

7.2 PARKING STRATEGIC ACTION PLAN

File Number:

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PURPOSE

This report provides Council with an overview of the challenges and opportunities around parking in the Masterton central business district and fringes, and seeks agreement to changes to address the challenges and opportunities set out.

RECOMMENDATIONS

That Council

1. Notes the challenges and opportunities around parking in the Masterton central business district and surrounding areas
2. Notes the proposed new time-limited parking zones to address parking challenges in hotspot areas
3. Notes that a new bylaw is proposed to address issues with businesses using public parking for their businesses
4. Notes that consultation on the new time-limited parking zones, and the business parking bylaw, will be included as part of the wider bylaw review, which will be considered by Council in 2025
5. Agrees to retain the existing paid parking zones in the Masterton CBD, with replacement parking infrastructure to be budgeted for in the upcoming Annual Plan
6. Agrees to include consideration of the expansion of paid parking as part of the 2027 Long-Term Plan process
7. Notes the Strategic Action Plan (Attachment 1) will be updated to reflect the decisions made in this meeting

CONTEXT

Parking resources in Masterton are provided and managed in an equitable and coherent way, contributing to the accessibility and vitality of the Masterton District, particularly in the town centre. Parking enables vehicle access to destinations for residents, staff and visitors without compromising safety, efficiency and amenity of roads, cycleways, footpaths, public transport and adjoining land uses.

Masterton District Council (MDC) manages parking across the district to meet community, business and visitor needs while minimising adverse effects on community wellbeing including economic, social, cultural, health, safety and environmental. The principles that underpin our parking management approach include:

- Maximising the efficient use of parking resources, including on-street parking where appropriate

- Managing parking to minimise adverse effects on transport safety and efficiency
- Providing and managing on-street parking and loading in areas of high demand
- Managing and controlling parking to avoid parking behaviours which may compromise safety or cause a nuisance to other transport users
- Managing parking resources to provide for the needs of the surrounding land use activities including mobility, loading, drop-off and residents.

MDC currently has a multifaceted approach to managing parking in the district. In the main CBD area, which encompasses Queen Street and side streets between Worksop Road and King Street, parking spaces are metered at \$1 per hour for a maximum stay of two hours. In other hotspot areas, including off-street car parks, CBD fringes, and Kuripuni and Lansdowne shopping villages, parking is time-limited with a maximum of two hours occupation. All other off-street parking, and on-street parking outside the hotspot areas, is free of charge and not time-limited. MDC employs third party contractors to enforce the parking restrictions detailed above. These contractors also ticket vehicles for inappropriate/inconsiderate parking, such as blocking driveways and entranceways.

Parking Challenges

Masterton is facing a number of challenges with regards to parking, with one of the most pressing issues being the outdated parking meter system. These aging meters are becoming increasingly problematic as the supplier no longer produces replacement parts, making repairs impossible. Many meters have ceased functioning altogether, resulting in significant revenue loss. Additionally, their coin-only operation often leads to non-payment as many people no longer carry cash.

Another significant concern is the misuse of on-street parking by commercial businesses. This is particularly evident in areas such as Dixon Street near Memorial Park, Wholesalers operate, and near QEII Park. Adding to this problem is the presence of unwarranted and unregistered vehicles taking up valuable parking spots.

The lack of time-limited parking in certain areas of town has created additional challenges. Without proper time restrictions, many people use these spots for all-day parking, particularly while at work. This practice significantly reduces vehicle turnover and can negatively impact the visitor experience, as tourists and shoppers struggle to find available parking spaces.

Several hotspots have been identified where these parking issues are particularly acute. These areas include the vicinity of QEII Park, the Recreation Centre, the Woolshed, Shear History, and the Kuripuni area.

How things are working – compliance

Analysis of parking enforcement data shows that there are two main reasons for infringement tickets. The most common offence is overstaying, where drivers exceed the posted time limits or the time that they have paid for in the meters. The second most common offence is 'parking over the line' or 'outside of the marked bay,' which typically results from inconsiderate parking behaviour that affects other drivers' ability to use adjacent spaces.

A recent spot check in November 2023 highlighted compliance issues on Queen Street, with 41% of vehicles (98 parks) having not paid for parking or where meters had expired. This high rate of non-compliance may be partially attributed to the coin-only payment system, as many drivers may not have coins on hand to pay for parking.

On a more positive note, there was high levels of compliance at mobility parking spaces, with every car in these spaces displaying a mobility pass. This encouraging trend demonstrates that drivers generally respect and understand the importance of keeping these essential spaces available for those who need them most.

How things are working – revenue

Our parking fee structure remains competitive when compared to other regional centres of similar size. However, a detailed analysis of the 2022/23 financial year reveals some concerning trends in our parking revenue streams.

Total revenue for 2022/23 amounted to \$235,000, split between two main sources. Parking meter revenue contributed \$130,000, though this figure has been steadily declining since 2018/19 due to widespread meter malfunctions. The remaining \$105,000 came from parking infringements, which has remained relatively stable over the years.

Operating expenditure for 2022/23 reached \$237,000, excluding carpark maintenance costs. This figure encompasses several key expenses: enforcement contractor costs, meter maintenance, legal proceedings, MDC's regulatory team staffing, and depreciation of parking meter assets. Notably, over the past five years, there has been a substantial increase in both contractor costs and parking meter maintenance expenses, putting additional pressure on the already tight operating budget.

Other considerations

Masterton District has experienced significant demographic changes, with a notable population growth of 9.5% between 2013 and 2018. Currently, the district supports over 38,000 registered vehicles, and projections indicate a further population increase of more than 5,000 residents over the next decade. This growth trajectory will inevitably impact parking demands and urban mobility patterns.

The district is also undergoing major urban renewal through several town centre redevelopment projects, including upgrades to the Town Hall, Library, and CBD areas. These developments will reshape how people access and utilize the town centre, necessitating careful consideration of parking provisions and accessibility.

Looking ahead, several societal trends are influencing parking requirements and transportation patterns. The increasing focus on emissions reduction is driving changes in travel behaviour, while the rise of remote working is altering traditional commuting patterns. Additionally, the district's aging population presents unique challenges and considerations for parking accessibility and urban mobility planning.

These various factors must be carefully balanced to ensure our parking infrastructure can effectively serve the community's evolving needs while supporting environmental sustainability goals and accommodating changing work patterns.

Examples from other areas

Taupo

In response to the COVID-19 pandemic, Taupo received \$20 million in government funding for shovel-ready projects, which sparked a comprehensive redevelopment of its central business district and complete overhaul of parking infrastructure. The town's main shopping precinct now features a mix of 30-minute and 60-minute free parking areas, while areas beyond the central zone offer unrestricted parking options, including off-street facilities. The parking management approach appears to be rigorous, with the council issuing 11,730 parking infringements in the 2022/23 period—a substantial figure that notably exceeds Masterton's 3,146 infringements during the same timeframe.

Feilding

Feilding's parking management strategy has historically been less developed compared to other areas, characterized by an absence of time limits and parking charges in its central business district. This approach created significant challenges, with CBD parks frequently occupied all day, effectively preventing shoppers from accessing business areas. A Council survey in 2019 revealed an alarming parking situation, with over 85% occupancy observed on Wednesdays and Fridays. Business owner feedback in 2023 further highlighted the deteriorating parking conditions, prompting the Council to introduce time-limited parking in the CBD, complemented by free off-street parking options. However, enforcement of these new parking regulations only commenced in July of that year. Notably, the costs associated with parking enforcement are entirely funded through rates, with 75% sourced from the general rate and 25% targeted at CBD businesses.

Wellington

Wellington has experienced a significant transformation in its parking landscape over recent years. From a peak of 3,170 metered car parks in 2018, the city saw a dramatic reduction to just 2,010 by early 2024. However, the Council has now charted a new course, deciding to reinstate metered parking with an ambitious plan to increase the number to 3,060 by 2028. This resurgence will be achieved through the conversion of nearly 1,200 coupon parks (parks where users can buy coupons to park for the whole day) back to metered spaces. The strategic shift promises financial benefits, with the city projected to generate \$40.9 million in parking revenue this financial year. Complementing these changes, Wellington has also invested in innovative meter technology, enabling dynamic adjustments to time limits and charges to support various events and city needs.

ANALYSIS AND ADVICE

The need to replace our parking meter infrastructure provides us with an opportunity to review our parking management approach, including both our paid parking areas in the CBD, and our time-limited parking areas on the fringes and hot spot areas.

A number of potential approaches to manage parking across the CBD and fringe areas are detailed below. Where possible, an analysis of the estimated revenue and expenditure for each option, based on historical data for Masterton and estimated costings of new infrastructure.

For each of the options it is assumed that licence plate recognition equipment is used for enforcement. License plate recognition (LPR) technology is become more common across councils in New Zealand and offers significant advantages for parking enforcement, including improved efficiency and accuracy in monitoring parking compliance. By using automated cameras that can quickly scan and verify vehicle information, we can reduce operational costs, increase revenue collection, and provide real-time monitoring of parking areas. The technology enables enforcement officers to cover more ground with less manual effort.

Included in the costs for all options are LPR cameras, handheld ticket machines, software and staff costs. For the paid parking options, each option has costs of new parking meter infrastructure and software costs included.

It is important to note that the above assumptions for equipment and operations have been included as a baseline. The actual operational model will be confirmed through a procurement process, with a focus on accuracy and value for money.

Bylaw changes for time-limited parking and business issues

The recent parking study, observations from Council regulatory staff, and feedback from the community, suggest that there are some issues around the availability of parking in fringe areas particularly Queen Elizabeth Park, Kuripuni, and Lansdowne shopping village. To help address these issues the following changes are proposed:

- P120 for the on-street parking on both Queen Street and Crayne Street in Kuripuni Village. This is recommended to encourage turnover for the on-street carparks, supporting the nearby businesses. Those in need of longer-term parking are able to utilise the off-street carpark behind the Kuripuni shops.
- Implementation of P120 restrictions for the on-street carparks in the immediate vicinity of the First Street shopping village. Those in need of longer-term parking are able to utilise the surrounding areas, which are unrestricted.
- P120 for the on-street parking for both the east and west side of Dixon Street, between Park Avenue and Memorial Drive. Making this area P120 will encourage turnover in an area that sees high visitor numbers due to Queen Elizabeth Park, Woolshed Museum, Aratoi, and the Trust House Recreation Centre. Those in need of longer-term parking are able to utilise the off-street carpark in Queen Elizabeth Park, as well as the nearby Horseshoe carpark.

Time-limited parking is part of MDC's Traffic Bylaws. It is proposed that the above changes are consulted on as part of the upcoming Wairarapa Combined Bylaws consultation. Further advice on this will be provided to council in the new year.

Another issue that has been raised by regulatory staff and members of the public is vehicle businesses storing vehicles on the road, occupying large sections of on-street parking. This issue is particularly acute on Dixon Street both near Queen Elizabeth Park and the intersection with McKenna Street. As part of the Bylaws consultation, it is proposed that a new provision be included to restrict vehicles in connection with trade or business being parked on the road for storage purposes.

Parking Management Options

The need to replace Council's existing parking meters presents an opportunity to review how parking is managed in the area. Detailed below are a set of potential approaches to manage parking in the paid parking area in the CBD. Included with each option is the estimated revenue and associated expenditure.

For each option it is assumed that licence plate recognition (LPR) technology is used for enforcement, which is widely used across the country. Included in the costs for all options are LPR cameras, handheld ticket machines, software and staff costs.

For all paid parking options, each option has the costs of new parking meter infrastructure and software costs included. It is also assumed that paid parking is on a pay by plate basis, and for on-street parking in the CBD vehicles can move within the paid parking zone during the time that has been paid for. Final decisions on the types of parking meters, number etc would be made as part of the procurement process for replacement infrastructure.

Approach 1 – Business as Usual

- Replaces existing pay by space meters with pay by plate meters.
- Better utilise technology, with consideration of apps for payment, as well as different payment options.
- Covers the existing paid parking footprint – on-street parking.
- Retains current pricing – \$1 per hour

Approach 1 Revenue and Costs		
	Annual	10 Year
Meter Revenue	\$244,000	\$2,440,000
Infringement Revenue	\$290,000	\$2,900,000
Total Revenue	\$534,000	\$5,340,000
Parking Meter Costs	\$62,000	\$620,000
Enforcement Asset Costs	\$25,000	\$250,000
Operational Costs (Staff)	\$235,000	\$2,350,000
Maintenance Costs	\$5,000	\$50,000
Legal Fees	\$47,000	\$470,000
Total Costs	\$374,000	\$3,740,000
Net Revenue (NPV)	\$160,000	\$1,600,000

Approach 2 – Expanded Town Centre

- This is similar to Approach 1.
- Pricing for on-street parking would remain at \$1 per hour
- This approach introduces paid parking to the five public off-street car parks in the paid parking area (Library (41), ACC (14), Perry Street (7), Woolshed (43) and Southey (24))

- In the five off-street car parks users would be able to stay as long as they need, with pricing used to manage demand (\$1/hr).

Approach 2 Revenue and Costs		
	Annual	10 Year
Meter Revenue	\$487,000	\$4,870,000
Infringement Revenue	\$290,000	\$2,900,000
Total Revenue	\$777,000	\$7,770,000
Parking Meter Costs	\$85,000	\$850,000
Enforcement Asset Costs	\$25,000	\$250,000
Operational Costs (Staff)	\$235,000	\$2,350,000
Maintenance Costs	\$6,000	\$60,000
Legal Fees	\$47,000	\$470,000
Total Costs	\$398,000	\$3,980,000
Net Revenue (NPV)	\$379,000	\$3,790,000

Approach 3 – Town Centre and Centre Fringe

- This approach builds on approach 2 and includes the introduction of paid parking in the main public commuter and shopping areas on the fringe (excluding Horseshoe and QEII car parks), as well as introducing paid on-street parking to King and Bruce Streets
- Pricing for the on-street car parks, and the five off-street car parks from approach 2 remain as set out above
- The off-street carparks on the fringe are currently free and many experience high demand and little turnover. They are often used by employees of CBD businesses to park all day.
- The pricing for these car parks would be \$0.50/hr, capped at a \$3 a day charge.

Approach 3 Revenue and Costs		
	Annual	10 Year
Meter Revenue	\$706,000	\$7,060,000
Infringement Revenue	\$290,000	\$2,900,000
Total Revenue	\$996,000	\$9,960,000
Parking Meter Costs	\$134,000	\$1,340,000
Enforcement Asset Costs	\$25,000	\$250,000
Operational Costs (Staff)	\$235,000	\$2,350,000
Maintenance Costs	\$10,000	\$100,000
Legal Fees	\$47,000	\$470,000
Total Costs	\$451,000	\$4,510,000
Net Revenue (NPV)	\$545,000	\$5,450,000

Approach 4 – Enforcement Only

- This approach would see the removal of all parking meters in the CBD and use enforcement to manage parking demand
- Using mobile and handheld LPR equipment will increase the number of infringements issued and improve efficiency and accuracy of the infringement process
- The removal of parking meters will result in decline in revenue and may require a targeted or general rate to subsidise parking activities
- It is expected that infringement revenue would decline over time as behaviour changed and compliance improved

Approach 4 Revenue and Costs		
	Annual	10 Year
Meter Revenue	\$0	\$0
Infringement Revenue	\$290,000	\$2,900,000
Total Revenue	\$290,000	\$2,900,000
Parking Meter Costs	\$0	\$0
Enforcement Asset Costs	\$25,000	\$250,000
Operational Costs (Staff)	\$235,000	\$2,350,000
Maintenance Costs	\$0	\$0
Legal Fees	\$47,000	\$470,000
Total Costs	\$374,000	\$3,070,000
Net Revenue (NPV)	\$-17,000	\$-170,000

Comparison of Approaches – 10 years

Comparison of Approaches				
	Approach 1	Approach 2	Approach 3	Approach 4
Meter Revenue	\$2,440,000	\$4,870,000	\$7,060,000	\$0
Infringement Revenue	\$2,900,000	\$2,900,000	\$2,900,000	\$2,900,000
Total Revenue	\$5,340,000	\$7,770,000	\$9,960,000	\$2,900,000
Parking Meter Costs	\$620,000	\$850,000	\$1,340,000	\$0
Enforcement Asset Costs	\$250,000	\$250,000	\$250,000	\$250,000
Operational Costs (Staff)	\$2,350,000	\$2,350,000	\$2,350,000	\$2,350,000
Maintenance Costs	\$50,000	\$60,000	\$100,000	\$0
Legal Fees	\$470,000	\$470,000	\$470,000	\$470,000
Total Costs	\$3,740,000	\$3,980,000	\$4,510,000	\$3,070,000
Net Revenue (NPV)	\$1,600,000	\$3,790,000	\$5,450,000	\$-170,000
Net Revenue (NPV) – Annual	\$160,000	\$379,000	\$545,000	\$-17,000

An analysis of the estimated revenue and expenditure (over 10 years) is shown in the table above. Expenditure includes LPR cameras, handheld ticket machines, software and staff costs; for the pricing approach options this includes new parking meter infrastructure and software costs. Revenue includes money received from meters and infringements.

The analysis shows a significant range of cost savings between the pricing-approach options, ranging from \$160,000 per annum for replacement of existing meters (Option 1) to \$545,000 per annum for the most expansive pricing approach option (Option 3). By contrast, the enforcement-approach option (4) will incur a cost to Council of around \$17,000 per annum.

OPTIONS CONSIDERED

A summary of the options considered is included in the table below.

Option	Advantages	Disadvantages
1 That Council: Agrees to retain the existing paid parking zones in the Masterton CBD, with replacement parking infrastructure to be budgeted for in the upcoming Annual Plan; and Agrees to include consideration of the expansion of paid parking as part of the 2027 Long-Term Plan process.	- Retains the existing paid parking areas in Masterton, which users are used to - Allows the replacement of infrastructure which is failing and no longer fit for purpose - Replacing infrastructure will ensure that parking fees can be paid, ensuring that user pays for parking remains (in line with the Revenue and Finance Policy)	- Initial investment required in Infrastructure. However this will be repaid from parking revenue

2	That Council: Agrees to progress one of the other paid parking approaches, for consultation next year.	- Increasing the paid parking areas would increase parking revenue - Increasing paid parking areas may help address parking issues that have been identified	- Initial investment required in Infrastructure. However this will be repaid from parking revenue - Expanding paid parking may not be well recieved by stakeholders - Pushing ahead with expansion now does not give time for other changes to take effect and for their impacts to be assessed.
3	That Council: Agrees to progress approach 4, enforcement only, for consultation next year.	- No investment required in Infrastructure - Removes the payment requirement for users parking in the CBD	- Is not in line with the Revenue and Finance Policy - Removes consistent revenue stream meaning that parking would likely need to be subsidised by rates

RECOMMENDED OPTION

Option 1 is recommended. This option continues the current parking approach while providing flexibility for future improvements. It maintains paid parking zones and allows the council to replace existing infrastructure with more efficient payment systems. By keeping paid parking, the council can address stakeholder concerns, generate necessary revenue, and ensure that users—including those from outside the district—contribute to parking costs (in line with the Revenue and Finance Policy)

The option includes evaluating potential parking zone expansions during the 2027-2037 Long-Term Plan process. This approach allows time to assess the impact of recent bylaw changes and new parking infrastructure before making further changes.

Removing paid parking is not recommended, as it would likely require subsidizing parking costs through rates, which contradicts the council's user-pays policy.

SUMMARY OF CONSIDERATIONS

Strategic, Policy and Legislative Implications

The Local Government Act 2002 sets out the responsibility and powers of territorial authorities to provide parking spaces and set parking restrictions. MDC details the rules and regulations for public parking through the Wairarapa Consolidated Bylaw, Traffic Bylaw Part 10. Any changes to the rules and regulations for parking as a result of this paper will be reflected in the bylaws.

MDC's Revenue and Finance Policy outlines the revenue sources used to fund the range of services the Council provides. It also sets out the factors that Council must consider when determining its funding sources in accordance with section 101(3) of the Local Government Act

2002. Under this policy, Council seeks to maximise the portion of the service paid for through user fees and charges wherever feasible and appropriate.

Significance, Engagement and Consultation

The proposed changes to the bylaws set out in this paper will be consulted on as part of the Wairarapa Consolidated Bylaws Review.

As the recommended option for paid parking does not change the extent of the paid parking zone, consultation is not required under the Significance and Engagement Policy. However, if Council resolves to pursue another option, consultation and engagement with the community will need to take place.

Financial Considerations

As set out above, parking is intended to be user pays under the Council's Revenue and Finance Policy.

Under the recommended option, this would remain in place. While an initial upfront investment to replace infrastructure would be required, this and other associated costs would be covered through the resulting revenue from parking charges and enforcement.

Implications for Māori

There are no specific implications for Māori as a result of the recommendations of this report.

Communications/Engagement Plan

The proposed bylaw changes will be communicated as part of the Wairarapa Consolidated Bylaws Consultation.

If the Council agrees to proceed with the recommended option, a detailed communications plan will be developed to support the implementation of the new infrastructure.

Environmental/Climate Change Impact and Considerations

Paid parking offers significant environmental benefits by reducing traffic congestion and unnecessary driving, which directly decreases vehicle emissions. The financial disincentive of parking costs motivates people to plan trips more carefully, consolidate errands, and make more thoughtful transportation decisions.

NEXT STEPS

If Council agrees to the proposed recommendations, officers will undertake a procurement process for new parking infrastructure, with a focus on cost effectiveness and fit for the requirements of the Masterton district.

ATTACHMENTS

1. **Parking Strategic Action Plan** [↓](#)

STRATEGIC ACTION PLAN: PARKING

Vision: To maintain Masterton's public parking resource in a way that maintains and improves equity, accessibility, safety and convenience while supporting the local economy. We aim to manage parking efficiently, operating a user pays system for town centre car parks, and an enforcement and education approach outside the town centre area.



What are the problems we are trying to address?

Infrastructure

Council parking meter infrastructure is approaching end of life. The machines were installed many years ago and the supplier no longer produces parts, making repairs difficult. Six meters are currently out of order. The meters only accept coins, limiting payment options. Spot check saw approx 41% of people not paying.

Regulatory/Practice Change

A number of Issues have been identified by the regulatory team including:

- Commercial premises taking up a large number of on-street parks with vehicles associated with business and/or staff parking
- Concerns around unwarranted/unregistered vehicles being left on streets
- Lack of time limited on-street parking near QEII Park and in Kuripuni prevents vehicle turnover
- Calls for more mobility and special uses spaces in some areas
- Lack of consistency across our loading zones



What opportunities exist?

Parking Management

The need to replace our parking meter infrastructure provides us with an opportunity to review our parking management approach, including our paid parking areas, and whether we should expand to include some of our off street car parks or other areas.



What we propose to do

- Replace current parking meter infrastructure with new infrastructure which allows flexibility in payment methods (card, app, cash)
- Consider pay by plate over pay by space, allowing people to move around in designated zones
- Utilise licence plate recognition technology to manage compliance

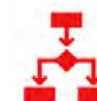
- Ticketing unwarranted and unregistered vehicles to help address on street parking issues.
- Implementing time limited parking in 'hot spots' (e.g. around QEII Park and Kuripuni) to increase parking turnover in these areas.
- Other bylaw amendments to implement and support decisions relating to infrastructure/management.

- Our existing paid parking zone provides convenient parking outside businesses, while ensuring turnover
- New technology provides an opportunity to consider if these zones should be expanded, or include our off street parks.
- Four potential approaches have been identified, with more detail here



Outcomes we are trying to achieve

- Well managed parking supports the CBD by making it easy for people to park near where they want to be.
- Updating parking meter infrastructure will make it easier for people to pay for parking by providing choice in parking methods.
- Improving meters, enforcement, and potentially expanding pay zones, increases the amount of net revenue and reduces the rates burden for parking and associated costs.
- Increasing user pays, consistent with our Revenue and Finance Policy approach, spreads some of the costs to those from outside Masterton district.
- Regulatory changes will help address concerns raised by a number of people, particularly parking issues around QEII Park and Dixon Street and McKenna Street.
- Increasing parking turnover supports accessibility.



Parking Management Options (Maps on Page 2)

Option 1: BAU (Map 1)

- Replace current meters with new technology (detailed above).
- Better utilise technology (app etc).
- Covers the existing paid parking footprint - Queen Street between King Street and Worksoy Road, Park Street, Lincoln Road between Chapel and Queen Streets, Perry Street between Chapel and Queen Streets, and Jackson Street.
- Retain existing pricing for all parking - \$1 per/hour.

Option 3: Town Centre and Fringe (Map 3)

- Includes all the features of Option 2: Town Centre and Fringe.
- Expands paid on-street parking to King Street and Bruce Street.
- Introduces paid parking in the main public commuter and shopping areas on the fringe (excluding Horseshoe and QEII car parks).
- These carparks are currently free and may experience high demand and little turnover.
- Pricing of \$0.50 per/hour, capped at a \$3 a day charge.



Other Considerations

- Population Growth - 9.5% increase in population between 2013 and 2018 and an estimated 5,000 additional people over the next 10 years
- Quality and access to alternative modes of transport is poor in Masterton. The local bus and inter-regional train services have poor frequency and hours of operation. This lack of options, coupled with the linear layout of town centre means there are long distances between key destinations, results in high demands for parking at key destinations.
- The impact of Council projects on parking, particularly during works (to be assessed through the projects):
 - Town Hall and Waiata House
 - CBD Revamp
 - Library redevelopment
- Other factors:
 - Differing parking needs of an ageing population
 - Emissions reduction
 - Working from home and its impact on parking usage

Option 2: Expanded Town Centre (Map 2)

- Includes all of the features of Option 1: BAU.
- Introduces paid parking to the five public off-street car parks in the paid parking area (Library (41), ACC (14), Perry Street(7), Woolshed (43) and Southey (24)).
- In the five off-street car parks it is suggested that the charge be \$1 per/hour, but users can stay as long as they need.

Option 4: Enforcement Only (Map 4)

- Remove parking meters and use enforcement to manage parking demand.
- Using mobile and handheld LPR equipment will increase number of infringements and improve efficiency.
- Removal of parking meters will result in decline in revenue and may require rates subsidy of parking activities.
- Infringement revenue would decline over time as compliance improved.

Map 1: Business As Usual



Map 2: Expanded Town Centre



Map 3: Town Centre and Fringe



Map 4: Enforcement Only

