

Penrith City Centre Car Parking Strategy



Penrith City Council
May 2011

Adopted by Council: 10 October 2011

Executive Summary

Council adopted the Penrith City Centre Strategy in 2006 which included actions for addressing ongoing access, transport and car parking issues relative to the Penrith City Centre. The City Centres Working Party has considered reports on the status of the City Centre Strategy actions and the future urban form of the City Centre. Arising from these reports there was acceptance of the major impact that the provision of adequate access, transport and car parking will have on the future character of the Penrith City Centre. This includes the need to locate multi-decked public car parks on the periphery of the City and new road and lane links to enhance access into the Centre. In concert with these physical elements was the recognition that improved public transport and improved management of Council car parks is essential for the creation of a vibrant, accessible, sustainable City Centre.

This Penrith City Centre Car Parking Strategy establishes principles and strategies to effectively and efficiently manage the access and car parking provisions of the Penrith City Centre, both now and into the future. The Plan is underpinned by a range of principles that Council will adhere to when making decisions on the planning and management for access, transport and car parking over the short, medium and long term.

Background

The Penrith City Centre Strategy was adopted by Council in 2006 to provide a context for a new LEP and DCP. The Strategy outlines a comprehensive suite of actions to improve the form and function of the Penrith City Centre and ultimately improve its vitality and viability. A ten-step framework within the Strategy provides a set of integrated actions to make the Penrith City Centre a better place for people to live, work and recreate. Step 7 of the Strategy "*Access and Car Parking*" specifically deals with the Centre's future access, transport and car parking requirements.

A significant part of the City Centre Strategy focussed on improving how people accessed and moved around the City Centre by walking, cycling, public transport and private cars. In relation to the use of cars, the issue of where and how to park unoccupied cars was also acknowledged. Managing the competing demands and expectations of commuters, workers, shoppers and visitors is a significant challenge requiring a multi-faceted response.

This Penrith City Centre Car Parking Strategy builds on the intent of the City Centre Strategy by delivering a range of actions over specified timeframes in accordance with a set of principles consistent with the City Centre Strategy. The Penrith City Centre Car Parking Strategy provides a framework for future actions and initiatives identified across short, medium and long-term horizons. These timeframes and staging are based on the fundamental principle of:

Short-Term

Provide optimum utilisation of existing parking provisions.

Medium-Term

Provide parking and sustainable transport opportunities to manage the parking demand of a growing city.

Long-Term

Provide a comprehensive, integrated transport and parking system as a critical element in achieving the City's Vision.

The suite of actions and initiatives identified within the Strategy are designed to achieve these goals over the short, medium and long-term.

Principles

To revitalise and foster development in the Penrith City Centre and create a successful regional City, effective public transport, road, pedestrian and cycle networks need to be provided. These networks must provide rapid connections to and from the City Centre and convenient circulation systems within it linking the key retail, commercial, recreational and cultural destinations.

To ensure the orderly upgrade of access, transport and car parking infrastructure to meet future needs, a range of principles have been created to underpin all future planning and implementation decisions. The principles (as presented to the City Centres Working Party in August 2010) which are consistent with the City Centre Strategy are:

1. Car parking on and off-street should be managed to ensure efficient use of short term, medium term and all-day parking through appropriate time limits, pricing mechanisms and regulation of same..
2. Cars should be stored in multi-decked car parks on the periphery rather than in surface level car parks to meet demand from new development.
3. Public transport to and within the City Centre should be frequent, reliable, clean, safe and visible to reduce car parking demand.
4. Pedestrian priority should be maintained on all streets.
5. Access is based on a logical and well defined street hierarchy.
6. Cycle access is encouraged by a safe legible network of pathways to the Centre with cycle parking facilities at key destinations.

These principles will be adhered to by Council officers when implementing all future access, transport and car parking actions.

Importantly, the Strategy has been defined by key actions and initiatives to be delivered over the short, medium and long-term. This is focussed on:

Short-Term

Provide optimum utilisation of existing parking provisions.

Medium-Term

Provide parking and sustainable transport opportunities to manage the parking demand of a growing city.

Long-Term

Provide a comprehensive, integrated transport and parking system as a critical element in achieving the City's Vision.

The suite of actions and initiatives identified within the Strategy are designed to achieve these goals over the short, medium and long-term.

Balance – Commuter/Employee/Shopper

Car parking within the Penrith City Centre is utilised by a number of stakeholders including commuters, employees, shoppers and visitors. Maintaining the balance in terms of parking provisions, access, restrictions and location is vitally important.

Currently the daily influx of vehicles into the City Centre occurs in three distinctive ways. The first influx of vehicles relates to commuters boarding trains to access Sydney, Parramatta and beyond. These commuters seek all-day parking provisions in close proximity to Penrith Station. The second influx of vehicles relates to the employees of businesses within the City Centre and these drivers tend to seek all-day parking provisions in close proximity to their place of employment. The third and final wave relates to the shoppers and visitors to the City Centre and this wave generally extends across the entire day and it is these vehicles that seek our time restricted parking areas in close proximity to the City Centre or their place of business.

In terms of timing, as the commuters enter the City Centre first, they tend to get first choice on the priority all-day spaces with the workers being then offered second options on the remaining available all-day spaces, and lastly the shoppers and visitors utilise the remaining spaces. It is acknowledged that in some areas these overlaps and competing needs are in conflict with one another.

Importantly, balancing the needs and expectations of all stakeholders within the prevailing parking areas is critical. Strategies and actions defined within the Car Parking Strategy seek to balance these competing needs within a limited framework.

How Do People Currently Access the City Centre?

People access the City Centre for different reasons and in different ways. We know that around 9,000 people access the City Centre for work during the week in the following ways:

- Car 83.0%
- Train 4.2%
- Walk 3.2%
- Bus 2.4%
- Motorbike 0.4%
- Bicycle 0.4%
- Taxi 0.2%
- Other (two or more methods) 6.2%

Source 2006 Census

It is unclear how many people access the City Centre for specific business, shopping, health and leisure purposes and the types of transport that they use. In addition, we don't know how many commuters park their car all day in the City Centre, although we do know that there are 570 marked spaces allocated to commuter parking south

of the railway line and some 515 formal spaces located on the North Penrith Army site north of the railway line. Additional commuter car parking will be provided on the northern side of the railway line in the near future.

The modes of transport which people choose to use to access the City will vary across time and will be driven by various factors and influences. Improving access to the City is not simply about providing more car parking; it critically includes encouraging and facilitating a genuine mode shift which, in the long-term, will lessen the reliance on cars entering the City Centre. A reduction in the reliance on private vehicles will have significant benefit to the City Centre including less congestion, better urban form, better amenity, and pedestrian permeability.

A better understanding of why all people are accessing the City Centre would facilitate a better understanding of what type of access is needed, what facilities are needed, and where they should be located. At present there is no practical, cost effective way of measuring access by all people. In the absence of other information we have to rely on the statistics provided above and anecdotal evidence of how people are accessing the City Centre. The above information indicates it is clear that most people drive to work in Penrith (83%). Added to this is a plethora of non-work trips, which, judging by the low public transport patronage throughout the day, are probably by car as well. Currently there are pressures on the City Centre to adequately cope with traffic congestion and to provide for and manage our limited car parking.

Planning and Managing for Now and the Future

Planning for the growth and development of the Penrith City Centre requires a multi-faceted approach to dealing with the existing traffic and car parking pressures whilst fostering long-term changes in how people access the City Centre. A sustainable Centre over the long-term will require a shift in the balance from private car use to alternate modes of transport.

This plan proposes principles and actions that should be adhered to in planning for the short, medium and long-term challenge of providing appropriate and feasible options for access, transport and car parking in the City Centre. The issue of car parking is dealt with firstly, followed by longer-term options for reducing reliance on access by private cars by diversifying the options for people accessing the City Centre by non-car means.

Car Parking

The availability of car parking both on and off-street is an issue that has a major influence on the City's urban form and in the longer-term, its vitality and viability. Penrith currently has about 12ha of surface level car parks and almost 1.2ha of roadway devoted to parking. Surface level car parking breaks up the urban environment, increases distances between shops and services, prevents integrated development and generally presents an unattractive landscape. It is not economically or practically feasible to continue to provide surface level car parks in the City Centre.

Clearly, an alternative approach is required that meets the reasonable needs for additional car parking to service new development. A strategic multi-decked car park network combined with better management of all on and off-street parking has

previously been recommended to enhance the City's urban form and improve its viability. Work continues on the funding model for the provision of multi-decked car parks and the related strategies to ensure their feasibility.

How Much Parking is in the City Centre?

The City Centre has approximately 10,920 formal on and off-street car parking spaces, including North Penrith Commuter Car Park. Of these, approximately 10,075 are located off-street in car parks and approximately 845 are on-street. The proportion of car parking is 11% commuter, 62% private (33% Westfield Plaza), and 27% Council (Council car parks excluding commuter). Relevantly, it is noted that only a quarter of the total parking in the City Centre is owned and controlled by Council. Table 1 below summarises the prevailing parking provision.

Table 1 – Prevailing Parking Provision

Management	%	Spaces
Commuter	11%	1,220
Council off-street	19%	2,051
Penrith Plaza	33%	3,594
Other private	29%	3,210
Council on-street	8%	845
Total	100%	10,920

Source: Glazebrook (2006) and SKM (2004) and Parking & Traffic Consultants (2011)

There are 20 public car parks servicing the City Centre (excluding North Penrith Commuter Car Park). The locations of these are shown in Appendix 2. Presently there are two private car parks which charge fees. Westfields provides free parking for the first three hours and thereafter charges on a pro-rata hourly basis, and Trade Secrets charges on an hourly pro-rata basis.

As indicated, Council operates and manages approximately 27% of the parking numbers within the City Centre. This is made up of 19% off-street and 8% on-street. In respect of the off-street public car parking areas, the proportion of different time limits is as follows:

- 10 minutes - 1.7% (34)
- 1 hour - 4.0% (83)
- 2 hours - 33.1% (678)
- 3 hours - 12.5% (257)
- all-day* - 48.7% (999)

*these figures include Soper Place Car Park

Additionally, the on-street parking spaces are predominately time restricted, with variable time restrictions.

From these figures, and including the 845 on-street restricted car parking spaces, we can deduce that approximately 17% (ie, 1,897 out of 10,920) of all car parking spaces in the Penrith CBD are controlled by time restrictions, managed by Council.

Recent Initiatives

Previously three temporary car parks were provided to assist with the demand generated by the Christmas trading period at Woodriff Gardens, Judges Place and Jane Street (Hickey's site). The Judges Place and Jane Street temporary car parks provide about 140 additional spaces, and remain available. In addition, Council has provided temporary car parking areas at the Watchmaker's site (PCYC) of approximately 130 spaces.

Last year (2010) Christmas period, four temporary car parks were again provided to assist with the peak parking demand. These include 120 spaces at Woodriff Gardens, 55 spaces at Judges Place, 50 spaces at Derby Street/Reserve Street, and 47 spaces within the Civic Centre Car Park.

Car Parking Issues

A view is often expressed that car parking in the City Centre is inadequate, however it is unclear if this perception relates to commuters, employees or visitors, short or long-term. The challenge is to balance each of the demands in terms of access and parking to meet the needs/expectations of all stakeholders, both now and into the future. Anecdotally, it has been reported that many of the time limited parking spaces in the City Centre are occupied all day by the staff of nearby businesses that routinely rotate their vehicles to different parking spaces throughout the day to avoid penalties. Further, it has been observed that commuters tend to occupy a significant number of all-day parking spaces as they generally get the first option early in the morning. Another observation is that public spaces located within the basements of some developments to service clients of the businesses above, in some instances, have been denied to the public either by being leased out to other businesses or strata titled and sold to other owners in the building. It is not possible for Council to monitor or control this situation without substantial resources, however we are reviewing related development controls in respect of parking provisions.

Potential Risks to Parking Provisions

There are a number of short, medium and long-term potential risks to the parking provisions within the City Centre. These include:

- Belmore Street – potential loss of commuter parking as a result of the development of the Belmore Street bypass road
- Jane Street – potential loss of temporary parking facilities as a result of construction of the Jane Street extension
- Private land – development of private lands (The Keg site, Sinclair site, Trade Secrets)
- Council land – development of land currently containing temporary car parking, eg, Watchmaker's site, Reserve Street and Belmore Street.

Manage Existing Provisions

A key principle of managing parking in the City Centre is the notion that we must achieve maximum benefit from our existing spaces by making them "work" more efficiently and effectively. To address the issue of existing time limited on and off-street parking being used by staff parking all day, a range of short-term solutions would need to be introduced. These include things such as:

- improved public transport and cycling options for accessing the City Centre

- reviewing the appropriateness of time restrictions at different locations
- providing temporary all-day parking in peripheral locations
- an information program aimed at the staff of businesses making them aware of the impact that all-day staff parking in time limited areas has on their clients and business
- generate greater efficiencies and turnover of parking spaces through appropriate management regimes of time restricted parking.

Private vs Public Ownership

To address the issue of public car parking denial in the basements of buildings, Council adopted in the current City Centre Development Control Plan a requirement for a maximum of 60% of the total number of parking spaces required by development to be provided on the site. The balance of the total required number of spaces not provided on-site is subject to a contribution under the adopted Civic Improvements Plan for the City Centre. This, over time, will enable funding to be directed towards the establishment of public multi-decked car parks located on the periphery of the centre. These would be sited on existing Council-owned car park land.

Multi-decked Car Parks

The multi-decked car parks could be owned and managed by Council, or potentially managed by a private company. The cost of such a facility is approximately \$25m for a 1,000 space car park. Ideally, the multi-decked car park should be provided ahead of development as a catalyst for growth in the City Centre and to ensure that developer contributions are spent in a timely manner. Given the substantial costs involved, and the current deficit position with the City Centre Civic Improvement (S94) Plan, it is unlikely that Council will be able to provide such a facility in the short-term. However, it is important to continue to explore the range and combination of possible funding mechanisms which could be utilised to build future car parks over the medium to long-term. In addition to development contributions, this would include options such as public/private partnerships, loan borrowings, grants and paid parking schemes.

Paid Parking

A number of other Regional Centres have introduced paid parking schemes in an endeavour to optimise the availability and turnover of car parking, both on and off-street, particularly for short stay users. It is also a positive mechanism for optimising efficiency and effectiveness of parking restrictions, and can provide a catalyst for a shift toward greater public transport use. Ideally, therefore, the introduction of paid parking would be in combination with public transport improvements, eg, establishing a free shuttle bus service, which assists in moving people from peripheral car park locations to destinations within the Centre.

Wollongong City Council recently introduced a paid parking scheme which has produced dramatic improvements in parking availability to support businesses. All-day parking has moved to more remote car parks at the edge of the city centre and patronage on the shuttle bus has increased. Accumulated funds are placed in a parking improvement fund and used to improve pedestrian, cyclist and parking facilities within the City Centre.

A paid parking scheme in Penrith City Centre has the potential to provide a source of revenue for a range of transport and access initiatives. The funds from paid parking could, by way of example, be paid into an Access and Parking Fund to finance pedestrian, cyclist and public transport facilities that reduce demand for car parking over time. Although it is yet to be modelled, income from paid parking could also, in part, finance loans for a car park or attract an investor to fund a multi-decked car park or participate in a partnership with Council. Some Councils have also used such revenue to embellish City Centre streetscapes, thus improving the viability and attractiveness of their respective City Centres.

Parking Management

Council employs four Parking Officers who have the daily responsibility for managing the free Council car parks and on-street parking in both the Penrith and St Marys Centres. The officers also carry out a daily School Zone enforcement campaign at 74 schools within the Penrith area. In addition, these officers patrol the Nepean Hospital precinct area, including Kingswood shopping strip and Barbara Avenue, , Glenmore Park Town Centre and carry out mobile patrols investigating parking complaints received from the general public.

Parking Officers patrol both Centres; however, for safety reasons it is necessary for the officers to operate in pairs, which impacts on the availability of officers to patrol all areas every day. Parking patrols are conducted in such a way as to provide a visual presence resulting in improved traffic management, vehicle turnover and therefore increased parking availability.

A well defined parking regulatory regime is fundamentally aimed at ensuring the efficient and effective utilisation of our limited parking resource. An appropriate regulatory regime will promote consistent turnover of vehicles within the City Centre which is vital for achieving a vibrant, active City Centre which drives economic growth.

Statistics indicate that in Allen Place (2P) and Edwards Place (3P) car parks, the level of overstay is significant. In fact approximately 22% of vehicles using Allen Place and 29% of vehicles using Edwards Place overstay the prevailing time restrictions. Basic extrapolation of the data indicates that compliance with the time restrictions across each of these car park areas would likely result in approximately 273 additional parking opportunities in Allen Place and approximately 57 additional parking opportunities in Edwards Place.

In response to the car parking issues outlined above, and in accordance with the principles described earlier in this report, a range of short, medium and long-term actions are recommended for consideration. These are outlined in the Appendix 1.

Public Transport

The availability and reliability of public transport to the Penrith City Centre is an ongoing concern. Generally the level of rail services to Penrith is acceptable during peak hours for workers, but insufficient during non-peak periods for shopping, business, education, leisure and health services purposes. Bus services from outer suburbs to Penrith are available, but limited. The service levels are generally insufficient during both peak and non-peak periods for workers and non-workers

alike. In peak periods there is a service generally every half-hour and every hour in non-peak periods.

Future planned increases in retail and commercial floor space will encourage more people to access the Centre. Alternatives to accessing by car will be required to avoid traffic congestion and to reduce future car parking requirements. Presently traffic congestion occurs mostly in evening peak period with access to Castlereagh and Mulgoa Roads. High levels of pedestrian traffic in Station Street at the railway station contribute to traffic congestion at that location in the evening peak period. Some congestion occurs intermittently during the day along High Street, with westbound traffic queuing at the intersection of High and Station Streets.

In response to the public transport issues outlined above, and in accordance with the principles described earlier in this report, Council is proceeding with the following initiatives and projects which will be implemented in the short, medium and long-term:

- Successful lobbying for the provision of the new 774 bus route from Penrith to St Marys which has a 10-minute service frequency (including access to the hospital precinct).
- Finalisation of the Penrith Shuttle Bus Feasibility Study and lobbying for improved services.
- Participation in the Regional City Transport Strategy currently being prepared by Department of Transport.
- Commencement of a Transport Management Study for the Penrith City Centre. The Study will identify the existing and forecast deficiencies in the road, footpath and cycleway infrastructure networks. It will also identify and cater for potential growth of public transport (rail and bus services). The study will provide the following key data:
 - road network facilities deficiencies (number of lanes needed, number of traffic lights/phasing, etc)
 - locations of additional pedestrian crossings
 - necessary public transport service levels to substitute car trips
 - adequacy of the road network to service future planned development (20%, 40%, 100% Gross Floor Area).

Public Car Parking Survey

Council engaged consultancy firm Parking and Traffic Consultants to undertake parking usage surveys at four key public car parks within the CBD, namely Union Road Car Park, Allen Place Car Park, Judges Place Car Park and Edwards Place Car Park. These car parks were chosen as representative of the broader public car parking provision and provide a reasonable indication of parking demand and performance across the City Centre. The purpose of these surveys was to ascertain the level of non-compliance with the signposted parking controls and time restrictions, as well as utilisation rates. The survey was carried out every hour on a typical weekday (on Wednesday, Thursday and Friday) between the hours of 8:00am and 5:00pm.

The survey summary results for the car parks are given below.

Parking Area	Time Restriction	Parking Capacity	Max. Parked vehicles	Max. Parked vehicles (%)	Max. Overstay Parking (%)
Union Road	3hr	172	169	98.3%	4%
Union Road	All-day	358	358	100%	N/A
Judges Place	1hr	71	65	91.5%	20%
Judges Place	2hr	141	126	89.4%	18%
Judges Place	All-day	232	229	98.7%	N/A
Allen Place	2hr	200	198	99.0%	22%
Edwards Place	3hr	85	85	100%	29%

The results of the surveys indicate a high degree of car park usage, with each car park achieving a peak accumulation of 90% or above for a significant proportion of the days surveyed. The surveys also indicate that there is a high occupancy in all car parks between 7:00am and 9:00am, which coincides with the typical local workforce arrival period.

The demand for all-day parking is confirmed by the results of the unrestricted parking areas, both of which indicate a high level of vehicles being present for eight hours or more. There is also a degree of all-day parking detected within the time limited areas. The surveys reveal a significant level of non-compliance with the parking controls. The percentage of overstay indicates that 4–29% of vehicles overstayed the signposted restrictions.

A closer examination of the results highlights several key points:

- there is a significant portion of overstay parking in some of the critical time restricted areas
- there are a high number of all-day parking areas that show substantial turnover, indicating that these all-day spaces are being under-utilised
- there is a high proportion of all-day parked vehicles present at or before 8:00am, which may support anecdotal evidence that commuter parking is infiltrating out into the CBD parking areas.

Conclusion

Penrith City Centre is recognised as a major economic, social and administrative centre within metropolitan Sydney, providing leadership to the region. Consistent with the City's growth and expansion, the centre is evolving into a much more complex place, with an increasing commercial emphasis, social and cultural focus and a broader range of services. The adopted vision for the City Centre established principles which reflect these aspirations.

The revitalisation and fostering of development in the Penrith City Centre to create a successful, vibrant and sustainable Regional City, requires a balanced response to effective public transport, road, pedestrian and cycle networks and a well managed public car parking system. These attributes present distinct challenges in developing feasible ways for their implementation over time to match expected future growth demands in the centre.

To achieve this, the access, transport and car parking principles, originally outlined in the Penrith City Centre Strategy, need to be implemented through a range of integrated actions as described in Appendix 1. In particular, we need to ensure use of our existing car parking facilities is optimised and effective in the short-term, and also work towards a feasible means of adding car parking to match growth in the centre over the medium to long-term. This must be coupled with enhancing public transport and access opportunities to promote pedestrian safety, a high level of Centre amenity and attraction, and a shift from private car use in the interest of long-term sustainability.

Implementation Strategy

Appendix 1 establishes short, medium and long-term actions which are required to achieve the vision and principles of the Penrith City Centre Car Parking Strategy, and indeed the Penrith City Strategy (2006).

As identified in the Strategy, Council is committed to establishing appropriate funding mechanisms, partnerships and initiatives required to implement these actions and achieve the prescribed outcomes. Importantly, however, implementation will need to be considerate of contemporary budgetary constraints and opportunities.

The short-term actions identified in the Strategy which are suggested be pursued as a priority, include:

- implementation of appropriate regulatory and parking management regime associated with restricted public car parking areas, ensuring the efficient and effective utilisation of our limited parking resource and the appropriate turnover of vehicles within the City Centre
- development and implementation of an information/communications strategy on car parking initiatives in consultation with both the PVCC and the PCCA
- reviewing the allocation and time restrictions of all public car parking areas (on-street and off-street)
- monitoring of DCP provisions with respect to parking provisions for developments and adjusting as required
- lobbying State Government for improved public transport and shuttle bus services for the Penrith City Centre
- investigation of opportunities for the introduction of a paid parking scheme
- investigation of opportunities with public/private partnerships (or similar funding models) towards the development of additional decked car parking facilities.



Appendix 1 - Penrith City Centre Car Parking Strategy (6 Pages)

Appendix 2 - Penrith CBD Car Parks Map (1 Page)

Appendix 1: Penrith City Centre Car Parking Strategy

(Revised Step 7: Managing Parking and Improving Access)

	Strategy	Policy Action	Actions to date	Short Term Action 0 - 5 years <i>Provide optimum utilisation of existing parking provisions</i>	Medium Term Action 0 – 10 years <i>Provide parking & sustainable transport options to manage the parking demand of a growing city</i>	Long Term Action 0 – 15 years <i>Provide a comprehensive, integrated transport & parking system</i>
7.1	Understand access and transport issues within Penrith	Undertake detailed surveys and investigations to identify different user needs and the parking provision for different land use types, the potential for limiting on-site parking requirements for commercial, retail and residential development within the Centre, appropriate time zones and future pay parking arrangements, user awareness information requirements, and the safety and security of car parking.	<ul style="list-style-type: none"> • Iris Survey complete. User needs identified. • LEP specifies parking provisions for B3 & B4 zones. Requires on site parking. • Adopted parking provisions (ratios) embedded into DCP • Audit of four key car parks undertaken to determine utilisation rates and overstay analysis 	<ul style="list-style-type: none"> • Implement revised LEP and DCP; particular relating to parking provisions for all new developments. • Investigate and adopt a position on paid parking scheme for the Penrith City Centre and commence implementation at strategic locations • Review taxi ranks within the centre to ensure adequate provisions and appropriateness of locations 	<ul style="list-style-type: none"> • Review DCP parking provisions aimed at trending towards a high office space to parking ratio to encourage use of public transport • Implement paid parking scheme at strategic locations within the City Centre • Continue to review and implement appropriate facilities for taxi services 	<ul style="list-style-type: none"> • Adopt a sustainable parking provision ratio which maximises public transport use and minimises reliance on motor vehicle use into the city. • Implement paid parking scheme across the entire City Centre
7.2	Plan for improved access to the City Centre	Prepare an Accessibility Action Plan to identify appropriate short, medium and long term actions to improve access to the City Centre based on travel demand management principles	<ul style="list-style-type: none"> • Transport Management Study commenced to identify access, transport deficiencies • Participate in the Regional City Transport Strategy (RCTS) for 	<ul style="list-style-type: none"> • Finalise Transport Management Study, prioritise recommendations and commence implementation • Lobby the State Government for delivery 	<ul style="list-style-type: none"> • Transport Management Study's recommendations are implemented with available funds • Lobby the State Government for 	<ul style="list-style-type: none"> • Transport Management Study's recommendations are implement with available funds • With the assistance of the State Government

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			Penrith is being developed by Department of Transport.	of the priorities emerging from the Regional City Transport Strategy	improved access to regional integrated public transport services	implement comprehensive, integrated, regional public transport services to the Penrith City Centre
7.3		Prepare a car parking strategy and Section 94 Contributions Plan that identifies appropriate car parking requirements for residential, commercial and retail developments.	<ul style="list-style-type: none"> • City Centre Civic Improvements (S94) Plan (CIP) in place. Currently under review. • Comprehensive and integrated parking strategy for the Penrith City Centre being developed 	<ul style="list-style-type: none"> • Finalise the review of and implement the City Centre CIP • Finalise and adopt a comprehensive parking strategy for the Penrith City Centre which identifies short, medium and long term actions • Investigate and develop a strategic approach to the funding and delivery of decked car park facilities to meet future demand 	<ul style="list-style-type: none"> • Continue to implement the City Centre CIP • Continue to implement the Penrith City Centre parking strategy • Design and construct a decked car parking facility 	<ul style="list-style-type: none"> • Continue to implement the City Centre CIP • Implement the Penrith City Centre parking strategy • Design and construct additional future decked car parking facilities as required to meet development growth
7.4		Investigate the long-term relocation of car parking to peripheral sites in multi deck form to maximise land use efficiency, with the provision of shuttle buses to transport workers and others to the City Centre.	<ul style="list-style-type: none"> • Penrith Shuttle Bus Feasibility Study finalised and endorsed • Peripheral car parking sites identified and 	<ul style="list-style-type: none"> • Maintain support of Chamber of Commerce, the Penrith Business Alliance and Penrith City Centre Association to ensure the long term viability of a free shuttle 	<ul style="list-style-type: none"> • Extend the coverage of City Centre shuttle bus service 	<ul style="list-style-type: none"> • Extend the coverage of City Centre shuttle bus service

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			reported to the City Centres Working Party on 17 March 2010	bus service for the Penrith CBD. <ul style="list-style-type: none"> • Lobby the State Government for Penrith Shuttle Bus Feasibility Study recommended option 4A as a preferred route. • Investigate opportunities for the establishment of additional periphery (out of centre) car parking areas to compliment a future expanded shuttle bus service 	<ul style="list-style-type: none"> • Identify and develop periphery car parking areas 	<ul style="list-style-type: none"> • Establish a comprehensive and integrated periphery car park network interconnected by established Shuttle Bus service
7.5	Review car parking provision	Manage short stay car parking to ensure availability of spaces and regular turnover.	<ul style="list-style-type: none"> • Consistent car parking regulation in place and under regular review • Adoption of electronic infringement system • Respond to requests for regulation of private parking areas <ul style="list-style-type: none"> - Centro – contracted - Westfield – pending - First Choice – current request • Trial additional officers 	<ul style="list-style-type: none"> • Increase current parking regulation. Additional staff and funding allocated to provide a greater focus on the Penrith City Centre • In consultation with the Chamber and City Centre Association, develop an information/education package aimed at effectively managing parking within the City Centre 	<ul style="list-style-type: none"> • Continue to regulate parking within the Penrith CBD 	<ul style="list-style-type: none"> • Continue to regulate parking within the Penrith CBD

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			<p>to provide:</p> <ul style="list-style-type: none"> - efficiency and consistency in regulation - daily service to contracts, eg, Centro, Wesfield, etc. <ul style="list-style-type: none"> • Review signage at car parks to prevent same vehicle rotation within time-limited car parks 			
7.6.		Identify opportunities to relocate existing car parking spaces from surface parking areas, so that the land is available to use in ways that better contribute to the vitality and viability of the Centre.	<ul style="list-style-type: none"> • Study to identify opportunities for strategic sites owned by Council finalised • Temporary parking areas provided in Jane Street, Judges Place and Woodriff Gardens 	<ul style="list-style-type: none"> • Investigate and implement opportunities for temporary all day parking at strategic sites across the City Centre during high demand Christmas period • Investigate and implement amendments to time restricted parking zones once northern commuter car park with 1,000 spaces has been developed • Investigate opportunities with public/private partnerships towards the development of car 	<ul style="list-style-type: none"> • Further investigate areas (public and private) to accommodate temporary car parking facilities • Implement additional parking facilities through effective public/private partnerships and/or 	<ul style="list-style-type: none"> • Continue to Investigate opportunities with public/private partnerships towards

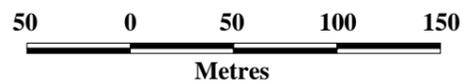
	Strategy	Policy Action	Actions to date	Short Term Action 0 - 5 years <i>Provide optimum utilisation of existing parking provisions</i>	Medium Term Action 0 – 10 years <i>Provide parking & sustainable transport options to manage the parking demand of a growing city</i>	Long Term Action 0 – 15 years <i>Provide a comprehensive, integrated transport & parking system</i>
				parking facilities <ul style="list-style-type: none">• Prioritisation of development potential for Council's strategic sites, including existing car parking areas	commercial agreements.	implementation of additional car parking facilities
7.7		Require car parking for new development to be located within the building and buffered from the street frontages by other land uses.	<ul style="list-style-type: none">• DCP requires active street frontage and street address for new buildings.	<ul style="list-style-type: none">• Implement DCP requirements for all new developments and monitor outcomes	<ul style="list-style-type: none">• Review DCP and LEP aimed at developing a sustainable transport system to facilitate the growth of the Penrith City Centre.	<ul style="list-style-type: none">• Review the DCP and LEP to provide on site parking requirements consistent with a sustainable transport system to facilitate the growth of the Penrith City Centre.
7.8		Identify opportunities for shared use of car parking by multiple users.	<ul style="list-style-type: none">• Review of opportunities for shared car parking use is continuing• Western Sydney Car Pooling Project finalised; to be introduced in May 2011 & launched regionally in September 2011	<ul style="list-style-type: none">• Investigate and implement opportunities to share parking areas in partnership with key car parking providers for situations with varying peak demands• Investigate and implement opportunities to increase the number of spaces in existing on-road and off-road car park areas	<ul style="list-style-type: none">• Investigate opportunities for car stackers and other technology to minimise demand for car parking areas	<ul style="list-style-type: none">• Implement relevant technologies to improve parking efficiency in existing car parks

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				<ul style="list-style-type: none"> Investigate and implement opportunities to utilise motor cycle parking facilities in disused areas and kerb side areas Investigate and implement opportunities to increase the number of compact car spaces with the existing car parking areas 		
7.9		Limit long-term car parking within the Centre and provide spaces for short-term parking for shoppers and visitors.	<ul style="list-style-type: none"> Minor adjustments to time limits have been made to manage car parking demand Audit of existing time restrictions on and off-street has commenced 	<ul style="list-style-type: none"> Undertake a comprehensive review of all time restrictions and implement recommendations Develop and implement integrated strategy and approach to time restrictions across the Penrith City Centre. Implement amended time restricted parking aimed at establishing convenient and accessible (short stay) parking in the centre and 	<ul style="list-style-type: none"> Continue to implement and monitor revised time restricted parking in the Penrith City Centre 	<ul style="list-style-type: none"> Continue to implement and monitor revised time restricted parking in the Penrith City Centre



Aerial Photography : February 2008

12th May 2011



PENRITH CBD CAR PARKS

