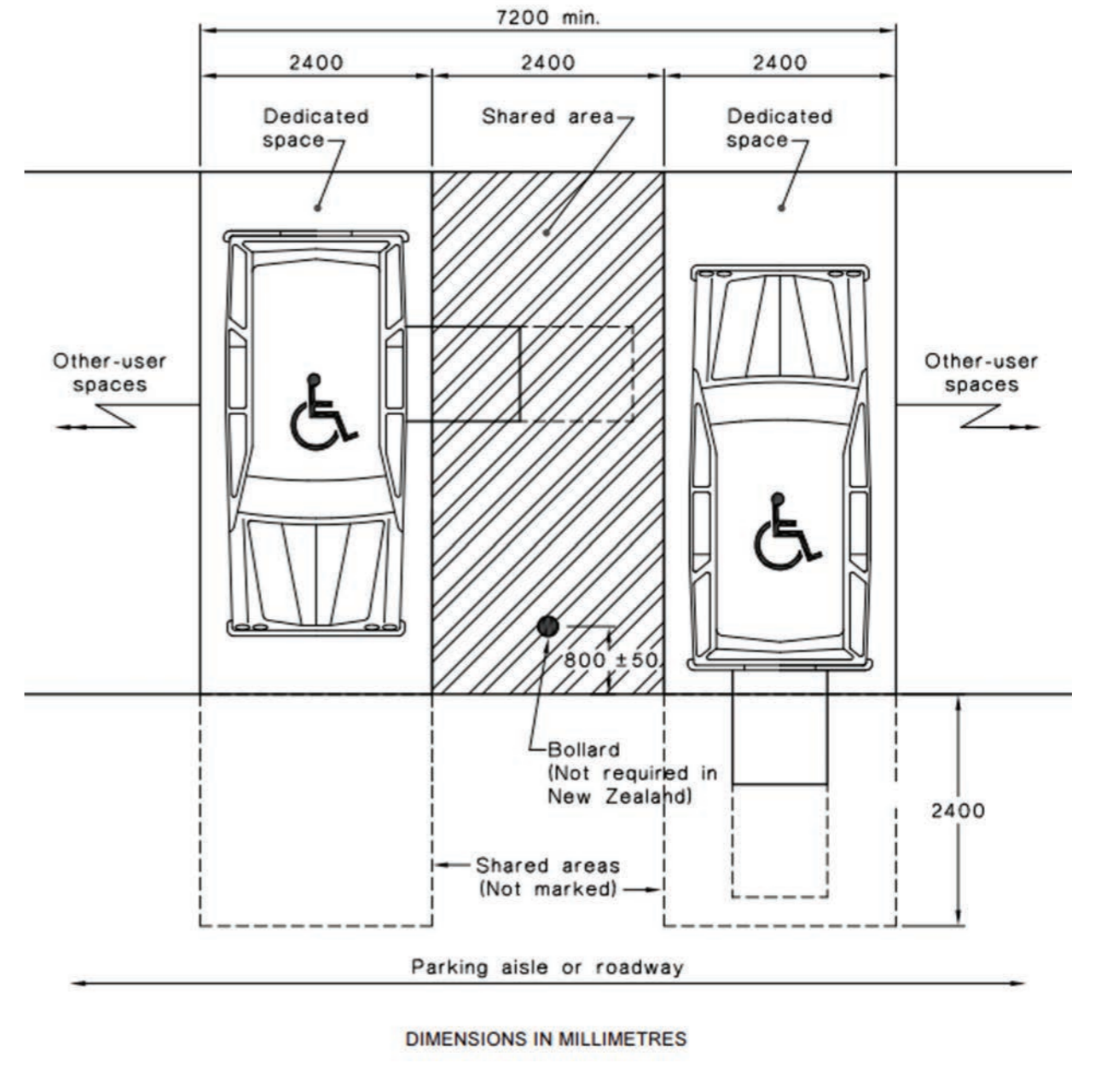
at the LAC, and one each next to the Memorial Hall and Bowls Club. This is insufficient to meet demand, especially in proximity to the LAC with lift access. The Access Framework 2020-2024 also indicates that the current restriction of 90 minutes for accessible parking is inadequate, and a 2-hour time limit may be more in line with the needs of those with disabilities.

Additionally, there is the opportunity to update the current accessible parking to better align with Australian Standards. As per AS2890.6, shown in Figure 7, off-street accessible parking spaces should be a minimum of 2.4 m wide by 5.4 m long, with a shared area to either of the two sides of the space of 2.4 m width, and a shared area at either of the two ends of the space of 2.4 m long.

### The City of Launceston will

- Improve the usability of current accessible spaces by redesigning to reflect the current Australian Standards
- Increase the provision of accessible parking at the LAC car park
- Investigate replacing unrestricted parking on York Street and Welman Street with time restricted metered parking
- Review and monitor parking in the area and adjust the CADPIP as required to:
  - ensure parking provision supports the community and their most urgent needs, such as the provision of adequate accessibility parking; and
  - ensure other users of the LAC centre are able to and want to travel there using public transport, active transport and micro-mobility options.

**Figure 7** Example of two parking spaces with a common shared area



Source - AS/NZS 2890.6 - Parking Facilities - Part 6: Off-street parking for people with disabilities

## 5.5 Loading Zones consistency

### Opportunity for improvement

Loading zones are currently scattered across the City Core.

Austrroads (Guide to Traffic Management Part 11: Parking) provides a guideline that deliveries and loading should be positioned adjacent to the end location and no more than 50 meters away (where possible). Figure 8 shows the current location of loading spaces across the City Core and overlays a 50 metre radius from these loading zones.

Currently loading spaces on York Street, Charles Street and Kingsway Street may be better placed further to the north-east of the city, on Brisbane Street, St John Street or Paterson Street. In reviewing the loading zones in the City Core, the following principles have been used:

- Loading zones should be located midblock and only on one side of the road, if a safe crossing environment for pedestrians is observed (one way, slow speed, low traffic volumes, etc.)
- On streets with high traffic volumes, where crossing activity is more difficult, loading zones should be located near pedestrian crossings and towards the ends of each block to extend the catchment

Figure 9 indicates which loading zones should be relocated and consolidated to extend the catchment across the City Core.

In consolidating/relocating loading zones, the spaces vacated can be reallocated to other kerbside uses - for example, to add accessible parking, set-down/pick-up zones or adopt consistent paid parking.

Where new loading zones are established, they should be equipped with appropriate signage and kerbside. This may include ramps where possible, and ensuring that no street furniture is impeding loading and unloading.

### The City of Launceston will

- Consolidate and relocate loading zones to achieve more coverage from the loading spaces across the City Core
- Identify and improve/install pedestrian crossing facilities to ensure the safety of workers loading/unloading goods
- Improve loading facilities by providing ramps to assist where required
- Investigate providing off-street loading spaces shared between a range of facilities
- Investigate the potential to require that all future developments have on-site loading docks; with the opportunity to provide efficient shared docks where adjacent developments utilise the same space.

**Figure 8** Existing loading zones with a 50 metre catchment



**Figure 9** Proposed relocation and consolidation of loading zones



## 5.6 Off-street carpark consolidation and redevelopment

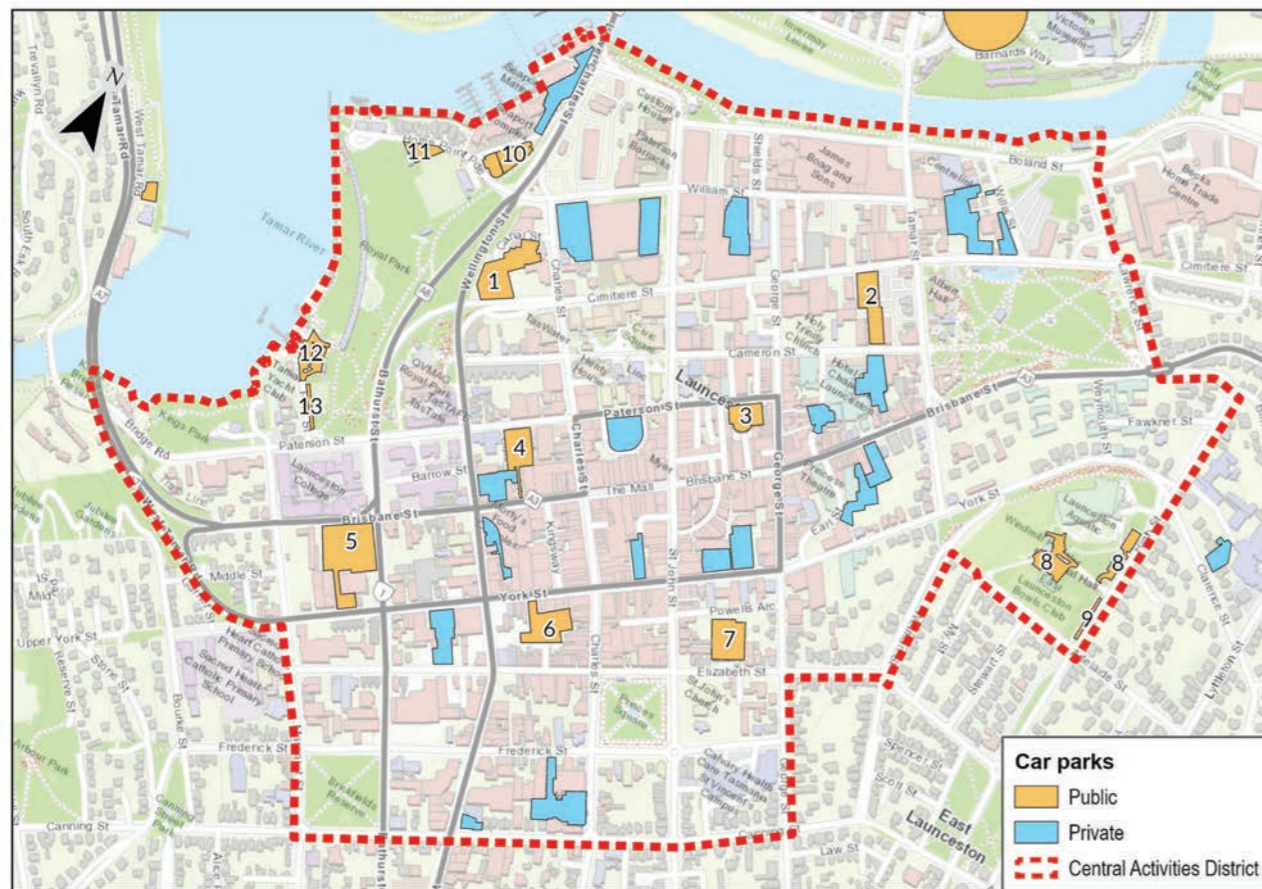
### Opportunity for improvement

The CAD area has 13 off-street car parking stations owned by the Council and 19 owned by private operators such as CarePark and Secure Parking. The 13 Council owned public car parks offer over 1,472 parking spaces.

spaces available in each public car park is summarised in the table below. While some public car parks have a mix of public and private spaces, only the public spaces are reflected in this table.

Figure 10 shows the location of both public and private car parks within the CAD. The number of

**Figure 10** Public and private car parks in Launceston Central Activities District



### City of Launceston owned and operated public car parks

Map No	Car Park Name	Car park type	Ticket type/time limit	Public spaces
1	CH Smith	Multi-storey	Ticketed boom gate	68
2	Cimitiere-Cameron Street	Open air	Meter	49
3	Paterson Street East	Multi-storey	Ticketed boom gate	209
4	Paterson Street West	Multi-storey	Ticketed boom gate	254
5	Bathurst Street	Open air	Meter	250
6	York Street	Open air	Meter	70
7	Elizabeth Street	Multi-storey	Ticketed boom gate	249
8	Leisure and Aquatic Centre	Open air	Memorial Hall: 3P meter Aquatic Centre: 1.5P meter	88
9	Windmill Hill	Open air	3P meter	28
10	River Edge Seaport	Open air	Meter	83
11	Home Point	Open air	Meter	10
12	Royal Park	Open air	Meter	33
13	Park Street	Open air	3P meter	81
<b>Total</b>				<b>1,472</b>

CH Smith, Paterson Street East, Paterson Street West, and Elizabeth Street are multi-storey car parks. These car parks have boom gates. All other car parks are open air with pay and display ticket machines.

## 5.6 Off-street carparks consolidation and redevelopment (continued)

The Parking and Sustainable Transport Study (completed in 2009) reviewed the current management objectives, planning regulations and other arrangements for car parking within Launceston's CAD. It also reviewed sustainable modes of transport into and around this area.

The study noted that CoL had historically agreed to a set of 11 principles for the ongoing management of parking in the CAD:

- **Principle 1:** Council is committed to off-street car parking as a core business
- **Principle 2:** Council will operate its off-street car parks as a business
- **Principle 3:** Council will preserve its existing car parking revenue base
- **Principle 4:** Council will not sell its multi-storey car parks where their intended use is to remain as car parking, unless there is a demonstrated significant gain in car park spaces and other enhancements
- **Principle 5:** Council will only sell its ground level car parks through an open and transparent process, with a clear outcome and community benefit in mind
- **Principle 6:** Council will, in contemplating the sale of any ground level car parks, attempt to maximise community outcomes in terms of any development to take place on these sites. Any decision to dispose of ground level car parks will consider:
  - the nature/market profile of users - the number of spaces lost and users displaced as a result - the impact on businesses in the CBD - where to redirect car park users in the event that the development does not include retention of existing car parking - the net cost to Council if redirecting car park users entails the upgrade of an existing car park - the impact on net revenue
- **Principle 7:** Council will assemble strategic parcels of land for future uses and use these sites temporarily as car parking in the short term, if appropriate
- **Principle 8:** Council will manage parking so that parking does not impact the residential and environmental amenity of the City
- **Principle 9:** Council will consider environmental principles to deliver improved local air quality, improve access to public transport and facilities and reduce infrastructure costs
- **Principle 10:** Council will manage, maintain and facilitate the minimum identified car parking requirement for the CBD and immediate surrounds
- **Principle 11:** Council will use pricing to manage the relationship between on and off-street parking.

With consideration for CoL's parking management principles, (in particular principles 1-7), redevelopment opportunities for each of the CAD's Council owned off-street car parks were examined. The following table summarises the outcome of the potential redevelopment deliberations:

Car park	Can increase capacity?	Commentary
CH Smith car park	No	New car park is at its preferred capacity
Cimitiere-Cameron Street	Yes	Possible but may not be the best use of the land
Paterson Street East	Yes	Additional levels can be added, however the amount of investment required to do this does not warrant proceeding.
Paterson Street West	Yes	Additional levels can be added, however the amount of investment required to do this does not warrant proceeding.
Bathurst Street	Yes	Potential for another four levels to be added with around 800 spaces
York Street	Yes	Potential to increase by around 320 spaces
Elizabeth Street	Yes	Potential to increase by around 380 spaces

To support any potential future redevelopments of car parks within the CAD, it may also be beneficial to consolidate car park locations and increase the number of spaces provided on an existing site.

The potential for any new multi-storey car parks to be fully or partially adapted for different users in the future also needs to be considered during any future car park development. Future proofing multi-storey car parks for non-transport related uses, for example, could require extensive design considerations, such as increased floor to floor heights, specific placement of columns and space proofing for an increased number of lifts, as well as an increased number of utilities and facilities.

Other examples of uses that have been retrofitted into other car parks without the need for extensive design considerations include bike hubs, urban farms, yoga studios and other facilities that require limited light and ventilation.

Notwithstanding the above, flexibility within car park design can encourage a more sustainable future for the new car parks, while maintaining longevity in the future, where the certainty of private vehicle use and trends associated with new vehicle technological advancements are largely unknown.

### The City of Launceston will

- Further investigate the potential to develop the Bathurst Street, Cimitiere-Cameron Street, Elizabeth Street and York Street car parks
- Update the Planning Scheme to avoid private developers replacing any potential redevelopments
- Where Business Case cost benefit analyses support investment, redevelop either/or the Bathurst Street, Cimitiere-Cameron Street, Elizabeth Street and York Street car parks
- Minimise the number of standalone off-street car parks within the CAD
- Ensure any future redevelopments of Council owned multi-storey car parks include future proofing consideration of full or partial adaptation for different uses.





## 5.7 On-street Parking consistency

### Opportunity for improvement

On-street parking in the City Core is generally time restricted to 1 hour, with various short stay spaces of 5 to 30 minutes offered as well. The mixture of different time restrictions can be confusing to motorists.

As Figure 11 shows, there are often up to three different time restrictions within one block, excluding loading zones, taxi zones, bus stops and accessible parking that are also provided in this area.

Figure 11 also shows that parking is generally limited to 1 hour in the area south of Cimitiere

Street, east of Wellington Street, north of Elizabeth Street, and west of Tamar Street. Turnover observations made in this area revealed that motorists often use these 1-hour spaces for under 20 minutes. This was also confirmed with parking meter data showing that the average paid duration for all 1-hour spaces is 33 minutes.

Rationalising parking restrictions in the City Core (Figure 12) would provide adequate time for motorists to complete quick errands, while simplifying the parking restrictions and useability of spaces within the City Core.

Likewise, rationalising set-down/pick-up and short stay opportunities adjacent to key land uses within the CAD will provide parking consistency.

We will continue to provide off-street parking options in the City Core for those who wish to stay in the city longer for appointments, shopping and dining experiences.

**Figure 11** City Core existing parking time restrictions



**Figure 12** City Core rationalised parking restrictions



### The City of Launceston will

- Rationalise parking restrictions and simplify restrictions for all users in the City Core, by implementing a new 30-minute zone that allows for quick errands and shorter consumer experiences
- Implement consistency across the CAD
- Investigate opportunities to expand the 30-minute zone outwards, with possibilities of introducing a parking free zone in the city core
- Investigate ways to limit vehicle circulation through the City Core (e.g. strategically limit general parking to off-street car parks)
- Reallocate the kerbside to key users in line with the kerbside hierarchy.

## 5.8 Paterson Street

### Opportunity for improvement

Paterson Street between St John Street and Charles Street has:

- 16 1P bays (six on the north side, eight along frontage of the proposed Launceston CBD Bus Interchange on the south side, and three to the west on the south side)
- Two 15 minute bays
- Three 5 minute bays
- 1 bus layover area
- Three motorcycle parking bays.

Generally, the 1P spaces are fully occupied, and the motorcycle spaces and short-term parking spaces partially occupied.

The City of Launceston is currently working towards purchasing a share of the Paterson Street Central car park (CarePark private carpark) to develop a new bus interchange and creative precinct. The interchange will include dedicated bus stops as well as an undercover waiting area and an arcade that links through to the Brisbane Street Mall.

The proposed Launceston CBD Bus Interchange will result in less available kerbside in Paterson Street. The full extent of parking loss is subject to the Bus Interchange design (to be completed), whether Paterson Street is converted to two-way, and the need for bus layovers.

In addition, the kerbside needs will change as the transport network evolves within Paterson Street.

The residual kerbside will therefore need to be largely designated as No Parking to allow for set-down/pick-up spaces. The 'No Parking' restriction will allow for short-term stopping without designating the area as a parking space. This will further assist in any future transition of the kerbside to dedicated cycling facilities and/or wider footpaths (recognising the future intent for Paterson Street is to be a primary walking and cycling route within the CAD).

In the interim, there is the opportunity to provide 30 minute parking until such time that these active transport provisions are required.

### The City of Launceston will

- Ensure parking is consistent with adjacent land uses
- Replace motorcycle spaces
- Minimise the number of long-term parking spaces.

## 5.9 Planning Scheme

### Opportunity for improvement

The Launceston Interim Planning Scheme 2015 sets out the parking requirements for different land uses. The requirements, summarised in the table below, are the minimum parking requirements that developers are encouraged to provide for developments in the relevant areas.

Office	Community meeting and entertainment	Food services	General retail and hire	Hotel industry
1 space per employee + 1 space per 50m <sup>2</sup> of gross floor area	1 space per 20m <sup>2</sup> of floor area available to the public or 1 space per 4 seats, whichever is greater.	1 space per 15m <sup>2</sup> of gross floor area + 6 queuing spaces for drive-through	1 space per 30m <sup>2</sup> of gross floor area;	1 space per 20m <sup>2</sup> of floor area available to the public + 1 space per bedroom + 6 spaces for drive-in bottle shop

Notwithstanding the above, the Launceston Interim Planning Scheme 2015 also includes an exclusion area for the Launceston Central Business District (CBD). The exemption area's purpose is to reduce the amount of car parking provided on private land in the Launceston central business district and surrounds, and to ensure that car parking provided does not detract from the streetscapes. The exemption area approach is summarised in the table below:

Objective: To limit on-site car parking within the Launceston Central Business District Parking Exemption Area.	
Acceptable Solutions	Performance Criteria
<b>A1</b> On-site car parking is: (a) not provided; or (b) not increased above existing parking numbers.	<b>P1</b> On-site car parking must demonstrate: (a) that it is necessary for the operation of the use; and (b) parking must not exceed the minimum provision required by Table E6.1.

This exemption area approach is consistent with the LTS theme to promote sustainable modes over driving. However, the exemption area doesn't cover the whole CAD, as shown in Figure 13. In particular, the CBD exemption area doesn't include the following CAD areas:

- The Esplanade and Willis Street
- City Park area
- Southern extent including Frederick and Canning Street
- Western extent to the west of Wellington Street.



## 5.9 Planning Scheme (continued)

With future potential for redevelopment in these surrounding areas, and recognising the close proximity to the CBD and City Core, the CBD parking exemption area needs to be extended to cover the whole CAD.

Therefore, any future development projects along the Esplanade, as well as the potential Bathurst Street car park site, would be encouraged

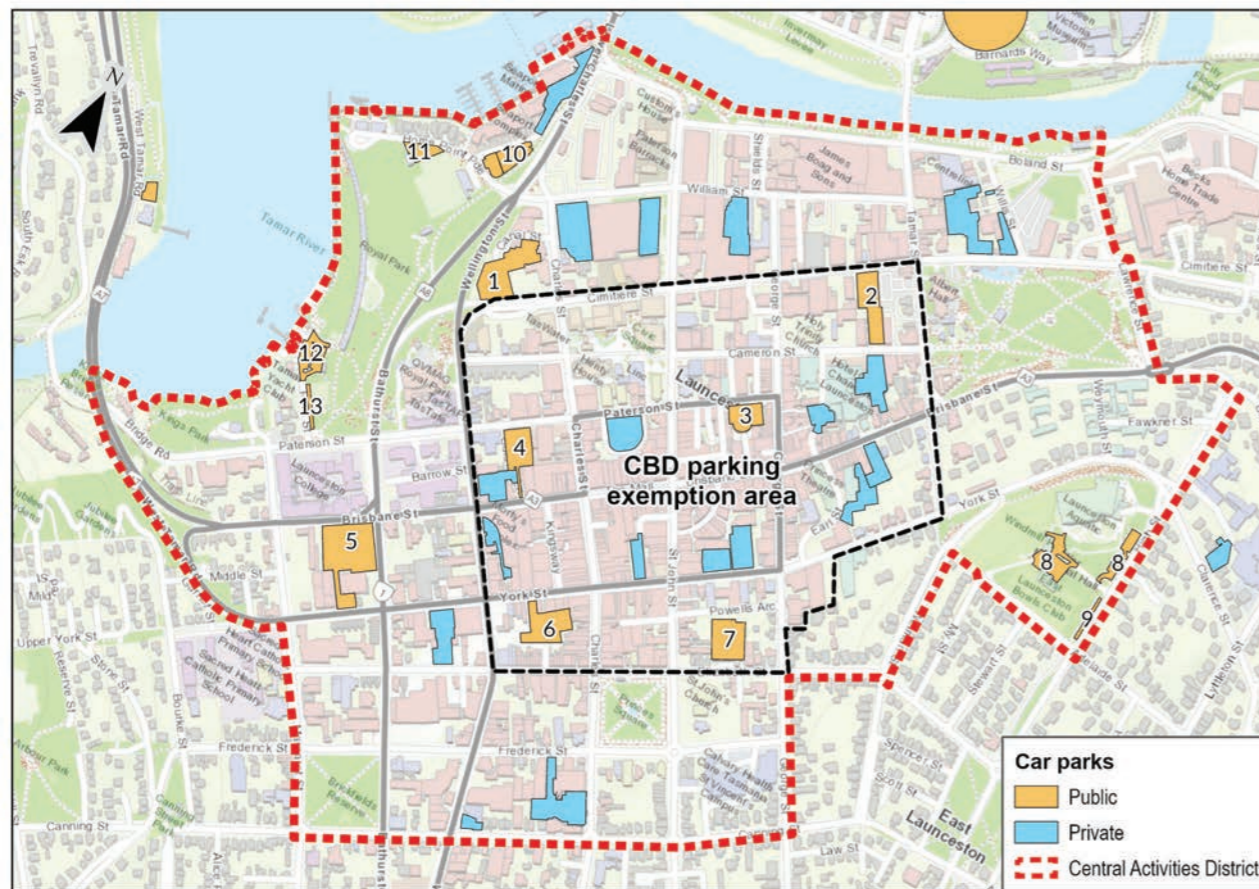
to strategically consider their parking requirements.

It is also recognised that some CoL parking management changes may encourage private land owners to increase the public car parking on their sites within the CAD. To mitigate this, CoL will investigate updating the Planning Scheme to limit private developers from being able to provide public parking on sites within the CAD.

### The City of Launceston will

- Consider expanding the exemption area for the whole CAD, to ensure justification is needed to provide on-site parking as part of a development within the CAD
- Consider Planning Scheme updates that minimise the number of standalone off-street car parks within the CAD.

**Figure 13** Launceston Interim Planning Scheme CBD parking exemption area



## 5.10 Pricing consistency

### Opportunity for improvement

The existing car parking pricing situation can be summarised as follows:

- Inconsistent parking fees (see table below)
- The longer you park the less you pay per hour
- Some on-street parking is free
- No incentive to park in off-street car parks outside of the City Core
- Limited incentive to park in off-street car parks compared to on-street spaces
- Free parking on Sundays used by workers in the area
- Limited incentive to use more sustainable transport modes over private vehicles.

In line with the overarching LTS theme to promote sustainable modes over driving (while recognising that driving will remain the dominant form of transport in Launceston for some time to come), the future of priced parking within the CAD needs to align with the following objectives:

- Parking fees should be structured to encourage modal shift to more sustainable modes
- Parking fees should be structured to align with the following CoL visions and strategies:
  - The fee structure should discourage parking in key areas for redevelopment, or where the kerbside is prioritised for other modes
  - It shouldn't discourage parking so as to limit visitors to key businesses across Launceston
- Parking fees should be consistent in each of the three key areas of the CAD - City Core, Outer City and City Fringe. See Figure 14 for locations of public (on-street and off-street) and private (off-street) parking in these areas.

### The City of Launceston will

- Gradually increase parking prices, particularly in the City Core, to encourage more active and public transport use
- Expand the City Core, such that short-term parking increases are eventually experienced in the surrounding areas as well
- Explore options for directing funds from parking to investments in sustainable transport infrastructure and initiatives
- Significantly increase the price of parking and remove all long-stay initiatives such as all day parking, early bird etc. within the CAD.

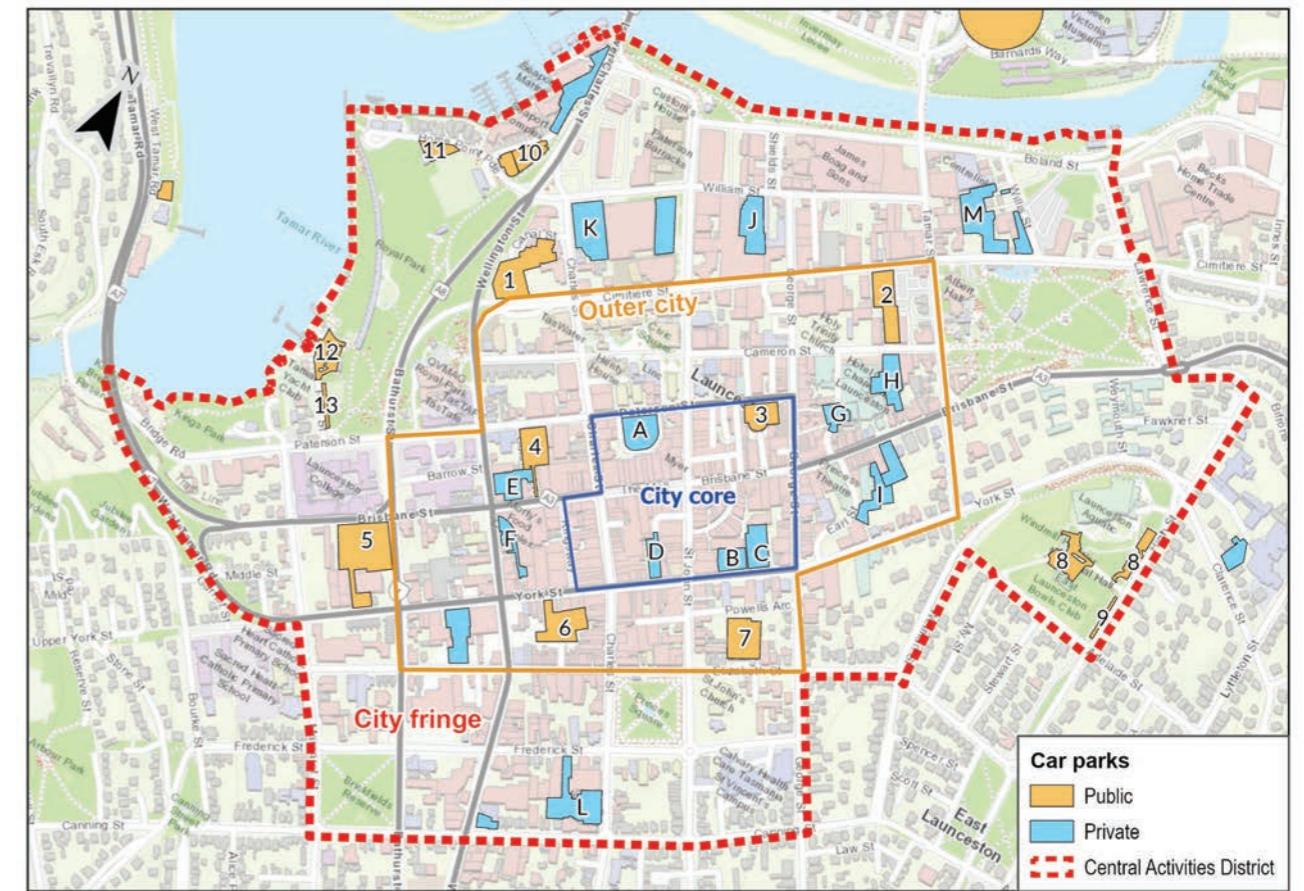


## 5.10 Pricing consistency (continued)

Locations and pricing for public (on-street and off-street) and private (off-street) parking in the CAD

Car park		Location	Current pricing (per hour)
On-street	½ P	City Core	-
	1 P	Outer city	\$3.10
	3 P	Outer city	\$2.60
	9 P	City fringe	\$1.10
Off-street public	1 CH Smith car park	City fringe	\$2.40
	2 Cimitiere-Cameron Street car park	Outer city	\$2.00 (\$7.00 / day)
	3 Paterson Street East car park	City Core	\$2.40
	4 Paterson Street West car park	Outer city	\$2.40
	5 Bathurst Street car park	City fringe	\$2.00 (\$5.00 / day)
	6 York Street car park	Outer city	\$2.50
	7 Elizabeth Street car park	Outer city	\$2.40
	8 Aquatic Centre car park	City fringe	\$1.00 per 90 minutes
	9 Windmill Hill car park	City fringe	\$2.00
	10 River Edge Seaport car park	City fringe	\$2.00
	11 Home Point car park	City fringe	\$2.00
	12 Royal Park car park	City fringe	\$2.00 (\$6.00 / day)
	13 Park Street car park	City fringe	\$1.50
Off-street private	A Paterson Street Central	City Core	\$3.50
	B York Street East	City Core	\$3.50
	C Quadrant Plaza Car Park	City Core	\$3.00
	D York Street Central	City Core	\$3.00
	E Brisbane Street West	Outer city	\$3.00
	F York - Elizabeth	Outer city	\$2.50
	G York Town Square	Outer city	\$2.00
	H Hotel Grand Chancellor	Outer city	\$2.50
	I Brisbane Street East	Outer city	\$3.00
	J Spotlight	City fringe	\$0.50
	K Harvey Norman Complex	City fringe	\$2.00
	L Jimmy's Shopping Complex	City fringe	FREE
	M Gasworks	City fringe	\$2.00

**Figure 14** Locations of public (on-street and off-street) and private (off-street) car parking within the CAD



## 5.11 St John Street

### Opportunity for improvement

St John Street between Paterson Street and York Street has:

- Two loading zones
- 55m of bus zone
- Three 5-minute parking bays
- Taxi zone.

The loading zones and short-term parking spaces are well utilised.

As part of the Launceston City Heart Project, St John Street between Paterson Street and York Street is marked for redevelopment. This may involve upgrading the street with improved wayfinding, improved pedestrian safety, wider pedestrian areas and traffic calming measures.

Additionally, the proposed Launceston CBD Bus Interchange in Paterson Street will allow bus stops currently located on St John Street to be relocated, paving the way for the City in partnership with the State Government to redevelop the street.

Once the existing bus stops in St John Street are removed, there is the opportunity to repurpose the kerbside for other users as follows:

- Accessible parking - new spaces could be introduced for access to Brisbane St Mall and Quadrant Mall
- Walking - opportunity to widen footpaths in St John Street
- Public transport - remove parking of public transport in St John Street and prioritise public transit in the proposed Launceston CBD Bus Interchange
- Cycling - opportunity to investigate dedicated bicycle lanes in both directions along St John Street, or to convert St John Street to a shared zone, where cyclists could mix with general traffic in a low speed environment
- Loading and servicing - consolidate and relocate by: removing from St John Street; maintaining loading spaces on the off-street loading zone to the west of St John Street; and introducing new spaces near the corner of Brisbane Street and St John Street

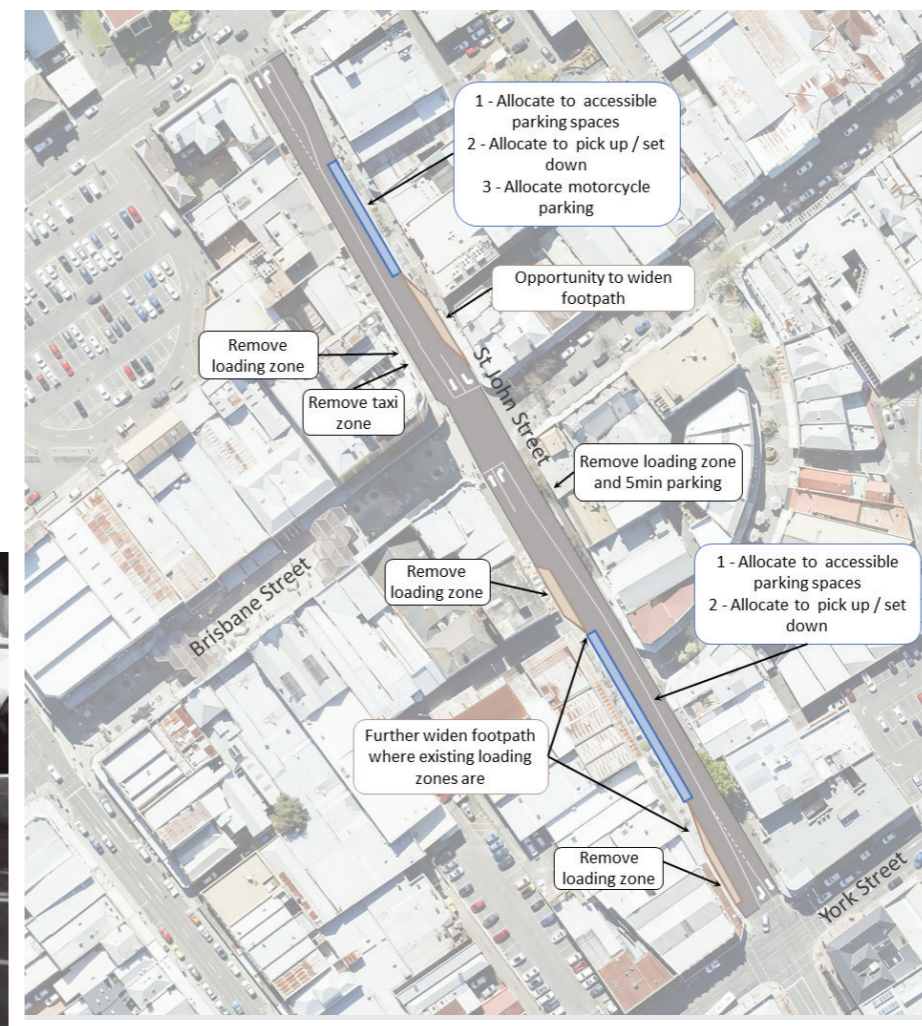
- Motorcycle parking - relocate from Paterson Street into the existing bus stops in St John Street (which will be relocated to the proposed CBD Bus Interchange)
- Set-down/pick-up - prioritise set-down/pick-up spaces within the existing bus stops (which will be relocated to the proposed CBD Bus Interchange)
- Taxi - relocate existing taxi zone to spaces within the existing bus stops (which will be relocated to the proposed CBD Bus Interchange)
- Emergency and essential vehicles - no specific provision required as they can stop in any of the proposed zones
- General parking - remove.

Figure 15 depicts how the St John Street repurposing, as detailed above, might look.

### The City of Launceston will

- Widen kerbs where possible to match the existing buildouts that currently service the bus stands
- Improve street furniture and maintain a high quality pedestrian environment
- Relocate the loading zones and add new pick-up/set-down bays, a taxi zone, motorcycle zone and accessible parking spaces
- Investigate the opportunity for a dedicated cycleway or further kerb widening to prioritise active transport modes. Alternatively, discourage traffic in St John Street and implement a low speed shared cyclist/general traffic zone along St John Street from Paterson to York Street, including a level streetscape marked with street furniture to encourage low speed travel by motorised vehicles
- Investigate the opportunity to remove private vehicles from St John Street entirely and introduce a pedestrian boulevard.

**Figure 15** Potential St John Street kerbside repurposing



## 5.12 Technology

### Opportunity for improvement

#### 5.12.1 Existing Parking App

Launceston has allowed motorists to pay for parking at on-street and open air locations using the EasyPark smartphone application since January 2019. This allows motorists to receive reminders when their parking time is expiring, extend their parking session as required, and only pay for the amount of parking they use.

However, there is untapped potential in providing real-time parking information to citizens of Launceston to help them make better decisions about where to park, how to get there, and which travel mode they should use. This technology would reduce the time spent looking for parking and may reduce the number of vehicle trips when parking availability is low.

There is also the opportunity for CoL to use technology to gain a better understanding of parking trends within the CAD, and use this information to price parking in a manner that supports the goals of the LTS, whether that be, for example, promoting public transport for patrons of nearby land uses, or promoting short-term parking over all-day parking.

The implementation of technology solutions presents CoL with the opportunity to maintain adaptability into the future, as parking demand, land uses and Launceston continues to change.

An update to the current EasyPark application could provide more useability to Launceston motorists. A new updated application could

provide information such as real time occupancy of parking areas that would help users decide where to park or whether to drive. This would help reduce the time required to find a vacant parking space and reduce cruising for parking, reducing traffic congestion.

#### 5.12.2 Smart parking measures

Technology needs to be embraced by CoL to allow motorists to make more informed decisions, while also allowing CoL more monitoring capability. Technology can also be used adaptively and in a proactive way to promote desired outcomes, consistent with the LTS.

Launceston CAD is serviced with multiple car parking facilities, however drivers seeking a vacant parking space do not know where to quickly find one on approach to their destination. This may result in repeated slow circuits of the precinct in search of a vacant spot, leading to increased traffic congestion and frustration for drivers.

CoL should implement smart parking technology to better manage parking capacity and utilisation. These technologies use sensors to monitor the occupancy of every parking space with variable message signs and signals (within the car park) to efficiently direct vehicles to vacant spots. In general, these parking systems offer real time utilisation reporting and analytics.

There is further opportunity to capture the parking vacancy

data and use it to inform vehicles approaching Launceston CAD about the number of vacant spots at each parking facility. Drivers can then choose a parking location that best suits their needs.

It is expected that deployment of such a solution would reduce traffic congestion in Launceston, reduce journey times, improve parking utilisation, mitigate driver frustration and improve the overall driving experience to the centre.

#### 5.12.3 Virtual Variable Message Signs (VMS)

Variable message signs (VMS), can be used to warn road users of the traffic conditions and potential hazards ahead. However, traditional VMS deployments are expensive and limited in their reach by sight distance.

CoL has an opportunity to implement Virtual VMS technology. Many new vehicle models provide inbuilt infotainment systems with a connected display and audio system for visual and audible messages (e.g. MirrorLink, Android Auto, Apple CarPlay and Ford Sync). By using Virtual VMS, similar guidance can be delivered directly into the vehicle using existing communications equipment, without the constraints of the physical location of the VMS assets and roadside infrastructure. The Virtual VMS system requires no infrastructure investments as it relies on existing 3G/4G communications and inbuilt infotainment systems on cars.

#### 5.12.4 "Find Parking" using Google Maps

Launceston also has the opportunity to be early adopters in other 'off-the-shelf' ideas that are not yet widely implemented, such as Google's "Find Parking" feature. This feature provides a parking difficulty rating at popular destinations within the Google Maps interface.

This may help motorists find parking more easily or encourage a shift to a different mode if parking is extremely limited, reducing traffic congestion. Launceston would join cities such as Copenhagen in Denmark, Darmstadt in Germany and Orlando in the U.S.A. in providing this feature. Implementation of this feature would likely require the CoL to work in partnership with Google.

#### 5.12.5 Autonomous Vehicle readiness

In the long-term future, the adoption of autonomous vehicles (AVs) may present opportunities for the CoL to radically redefine the mix of kerbside usage and car park provision in the Launceston CAD. However, as Initiative C8.3 of the LTS notes, deploying more vehicles of private use is unlikely to reduce mode share by car. The CoL, together with the rest of the world, will have to ensure it is proactive in managing the impacts of these vehicles.

As the Autonomous Vehicle City Readiness Plan (AVCRP) notes, proactive adoption by CoL of AVs to improve public transport quality such as service frequency, speed and comfort may increase ridership and reduce car dependency in Launceston. Autonomous vehicles could also be used to improve transport accessibility and equity for those disadvantaged by the current transport network. AVs would be able to provide solutions to last-mile connectivity and service lower patronage areas, extending the reach and flexibility of the public transport network, while still maintaining high service frequencies.

#### 5.12.6 Ongoing Monitoring and Future Planning

The changes we make need to be monitored and their outcomes measured to confirm that progress is being made towards the City of Launceston's strategic objectives.

We intend to utilise new technology to undertake routine reviews of parking utilisation throughout the CAD and the transport modes being used by people travelling to and from the CAD.

This will inform our future planning and decision making in this space.

### The City of Launceston will

- Leverage opportunities to provide real time occupancy information to motorists by upgrading the existing mobile application and installing smart parking technologies
- Investigate the opportunity to provide virtual VMS to deliver information to drivers in real time adaptably and without costly physical infrastructure
- Investigate the opportunity to partner with Google and other organisations to trial and implement "off-the-shelf" technologies used in other parts of the world such as "Find Parking"
- Maintain a proactive strategy and policy approach that helps to mitigate traffic caused by private AVs, while maximising benefits of AVs in increasing mobility and equity in the transport network, e.g. by improving public transport reach, reliability and comfort
- Undertake ongoing monitoring of parking and transport mode choice within the CAD.

# 6 PARKING DATA REVIEW

The Launceston Central Business District (CBD) and inner city has more parking spaces than it currently uses. Motorists have access to:

- 1,472 off-street car parking spaces across 13 Council car parks
- 1,178 privately operated off-street car parking spaces across 14 car parks
- 473 off-street customer-only parking spaces provided by 5 shopping complexes
- 2,100 on-street car parking spaces with a mix of short stay, medium stay and long stay car parking spaces, as well as unrestricted spaces
- 18 accessible spaces

## 6.1 Off-street parking

### 6.1.1 Parking data review

Parking data (transaction records and occupancy and duration averages) was analysed for Council owned carparks in the CAD for the period July 2019 to May-June 2020.

For car parks with transaction record data available, parking occupancy was calculated by counting the total number of cars that had entered the car park before that point in time and had left the car park after that point in time. The parking occupancy was calculated at regular 15-minute intervals. Peak occupancy on any given day is the maximum observed occupancy within that day.

Duration of stay was calculated by subtracting each car's entry time from its exit time, where transaction record data was available. For open air car parks (where only pay and display transactions operate), an average duration was given for each parking meter within the car parks, averaged over the period July 2019 – June 2020.

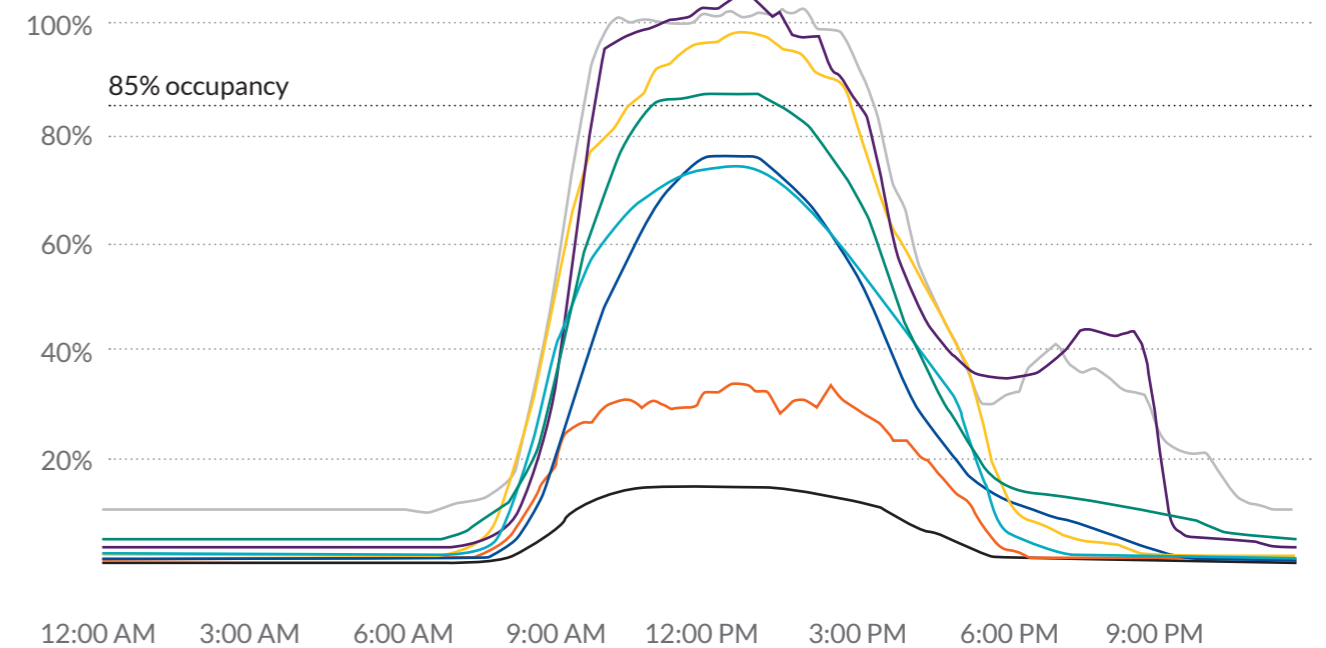
### 6.1.2 Typical parking occupancy

Parking occupancy refers to the proportion of total spaces that are occupied at a point in time. A parking area is typically considered to be operating efficiently at 85% occupancy. A parking occupancy of 85% suggests the parking area is attractive enough to support the needs of nearby land uses, while ensuring motorists still have reasonable access to parking spaces. Figure 16 shows the average weekday occupancy of the Elizabeth Street, Paterson Street East, Paterson Street West, and CH Smith car parks. The occupancy profile shows the average of all occupancy calculations at each time point, i.e. the average occupancy at 12 pm is the sum of occupancy at 12 pm on every weekday divided by the number of weekdays observed. The figure also shows the maximum occupancy observed at each car park. Similarly, the maximum occupancy has been calculated as the maximum observed value at each time point.

Figure 16 Off-street parking - weekday parking occupancy

### Weekday Occupancy

- Elizabeth St ● Elizabeth St Maximum ● Paterson St East ● Paterson St East Maximum
- Paterson St West ● Paterson St West Maximum ● CH Smith ● CH Smith Maximum



Occupancy of the Elizabeth Street car park typically peaks at 74% occupancy around midday. The car park is generally empty before 7.00am and after 7.00pm. By 6.00pm, the car park has an occupancy of less than 5%. The maximum occupancy observed at Elizabeth Street was above 85% between 10.30am and 2.45pm.

The occupancy of Paterson Street East typically peaks at 87% around

midday. The car park generally sits at 5% occupancy overnight between 11.00pm and 7.00am. Between 6.00pm and 11.00pm, the occupancy gradually declines from 15% to 5%. The maximum occupancy observed was above 85% between 9.45am and 3.15pm.

The occupancy of Paterson Street West typically peaks at 76% around midday. The car park is generally empty before

7.30 am and after 9.30pm. By 5.30pm, occupancy falls to 15%, before gradually emptying by 9.30pm. The maximum occupancy observed at Paterson Street West was above 85% between 10.00am and 3.00pm.

Occupancy of the CH Smith car park typically peaked at less than 20% around midday. The maximum occupancy observed at CH Smith car park was below 40%.

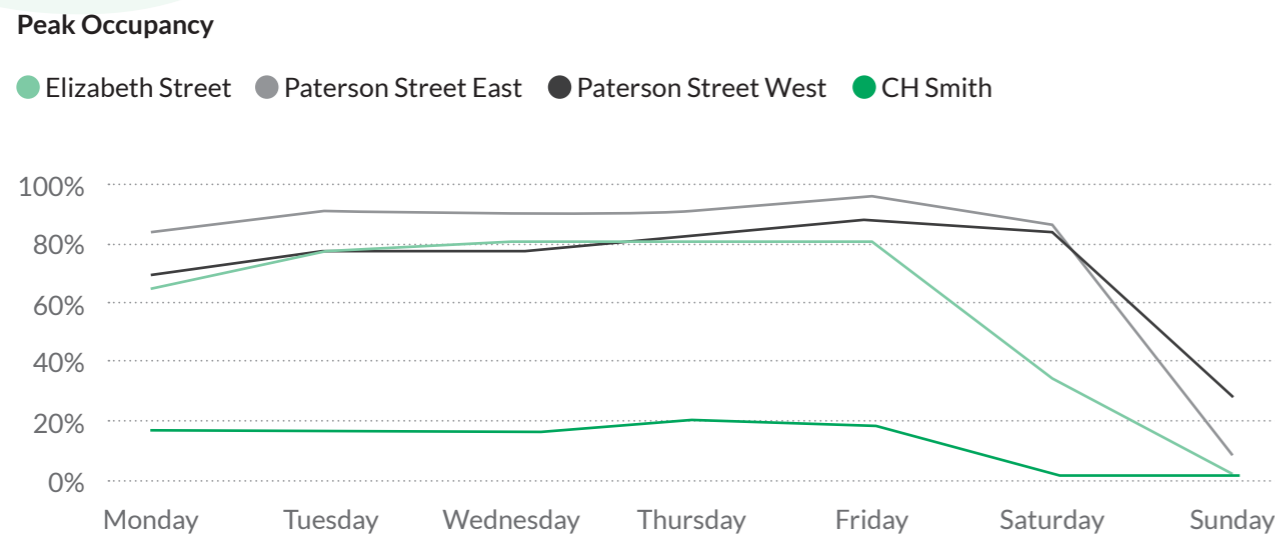
### 6.1.3 Average parking occupancy by day

The average of peak occupancies on any given day of the week, averaged over the July to December 2019 period is shown in Figure 17. Peak occupancy during the weekdays is consistent between Tuesday and

Friday with the end of the week showing slightly higher maximum occupancies than the start of the week. Both Paterson Street East and Paterson Street West car parks have similar peak occupancy levels

on Monday and Saturdays. Paterson Street East and Paterson Street West are open on Sundays, with significantly fewer people using the car parks on those days.

**Figure 17** Off-street parking - peak occupancy



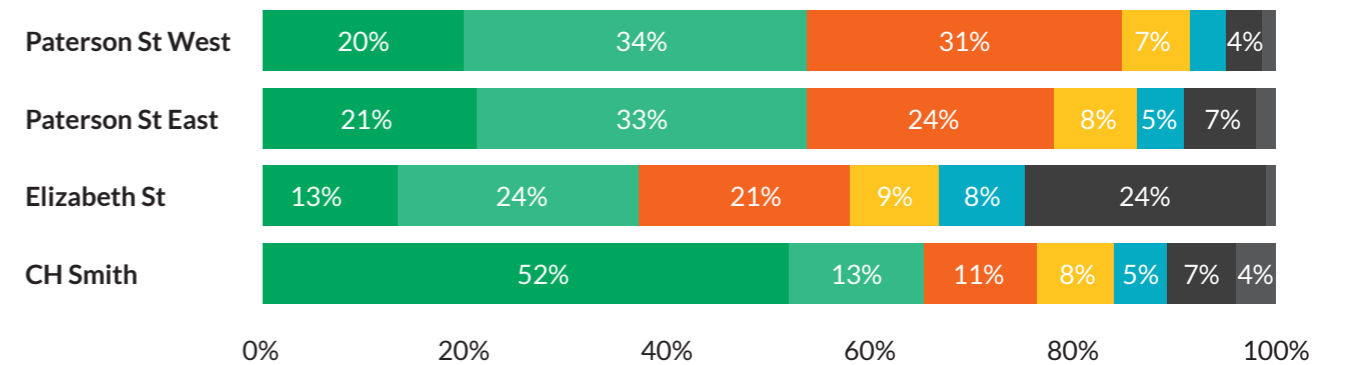
### 6.1.4 Duration of stay

Figure 18 shows how long motorists are parking at each of the four car parks (CH Smith, Paterson Street West, Paterson Street East, and Elizabeth Street) on a weekday.

**Figure 18** Off-street parking - weekday parking duration

#### Weekday Duration

Legend: < 1 Hour (dark green), 1-2 Hours (medium green), 2-4 Hours (orange), 4-6 Hours (yellow), 6-8 Hours (light blue), 8 Hours (dark grey), N/A (light grey)



At CH Smith, most motorists are using the car park for short stays. 65% of motorists park for less than 2 hours, with 52% staying for less than 1 hour. The proportion of motorists parking for more than 6 hours is 12%.

At Paterson Street West car park, most motorists are using the car park for short stays. 54% of motorists park for less than 2 hours, with 20% staying for less than 1 hour. The proportion of motorists parking for more than 6 hours is 7%.

At Paterson Street East car park, 54% of motorists park for less than 2 hours, with 21% staying for less

than 1 hour. The proportion of motorists parking for more than 6 hours is 12%.

At the Elizabeth Street car park, the proportion of users staying for more than 6 hours is much higher, 32%, than in the Paterson Street East and West car parks. The Elizabeth Street car park has an early bird pricing scheme whereas the other car parks do not, increasing the attractiveness of long stay parking. The proportion of motorists staying for less than 2 hours is 35%.

Open air car parks that see long durations of stay include Royal Park, Bathurst St, River Edge and

Cimitiere St. These car parks are entirely or partly used for commuter parking as they have the option of a maximum parking fee for the whole day. The average duration for each of these car parks over the period July 2019 – June 2020 was:

- Cimitiere-Cameron Street car park ~ 9 hours
- River Edge car park (commuter parking spot) ~ 7 hours
- Bathurst Street car park ~ 7 hours
- Royal Park car park ~ 5 hours



## 6.2 On-street parking supply

In order to gain an understanding of on-street parking operations, on-site observations were conducted to observe parking utilisation patterns, kerbside parking priorities and parking demand generators.

For short and medium stay parking (5 minutes to 3 hours), it was observed that:

- Spots were typically well used, with high turnover
- One-hour spaces in the city core were in high demand and with high turnover and largely used by customers of nearby retail businesses
- Charles Street and George Street spot counts indicated that during the day most visitors stayed for less than 1 hour, with many returning to their vehicles within half an hour; and the shorter and medium stay parking restrictions during weekdays act to prioritise parking for visitors who will spend time and money at nearby amenities.

For long stay parking (9 hours and unrestricted), it was observed that:

- Most of the long-term parking was used by workers of the CAD. In particular, the spaces on the Esplanade and William Street were largely used by employees of nearby sites such as the James Boags' site, with some being utilised by early bird CBD employees who arrive in the area at or around 7:00am.
- The spaces located to the east of the CAD, near City Park and near Launceston Aquatic Centre were mostly used by employees of the CBD and were observed to be full by around 8:00am

It was observed that parking in general was readily available within close walking distance to motorists' desired destinations. There is a general pattern of higher utilisation in areas where retail, small businesses, cafes and restaurants were denser, mainly in the city core. Outside of the city core, utilisation was generally lower,

with the exception of long-stay spaces used for commuter parking. Underutilised on-street parking areas include Wellington Street, Tamar Street, Cameron Street, and Elizabeth Street, and on most streets outside the area bounded by these four streets.

## 6.3 Free parking

Over the last few years, the Council has thoroughly examined the option of expanding the provision of free parking in the Launceston CBD beyond the current free parking options, which comprise:

### On-street

- Daily, all-day, generally limited to the periphery of the CAD, in the following locations:
  - The Esplanade and William Street near the North Esk River
  - Lawrence Street near City Park
  - Welman Street near the LAC
- Motorcycles - daily, all-day
- Daily, several short-term parking spaces of 30 minutes or less that are typically located near services such as post offices, banks and dry cleaners
- Daily, selected 'timed' free parking (e.g. Cimitiere, High and York Streets)
- Saturdays, selected areas after 11.30am
- Sundays, all-day on-street
- Loading Zones for the pick-up and delivery of goods (for eligible vehicles)

### Off-street

- Multi-storey car parks in Paterson Street (East and West) - daily, between 3.30pm and 5.30pm
- Multi-storey car park in Elizabeth Street, Monday to Saturday - between 3.30pm and 5.30pm
- CH Smith car park in Charles Street - Monday to Friday, between 3.30pm and 5.30pm
- Bathurst Street, York Street, River Edge (Seaport), Royal Park, Home Point Parade - Sundays
- Park Street - Saturday and Sunday
- Pensioner Parking Scheme
- Red Cross plasma donors receive two hours of free parking
- Platelet/marrow Red Cross donors receive two and a half hours of free parking

In 2006, the City of Launceston conducted a First Hour Free Parking trial. The trial did not have a significant impact on the number of people visiting the City, resulting in Council resolving unanimously to discontinue it.

More recently in 2019, the Council considered the introduction of a 60-90 Minute Free Parking service

within the Council's multi-storey car parks in Paterson Street (East and West) and Elizabeth Street. It was agreed to examine this option along with the outcomes of the Shopping in the City Report.

The Shopping in the City Report was released in late 2019 to provide empirical evidence of the drivers and barriers considered to be important for shopping in the Launceston city centre. It identified that the most cited barrier to shopping in the city was parking, specifically the price of parking, the time limits and the lack of accessible parking spaces. Some also commented on the lack of credit card facilities available for paying for parking. (The since implemented Easy Park App now accounts for around 42% of Launceston's public parking transactions).

The report identified that there is a dearth of academic research on the relationship between car parking and retailing and that it is therefore difficult to draw on previous studies to make recommendations about reducing the cost of parking and the impact this would have on the retail sector.



Importantly, the report concluded that parking alone is unlikely to be the solution to the challenges that the retail industry is facing across the country and in Launceston. Accordingly, the Shopping in the City Report made no recommendations in respect to parking in the CBD.

In considering the provision of 60/90 minute free parking, it was identified that the Council's three multi-storey car parks provide a total of only 795 spaces or 12.9% of the inner City's total public parking supply; and that the two most popular car parks located in Paterson Street do not have significant spare capacity during the peak period during the work week. These two car parks operate at optimum occupancy (85%) between (approx.) 9:45am and 3:00pm Monday to Friday. At these times, scope to handle significant increase in demand is limited within these car parks. Interestingly there is capacity during the current 2 hour free parking service period between 3.30pm and 5.30pm with the occupancy being typically between 30-65%. There is a clear and immediate opportunity to increase the utilisation of this free parking service.

The Elizabeth Street car park is currently utilised for shoppers or short-term parking on the lower level and commuters or long-term parking on the upper level. The lower level is now operating at up to 85% capacity between 9:45am and 3:15pm. Demand for this short-term parking has increased substantially over the last year (2020) and if this continues, this car park will also reach capacity in the near future.

It is noted, however, that there is still capacity to accommodate additional off-street parking within the CAD in the CH Smith Carpark as this facility is still only peaking at less than 20% around midday. This carpark will be required to cater for the loss of car parking when the Paterson Street Central carpark is ultimately converted to a Bus interchange.

It is clear that the parking management actions outlined in this Plan have been designed to maintain existing parking stock, while at the same time implementing change to achieve consolidation and consistency of parking zones and a shift to more sustainable modes of transport.

The Plan's intent is to manage parking stock strategically for access to all businesses within the CAD, allowing shorter stays and higher turnover in on-street parking within the city's core, and relocating longer stays to off-street parking or outside of the city's core. Importantly, the plan highlights the need to manage parking in a way that does not favour continued use of private cars for trips that may otherwise be accommodated by more sustainable modes.

Council has therefore determined that any extension to the current free parking provided in the Council's multi-storey car parks would be contrary to the intention of the Plan and that additional free parking would not be appropriate for the Launceston CAD.



# 7 CADPIP ACTION AREAS AND IMPLEMENTATION TIMEFRAMES

Action Area	Less than 5 years	6 to 10 years
<b>Accessible parking consistency</b>	<ul style="list-style-type: none"> <li>Provide two accessible parking spaces on each of Paterson Street, St John Street north of Brisbane Street, and St John Street south of Brisbane Street</li> </ul>	<ul style="list-style-type: none"> <li>Prioritise all on-street parking for key users such as accessible parking</li> </ul>
<b>City Park</b>	<ul style="list-style-type: none"> <li>Review and rationalise parking spaces around City Park, where appropriate</li> <li>Provide more parking for those with limited mobility such as parking for parents with prams and accessible parking</li> <li>Consider future replacement of 3P parking spaces with 1P parking spaces to help prioritise Park users, who are more likely to stay for shorter timeframes than UTAS students and staff</li> <li>Investigate ways to improve active and public transport connections to the Park</li> </ul>	<ul style="list-style-type: none"> <li>Utilise smart technology to monitor outcomes and behaviour as land uses and parking availability develops</li> <li>Provide additional accessible parking and some drop-off and pick-up areas to improve accessibility</li> </ul>
<b>Esplanade</b>	<ul style="list-style-type: none"> <li>Convert all unrestricted spaces to paid/metered parking spaces with a 9P restriction</li> <li>To inform further changes to the Esplanade, determine a future vision and consider potential planned land-use changes</li> </ul>	<ul style="list-style-type: none"> <li>Remove all day parking and revise the Esplanade parking strategy to reflect the future vision. This may include increased parking pricing and reduced time restrictions</li> <li>Consider that future provision of parking in this area may be reduced to allow for other street uses, such as activated frontages</li> </ul>
<b>Leisure and Aquatic Centre (LAC)</b>	<ul style="list-style-type: none"> <li>Improve the usability of current accessible spaces by redesigning to reflect the current Australian Standards</li> <li>Increase the provision of accessible parking at the LAC car park</li> <li>Investigate replacing unrestricted parking on York Street and Welman Street with time restricted metered parking</li> </ul>	<ul style="list-style-type: none"> <li>Review and monitor parking in the area and adjust the CADPIP as required to: <ul style="list-style-type: none"> <li>ensure parking provision supports the community and their most urgent needs, such as the provision of adequate accessibility parking; and</li> <li>ensure other users of the LAC centre are able to and want to travel there using public transport, active transport and micro-mobility options</li> </ul> </li> </ul>

Action Area	Less than 5 years	6 to 10 years
<b>Loading Zones consistency</b>	<ul style="list-style-type: none"> <li>Consolidate and relocate loading zones to achieve more coverage from the loading spaces across the City Core</li> <li>Identify and improve/install pedestrian crossing facilities to ensure the safety of workers loading/unloading goods</li> </ul>	<ul style="list-style-type: none"> <li>Improve loading facilities by providing ramps to assist where required</li> <li>Investigate providing off-street loading spaces shared between a range of facilities</li> <li>Investigate the potential to require that all future developments have on-site loading docks; with the opportunity to provide efficient shared docks where adjacent developments utilise the same space</li> </ul>
<b>Off-street carparks consolidation and redevelopment</b>	<ul style="list-style-type: none"> <li>Further investigate the potential to develop the Bathurst Street, Cimitiere-Cameron Street, Elizabeth Street and York Street car parks</li> <li>Consider updating the Planning Scheme to avoid private developers replacing any potential car park redevelopments</li> </ul>	<ul style="list-style-type: none"> <li>Where Business Case cost benefit analyses support investment, redevelop the Bathurst Street, Cimitiere-Cameron Street, Elizabeth Street and York Street car parks</li> <li>Ensure any future redevelopments of Council owned multi-storey car parks include future proofing consideration of full or partial adaptation for different uses</li> <li>Minimise the number of standalone off-street car parks within the CAD</li> </ul>
<b>On-street parking consistency</b>	<ul style="list-style-type: none"> <li>Rationalise parking restrictions and simplifying restrictions for all users in the City Core, by implementing a new 30-minute zone that allows for quick errands and shorter consumer experiences</li> <li>Implement consistency across the CAD</li> </ul>	<ul style="list-style-type: none"> <li>Investigate opportunities to expand the 30-minute zone outwards, with possibilities of introducing a parking free zone in the City Core</li> <li>Investigate ways to limit vehicle circulation through the City Core (e.g. strategically limit general parking to off-street car parks)</li> <li>Reallocate the kerbside to key users in line with the kerbside hierarchy</li> </ul>
<b>Paterson Street</b>	<ul style="list-style-type: none"> <li>Ensure parking is consistent with adjacent land uses</li> <li>Replace motorcycle spaces</li> <li>Minimise the number of long-term parking spaces.</li> </ul>	

**CADPIP Action Areas and Implementation Timeframes (continued)**

Action Area	Less than 5 years	6 to 10 years
<b>Planning Scheme</b>	<ul style="list-style-type: none"> <li>Consider expanding the exemption area for the whole CAD, to ensure justification is needed to provide on-site parking as part of a development within the CAD</li> </ul>	<ul style="list-style-type: none"> <li>Consider Planning Scheme updates that minimise the number of standalone off-street car parks within the CAD</li> </ul>
<b>Pricing</b>	<ul style="list-style-type: none"> <li>Gradually increase parking prices, particularly in the City Core, to encourage more active and public transport use</li> </ul>	<ul style="list-style-type: none"> <li>Expand the City Core, such that short-term parking increases are eventually experienced in the surrounding areas as well</li> <li>Explore options for directing funds from parking to investments in sustainable transport infrastructure and initiatives</li> <li>Significantly increase the price of parking and remove all long-stay initiatives such as all day parking, early bird etc. within the CAD</li> </ul>
<b>St John Street</b>	<ul style="list-style-type: none"> <li>Widen kerbs where possible to match the existing buildouts that currently service the bus stands</li> <li>Improve street furniture and maintain a high quality pedestrian environment</li> <li>Relocate the loading zones and add new pick-up/set-down bays, a taxi zone, motorcycle zone and accessible parking spaces</li> <li>Investigate the opportunity for a dedicated cycleway or further kerb widening to prioritise active transport modes. Alternatively, discourage traffic in St John Street and implement a low speed shared cyclist/general traffic zone along St John Street from Paterson to York Street, including a level streetscape marked with street furniture to encourage low speed travel by motorised vehicles</li> </ul>	<ul style="list-style-type: none"> <li>Investigate the opportunity to remove private vehicles from St John Street entirely and introduce a pedestrian boulevard</li> </ul>

Action Area	Less than 5 years	6 to 10 years
<b>Technology</b>	<ul style="list-style-type: none"> <li>Leverage opportunities to provide real time occupancy information to motorists by upgrading the existing mobile application and installing smart parking technologies</li> <li>Undertake ongoing monitoring of parking and transport mode choice within the CAD</li> </ul>	<ul style="list-style-type: none"> <li>Investigate the opportunity to provide virtual VMS to deliver information to drivers in real time adaptably and without costly physical infrastructure</li> <li>Investigate the opportunity to partner with Google and other organisations to trial and implement “off-the-shelf” technologies used in other parts of the world such as “Find Parking”</li> <li>Maintain a proactive strategy and policy approach that helps to mitigate traffic caused by private AVs, while maximising benefits of AVs in increasing mobility and equity in the transport network, e.g. by improving public transport reach, reliability and comfort</li> </ul>



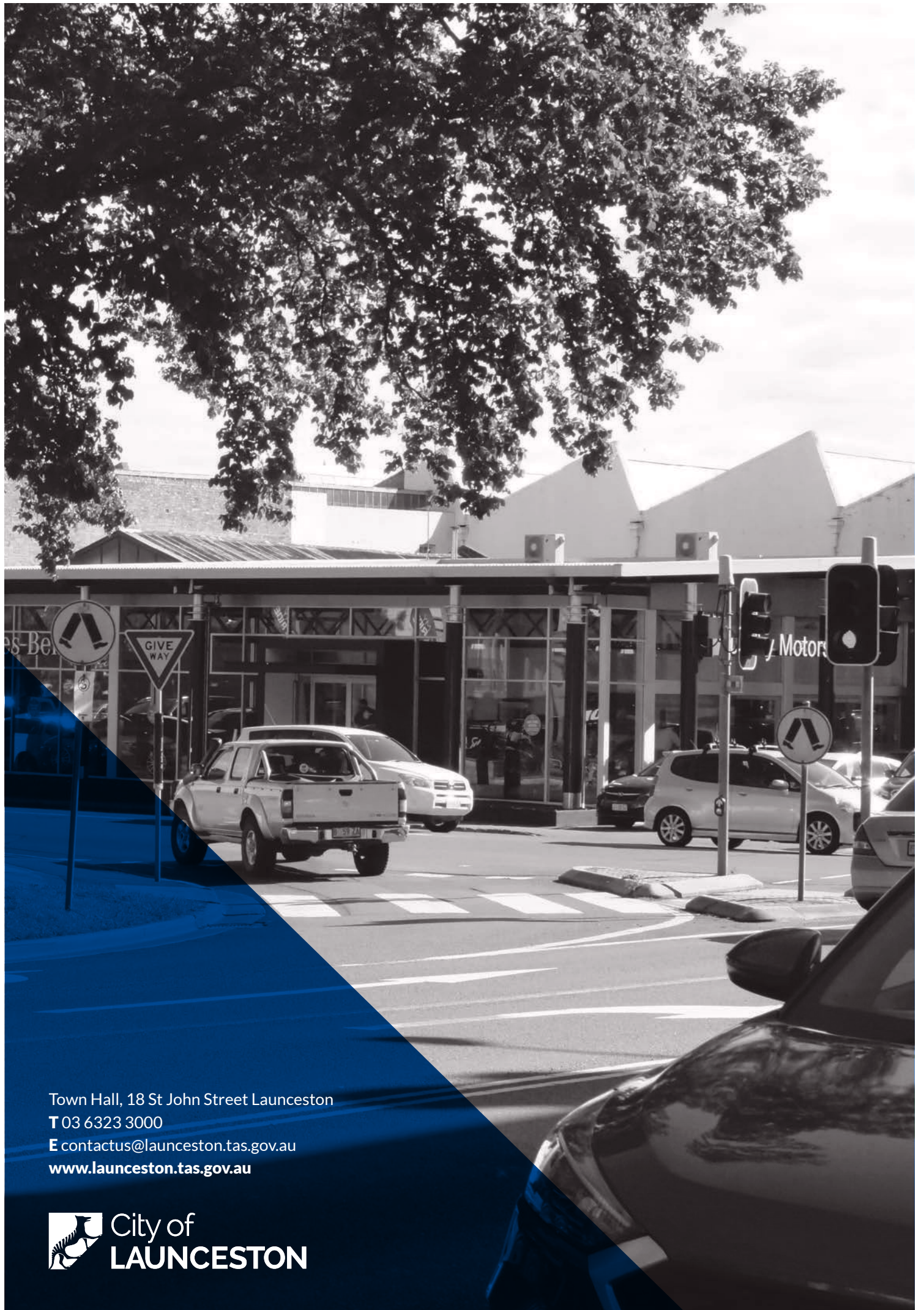
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