Sturt Street Parking Rectification

ITEM 15.4 28/05/2019
Council

Council Member
Councillor Hyde

2016/02563
Public

Receiving Officer:
Mark Goldstone, Chief Executive Officer

MOTION ON NOTICE:

Councillor Hyde will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:

'That Council:

1.   Removes paid parking on Sturt Street.

2.   Leaves parking bay classifications, including times, the same.

3.   Conducts a short review in three months' time, particularly focusing on local businesses, to assess the success of the change.'

ADMINISTRATION COMMENT:

1.   Paid parking was introduced to Sturt Street in early 2003. Prior to this time the parking bays were routinely fully occupied, and paid parking was introduced to better manage on-street parking demand.

2.   Sturt Street currently contains 129 2-Hour Ticket Parking bays which are serviced by 14 ticket machines and 129 inground sensors.

3.   The Ticket Parking bays are effective Monday to Friday, 8am to 6pm. The current fee for parking is $3.70 per hour and has resulted in an income in the 2018/19 year to date of approximately $155K.

4.   On 26 June 2018 Council resolved that "*Council undertakes a review of parking utilisation in all on-street parking spaces (i.e. ticket parks and time limited parks) in Sturt Street and adjacent streets with a view to significantly reducing street parking charges in order to optimise utilisation of on street parking spaces in that area.*"

5.   This review has been underway since the smart parking sensors were activated in mid-January and we planned to bring this to Council for consideration in June. Data from the Smart Parking sensors in the paid parking bays in Sturt St and observations since mid-January shows average occupancy of approximately 30% during the hours 8am-6pm Mon-Fri. Observations in the side streets surrounding Sturt Street (where time limit parking is unpaid) indicates that during the same time periods, overall occupancy is close to 90% with periods of the day observing 100% and providing little or no opportunity of available parking bays during these times.

6.   Optimal parking occupancy is widely recognised at being around 80%, indicating that there is an opportunity to optimise parking controls in the area to assist to redistribute the demand.

7. We have also just commenced work on the South Ward Local Area Traffic & Parking Management Plan. This will provide an opportunity for all residents and businesses within the South Ward to provide feedback and assist in shaping their local streetscape to assist Council plan for the future of the area. We recommend that this would be the best context within which to view parking arrangements on Sturt St and to consider any changes. We would also recommend an approach consistent with that adopted during the North Adelaide Local Area Traffic & Parking Management Plan development which was to make little or no changes to the on-street parking arrangements until the completion of the plan.

8. If this Motion is supported, we will:

    8.1. Remove the requirement to purchase a Ticket from all parking control signs in Sturt St;

    8.2. Cover the Ticket Machines and place information advising that payment is not required;

    8.3. Update the Park Adelaide App.

9. Following the removal of paid parking for a period of 3 months, we will consult with all stakeholders of the area, including businesses, to gauge success of the change. The results of consultation and data collected relating to the impact of the change will be presented to Council.

10. Removing the paid parking and converting it to unpaid bays, even for a short period of time, does risk the parking being fully utilised, reducing the availability for customers and visitors. There will also be a budget impact of approximately $47,500 reduction in revenue across the three months.

11. If Council does wish to make immediate changes to Sturt St parking, alternate proposals include:

    11.1. Removing paid parking from approximately half of the parking bays (e.g. one side of street); or

    11.2. Reducing the cost of parking in line with Zone 3 in Fees and Charges, currently $2.90 per hour which may achieve an increase in utilisation and maintain vehicle turnover.

- END OF REPORT –