

# Comprehensive Parking Management Plan

Queenstown Lakes District Council



# Comprehensive Parking Management Plan

The following pages detail Queenstown Lakes District Council's approach to managing parking. Together these documents detail why a strategy is needed, tools that will be utilised to implement the strategy, and those tools put into action for three area specific parking management plans. Superseded

The Parking Strategy was developed in 2024 and it establishes the direction and framework to make consistent and transparent decisions about parking. The Parking Strategy includes the following five key objectives that guide how we will manage and prioritise parking across the District.

- Prioritise access according to user needs
- Encourage mode shift and reduce emissions
- Support a prosperous local economy
- Support a safe and efficient transport network
- Contribute to quality, people-focused urban environments

These objectives focus on delivering the outcomes we want for the future of our District and intentionally do not refer to parking. They aim to balance the natural tensions between providing a quality multi-modal transport network with delivering environmental, social, and economic outcomes.

The Parking Strategy is supported by our Parking Guidelines. The guidelines are our technical parking 'toolbox' that identify how we'll prioritise parking and the strategies we will use to manage supply and demand. They define the application and types of restrictions, pricing, permits, enforcement, technology, and monitoring we might use to improve how we manage parking.

The Parking Management Plans (PMPs) are tailored action plans that seek to address the parking issues facing our towns, communities and key destinations. PMPs provide an overview of the context of parking in a specific area and capture some of the key parking issues and potential opportunities, recognising that each town is unique. They include actions for changing parking to deliver agreed parking and transport outcomes.

The PMP's (Queenstown, Frankton and Wānaka) included within this plan were developed using information obtained from relevant documents and data including strategic plans and policies, business cases, master planning documents, parking inventory data and census data. In 2023 and 2024 we undertook parking surveys to understand the demand for parking at different times of the year. We also had conversations with our staff and the community about parking issues in Queenstown, Frankton and Wānaka, and information from consultation on the parking strategy over the 2023/24 summer holidays provided key insights from residents about their parking concerns and priorities for managing parking.

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# Parking Strategy

Queenstown Lakes District Council



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# Introduction

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## Parking issues in the Queenstown Lakes District are like nowhere else in Aotearoa New Zealand.

Council (ORC) and NZ Transport Agency Waka Kotahi (NZTA), to support our communities and visitors to make the transition to low carbon modes.

In recent years the population of the district has grown faster than anywhere else in the country, and much of this growth has been accommodated in low-density development on the fringe of our urban centres. This has led to dispersed communities that are highly car-dependent and rely on access to parking at key destinations. During this time, the district has also faced extraordinary growth in the number of people visiting the area from elsewhere in New Zealand and overseas. The unique demands of these visitors - many who are unfamiliar with the area and travel using a wide range of vehicles like campervans, coaches, and electric vehicles, are creating substantial parking issues in our small urban centres. The combined demands from residents and visitors mean finding a suitable car park is becoming more difficult.

These problems are impacting on the accessibility and amenity of our towns, the quality of life of our residents, and our reputation as one of Aotearoa New Zealand's premier tourist destinations.

We have established ambitious targets to reduce our carbon emissions to recognise the urgency in addressing the climate crisis. Transport is one of the largest sources of emissions, but it is also an area we can influence. We are investing in improvements to our walking, cycling and public transport networks in collaboration with Queenstown Lakes District Council's (QLDC) transport planning partners, Otago Regional

We are also focused on enabling higher density development and the development of new town centres that will help to reduce the need to travel.

However, the availability and cost of parking is one of the most significant factors that determines how a person chooses to get around. Parking is highly valued, and generally, people feel concerned at the thought of parking being removed or any changes to how it's being managed due to perceived scarcity. As the main provider of public parking in the Queenstown Lakes District, QLDC must decide how to balance the competing demands for parking from a wide range of users and how to accommodate a range of vehicle types. There is also a growing need to repurpose our street space to provide for public spaces and improve urban form, as well as improving transport networks for multiple transport modes, including public transport and cycling. Our residential and visitor populations are forecast to continue to grow, and we need our towns and the transport network to work for everyone.

A better approach to managing parking across the Queenstown Lakes is needed. The purpose of the QLDC Parking Strategy is to provide the direction and framework to make consistent and transparent decisions about parking. This includes establishing why we manage parking, and the objectives and principles that will guide how we manage and prioritise parking to achieve the outcomes we want for our future.

The Strategy also provides the strategic context for managing parking, and the key reasons we need to make changes.

Options for 'how' we will manage parking are outlined in the Parking Guidelines (refer to Figure 1), while the Parking Management Plans provide the 'what', 'where' and 'when'.

QLDC’s Parking Guidelines will provide the ‘toolbox’ for how parking will be managed across the Queenstown Lakes District. These guidelines will identify how we’ll prioritise parking allocation and provide details on key parking management strategies to help manage supply and demand. Strategies will include restrictions, pricing, permits, enforcement, technology, and monitoring. The guidelines predominantly focus on managing public parking Council owns and operates. However, it will also cover elements of private parking which can be influenced at the development stage.

Parking Management Plans (PMPs) will be used to outline what we’ll do to manage parking in specific locations, because each of our communities are unique. We’ll develop tailored PMPs to address existing problems within defined areas that will contribute to wider transport outcomes and create pleasant and high-quality urban environments. The PMPs will be based on the tools and hierarchies within the Parking Guidelines that align with and deliver the objectives and principles of the QLDC Parking Strategy. Recommendations within the PMPs will be further informed by parking data and conversations with each specific community.

Parking is also a highly changeable element of the district’s transport network and data will change rapidly. We acknowledge those changes and will continue to monitor any significant impacts but will not be able to keep these strategic documents totally current. Instead, we will work on the more significant problem areas and opportunities through the monitoring of each of the Parking Management Plans.



**Figure 1: QLDC Parking Management Structure**

# Why do we need a parking strategy?

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Parking ultimately provides a space to store a vehicle and offers convenient access to key destinations. However, our main town centres in the Queenstown Lakes District are experiencing growing demands from a range of users who have different parking needs. We need to balance the parking demands of residents who live close to or within urban centres, as well as commuters, businesses, visitors, shoppers, tourists, and parking for the mobility impaired. We also have a need to provide for different types of vehicles. Parking for taxis, service vehicles, buses, coaches, campervans, motorbikes, electric vehicles, and bicycles all have very different needs when it comes to parking dimensions, proximity, and length of stay.

We're also faced with the need to reallocate space on our streets. We need to provide our communities and visitors with better ways to get around, and to enhance the vibrancy and enjoyment of our public spaces by changing how we use our streets. We can't continue to meet the increasing and complex demands for space on our streets as our towns continue to grow, and simply providing more parking does not solve the broader issues facing our communities. Instead, we need to change how we manage and prioritise the use of our public spaces. The need for these changes has been triggered by several key drivers as follows.

## POPULATION AND VISITOR GROWTH

Between 2013 and 2018 our usual resident population increased by nearly 40% which was the highest growth rate in the country. Growth between 2018 and 2023 was 22%<sup>1</sup> however, the district is now home to over 50,000 residents (2023 Census figure was 47,808), and hosts over two million visitors each year. The growth of residents, combined with increasing visitor demands is placing significant strain on core infrastructure including our key transport corridors and parking. The combined resident and visitor population is forecast to double over the next 30 years on an average day. The demands from visitors are even higher still on peak days and at key times of the year when we have a surge in visitors, such as the Christmas and New Year period. Our visitor population triples during this time, however by 2052 the number of visitors to our district is forecast to increase seven-fold.

Based on current travel patterns, this forecast growth in the district would create an enormous strain on parking already at or near capacity in some areas. To preserve our quality of life and maintain our reputation as one of the country's premier visitor destinations, we need to provide practical and alternative ways for people to get around, while ensuring the parking we have is valued, managed efficiently, and prioritised for those who need it most.

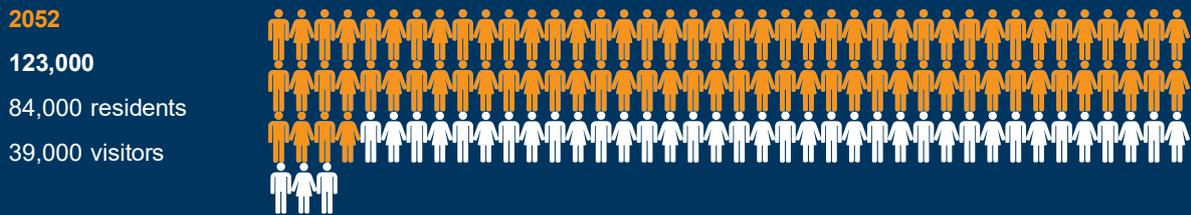
<sup>1</sup> Stats New Zealand census data. Census data from 2023 has been used throughout the document as it is the most current data available on key trends such as population and transport. Future growth projections for QLDC are based on Stats NZ forecasts, along with additional information such as resource and building consents, migration data, and tourism and visitor accommodation projections.

 = 1,000

 Resident

 Visitor

### AVERAGE DAY POPULATION



### PEAK DAY POPULATION

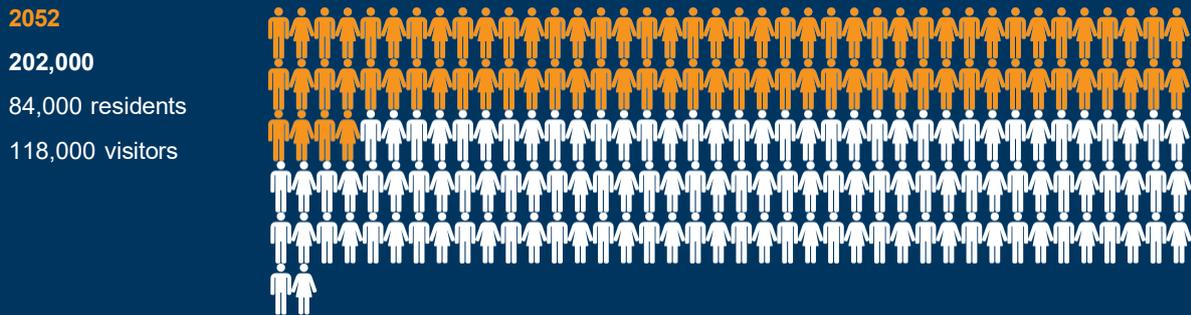
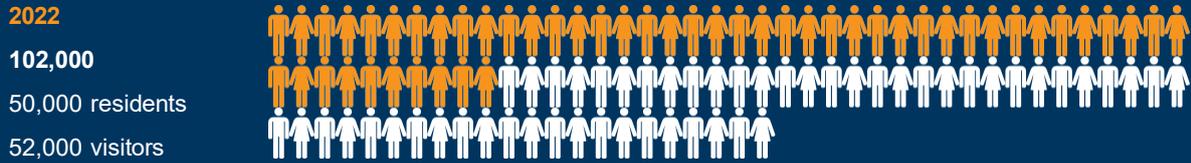


Figure 2: Resident and visitor growth projections (Source: Better Ways to Go – Mode Shift Plan 2022)

## EMISSIONS REDUCTION

In June 2019, QLDC declared a climate and biodiversity emergency. This declaration recognised urgent action is needed and commits us to actions to respond, adapt, and mitigate the damaging effects of climate change. Council has set a goal of reducing greenhouse gas emissions by 44% by 2030 and has developed a Climate Action and Biodiversity Plan that outlines the actions we will implement to achieve this target.

The transport sector is one of the largest sources of carbon emissions and an area that local authorities can influence. Modelling of potential pathways to decarbonise the district's transport system found the greatest emissions reduction gains were associated with the conversion of the light petrol and diesel vehicle fleet to electric vehicles (EV), with an assumption of 100% of the fleet converted by 2050. Achieving this transition will require significant investment in EV charging infrastructure across the district to support residents, but especially visitors. We will support providers to establish some public charging infrastructure, however the expectation is the market will respond to meeting the growing demand for EV charging. Our key focus is to provide communities and visitors with low carbon transport choices such as walking, cycling, micromobility, public transport, all combined with effective parking management to achieve QLDC's emission reduction targets.

## MODE SHARE

Dispersed land use, combined with limited safe and practical transport choices mean most journeys in the Queenstown Lakes District are undertaken by private vehicle. In 2023, 65% of journeys to work, and 44% of journeys to education were by private vehicle<sup>2</sup>, and in 2025 the Queenstown Visitor survey found nearly four in five visitors used private or rented vehicles to travel around the district<sup>3</sup>. Ultimately, these private vehicle journeys all rely on access to parking at the start and end of each journey they take.

There has been some success in increasing bus

mode share around Queenstown and the Whakatipu with the introduction of the \$2 bus fare in 2017 and improvements to bus services. In the 12 months following the introduction of the \$2 fare, bus patronage nearly quadrupled<sup>3</sup>. While bus patronage in recent years has been erratic due to the impacts of the COVID-19 pandemic and reduced service timetables, patronage is steadily growing again. In June 2023, patronage exceeded the corresponding 2018/19 period for the first time since the pandemic<sup>4</sup>. Patronage continues to exceed previous year's levels, with 10 of the 12 months of 2024/25 all representing a record high for the Queenstown network, with the remaining 2 months (February and March 2025) both at 99% of the previous patronage records<sup>5</sup>.

Residents in the district have a substantially higher share of walking, cycling, and using public transport to travel to work compared with the New Zealand average, however there is significant scope and opportunity to increase the uptake of these modes for all journeys. For some communities, it can be challenging to get around without a private vehicle, but we continue to invest in improving our walking, cycling and public transport networks, in collaboration with Council's transport planning partners.

## CAR DEPENDENCY

Car ownership across the Queenstown Lakes District is exceptionally high. In 2023, nearly three quarters of households in our district had access to two or more vehicles, compared to just over half of all households across Aotearoa New Zealand. Of these households in the district, 27% had access to three or more vehicles, which is a 68% increase since 2013<sup>1</sup>. This level of car ownership may be partly explained by the increase of housing with multiple tenants due to affordability issues in the area. Between 2013 and 2018 there was a 41% increase in non-family multi-person households compared to a 27% increase in one-family households across the district<sup>6</sup>.

High levels of car ownership may mean some households are unable to accommodate all their vehicles on their property, resulting in spill over onto local streets. This can lead to competing demands for on-street parking between residents, as well as between residents and users of other nearby destinations.

<sup>2</sup> Queenstown Visitor Survey YE June 2025. [assets.simpleviewinc.com/simpleview/image/upload/v1/clients/queenstownnz/Queenstown\\_Visitor\\_Experience\\_Survey\\_Summary\\_YE\\_June\\_2025\\_f17ba37a-35fb-43b8-bb52-b62e634b1c19.pdf](https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/queenstownnz/Queenstown_Visitor_Experience_Survey_Summary_YE_June_2025_f17ba37a-35fb-43b8-bb52-b62e634b1c19.pdf)

<sup>3</sup> Queenstown Business Case 2020.

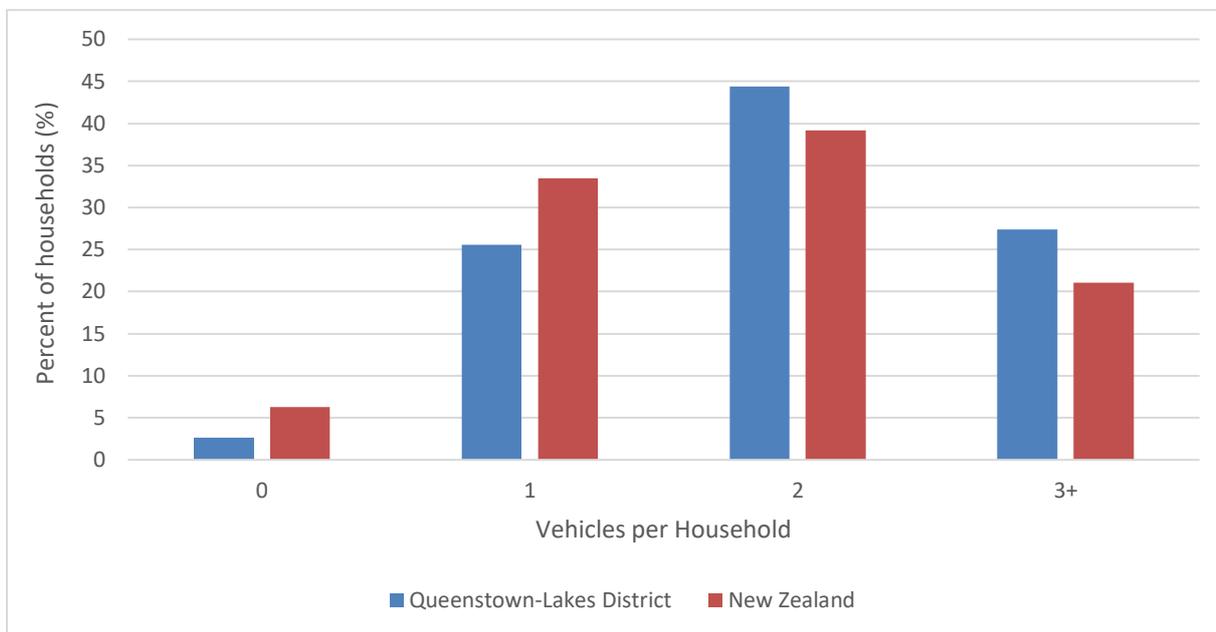
<sup>4</sup> ORC Public and Active Transport Committee Meeting Agenda 9 August 2023. [www.orc.govt.nz/media/14802/patc-agenda-9-august-2023.pdf](http://www.orc.govt.nz/media/14802/patc-agenda-9-august-2023.pdf)

<sup>5</sup> ORC Public and Active Transport Committee Meeting Agenda 3 September 2025. [www.orc.govt.nz/media/ynzgr2xz/20250903-patc-agenda.pdf](http://www.orc.govt.nz/media/ynzgr2xz/20250903-patc-agenda.pdf)

<sup>6</sup> Demand Projections Summary – March 2022. [www.qldc.govt.nz/media/ygjlrtion/demand-projections-summary-march-2022-2023-to-2053.pdf](http://www.qldc.govt.nz/media/ygjlrtion/demand-projections-summary-march-2022-2023-to-2053.pdf)

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While car ownership across the district is increasing, 3% of households in 2023 did not have access to a vehicle<sup>1</sup>. These households rely on public transport, going by foot or bike to get around, which may limit their opportunities to participate in social and economic activities. While some households may actively choose not to own a car, providing practical transport options for residents and visitors, and proactively managing parking demand will provide benefits for everyone.



**Figure 3: Car ownership rates in QLDC & NZ 2023 (Source: Stats NZ)**

**CONGESTION**

Our rapid population growth, combined with limited alternative transport options and access to cheap or free parking has resulted in exceptionally high levels of congestion on some of our key arterial routes in Queenstown and Frankton. In recent years, traffic volumes on the State Highway network in and around Queenstown have increased at a faster rate than anywhere else in the country. In 2019, traffic demand on SH6A exceeded the practical capacity of the corridor on 140 days of the year, resulting in significant delays and congestion. Based on the current mode share, modelling found the transport network and Queenstown’s parking supply is unable to accommodate further growth in traffic<sup>3</sup>.

While this high level of congestion is currently only experienced in the Whakatipu, the population of Wānaka is forecast to grow faster, with its resident population expected to increase by 75% by 2052<sup>6</sup>. Without making changes to how people get around, Wānaka may soon be experiencing the same congestion and parking constraints as Queenstown.

**QUALITY OF URBAN ENVIRONMENTS**

QLDC has developed masterplans for Queenstown and Frankton, and improvement plans for Wānaka. These plans recognise the impacts that the scale and pace of growth has had on the Queenstown Lakes District’s main town centres, and the strains being placed on core infrastructure. Without action, the forecast growth will threaten the liveability of the district’s main centres and degrade the visitor experience that draws people to the area. The plans aim to improve the quality of these urban environments and include aspirations for enhanced amenity and more people-focused town centres.

To achieve these outcomes, changes to vehicle access and parking are required to provide more space for urban design, streetscape improvements and multi-modal networks.



**Figure 4: Artist's impression of SH6 near Grants Road, Frankton (Source: Frankton Masterplan)**

### REMOVAL OF MINIMUM PARKING REQUIREMENTS

As part of the mandated implementation of the National Policy Statement of Urban Development (NPS-UD), minimum parking requirements for new developments have been removed from District Plans across Aotearoa New Zealand.

This aims to improve housing affordability, create more flexible urban developments, and enable repurposing of existing sites and buildings, an example being heritage buildings. However, with exceptionally high levels of car ownership across the district there is a risk that without sufficient

on-site parking, pressure for on-street parking will increase. This is particularly relevant in inner-city areas and in locations of medium and high-density developments where residents will compete for parking with local businesses and shoppers, or with each other.

### PARKING PRESSURE IN RESIDENTIAL AREAS

Population growth, limited transport options and free and/or unrestricted parking is leading to parking pressure in many of our residential areas. In Queenstown and Wānaka, commuters often compete for space with residents who live on the fringe of our urban centres.

In parts of Frankton, residents compete with airport users who park in local streets to avoid paying for long term airport parking. In some residential areas, the pressure comes from the residents themselves; the Queenstown Lakes District's housing affordability issues have led to large numbers of people living in the same dwelling. The parking demand from these dwellings can impact on their surrounding neighbours' access and expectations for on-street parking.

### TRANSPORT EQUITY

Car-focused transport investment combined with dispersed, low density land use planning has resulted in car-dependent communities that, in many cases, have few or no other practical ways of accessing key destinations other than by private vehicle. Car dependency may be forced upon lower-income households, as cheaper housing is often located on the fringes of towns and cities.

The cost of running multiple vehicles (including paying for parking), combined with the district's high housing costs can exacerbate the burden of transport inequality and put considerable stress on low-income households.

# Parking is just one piece of the puzzle

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Delivering parking solutions will contribute to resolving some of the issues described above, however managing parking is just one lever that can influence how we get around. Implementing changes to parking in isolation of providing practical alternatives is unlikely to be supported by local communities. To maximise benefits and achieve broader social, environmental and economic outcomes, improvements to the Queenstown Lakes District's public transport, walking and cycling networks are needed, combined with a wide range of complimentary travel demand management (TDM) initiatives.

Providing quality public transport services and infrastructure is one of the most effective ways of supporting communities and visitors to adopt more sustainable transport modes. Key elements that will encourage uptake include frequency, service span (operating hours), travel time, price, reliability, comfort and that it takes people where they want to go and when. Improving walking and cycling networks and first and last mile connections is also needed to increase uptake of these modes.

The main towns in the district are relatively small and compact and provide ideal opportunities for people to walk and cycle for some journeys, but routes need to be designed and maintained for a range of users to provide safe, comfortable and connected links to where people want to go.

TDM includes a range of measures that aim to change people's travel behaviour by encouraging the use of more sustainable transport modes and reducing the need to travel, using a combination of incentives and disincentives. When combined, these 'push' and 'pull' levers are substantially more effective than implementation of individual measures and are essential to achieving many of the outcomes sought by Council and the community.

QLDC and its local transport planning partners, ORC and NZTA are working together to improve transport networks across the district and implement many of the TDM measures outlined below. Other tools like road pricing and congestion charging require central government support and legislation change to be implemented. Ultimately, these measures aim to reduce reliance on private vehicle travel and encourage the use of more sustainable modes such as public transport and active modes, or reduce the need to travel, which contributes to reducing the overall demand for parking.

> **Pricing:** while parking management uses pricing to manage demand, support mode shift outcomes and prioritise premium spaces, there are other pricing mechanisms that can support mode shift and emissions reduction.

For example, reducing the cost of public transport and advocating for the implementation of road pricing and congestion charging can substantially support the shift to low emission transport options.

- > **Traffic and speed management:** implementing traffic calming to reduce vehicle speeds in our main urban centres can provide safety and travel time benefits for pedestrians and people on bikes, making these modes more attractive and increasing their uptake. Reducing vehicle speed provides safety benefits by reducing the severity of crashes, particularly for vulnerable road users such as pedestrians and people on bikes, and further reduces the risk of crashes by providing drivers with more reaction time and increased stopping distance. It can also make journeys by other modes more time competitive with driving.
- > **Shared mobility:** provides opportunities to rent on-demand transport when it is needed. Examples of shared mobility include car, e-scooter, and bike sharing. Having these shared micromobility modes placed in the right locations, such as by public transport hubs, can reduce car ownership, or rather, the reliance on private vehicle travel. Carpooling is also a form of shared mobility and can be encouraged through transit lanes (e.g., T2, T3 lanes), and dedicated carpool parking.
- > **Behaviour change:** non-infrastructure measures such as education and encouragement are commonly used to support travel behaviour change. Education initiatives include providing road safety and cycle skills training through local schools and developing materials that provide communities with knowledge of alternative transport modes. Measures to encourage behaviour change include events, promotional activities, and competitions to entice people to try other modes. Trials that temporarily reallocate road space like car free days can encourage more people to walk and cycle and allows people to experience alternative uses of street space. These initiatives can be led by local authorities, as well as community, advocacy, or business-led groups like Transport Management Associations.
- > **Integrated transport and land use planning:** while many of the other TDM initiatives focus on shifting how we are travelling, integrating land use and transport focuses on reducing the need to travel, and is the most effective way of managing travel demand. Planning mixed use developments with education and employment opportunities with access to goods and services nearby means residents can get many of their daily needs locally and within walking / biking distance. Residential intensification of existing urban areas also allows more people to access nearby services and facilities and can enhance the viability of local businesses and public transport. Intensification of existing areas also reduces the need for new transport infrastructure in newly development areas.



# How does the Parking Strategy fit with our other plans and strategies?

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The fundamental vision, direction, and priorities for parking have already been articulated and defined in our existing plans and strategies, as well as those of our transport planning partners, ORC and NZTA. These consistently focus on reducing emissions, supporting mode shift, and enhancing the quality and liveability of our urban centres.

Given the role and influence parking has on the form and function of our urban centres, it's critical we manage and prioritise parking in a way that aligns with, and ultimately delivers, the outcomes sought by these overarching strategies and plans. The following Table 1 summarises the local, regional and national strategies to establish the context and direction for managing parking across the Queenstown Lakes District.

**Table 1: Strategic Context Summary**

Document	Purpose	Relevance to parking
<b>Local</b>		
<b>Queenstown Vision Beyond 2050</b>	Establishes the vision for Queenstown Lakes - 'A Unique Place. An Inspiring Future   He Wāhi Tūhāhā'.	The vision underpins everything we do, including parking. The vision is supported by eight vision statements, of which four are relevant to how we manage parking: <ul style="list-style-type: none"> <li>&gt; Thriving people   Whakapuāwai Hapori</li> <li>&gt; Zero carbon communities   Parakore hapori</li> <li>&gt; Opportunities for all   He ōhaka taurikura</li> <li>&gt; Pride in sharing our places   Kia noho tahi tātou kātoa</li> </ul>
<b>30 Year Infrastructure Strategy</b>	A 30-year plan setting the strategic direction for the provision of infrastructure (water, transport, waste and social).	Identifies parking as a significant infrastructure issue for the district and includes PMP's as a key initiative.
<b>Strategic Framework</b>	Framework identifies areas that need to be prioritised to address local issues to make meaningful progress towards meeting community outcomes.	Focus areas include enhancing the performance of the transport network, creating thriving town centres, providing for growth, and creating well-designed communities – which all involve elements of parking.
<b>Queenstown Lakes Spatial Plan 2021</b>	Provides the long-term strategic direction for managing the future growth and development in the district.	Seeks a new approach that “focuses on moving people, not cars”. The Spatial Plan highlights the need for a proactive approach to managing the supply and pricing of parking to help achieve mode shift and reduce car dependence.
<b>Climate and Biodiversity Plan 2025 – 2028</b>	Details how we will respond to climate change and biodiversity loss within the district.	Seeks a transport system that is low-emission and better connected, which includes the development of parking management plans, and providing dedicated parking for bicycles, scooters and other micromobility options, carpooling and electric vehicles (EVs).
<b>Better Ways to Go - Mode Shift Plan 2022</b>	Outlines how the agencies responsible for transport in the district (QLDC, ORC and NZTA) will work together to get more people walking, cycling and using public transport.	The Plan recognises the importance of parking in shaping urban form and influencing travel demand and transport choices. The need for a parking strategy and parking management plans to manage demand and optimise supply to support mode shift outcomes are included as initiatives within the implementation plan.
<b>QLDC District Plan (DP)</b>	Guides land use and development across the district. The Proposed District Plan is currently being phased in to replace the Operative District Plan.	The DP strongly influences urban development, including the density, location, and type of development activity, which impacts on traffic generation and parking demand. The DP no longer includes minimum parking requirements, however it can and does establish maximum parking requirements for some areas. It also outlines: <ul style="list-style-type: none"> <li>&gt; requirements for coach parking and accessible parking in new developments; and</li> </ul> design guidelines for the size, access, and layout of parking spaces.
<b>Land Development and Subdivision Code of Practice (CoP) 2025</b>	Sets out the minimum standards of infrastructure within new developments.	The CoP includes requirements for parking, passing, and loading, and includes minimum requirements for on-street parking.
<b>Queenstown Transport Detailed Business Case 2020</b>	Establishes the case for investment to transform the town's transport system to address existing transport deficiencies and accommodate forecast population and visitor growth.	Highlights the need to improve parking management in both Queenstown and Frankton, focusing on managing parking demand rather than supply, reducing circulating traffic, and prioritising on-street parking for service vehicles, taxis, and mobility parking needs.
<b>Queenstown Town Centre Master Plan 2018</b>	Articulates the vision for the town centre to respond to the complex challenges associated with high levels of growth in the district.	Outlines the need to improve how parking is managed, including the removal of free parking, as well as consideration of new parking buildings on the fringe of the town centre.

Document	Purpose	Relevance to parking
<b>Whakatipu Active Travel Single Stage Business Case (SSBC) 2019</b>	Establishes the case for significant investment in cycling facilities across the Whakatipu Basin.	Highlights the influence of parking management on the uptake of walking and cycling, as well as the need for cycle parking and storage.
<b>Te Kirikiri / Frankton Master Plan 2020</b>	Outlines the 30-year vision for Te Kirikiri / Frankton to guide future land use and infrastructure planning.	Recognises that much of the development in Frankton has been car dominated, including large format commercial and retail development surrounded by areas of surface parking, as well as parking activities generated from Queenstown Airport including long stay car parking and storage of rental cars and campervans. Consequently, the community is facing severe traffic congestion and parking overflow from the airport. The Master Plan identifies an opportunity to improve connectivity between local centres to reduce the amount of land dedicated to parking to service these internal trips.
<b>Te Pūtahi Ladies Mile Master Plan 2022</b>	Sets the direction and outcomes for future development for Te Pūtahi Ladies Mile to provide improved liveability, community amenity, transport, and social infrastructure for existing and future residents in the wider area.	As a key priority development area identified in the QLDC Spatial Plan, the focus is on creating a new transit-oriented neighbourhood. The proposed District Plan Provisions discourage private vehicle ownership through limited car parking and requiring public transport related infrastructure to be in place prior to development.
<b>Wānaka Master Plan 2019</b>	A 30-year plan and vision to manage existing issues and ensure the impacts of forecast growth do not undermine the quality and attractiveness of the town centre.	Included actions to remove parking on key streets to enhance the amenity of public space, and reconfiguring parking areas on the fringe of the town centre.
<b>Wānaka Lakefront Development Plan 2016</b>	Provides a staged development plan for Wānaka's central lakefront area.	Aims to reduce vehicle use in the town centre and create "fresh open spaces and people-friendly places on the lakefront". The Plan includes relocating parking on the lakefront reserve to Ardmore Street.
<b>National and Regional Strategies</b>		
<b>Emissions Reduction Plan (ERP) 2022</b>	Includes the policies, strategies and actions needed to achieve interim greenhouse gas emissions targets, as established in the Climate Change Response Amendment Act 2019.	Incorporates an action to investigate pricing tools such as parking pricing to discourage private vehicle use and promote mode shift to meet emissions reduction objectives.
<b>National Policy Statement on Urban Development (NPS-UD) 2020</b>	Aims to remove barriers to development to enable growth in locations that have good access to existing services, public transport networks and infrastructure.	Adopted by QLDC in December 2021, Councils no longer required developers to provide parking for new residential or commercial developments (except for mobility parking). QLDC adopted this change in December 2021. However, without appropriate policies in place, there is a risk that reduced provision of on-site parking will create pressure on on-street parking supply. The NPS-UD strongly encourages local authorities to manage and mitigate effects associated with the supply and demand of carparking through comprehensive parking management plans.
<b>Otago Southland Regional Land Transport Plans 2021-31</b>	Outlines the regional transport investment priorities and community aspirations for transport over the 10-year period.	The plan references the low mode share of public transport and active modes in both the Whakatipu and Ōtepoti Dunedin, which is attributed to lack of integrated land use planning, poor parking management, and car-centric transport infrastructure.

# Making decisions about parking

Parking is essentially a means to an end, and it exists to support access to a destination. However, the provision of parking doesn't just impact how people move around, but also influences wider social, economic, and environmental outcomes.

Parking must be managed in a way that balances the natural tensions between these elements, while meeting the requirements of a variety of users with differing needs.

We've developed a set of objectives and principles to give direction to the management of these competing demands, and to deliver the desired outcomes for the Queenstown Lakes District set out in our key plans and strategies. The objectives outline what we want to achieve through managing parking, while the principles set out how we will manage parking to achieve these objectives.

## 5.1 OBJECTIVES

Table 2 identifies the five objectives that will inform how we make decisions about parking. These intentionally do not refer to parking; rather they focus on delivering key outcomes for the Queenstown Lakes District. These objectives also recognise that providing a quality multi-modal transport network needs to balance movement and place outcomes, along with delivering the triple bottom line pillars of sustainable development: environmental, social, and economic outcomes.

Table 2: Parking Strategy Objectives

Objectives	Focus of objective
Parking is managed in a way that:	
Prioritises access according to user needs	Social
Encourages mode shift and reduces emissions	Environmental
Supports a prosperous local economy	Economic
Supports a safe and efficient transport network	Movement
Contributes to quality, people-focused urban environments	Place

Further details of how we will manage parking to achieve each of these objectives is outlined below.

However, there are natural tensions between these objectives; compromise may be required to balance competing demands and achieve a successful outcome supported by the community.

### 5.1.1 Prioritises access according to user needs

Parking is a limited resource, and it is not possible to provide convenient parking for everyone. There are many users of public parking spaces, and each type of user has varying needs in terms of proximity to destination and duration of stay. In some locations, we need to prioritise and allocate parking to support those users with special access requirements, such as people with limited mobility and for service vehicles. We will outline which users will be prioritised by adopting parking hierarchies in key locations such as commercial, residential, and industrial areas. Access for these users will be prioritised by:

- > Providing permits for some users that rely on parking near their destination.
- > Reviewing the allocation and location of parking for priority users to reflect changes to land use, access, and demand.
- > Undertaking regular monitoring of parking spaces to measure demand and ensure there are sufficient spaces for our priority users.
- > Ongoing engagement with our community to better understand the needs of key users and ensure any changes to parking consider the needs of these users.

### 5.1.2 Promotes mode shift and reduces emissions

The availability and cost of parking significantly influences how people choose to travel. As our resident and visitor populations continue to grow, there is increasing pressure on parking availability in our main towns. However, providing more parking to accommodate this growing demand does not align with our vision for the district.

Rather, we will use parking management tools to influence mode choice and achieve emissions reduction targets, while recognising that some of our communities have limited access to alternative transport modes. We will manage parking to encourage mode shift and reduce emissions by:

- > Introducing paid parking to manage existing parking in new areas and expanding paid parking where it already exists to encourage access to our town centres by other modes.
- > Providing information such as wayfinding signage, apps, and websites to direct drivers to car parks to reduce circulation and encourage drivers to 'park once' and walk, ride, or scoot.
- >

Promoting the use of ride share by providing dedicated parking spaces for car share vehicles and people who carpool.

- > Prioritising the allocation of motorbike, bicycle, and scooter parking.
- > Supporting providers to establish electric vehicle charging stations at some of our Council facilities in the short term.

### 5.1.3 Supports a prosperous local economy

Parking can contribute to our local economy by providing convenient access to local business activities. However, it is not parking that attracts people to a place; it's the destination. Providing too much parking can diminish the very qualities that make a place appealing, whilst not providing suitable parking can lead to congestion in our town centres as vehicles circulate in search of a parking space. We will focus on ensuring parking is efficiently managed to balance the needs of various users to deliver economic benefits for retailers, the community, and the tourism sector. We will manage parking to support a prosperous local economy by:

- > Using pricing, restrictions, and specific user parking to prioritise access for those that most need convenient, short-term parking, while directing others to more affordable, long-term parking.
- > Using enforcement to promote compliance with the parking system and discourage overstaying and non-payment of parking.
- > Providing dedicated spaces and permits for service, maintenance, and delivery vehicles to access local businesses.
- > Creating opportunities for shared parking to optimise use and manage demands at different times of the day.
- > Using parking technology to provide more convenient payment methods and opportunities for drivers to top up payment remotely so they can stay longer.
- > Providing dedicated spaces for coaches to drop off and pick up passengers in our busy town centres, and coach layover parking.

#### 5.1.4 Supports a safe and efficient transport network

Provision of parking should not compromise the safety of other road users, nor the efficiency of our transport corridors. Identifying and enforcing where not to park is as equally important as showing where it is safe to park. We will contribute to achieving a safe and efficient transport network through managing parking by:

- > Using no parking and no stopping signage and line marking to improve safety, such as enhancing visibility at intersections, pedestrian crossings, and bus stops.
- > Using enforcement and towing to discourage illegal and unsafe parking, and to protect the role and function of our transport corridors.
- > Directing drivers with wayfinding to car parking locations to reduce traffic congestion and circulation.
- > Supporting the reallocation of parking spaces to support a variety of transport modes, including walking, cycling and public transport.

#### 5.1.5 Contributes to quality, people-focused urban environments

People are the essence of great and vibrant town centres. Creating walkable urban centres with attractive public places provides spaces where people can connect, and where art and culture can thrive. Provision and management of parking needs to balance access with the need to provide public spaces that benefit the wider community. We will manage parking to deliver a quality, people-focused urban environment by:

- > Directing drivers to car parking locations to reduce circulating traffic, making it easier for pedestrians to cross roads, and decreasing air and noise pollution.
- > Using permit schemes to manage the number of service vehicles parking in public spaces.
- > Providing and prioritising mobility parking at key destinations to support universal access.
- > Reviewing the allocation and location of specific user parking, such as coach and campervan parking that may detract from the quality of public spaces.
- > Consolidating parking to improve land use and urban space outcomes.



- > Supporting the reallocation of on-street parking to public space to enhance the place function and quality around our town centres.

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## 5.2 PRINCIPLES

The principles below (Table 3) provide the framework for making decisions about how we will use our streets and inform how parking spaces will be prioritised. These overarching principles form the foundation of a consistent approach to managing parking across the Queenstown Lakes District. Detailed information on our approach and the tools we will use to manage parking will be outlined in QLDC's Parking Guidelines.

**Table 3: Parking Strategy Principles**

Principle	Description
<b>Optimising what we have</b>	Providing more car parking does not align with our vision for the district. Public parking spaces are a finite resource and need to be valued and used efficiently. In our busy towns and centres, tools like pricing, restrictions, enforcement, and wayfinding will be used to manage demand, balance access, and encourage turnover to make the best use of what we have. There may be opportunities to mitigate or consolidate parking to manage changes in supply.
<b>Proactively manage demand</b>	Monitoring parking demand and establishing triggers for change will provide us with the rationale for making decisions about parking. We will also signal the value of public space to proactively manage expectations for parking and spillover, such as within new subdivisions and developments.
<b>Providing quality information</b>	Visitors and residents need timely information about the location and availability of parking. Providing access to quality and real time information through websites, apps, and wayfinding signs reduces circulation and allows people to make informed decisions about parking options. Information about public transport services and routes, and bike routes and bike parking facilities are also important to encourage travel by alternative modes.
<b>Adopting a tailored approach</b>	Each community in the district is unique and faces different parking pressures and challenges. There is no 'one size fits all' solution to managing parking; we will develop tailored Parking Management Plans in consultation with our local communities for managing parking in each of our main urban centres.
<b>Being responsive to change</b>	Our district is rapidly changing and the issues we face are like nowhere else in Aotearoa New Zealand. We will explore new approaches to how we manage parking by trialling innovative parking management methods, embracing technology, and taking advantage of opportunities as they arise.
<b>Staging the implementation of actions</b>	We recognise our communities continue to change, evolve, and grow. We will adopt a flexible approach to managing parking, aligning the implementation of major parking changes with improvements to walking, cycling, and public transport to ensure communities and visitors have practical travel choices.
<b>Supporting reprioritisation of our public space</b>	Our streets form an integral component of our urban centres and make up a significant portion of our district's public space. Our transport and land use plans and strategies establish the direction and desired outcomes for our towns and centres. Our Parking Strategy and its supporting guidelines and plans will focus on prioritising and managing parking to provide the greatest benefit to the community, and to align with the needs of key users.
<b>Encouraging the transition to low carbon modes</b>	Our transport system is rapidly evolving, and new forms of mobility are emerging. We need to enable the adoption of low carbon modes by allocating parking to encourage the transition to electric vehicles, bicycles and micromobility, as well as shared mobility schemes such as public car share, bicycle, and scooter share.
<b>Supporting transport equity</b>	We recognise that driving may be the only viable transport option for some communities, people, and journeys. Using permits to prioritise access for some users and exploring park and ride to enhance access to public transport for residents in outlying communities are some of the ways we can contribute to more equitable transport outcomes.

# Engagement and collaboration

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Delivering parking reform often requires challenging conversations with the community. Communities may have expectations for free or cheap parking at key destinations, however our communities also tell us they want safer streets, vibrant places, climate action, reduced congestion, and better ways to move around.

Changing how parking is managed, including the repurposing of parking spaces, often generates strong opinions and resistance, and can hinder the success of a project. We need to have honest conversations with our communities to understand their parking issues and challenges and develop tailored Parking Management Plans (PMPs) for each of our communities and key destinations.

The PMPs outline how we will manage parking in each location and the changes we will make to address key issues and contribute to delivering the desired long-term transport and amenity outcomes. We recognise for some communities, limited alternative transport options make it difficult to get around without a car. We will take a pragmatic approach and stage key changes with improvements to other transport networks to ensure our communities and visitors have realistic travel choices. In some locations, we may need to mitigate changes to parking and consider trade-offs to balance the impacts of change and get buy in from local communities.

# Monitoring and evaluation

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Our towns and communities are constantly evolving, and these changes can influence the demand for travel, and the supply and demand for parking. Making informed decisions about how parking is managed relies on access to quality data and information. We will undertake regular surveys to understand how parking is used, and rely on technology including licence plate recognition, parking meters and CCTV to monitor short and long-term parking trends. We can use this information and analysis of broader transport data to inform and influence decisions about parking and evaluate how effective changes have been.

## The strategy in action – making it happen

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The purpose of the Parking Strategy is to establish why we need to better manage parking across the Queenstown Lakes District. It includes objectives and principles that provide us with a framework so we can make consistent decisions about how we allocate and prioritise parking. We will apply these objectives and principles, along with the tools and mechanisms within the Parking Guidelines to develop tailored Parking Management Plans (PMPs) for each of our town centres and other key destinations. These will be developed in conjunction with the community, and include actions and recommendations to improve access, safety, and amenity for all users.

As highlighted above, managing parking is just one component of making our towns work better for everyone. To maximise benefits and achieve broader transport and land use outcomes, we are focused on delivering a wide range of measures and improvements that give our communities and visitors real transport choices and reducing the need to travel.

# Parking Guidelines

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Queenstown Lakes District Council



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# 1. Introduction

The purpose of the Parking Guidelines is to enable consistent decision making for managing on-street and off-street parking in the Queenstown Lakes District (District). It outlines the tools and triggers to manage and prioritise parking across the District in a way that delivers the objectives of the Queenstown Lakes District Council's Parking Strategy.

Queenstown Lakes District Council (Council) is the main provider of public on-street and off-street parking in the District. The Council also manages parking enforcement and influences the supply of private parking through our district plan.

While the Parking Strategy applies to the whole district, there is a greater focus on applying tools and measures to manage parking within our main urban centres where parking demand is generally highest. The Parking Strategy should be read in conjunction with these Guidelines as it establishes the direction and framework to make consistent and transparent decisions about parking which is then enabled through the Guidelines.

This document is primarily intended for use by Council staff but may also be useful for developers, residents and local businesses to understand how we manage parking and which users we prioritise in different environments. The Parking Guidelines will primarily be used to inform the development of Parking Management Plans wherever area wide parking management is needed and where ad-hoc changes to parking are required

The Parking Guidelines provide direction on:

- **Parking users and uses** – defining the requirements and management approach of a wide range of users and uses, and how to prioritise these in various land use settings
- **Parking supply** – how we influence and manage on-street and off-street parking supply
- **Parking demand management** – the tools we will use to manage parking demand including restrictions, pricing, permits and enforcement
- **Land use planning** – how we can use land use planning instruments to influence parking supply and demand
- **Parking management implementation** – how we will use parking management plans and technology to deliver and monitor parking solutions, as well as advocacy actions to instigate change outside of our control.

The Parking Guidelines are implemented through Parking Management Plans (PMPs) which are tailored action plans that seek to address parking issues over specific areas. The PMPs rely on the toolbox of solutions defined within these Parking Guidelines.

Parking, as well as the use of vehicles on roads or public places across the district is regulated through the QLDC Traffic and Parking Bylaw (2018)<sup>1</sup>. In addition, the Freedom Camping Bylaw 2025<sup>2</sup> outlines where self-contained vehicles are permitted to park overnight, with restrictions, and includes several Council owned car parks throughout the District as well as rural roads.

## 2. Approach to parking management

Parking ultimately provides a place for people to store their vehicles, providing convenient access to home, work, education, activity centres and other destinations. For most car trips in our District, parking is generally free and unrestricted. However, in areas of high demand, parking management tools are required to enable turnover and prioritise access for some users. Effective parking management is also crucial to improve safety and support the efficient operation of our transport network.

We use a range of parking management tools including user restrictions, time restrictions, pricing, permits and enforcement to manage demand and support turnover. As our resident and tourist populations continue to grow, we need to expand the use of these tools and adopt new methods to address the increasing demand on our parking resources.

Responding to increasing demand by simply increasing parking supply erodes the quality of our urban centres, contributes to increased congestion and emissions, and undermines our efforts to provide transport choice. Providing parking is also expensive.

Our focus is to optimise what we have. These guidelines outline the tools to better manage parking across the District, balancing the needs and competing demands of the wide range of parking users and uses across a range of settings and circumstances.

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<sup>1</sup> Undergoing review in 2025

<sup>2</sup> To be adopted by Council October 2025

## 2.1. Parking Users and Uses

There are many different users of parking, and each has different needs in terms of: length of stay; proximity to destinations; willingness and ability to walk, as well as familiarity with the area. Examples of the types of parking users include commuters, residents, shoppers, tradespeople and tourists. Some of these users may be mobility impaired and have greater needs for proximity to their destination.

There is also a need to provide for different types of vehicles, or 'uses' of parking. Taxis, service vehicles, buses, coaches, campervans, motorbikes, and bicycles all have very different needs in terms of dimensions, proximity and length of stay requiring careful placement and size of parking spaces. For some of these vehicles there is an emerging subset of electric vehicles (EV) and a growing need to provide for EV charging across the network. While there are expectations for most EV charging to occur at home, the future demands for EV charging from the large visitor population poses unique challenges for the district.

Managing parking effectively requires balancing the competing demands of these multiple users and uses. Most users want to park as close to their destination as possible, however the most convenient spaces may need to be prioritised for those that need them the most. There is generally a correlation between the amount of time spent at a destination and the distance people are willing to walk (**Figure 1**). The most convenient spaces are needed by people with limited mobility, for loading and unloading bulky items, and for those making a quick stop when pushed for time. For these users, it may be challenging and potentially unrealistic to park far from their destination compared to someone spending the whole day in town. Conversely, a commuter or a person attending an event is likely to tolerate a longer walking distance to their car.

The requirements and management approach we will use to balance the demands of the wide range of users (people) and uses (vehicles) are outlined in the following sections.



Figure 1: Willingness to walk for parking<sup>3</sup>

## 2.2. Parking users (People)

In our busy town centres and other key destinations there is limited parking, and it is not possible to provide convenient parking for everyone. In these areas we need to prioritise and allocate parking to support those users with special access requirements. This might include a courier driver who needs to quickly unload goods close to a local business or a person with a disability who is unable to walk very far. How we provide for and manage the parking needs of a wide range of users is provided in Table 1 below.

Each type of land use generates a range of different parking demands from key users including commuters, customers,

<sup>3</sup> Locations and destinations informed by the following research: Van der Waerden, P., Timmermans, H. and De Bruin-Verhoeven, M (2015). Car drivers' characteristics and the maximum walking distance between parking facility and final destination. *Journal of Transport and Land Use*.

tourists and residents. These demands can vary by time of day, week or year. Users have varied needs in terms of their familiarity with the area, their length of stay, and their need for proximity and willingness and/or ability to walk. For example, commuters often require all day parking, and these users may be prepared to walk further to obtain cheap or free parking. By contrast, retail customers often seek short to medium term parking and may be prepared to pay for the convenience of a car park close to their destination.

The requirements and approach to managing the demands of key parking users is provided in **Table 1** below.

**Table 1: Approach to managing parking for key users**

User	User Requirement	Management Approach
<b>Resident</b>	<p>Residents require long stay parking that is available at all times. This is typically met on-site, however in some areas residents may rely on on-street parking in close proximity to their dwelling to park their vehicles.</p> <p>Residents living in areas on the fringe of key destinations or activity centres often compete for on-street parking with other users, such as commuters. While some residents have expectations for dedicated or priority access to these parking spaces, providing for residents in these areas needs to be balanced with the multiple demands for on-street parking.</p>	<p>Providing some restrictions and/or pricing in residential areas can provide some relief from long term demands from other users and provide access for a wider range of users. For example, Frankton has 48 hour parking to manage Queenstown Airport users looking for free parking.</p> <p>Residential parking zone permits will be introduced in residential areas to improve access to parking for local residents where there are competing demands.</p> <p>An efficient approach to managing demand includes implementing restrictions and/or pricing, and providing eligible residents exemptions from these through a permit scheme. While some councils have exclusive spaces for residents, this approach is a less efficient use of public parking resources.</p> <p>Providing for residential parking in activity centres is generally not supported; residents living in these areas need to rely on on-site parking or lease a private space.</p> <p>Some residential areas with medium density development such as townhouses or apartments, or multi-tenanted housing can experience high demands for on-street parking generated by residents and their visitors. With the exception of implementing medium term parking restrictions for visitors, limited management will be used to balance competing demands between residents.</p>
<b>Residential Visitor</b>	<p>Residential visitors may include friends and family, but access to dwellings by tradespeople and carers also need to be considered in this user group. Visitors typically require short-stay parking near the dwelling they are visiting and generally rely on sharing public on-street parking spaces with other users. In areas of high demand, visitor access to residential areas may need to be managed or provided for.</p>	<p>Time restrictions are typically used to deter long stay parking generated by commuters and residents to enable turnover and create availability and access for other users including visitors.</p> <p>Visitor parking permits are used by some councils to manage demand and access. This approach can be open to fraud, such as transferring or selling permits. Using medium term time restrictions in residential areas is considered a more efficient and balanced approach to accommodating these users.</p> <p>Parking within activity centres will not be tailored to provide for the needs of residents' visitors, however their needs can generally be accommodated within available customer parking.</p>
<b>Retail / hospitality customer</b>	<p>Retail and hospitality customers seek short to medium stay parking close to their destination. Customers may be provided for on-site or may rely on public on-street parking.</p> <p>The desired proximity of parking relative to a destination is often reflective of the user's intended duration of stay and willingness to walk. For example, customers undertaking rapid transactions at a bank, takeaway store or dairy generally seek more convenient parking than someone wanting to spend a few hours shopping, seeing a film or show, or eating out.</p>	<p>Retail and hospitality customers require a mix of parking restrictions to cater for various trip types (refer to Table 4).</p> <p>Paid parking is also commonly used to manage parking demand and support turnover in busy activity areas.</p> <p>In town centres, retail and hospitality customer parking can often be shared with parking generated by business activities, as high parking demands for retail and hospitality generally occur on weekends and evenings and do not coincide with peak business demands that occur on weekdays.</p>

User	User Requirement	Management Approach
<b>Retail / hospitality staff</b>	<p>Staff require long stay or unrestricted parking that is available at all times of the day and night.</p> <p>These needs should be met on-site or in appropriate shared parking facilities. However, on-street parking on the fringe of town centres is often free and unrestricted and is commonly used for staff working in activity centres. However, perceptions of personal safety can become an issue for some users such as hospitality staff who need to walk back to their vehicle at night.</p>	<p>Parking in busy areas such as town centres is generally prioritised for customers. Meeting long term parking needs of staff is not a desirable outcome for these areas as businesses want to ensure customers have access to convenient parking. Pricing and time restrictions are used to deter staff parking and encourage access by other transport modes.</p> <p>Providing some paid long term parking in close proximity to town centres as well as opportunities to access free long-term parking on the fringe of activity areas aims to balance the needs of these users and provide choice.</p> <p>Limiting the application of evening restrictions provides opportunities for parking for hospitality staff that need to work late at night.</p>
<b>Business (Office) customer</b>	<p>Business customers require short to medium stay parking close to their destination. Customers may be provided for on-site, rely on public on-street parking.</p>	<p>Business customers require a mix of parking restrictions to cater for various trip types including attending appointments (refer to Table 4).</p> <p>Paid parking is also commonly used to manage parking in areas of high demand.</p> <p>In town centres, retail and hospitality customer parking can often be shared with parking generated by business activities, as high parking demands for retail and hospitality generally occur on weekends and evenings and do not coincide with peak weekday business demands.</p>
<b>Business (Office) Staff</b>	<p>Staff require long stay or unrestricted parking that is available during business hours. These needs may be met on-site; however it is common for staff to rely on on-street parking on the fringe of activity centres.</p> <p>Some businesses may also require short term parking for staff who undertake frequent trips (e.g. real estate agents, couriers). Parking for these users should be met on-site by the business; they should not rely on public parking that is prioritised for customers.</p>	<p>Parking in busy areas such as town centres is generally prioritised for customers. Meeting long term parking needs of staff is not a desirable outcome as businesses want to ensure customers have access to convenient parking. Pricing and restrictions are used to deter staff parking and encourage access by other transport modes.</p> <p>Providing some paid long term parking in close proximity to town centres as well as opportunities to access free long-term parking on the fringe of activity areas aims to balance the needs of these users and provide choice.</p> <p>As demand for staff parking for commercial activities is typically only required during business hours, there may be opportunities to share private commercial parking resources with other users that have different peak operating times such as restaurants and entertainment venues.</p> <p>In paid parking areas, deterring repeated use of short-term parking by staff undertaking frequent trips can be managed with pay by plate parking meters that can limit the amount of time a vehicle can park within a precinct each day.</p> <p>Leased parking of public spaces is sometimes used by other councils to provide dedicated long-term park for staff. Provision of leased parking encourages private vehicle use and does not align with the Council objectives to encourage mode shift. It is also an inefficient use of public parking resources and will not be provided in our District.</p>
<b>Medical Patient</b>	<p>Medical patients may have a range of physical constraints and require convenient access to pick up / drop off parking, as well as short to medium stay parking close to their destination.</p> <p>Ideally, on-site parking with a safe and accessible link to the medical centre should be provided, however management of on-street parking surrounding the medical centre may also be required if on-site parking is deficient or unavailable.</p>	<p>Medical patients require access to drop off/pick up parking (P10) and short stay parking with sufficient time to attend appointments (P90).</p> <p>Provision of dedicated mobility parking should also be prioritised in front of medical service provider locations.</p> <p>Paid parking may be used in busy areas to balance the demands of competing users and support turnover to ensure access is available for these users.</p>

User	User Requirement	Management Approach
<b>Medical Staff</b>	As per retail/hospitality staff above. Ideally, the needs of staff parking should be met on-site.	As per retail/hospitality staff above.
<b>Education – Parent / Carer</b>	Parents and carers require drop off / pick up parking as well as short term parking to attend appointments. High peak parking demands occur at school start and finish times (between 8:30am to 9:30am, and 2:30pm to 3:30pm) during school terms.	<p>Areas of P10 parking should be provided to facilitate high turnover of parents undertaking drop off/pick up and accommodating parents and carers who need to enter the school to pick up younger students.</p> <p>Provision of dedicated drop off and pick up areas with a no parking restriction<sup>4</sup> (not leaving the vehicle unattended) may also be used to accommodate a high turnover of vehicles and safely provide access to the school grounds.</p> <p>Outside of school drop off and pick up times, medium term time restrictions should be used to meet the needs of school visitors as well as accommodating the needs of other users.</p> <p>As peak parking demands are largely constrained to the start and end of the school day and during the school term, there are opportunities to share parking with other users, such as meeting seasonal tourist demands over the summer holidays or supporting overnight parking demands of coaches.</p>
<b>School staff</b>	As per business (office staff)	As per business (office staff)
<b>Tradesperson &amp; delivery drivers</b>	Tradespeople often require convenient access to their destination to unload bulky or heavy equipment and have access to tools and supplies stored within their vehicle. Access to work sites is required in all land use settings, from residential dwellings, industrial areas and within central activity centres and retail precincts. Short and long term parking may be required for these users.	<p>In residential and industrial settings, tradespeople may be able to be accommodated on the work site, or within short term parking that can be shared with customers / visitors.</p> <p>Loading zones and P10 spaces are available in town centre areas for service vehicles to load or unload tools and equipment.</p> <p>A variety of service vehicle permits are available for these users when operating in Queenstown town centre, or to establish construction zones (refer to Section 4.3.3).</p>
<b>Tourist</b>	Tourists are often unfamiliar with the area and require information to navigate access to parking. Some tourists may also be driving large vehicles such as campervans and may be inexperienced parking these vehicles.	<p>Provision of information on apps and websites and wayfinding signage at key gateways and decision points can help drivers to plan their journey and direct them to appropriate and available parking locations.</p> <p>Access to information about how to correctly use the parking system is also important to these users.</p>
<b>Additional Parking Users</b>		
The following additional users have specific needs and are represented across many of the users described above.		
<b>New parents</b>	New and expectant mothers and parents of young children are a subset of many of the other user groups described above. These users require convenient access to key destinations and may require extended parking duration to accommodate reduced mobility.	<p>These users are not commonly accommodated, however some private developments such as supermarkets allocate parking spaces for these users through advisory signage. Advisory signage is not enforceable and therefore relies on courtesy of others to prioritise access for these users.</p> <p>Introducing temporary permits to enhance access for these users will be investigated. More details are provided in Section 4.3.5.</p>

<sup>4</sup> A No Parking sign means a driver cannot park and leave their vehicle, however a driver is permitted to stop and wait in their vehicle e.g. to pick up or drop off a passenger.

User	User Requirement	Management Approach
<b>Mobility Impaired</b>	<p>Mobility impaired drivers are a subset of many of the user groups described above. These users require convenient access to key destinations, and some require accessible ramps between the parking space and footpath.</p>	<p>Dedicated mobility parking bays are used to provide convenient access to key destinations and are available for mobility parking permit holders only. They are commonly provided at key destinations such as town centres and community facilities as well as within private development car parks including supermarkets, hotels and hardware stores.</p> <p>Providing sufficient quantity and spatial coverage of these spaces across our town centres ensures spaces are available for users close to where they need to go.</p> <p>Time restrictions for on-street and off-street mobility parking will be doubled the restrictions for standard vehicles.</p> <p>Permanent local residents with a mobility parking permit and a QLDC local resident permit linked to their vehicle registration will also be permitted to park for up to 60 minutes in the Rees/Beach Street shared zone in Queenstown, and for double the posted time limit in standard parking bays (up to three hours total).</p> <p>In paid parking areas, all mobility parking permit holders are required to pay for parking in both mobility parking and standard parking spaces.</p> <p>Mobility parking spaces should include sufficient manoeuvring space and accessible ramps to support side or rear loading vehicles. Both types of vehicles should be provided for in town centres. Design standards for mobility car parking is provided in NZS4121.</p> <p>While providing car parking is no longer required for new developments, the PDP does require mobility parking to be provided as part of private developments such as hotels and supermarkets as well as large residential developments. This ensures dedicated and convenient parking is provided for these users. This requirement will also be extended to multi-unit residential developments (refer to Section 5.1.1).</p> <p>Providing on-street mobility parking bays in residential areas will be considered to support access for a resident with a mobility parking permit only where no suitable off-street parking is available. We will incur the cost to implement the bay, and bays will ideally be installed close to the resident's property. However, the parking bay is a public asset and not for the exclusive use of the resident. Mobility parking bays in residential areas will be limited to one bay per 200 metres to manage demand and encourage shared use of the space.</p>
<b>Elderly (not mobility impaired)</b>	<p>Elderly drivers are a subset of many of the user groups described above. These users require convenient access to key destinations and may require extended parking duration to accommodate reduced mobility.</p>	<p>Seniors' Parking Permits are used to improve access for eligible residents. More details about the scheme and benefits are provided in Section 4.3.4.</p>

## 2.3. Parking Uses (Vehicles)

In addition to considering the various users (or people) of parking, we also need to accommodate a wide range of parking uses (or vehicles). These vehicles have variable needs generally based on the proximity, length of stay and space requirement. Loading vehicles may rely on availability of larger parking bays to safely serve their destination. By contrast, multiple motorbikes or bicycles can be accommodated within a standard parking bay. Spaces allocated for EV charging have other unique needs. Parking for each of these vehicles is often specifically reserved for the exclusive use of each type of user.

We face some unique challenges in terms of accommodating the seasonal demands from visitors and the range of vehicles they drive. At peak times, our main urban centres experience a large influx of tourists, some of which choose to travel by campervan. While these visitors represent typical customers to town centres, their vehicles cannot be safely accommodated within a standard parking bay. Similarly, large numbers of coaches operate during the peak season.

Providing for the fluctuating seasonal needs of these large vehicles, in addition to meeting the underlying needs of residents, business and commercial activities can be challenging to balance.

Guidelines for the implementation of parking spaces and the management approach for each of these uses is provided in **Table 2** below.

**Table 2: Approach to managing parking for key uses**

Vehicle	Requirement	Management Approach
<b>Car</b>	Typical parking bays with standard dimensions are used to accommodate most vehicles in on-street and off-street settings. Refer to NZTA guidance for on-road design and refer to Section 29.11 of PDP <sup>5</sup> for off-road.	Time restrictions are to be used to provide turnover of car parking and should align with the needs of the surrounding land use. Pricing of parking can be used to assist managing parking and supporting turnover within areas of high parking demand where shorter time restrictions are no longer appropriate.
<b>Small Passenger Service Vehicles (SPSV)</b>	Small Passenger Service Vehicles (SPSV) refer to taxis, shuttles and licenced private ride share (e.g. Uber). SPSVs provide transport services to a wide range of users and can fill the gap where or when public transport does not operate. Drivers of SPSVs must hold a small passenger service vehicle licence.  In most areas, parking for SPSVs does not need to be specifically provided as services can be accommodated within other parking areas. However, providing individual spaces can improve visibility and access to services for customers. In areas of high demand, dedicated ranks that can accommodate multiple vehicles will be provided.	SPSV parking should only be considered if there is a demand for them from the community, or from SPSV operators. Provision for SPSVs is generally provided in areas of high parking demand such as activity centres, transport hubs, or adjacent to a supermarket or busy community facility. In most areas, taxis can use standard parking bays including paid parking or time restricted spaces to pick up and drop off passengers. In areas with high evening and weekend demands, additional SPSV spaces can be created by sharing parking with other complimentary reserved parking designations (e.g. loading zones or bus stops) to optimise the use of on-street parking spaces. Opportunities to increase the capacity of existing ranks should be prioritised ahead of creation of new ranks, as these larger ranks are more visible for customers. SPSV bays should be in areas with high pedestrian activity to enhance personal safety for users, and in areas with good street permeability to discourage dangerous U-turns. Our SPSV permit scheme regulates access to SPSV ranks in Queenstown (refer to Section 4.3.1). Permits also provide a mechanism to ensure SPSV drivers agree to QLDC's SPSV code of practice which includes requirements for both the vehicle and the driver. Access to SPSV Permit spaces can be enforced using CCTV cameras. Some loading zones will be shared with SPSV permit zones to take advantage of their complementary peak demands.

<sup>5</sup> <https://districtplan.qldc.govt.nz/proposed>

Vehicle	Requirement	Management Approach
<b>Service Vehicle</b>	<p>Loading zones provide safe and convenient locations for service vehicles to access local business, commercial and retail activities. Loading zones need to safely accommodate a range of vehicle sizes (including freight vehicles and vans) with a variety of loading requirements (e.g. rear and side loading).</p>	<p>Loading zones are generally only provided in busy activity areas with high parking demand where there is a need for loading/ unloading.</p> <p>They are generally intended for use by freight and commercial vehicles and tradespeople to undertake quick drop offs and pick-ups, however they can be used by other vehicles in the process of loading or unloading goods or passengers</p> <p>General purpose loading zones will be used, however depending on demand and use Goods Vehicle Only loading zones may be used in the future to dedicate spaces for these vehicles.</p> <p>P10 restrictions will be used for general purpose loading zones, allowing for 10 minutes of parking without loading or unloading activity.</p> <p>Whilst loading zones should ideally be provided to the rear of commercial/retail properties, the provision of on-street loading zones to serve adjacent shops / retail activity is often needed.</p> <p>Providing sufficient quantity and spatial coverage of these spaces across our town centres ensures spaces are available for these users close to where they need to go. Generally, no more than one loading zone per block should be provided in activity centres. Additional and/or new loading zones should be considered if there is a demand for them from local service vehicle drivers and businesses.</p> <p>Ideally, loading zones should be placed at the beginning or end of a block, to reduce the need for large vehicles to manoeuvre in between other parked vehicles. Provided this does not significantly impact sightlines at intersections.</p> <p>Loading zones should not be accommodated in angle parking bays as oversize vehicles may block the carriageway and impact on visibility of adjacent vehicles. Similarly, loading zones should not be placed adjacent to pedestrian crossing facilities without a kerb buildout as high sided vehicles will reduce visibility of pedestrians waiting and/or crossing.</p> <p>Some loading zones will be shared with SPSV permit zones to optimise parking in our town centres and take advantage of their complementary peak demands.</p> <p>Pre-booking loading zones is being used to manage service vehicle access in large cities overseas, and opportunities to implement a similar scheme across our district could be explored.</p>
<b>Public Bus</b>	<p>Public buses require access to bus stops on scheduled routes to pick up and drop off passengers. Dedicated spaces to provide short term bus parking may also be needed for bus timing or layover stops between services.</p>	<p>Bus stops should meet design guidelines (refer to NZTA standards<sup>6</sup>) to ensure buses can safely manoeuvre in and out of the space. Buses must be able to stop close and parallel to the kerb to avoid overhanging in the live traffic lane and allow passengers to easily enter and exit the bus.</p> <p>Bus stops are typically dedicated and signed for the sole purpose of bus use, however, may be shared by other uses (such as SPSV zones) outside of bus operation times.</p> <p>To manage access to bus stops on public transport routes, public transport e-permits will be issued for Orbus buses and 'permit only' supplementary signage will be added to some key public transport bus stops.</p>

<sup>6</sup> <https://www.nzta.govt.nz/walking-cycling-and-public-transport/public-transport/public-transport-framework/integrated-planning-and-design/public-transport-design-guidance>

Vehicle	Requirement	Management Approach
<b>Coach</b>	<p>While coaches are commercial operations, supporting tourists to visit and travel around the district by coach reduces the number of rental cars on roads and contributes to reducing emissions. Coaches require safe areas to pick up and drop off passengers, and may also require long stay or overnight parking. Some coaches, such as intercity routes and airport shuttles operate on scheduled timetables, while others that offer private services such as tours have no set timetable.</p> <p>Regulations require commercial drivers including coach drivers to have breaks to manage fatigue, which can be up to 24 hours.</p>	<p>Coach stops should meet design guidelines (refer to NZTA standards for on-road and Section 29.12 of PDP<sup>5</sup> for off-road) to ensure coaches can safely manoeuvre in and out of the space.</p> <p>Drop off/pick up coach parking will be provided near tourist destinations, visitor information centres or public toilets.</p> <p>Medium and long stay coach parking spaces may be accommodated on the fringe of town centres to avoid areas of high pedestrian activity. Suitable locations for on-street coach parking may include streets adjacent to car parks, parks and reserves and buildings with blank frontages, subject to site constraints such as suitable visibility and corridor width.</p> <p>Opportunities to implement technology to pre-book drop off/pick up and parking spaces will also be explored.</p> <p>The PDP includes coach parking requirements for some hotel and motel developments. However, existing hotels may not provide or have inadequate provisions for coaches. Opportunities to provide overnight coach parking in some off-street car parks will be considered.</p> <p>The location of coach parking spaces must ensure visibility for other road users is not compromised.</p> <p>Parking fees will be implemented for coach parking in some of our town centres.</p> <p>Opportunities to share parking with complementary activities to optimise use such as providing overnight parking in a school zone will be explored.</p>
<b>Campervans</b>	<p>Campervans, as well as campervans and caravans are commonly used by tourists across the district. These vehicles typically require much larger spaces, and users may not be experienced manoeuvring these vehicles.</p> <p>The demands for parking for these vehicles are typically seasonal, with significantly higher peaks over the summer months.</p>	<p>Spaces need to be of sufficient size to accommodate a range of larger dimension vehicles (both width and length).</p> <p>Dedicated bays should be provided in off-street car parks where possible to minimise the need for reversing manoeuvres. Ideally, parking for these vehicles should be in fringe car parks as providing for these oversize vehicles in our town centres is not a priority (refer to Section 2.4).</p> <p>Wayfinding signage should be provided to direct drivers to appropriate parking areas, as well as signage within the carpark to identify bays that accommodate larger vehicles.</p> <p>Payment for parking will be required in some of our town centres.</p> <p>Overnight parking of these vehicles within our town centres is permitted in select off-street carparks under the Freedom Camping Bylaw 2025.</p> <p>Opportunities to share parking areas to manage peak seasonal demands, including around schools will be explored. Areas of overflow parking will also be considered in areas that experience high parking demands of these vehicles. The number of spaces can be reduced by reallocating to other parking needs during the low season to optimise these spaces for other users.</p>
<b>Motorcycle</b>	<p>Motorcycles contribute to reduced congestion and emissions and require less kerbside parking space than other vehicles. Dedicated parking for motorcycles will be provided in our main town centres to support their use and reduce the prevalence of motorcyclists parking in a standard car parking space. Both short term and long term parking is required for motorcycles.</p>	<p>As motorcycles have a small footprint, small areas such as corner bays in off-street car parks, or at the end of angle car parking bays can be used to provide dedicated motorcycle parking.</p> <p>Alternatively, a single car parking bay can be transformed into providing multiple parallel motorcycle bays. Providing centralised on-street and off-street areas of motorcycle parking can reduce riders cruising for parking.</p> <p>On-street motorcycle parking may be time restricted to prioritise short-term parking and manage demand. Restrictions for motorcycles should align with restrictions for standard vehicles (refer to Section 4.1).</p> <p>Long-stay motorcycle parking will be provided in some of our off-street car parks.</p> <p>Parking in dedicated motorcycle bays will be provided free of charge to recognise their reduced emissions and small parking footprint. However, riders will need to pay standard rates if they park in a general car park.</p> <p>On-street motorcycle parking should be provided at the front of a row of vehicle parking bays (or between driveways) to reduce the risk of vehicles reversing into them.</p> <p>Motorcycle parking is not permitted on footpaths in NZ.</p>

Vehicle	Requirement	Management Approach
<b>Bicycle</b>	<p>Bike parking is typically provided on the berm adjacent to the kerb.</p> <p>However, as the demand for bike parking increases, along with an increasing range and diversity of bikes available, there may be a need to reallocate road space to provide on-street bike parking areas. Bike parking is an efficient use of parking spaces, where around six bikes can be accommodated within a single car parking space.</p>	<p>Bike parking infrastructure should be prioritised in our town centres and in locations that support connections to public transport such as bus hubs and ferry terminals.</p> <p>Short term, bike parking will be provided on-street or on the berm using racks of hoops, however bikes must not intrude on pedestrian walkways and minimum footpath width requirements must be maintained.</p> <p>Security is a key concern for bike users; where possible short term bike parking will be provided in visible, accessible and well-lit places in close proximity to activity/building entrances at key destinations. Solutions for secure public cycle parking and charging are available on the market including cages and 'Locky Docks'<sup>7</sup>.</p> <p>Access to public secure long term cycle parking will also be explored as part of the development of community facility and civic projects.</p> <p>E-bike charging should be provided away from thoroughfares to ensure charging cords do not form a trip hazard.</p> <p>Providing for longer and wider types of cycles such as cargo bikes and bike trailers will be accommodated into the design of public bike parking facilities. Improvements to activity centre streetscapes often accommodate bike parking as part of placemaking and bespoke bike parking infrastructure can form part of the urban design. However, it is critical that the form of bike parking accommodates a range of different bikes to ensure it is functional and practical to use.</p> <p>Design guidelines for cycle planning are available in NZTA's Cycle Planning and Design Guidance<sup>8</sup>.</p>
<b>Micromobility</b>	<p>Micromobility refers to devices such as scooters and skateboards and includes shared e- scooter or e-bike schemes. As they are small and lightweight and difficult to secure, users do not typically store their personal mobility devices in public areas.</p>	<p>Public parking is generally not accommodated for personal micromobility devices as they are difficult to secure. However, scooters can usually be accommodated and secured to bike parking infrastructure.</p>
<b>Car Share</b>	<p>Car share operators that provide a fixed model require vehicles to be picked up and returned to the same location.</p> <p>These operators may use public on or off-street car parks, or operate from parking areas within a private development. Car share companies that operate a floating model may also require a permit as they may need exemptions from time restrictions and/or payment from paid parking.</p>	<p>Within the core areas of our main town centres, dedicated car share parking will only be provided in off-street car parks, as on-street parking should be prioritised to provide turnover and access to local businesses.</p> <p>On town centre fringes and in residential areas, on-street car share spaces will be provided on busy, well-lit streets to enhance perceptions of personal safety and security.</p> <p>Ideally, car share parking spaces should be located on or near key bus routes. Providing bike parking adjacent to the car sharing space will be considered to encourage multi-modal journeys.</p> <p>A car share permit scheme and policy are needed to manage access to dedicated bays and other relevant benefits such as exemptions from time restrictions or paid parking. However, as a commercial entity it is appropriate that car share operators contribute to the cost of establishing car share parking spaces, and the benefit derived from dedicated public parking spaces, such as annual operational and permit fees.</p>

<sup>7</sup> <https://www.lockydock.co.nz>

<sup>8</sup> <https://www.nzta.govt.nz/assets/resources/cycle-parking-planning-and-design/cycle-parking-planning-and-design.pdf>

Vehicle	Requirement	Management Approach
<b>Additional Vehicle Considerations</b>		
<b>Electric Vehicles</b>	<p>An emerging subset of many of the vehicle types described above is the introduction and expansion of the electric vehicle fleet. In addition to parking, EVs also have charging requirements.</p> <p>While the expectation is for users to predominantly charge at home, our large visitor population means tourists may need to rely on public facilities to charge their vehicles.</p>	<p>Council's position is that the market will need to meet the future needs of EV charging infrastructure as it is not Council's role to fuel vehicles. However, we will support EV charging providers in the short term to establish charging facilities within our public car parks to facilitate uptake of low emissions vehicles.</p> <p>As a commercial entity, it is appropriate that EV charging operators contribute to the cost of establishing EV charging spaces, and the benefit derived from dedicated public parking spaces. Council will recover costs from providers through commercial Licence to Occupy agreements.</p> <p>Public electric vehicle charging spaces should allow EV owners to top up their vehicle battery charge to provide sufficient range. They are not intended to fully charge vehicles. EV charging spaces should have time restrictions limited to the time to charge. For places where vehicle occupants will be away for longer periods, drip charging should be used. The efficiency and turnover of spaces can be improved by applying fees to both parking on top of charging, and using technology to pre-book spaces.</p> <p>EV charging bays should only be provided in off-street car parks as these locations make it easier to install and maintain charging infrastructure. Off-street car parks also provide better opportunities to expand the network in the future and can be located away from key thoroughfares to avoid creating trip hazards with charging cords.</p> <p>Electrical infrastructure may limit the location of charging bays to on-street parking, but these must be in locations where it is unlikely that there will be a need to use the road space for other uses.</p>

## 2.4. Prioritising parking users and uses

Balancing the competing demands from a wide range of parking users and uses means we often must prioritise how we allocate parking in busy locations. Different land uses such as activity centres, schools, and residential and industrial areas generate various demands from a wide range of users as follows:

- **Activity centres:** these areas generally have high place and amenity value and attract some of the highest demands for parking. Access to parking in these areas needs to manage to support turnover and prioritise users that require close proximity to parking.
- **Activity centre fringe:** areas on the fringe of activity centres often have high demands for long term parking from staff working in the activity centre. This needs to be balanced with demands from other users that may not be accommodated within the activity centre, including longer term parking for customers and large vehicles (e.g. campervans and coaches), as well as residents and their visitors.
- **Residential areas:** Generally, parking only needs to be managed in residential areas located on the fringe of activity centres where there is spill over parking. However, some areas with medium density development (such as townhouses or apartments) or areas with multi-tenanted housing can experience high demands for on-street parking generated by residents and their visitors and required specific parking for some users.
- **Industrial areas:** are often located on the outskirts of town centres and have limited access to public transport. As land is generally less constrained than other areas, parking for staff, customers and operational vehicles are commonly accommodated on-site, however demand can spill over onto surrounding streets. When located close to activity centres, on-street parking in industrial areas is commonly used for long term parking by staff working in these centres.
- **Schools:** school zones are busy environments that experience high demands for parking and concentrated pedestrian and cycle activity at pick up and drop off times. Management and enforcement of restrictions to provide turnover and deter illegal parking is used to provide a safe environment for children.

**Table 3** below outlines how we will prioritise users in key areas. These priorities have been developed to enable the delivery of our parking strategy objectives. The exclusion of users from some locations in the table does not necessarily mean we will not allow them to park in an area, rather it means parking for these users will not be prioritised. For all locations, the highest priority is to provide for the safe and efficient movement of people and goods in our road network.

**Table 3: Parking allocation priority by land use**

Parking allocation priority			
Location	High priority	Medium priority	Low priority
<b>Activity centres – core</b>	Bus stops Mobility parking Loading zones Coach (pick up / drop off) Bicycle / micromobility SPSV Rapid transactions (P10) Service vehicles	Customer (car & motorcycle) Electric vehicle Car share	Commuters Residents
<b>Activity centre fringe</b>	Bus stops Mobility parking Loading zones Coach (pick up / drop off) Bicycle / micromobility Rapid transactions (P10) Car share	SPSV Customer (car & motorcycle) Electric vehicle Coach Campervan	Commuters Residents
<b>Residential areas</b>	Bus stops Car share Residents' visitors	Mobility parking Residents Bicycle / micromobility Rapid transactions (P10)	Commuters
<b>Industrial areas</b>	Bus stops Loading zones Mobility parking Bicycle / micromobility Rapid transactions (P10)	Customer (car & motorcycle)	Commuters Coach Campervan
<b>School zones</b>	Bus stops Mobility parking Bicycle / micromobility Rapid transactions (P10)	Loading zones Car share Residents	Customer (car & motorcycle) Commuters Coach Campervan

## 2.5. Sharing parking between users

Businesses, residents, hospitality venues, education facilities, churches, tourist destinations and community facilities all experience variable demands depending on the time of day, week or season. Opportunities to share parking between users that experience complementary peak demands optimise the use of parking resources. Loading zones that experience peak demands on weekdays are commonly shared with our SPSV zones which experience highest demands in the evening and weekends. Other complementary users may include commuters and residents, and office staff and hospitality customers. Opportunities to share parking between users in both public and private car parks will be explored to better accommodate a wide range of users.

### 3. Managing Parking Supply

Council is responsible for supplying, managing and enforcing on-street parking across the district. On-street parking supply is highly valued as it provides convenient access to key destinations. Increasing on-street parking supply can be facilitated by changing parallel parking to angle parking or through the development of new subdivisions, where roads are commonly vested to Council with provision of on-street parking. Reductions in on-street parking may occur when parking is reallocated to other uses, including the provision of additional traffic lanes, bus and cycle lanes or urban amenity upgrades such as landscaping, provision of parklets of bicycle parking and shared spaces. On-street parking may also commonly be removed where road space is needed to enhance safety such as the implementation of no stopping lines, pedestrian refuges, flush medians or turning bays.

We also supply, manage and enforce a number of off-street car parks in our town centres, community and civic facilities, and parks and reserves. Off-street car parks consolidate parking supply and encourage drivers to park once and walk. When located at the right location, they can be effective at 'drawing' traffic from our key transport corridors to reduce congestion. In addition, we manage restricted access car parks at Council facilities such as the Queenstown Gardens depot and civic centre to support Council operations.

Privately owned car parks are provided by a range of suppliers and may either be publicly accessible or have restricted access. Private parking that is publicly accessible includes parking provided by supermarkets, local businesses or standalone car parks (e.g. Wilson or Skyline car parks), while restricted parking includes parking provided for staff as well as on-site residential parking. Businesses and individuals are responsible for managing private on-site parking.

Previously, parking supply for new developments was regulated through the District Plan, with developers generally required to provide parking based on the location and land use activity. As a result of changes arising from the National Policy Statement on Urban Development (NPS-UD) in 2020, Councils can no longer require developers to provide car parking, although requirements for other types of parking such as mobility, coach and bicycle parking are permitted and remain in our district plan. Although no longer required, parking is generally provided by developers to meet market demand.

The key difference is car parking provision is no longer regulated and developers can decide how much to provide. While we are unable to regulate private car parking, we can influence private parking supply and demand through access to alternative transport options and implementing maximum parking requirements. Implementing parking restrictions and pricing or removing on-street parking supply can also establish expectations of access to parking and influence the provision of parking in new developments. Pricing of our public car parking assets can influence the demand on privately owned parking that is available to the public (such as a supermarket or hardware store). Our role in influencing the supply and demand of public and private off-street car parks is highlighted in **Figure 2**.

In our parking strategy we have established that providing more parking generally does not align with the outcomes we want for our district, and our focus is to optimise what we have, however exceptions will be considered in the following scenarios:

- where we are seeking to mitigate parking losses elsewhere (e.g. arising from urban amenity upgrades),
- in rural stopping places or parks and reserves where overflow parking demands may impact on safety or amenity, provision of park and ride facilities,
- in new subdivisions and town centres that will also naturally result in new on-street and potentially off-street parking areas.

While providing more parking is not a key outcome for Council, it does not preclude private suppliers from developing new public parking infrastructure.

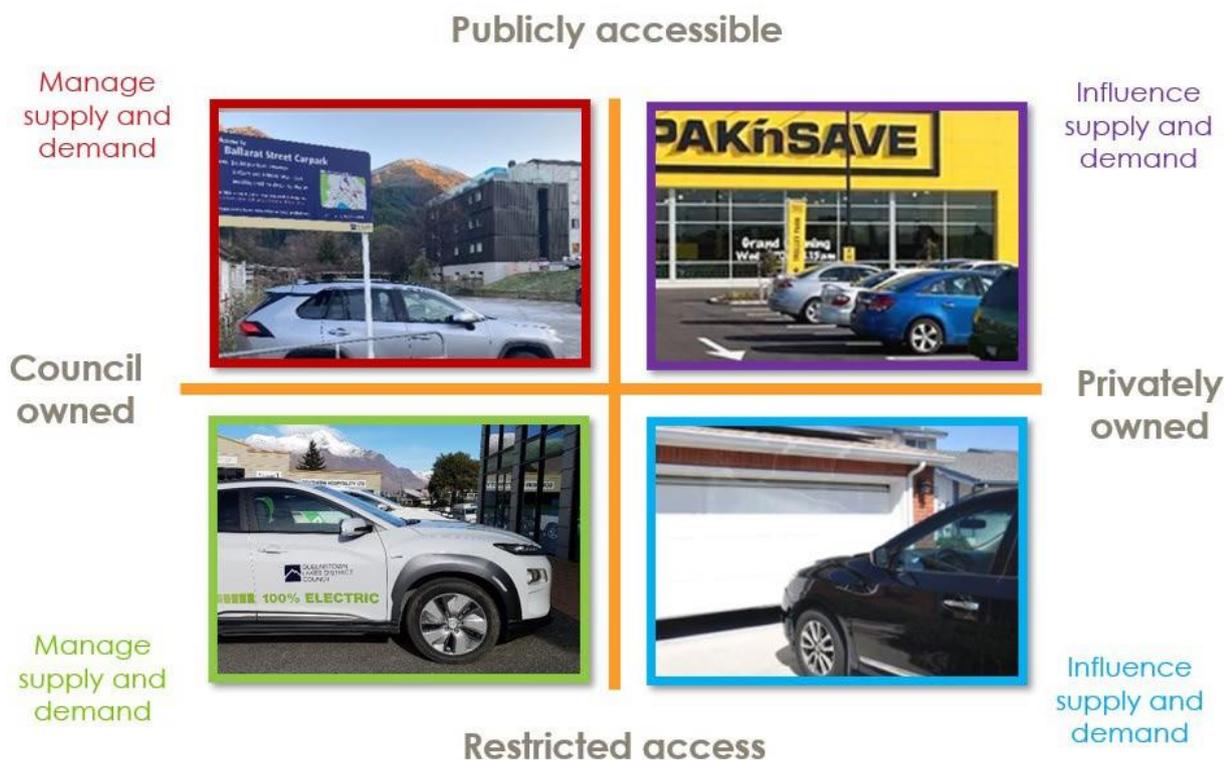


Figure 2: Council's role in influencing and managing off-street parking

## 4. Managing Parking Demand

A key outcome for managing parking is to ensure it is being used efficiently. On-street parking is especially valued as it provides convenient access to local destinations. However, when on-street parking demand is too high, drivers will circulate in town centre streets looking for parking and contributing to congestion (refer to **Figure 3**). Low demand for parking may mean there is too much parking available or pricing and/or restrictions are inappropriate.

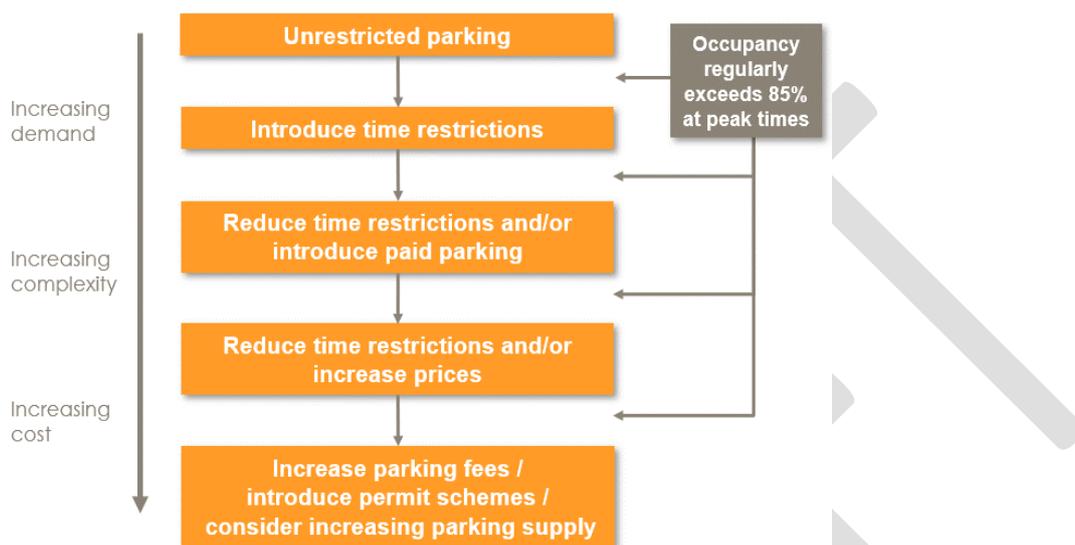
The 'sweet spot' for parking demand (or occupancy) is generally considered to be 85-90%. A demand (or occupancy) of 85% is an industry standard used to gauge how efficiently parking is used, translating to one in every seven spaces available. It is also commonly used as a trigger to change how parking is managed. Slightly higher occupancies are suitable for off-street car parks given they have higher density and improved visibility compared to on-street parking. Even higher occupancies can be supported where wayfinding and real-time information are used to direct drivers to available parking spaces. Pricing and time restrictions are common parking management tools used to achieve this 'sweet spot'.



Figure 3: Impact of parking on circulation and congestion

Parking occupancy varies by time of day and also seasonally. In Queenstown and Wānaka, we have especially high seasonal demands during the Christmas and New Year period, and during the winter ski season. It is not viable to accommodate these extreme peaks, as it would lead to an oversupply of parking at other times. During our peak periods, opportunities to use overflow parking or providing additional public transport or shuttle services can assist to manage these peak demands.

The parking intervention hierarchy (**Figure 4**) outlines how demand for public parking is typically managed. In areas of low demand, parking is generally unrestricted or uncontrolled, with the exception of parking for specific users, such as loading zones or mobility parking that have requirements for close proximity to key locations. As demand increases, time restrictions followed by pricing are typically used to manage demand.



**Figure 4: Parking intervention hierarchy**

## 4.1. Time Restrictions

Time restrictions are one of the first approaches that are used to manage parking. They are commonly used in town centres, local neighbourhood shopping areas, at community facilities and around schools to encourage turnover. These restrictions often reduce over time to manage increasing parking demand, commonly triggered by occupancy exceeding 85-90%. However, time restrictions eventually reach a threshold where they no longer align with the needs of the adjacent land use. For example, P30 or P60 may not meet the needs of a hairdresser or restaurant. At this point, pricing is often introduced to manage demand, often in combination with time restrictions.

Vehicles parked within a time restriction zone must not return within 4 hours. Rapid transportation zones (P10) are excluded from this rule.

**Table 4** provides a summary of the types of time restrictions that we will use across our District and their typical application. These are not prescriptive and should be used to guide decisions around parking restrictions with the aim of providing for the needs of key users and balancing turnover.

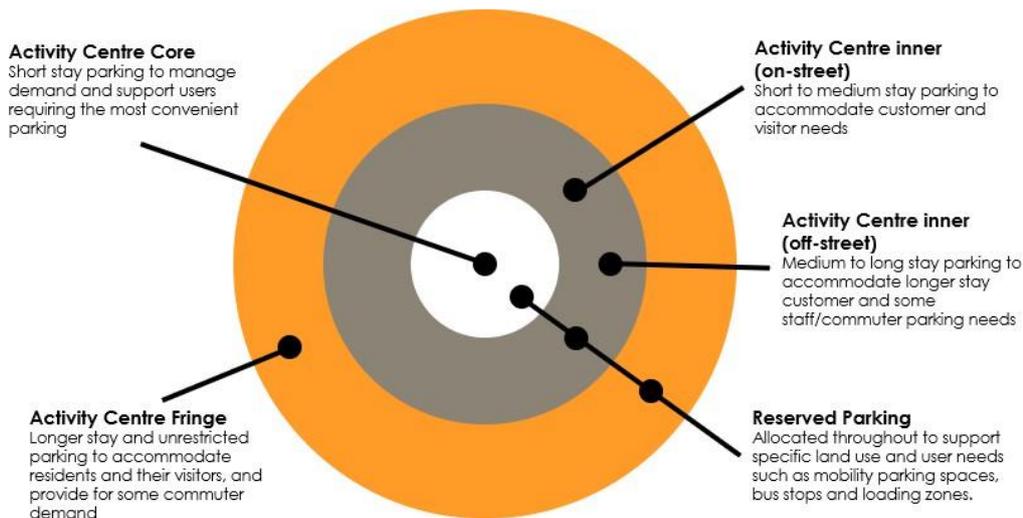
**Table 4: Types of time restrictions and their application**

<b>Time Restriction</b>	<b>Application</b>
<b>Rapid Transactions (P10)</b>	<p>Provides convenient access to drop off or pick up people or goods and undertake short errands. Commonly used adjacent to businesses where there is high demand for quick transactions such as a dairy, bank or takeaway shop. In general, use P10 in these locations to provide sufficient time and encourage turnover. Extending P5 to P10 restrictions recognises an ageing and less mobile population.</p> <p>Also used at schools and community facilities (e.g. library or pool) to enable drop off/pick up; in general, use P10 restriction in these locations to support quick access and encourage high turnover.</p> <p>Using these restrictions adjacent to a cycle lane should be avoided to minimise conflict between cyclists and the high number of vehicles manoeuvring across the cycle facility.</p>
<b>Short Term (P30, P60, P90)</b>	<p>Balances short term visitor access with the need for turnover in areas of high parking demand. In general, limit use of P30 and P60 in free parking areas, such as local neighbourhood activity centres. These short time limits can discourage customers from spending time in our town centres and can also encourage users to shift their vehicles to evade time restrictions.</p> <p>Use P90 for on-street parking in the core precincts of a paid parking area to balance turnover with access for customers undertaking short visits and attending appointments.</p>
<b>Medium Term (P120, P180, P240)</b>	<p>Provides access in areas with moderate parking demand to enable people to linger and participate in social and economic activities. These restrictions are commonly used on the fringe of activity centres and at community facilities, and aim to provide some turnover, while deterring long term parking.</p> <p>P240 can be difficult to enforce, and some commuters may park in these spaces and move their vehicles during the day. P180 is preferred for customer parking on the fringe of activity centres.</p>
<b>Long Term (e.g. 10HR, 48HR)</b>	<p>10HR is often used to provide for paid, all-day parking for commuters and tourists</p> <p>Long term parking restrictions are also commonly used in recreational areas or areas impacted by overnight or multi-day parking e.g. airport, beach or lakefront</p>

### 4.1.1. Location

The application of time restrictions in a major activity centre or key destination generally uses a precinct-based approach, where the shortest restrictions are typically used in the core of the CBD or in close proximity to the destination, while longer restrictions are located on the fringe (refer to **Figure 5**). People undertaking a short trip value convenience and generally tolerate a smaller walking distance compared to someone wanting to park all day (refer to **Figure 1**). The aim is to balance the needs of priority users while encouraging turnover where it is required. Activity centre precincts for key locations in our District are defined in our Parking Management Plans.

In some locations such as residential areas on the fringe of an activity centre or in an industrial area, restrictions may only be applied to one side of the road. This balances the need for some long-term parking for residents or commuters but also provides for some turnover to provide for visitors and other short term parking needs.



**Figure 5: Precinct-based application of time restrictions**

### 4.1.2. Time and Day

The time and day that general restrictions are recommended to apply is shown in **Table 5** below. As each town centre and destination is unique, some discretion may be required to tailor time restrictions to align with the needs of the activity or the location of the activity. For example, the demand for loading zones is high in the early morning and on weekdays and these restrictions may need to commence earlier. By contrast the demand for SPSV spaces is high at night and on weekends and overnight restrictions are used to prioritise access to parking for these vehicles.

**Table 5: Application of time restrictions for key land uses**

Land Use Activity	Time and day
Activity centre - core	8am to 6pm every day
Activity centre – core (with evening economy)	8am to 9pm every day
Activity centre - inner	8am to 6pm every day
Activity centre fringe	8am to 6pm Mon to Fri
Residential area	8am to 6pm Mon to Fri
Industrial areas	8am to 6pm Mon to Fri
School zones	8:30 – 9:30am & 2:30 – 3:30pm Mon to Fri (during term times)

In our busy town centres, providing free and unrestricted evening parking outside the core area can provide safe parking options close to town centres for people that need to work evenings such as hospitality staff.

### 4.1.3. Changing Time Restrictions

Parking essentially supports access to a destination. When time restrictions are used to manage parking, they should focus on providing for the needs of priority users accessing nearby destinations. Reducing time restrictions to manage demand and support turnover will over time no longer align with the needs of these users. The time restrictions highlighted in **Table 4** aim to provide a balance between providing access and turnover and should be used when implementing time restrictions in new areas. As demand increases and defined parking occupancy triggers are exceeded (commonly 85-90%), paid parking should be implemented to manage demand rather than reducing restrictions.

## 4.2. Paid Parking

The provision of parking always comes with a cost. If parking is not paid directly by the user, then the cost is borne by others including developers, local businesses and the wider community. These costs are passed on irrespective of whether a person makes use of parking or not through higher costs for goods, services, housing and rates, as well as the costs arising from congestion, severance, safety and air pollution.

Beyond the costs of construction, maintenance and enforcement of parking, there are other costs incurred from providing parking. The 'opportunity cost' of dedicating land to parking means that space cannot be used for wider footpaths, safer cycling infrastructure, bus lanes or even additional traffic capacity. Off-street parking consumes land that could otherwise be used for housing, shops, restaurants or parks. Providing too much space for parking also leads to increased distances between land uses, impacting on the 'walkability', attractiveness and vibrancy of our towns and centres.

While no one likes to pay for parking, pricing is a key parking management tool that is used to:

- Manage demand and support turnover
- Prioritise premium spaces, where parking in a town centre is generally more expensive than on the fringe
- Influence travel behaviour and encourage people to travel by other modes
- Ensure users contribute to the cost of providing and managing parking

Paid parking is more effective at prioritising users than time limits, however it can often push some users to park in residential areas on the fringe of town centres. Expansion of time restricted or paid parking areas, combined with residential parking permit schemes are often introduced to balance the competing demands of residents and other users and parking demand increases. Managing demand through increasing parking supply does not align with the objectives in our Parking Strategy; rather our focus is to optimise what we have where possible and use a range of measures to manage travel demand and access, and support mode shift.

### 4.2.1. Location and time of day

Paid parking is often introduced when time restrictions alone are no longer effective in managing parking demand, or where further reductions in time restrictions do not align with the needs of the land use activity. The application of pricing based on location, or time and day within key precincts aligns with the application of time restrictions outlined above. Implementation of paid parking at our Council properties including community facilities and parks and reserves will also be explored to manage and influence travel demand to these sites.

### 4.2.2. Pricing

Initiating paid parking can involve challenging conversations with the community, hence introductory fees for standard vehicles should be low (e.g. \$1 to \$2/ hour)<sup>9</sup>. While implementing paid parking is generally triggered by managing demand when time restrictions are no longer effective, other triggers such as ensuring users contribute to the costs of providing and managing parking and influencing travel demand should also be considered.

Tiered pricing is frequently used, with the highest parking charges used to manage parking demand within the core of an activity centre or close to key destinations (e.g. lakefront). This prioritises access for those that value convenient access while directing others to more affordable or free parking on the fringe. On-street parking is generally more expensive than off-street parking within the same precinct to reflect the convenience and access on-street parking provides.

Apps that are integrated with pay by plate parking meters enable users to 'start-stop' parking and only pay for what they use. They also allow users to top up parking remotely. A minimum payment of 10 minutes of parking will apply to meters irrespective of payment method, however we will explore opportunities to remove or significantly reduce fees for credit card and other electronic payment methods. Permits will be used to provide reduced parking rates as well as exemptions from payment for some users and uses (refer to Section 4.3)

In some urban centres, time restrictions are being removed and replaced with graduated pricing to manage demand. Escalating pricing allows people to stay as long as they need, however the price significantly escalates after the first few hours. The tiered pricing structure provides convenience for shoppers but aims to discourage long term parking. This approach has not been used to date as we need to facilitate turnover to support access to businesses, and high parking costs (and low parking fines) may not be a deterrent for some users in our busy and constrained urban centres.

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<sup>9</sup> Parking fees for larger vehicles, including coaches and campervans, will be higher than standard vehicle parking to reflect their larger space requirement.

### 4.2.3. Setting and Adjusting Parking Fees

A review of parking fees will be undertaken annually to feed into Council's schedule of fees and charges as part of our Annual Plan / Long Term Plan process. Adjusting the price of parking will be triggered by the demand of on-street parking within each precinct, rather than CPI adjustments. On-street parking provides the most convenient parking and typically fills up first.

An occupancy rate of 85% is a typical target (refer to Section 4), ensuring parking resources are being efficiently used while minimising drivers cruising for parking. **Table 6** highlights the triggers for adjusting parking fees, based on the average peak parking occupancy<sup>10</sup> thresholds. It shows when the average demand across a precinct at peak times exceeds 90%, we will increase parking fees, and when it falls below 50%, we will reduce parking fees. The lower threshold for reducing parking fees reflects the position that users should contribute to the cost of providing and managing parking. Measuring demand is based on data from parking occupancy surveys (refer to Section 7.4).

While prices may increase or decrease based on demand, adjusting pricing in one precinct will impact demand in an adjacent precinct. This can be a desirable outcome to 'nudge' some users away from more convenient parking. Hence, an overarching approach to setting and adjusting fees will be applied, where the most convenient spaces attract the highest prices.

**Table 6: Price adjustment thresholds**

Average peak parking occupancy	Price Adjustment
<50%	Reduce price by no more than \$1/hour
50 – 90%	No change
>90%	Increase price by no more than \$1/hour

### 4.3. Permits

We provide a number of parking permits that generally prioritise access or provide free parking for specific users including community service organisations, SPSV/taxis and seniors. To respond to some key issues, we have reviewed the benefits and eligibility of existing permits and will also introduce a number of new permits. Permits we will offer are as follows:

- Small Passenger Service Vehicles Permits (SPSV) - to provide access to designated ranks in town centres
- Community Service Permits - to support the provision of, and access to, community services
- Service Vehicle Permits – to support urgent repairs and regular servicing operations for the business sector, as well as to support activities of economic value to the district
- Senior's Parking Permits - to support access to community services and activities for older persons (75+)
- New Parents Permit
- Residential Parking Zone Permit
- QLDC local resident permit
- Public transport permit
- Car sharing permit
- Carpool permit

All permits incur a fee (with the exception of the public transport permit) and generally provide exemptions to time restrictions or payment or allow the permit holder to park within a reserved parking space. Increasing parking permit fees will be undertaken through the Annual Plan / Long Term Plan process and will align with general inflation. In addition to the above permits we offer, we recognise the nationally-administered mobility parking scheme issued permits to people with limited mobility that allows permit holders to park in dedicated mobility parking spaces.

A summary of the eligibility and benefits of each permit are outlined below. With the exception of the national mobility parking permit, and construction and film/event permits, all permits will be issued as an e-permit and linked to a vehicle's registration. This provides convenience to users as permits can be applied for online and cannot be misplaced. E-permits

<sup>10</sup> The average peak parking occupancy threshold is the **average** occupancy of **on-street** parking measured across a precinct at the **peak time** (i.e. the busiest time of day) and **averaged** across two successive parking surveys to account for seasonal variability.

also improves enforcement efficiency, supports integration with parking technology and reduces fraud as permits cannot be shared or tampered with.

### 4.3.1. Small passenger service vehicle (SPSV) permit

The SPSV (taxi) rank permit is only used in Queenstown to regulate access to council-controlled ranks for the high number of users that operate here. The permit also helps to monitor Waka Kotahi's SPSV regulations to ensure drivers hold relevant endorsements and licenses. Currently, 150 permits are available, and the scheme is fully subscribed with a waitlist. Permits are issued to vehicles and are valid for one year. Feedback from taxi operators have identified problems with the scheme including the value the permits provide, enforcement of SPSV operators without a permit and the permit allocation process.

We will increase the cap to meet current demand as required, and new overnight SPSV ranks will be provided in Queenstown. Demand for permits and parking will continue to be monitored to ensure permits provide value to operators, and opportunities to establish ranks in other town centres will be considered. We will also implement additional CCTV monitoring to enforce SPSV ranks and increase enforcement to deter non-permit holders from touting for business.

To fairly allocate permits, invitations to apply for the annual permits will be prioritised as follows:

- April: Invitation to existing permit holders – to provide continuity and certainty
- May: Invitation to drivers registered locally (dependent on remaining availability)
- June: Invitation to all remaining drivers (dependent on remaining availability)

Drivers will be responsible to apply for their permit as soon as possible and prior to the following round of invitations. Applications will be prioritised based on when a complete and compliant application is received. Once the cap is reached, no further permits will be issued for the year. Part-year applications will only be accepted if the permit cap has not been reached. Drivers will be encouraged to pre-register to receive updates on the scheme and subscription process, and for Council to understand demand for the scheme.

Permits will be issued as an e-permit and linked to the vehicle registration. Permits will only be transferred to another vehicle with proof of vehicle sale or disposal and are only transferable by the vehicle owner. Permits cannot be transferred to another person or vehicle owner. No refunds are available once the permit is issued. Further details of the SPSV scheme are outlined in our Traffic and Parking Operations Manual.

### 4.3.2. Community service permits

The community service permit supports free parking for eligible community services providers. Permits are available for community organisations/groups and volunteers who use paid parking to carry out volunteer work. Users must still abide by any relevant time restrictions and cannot park in other restricted user car parks such as bus stops, SPSV ranks, loading zones and mobility parking spaces.

This permit will be issued as an e-permit, linked to the vehicle registration. Vehicles should be registered to the relevant organisation, or documentation from the organisation provided to show the vehicle is used for this service. The vehicle must be being used to carry out work for the organisation for the permit to apply and are not to be used for individual personal use.

### 4.3.3. Service vehicle permits

Previously known as temporary permits, service vehicle permits provide convenient access for trade and construction activities, as well as reserved parking for events and filming activities across the district. Five different types of service vehicle permits are available, as follows and each will attract a cost

- **Service maintenance** – allows service vehicles to park for up to three hours in our shared spaces to undertake emergency maintenance or double the time limit in a time restricted space. Users requiring longer access will need to relocate their vehicle to an alternative location. Eligible users will need to pre-register for the scheme with proof of providing maintenance services, and permits can be applied for and issued online as an e-permit. Cost will be charged for each emergency maintenance permit, limited to one per day per vehicle, with the number of permits capped at five per day to limit disruption to the town centres.
- **Service bays** – a small number of parking spaces on roads adjacent to the Queenstown CBD shared spaces will be provided. These will allow pre-bookable spaces in close proximity to that area and are intended to provide additional facilities to support essential maintenance but where vehicles are not required to be parked

immediately outside premises. These will be limited to four hours per company, per day.

- **Construction** – provides dedicated access to parking spaces to support business activities such as temporary construction and development (including placement of skip bins) for up to six weeks. Where the permit is to be used within a paid parking area, an additional cost per day per parking space for the duration of the permit will be incurred to reflect the loss of revenue and access to these parking spaces. Note: for work and activities undertaken within the road corridor, a Corridor Access Request (CAR) application is required.
- **Film / Events** - available for event organisers or film production companies to reserve or cordon off parking for community events or filming for up to six weeks. Where the permit is to be used in a paid parking area, an additional cost per day per parking space for the duration of the permit will be incurred to reflect the loss of revenue and access to these parking spaces. This permit will also be available for other general circumstances not covered by other permits at the discretion of our Regulatory Manager.
- **Cleaning services** – particularly in Queenstown CBD, there is a need to encourage early use of the shared spaces. These e-permits will be available for use 7am – 10am daily and vehicles will need to be pre-registered.

Physical permits will be issued for construction and film/events permits to reserve parking for the activity, with contractors typically cordoning off access to these parking bays.

#### 4.3.4. Seniors' parking permit

The Seniors' Parking Permit will provide seniors aged 75 and older with extended parking provisions, reflecting their lessened mobility. This permit will provide eligible residents with double the posted time limit and will also apply to paid parking areas, providing half price parking. The permit will be issued as an e-permit and linked to a vehicle registration.

This permit was previously known as the 75+ Free Parking Permit and provided free parking for residents aged 75 years old and over. The current provisions are somewhat more generous than the mobility parking permit scheme given mobility permit holders must still pay for parking in a paid parking area with time restrictions. Free parking does not support broader outcomes to reduce emissions, encourage the use of other transport modes, reduce congestion and parking demand, nor improve the urban amenity of our town centres. As our population ages, the demand for these permits will increase. There is no correlation between age and ability to pay, however there is a correlation between age and mobility. Our key recommendation is to change the entitlement of these permits to provide double the posted time, rather than free parking. This more closely aligns with the provisions of the mobility parking permit scheme and provides benefits for residents across the entire district.

As permits that have already been issued are valid for up to three years, enforcement of two schemes with different benefits would be challenging. Hence the new seniors' parking permit scheme will be introduced in 2027, with existing permits honoured until then. Over the next two years, the 75+ Free Parking Permit will continue to be issued; however, these will expire in June 2027.

#### 4.3.5. New parents' permit

A new parents' permit scheme is to be established in collaboration with Plunket. The purpose of this scheme is to improve access and mobility for new parents, as getting around can be harder with a baby (and other young children) and can often take more time. This scheme aims to provide similar benefits to the seniors' parking permit, providing eligible residents with double the posted time limit and will also apply to paid parking areas, providing half price parking.

#### 4.3.6. Residential parking zone permit

Residential parking schemes will be established in residential zones where there are ongoing parking issues generated by other users such as commuters or visitors to nearby commercial areas. While residents do not have exclusive rights to on-street parking in front of their property, our focus is to balance the needs of a range of users by providing reasonable access to parking and minimising the impact of parking restrictions on the residents who live on the street.

Permits will be available for eligible permanent residents who live within a defined residential parking zone. These schemes will not be established in areas where residents are competing for parking with one another due to high density residential development or high household occupancies.

Parking within residential parking zones may be managed by time restrictions and/or paid parking to balance access for multiple users. Residential parking zone permits will entitle eligible residents from exemptions to fees and time restrictions within the zone on their adjacent street. Permits will be issued as an e-permit, linked to a vehicle licence plate and are not

transferable. They will be limited to one per residential unit<sup>11</sup> to ensure they are not oversubscribed. The cost of the permit will reflect the value and benefits they provide for users, will provide for increased parking enforcement in these areas and ensure only residents who need them will apply. Permits apply for the defined zone only and cannot be used in neighbouring precincts or precincts in other town centres. Permits are assigned to a vehicle and are only transferable if a vehicle is sold or if a resident moves to another house located within a residential parking zone. The number of permits will be up to 50% of the total parking spaces for each zone.

Developments consented after the date these guidelines are approved by Council will be ineligible to apply for residential parking zone permits as adequate off-street parking should be provided in new developments to meet the needs of the activity, and to manage future demand.

#### 4.3.7. QLDC local resident permit

A new annual permit will be available for permanent residents, reducing the cost of parking. Eligible residents with a permit will be entitled to half price parking for up to three hours a day for on-street parking and within our off-street car parks. This permit aims to mitigate the burden generated from the high tourism demands and promote access and economic activity for local residents in our main town centres.

Permits will be issued as an e-permit linked to a vehicle licence plate with a cost per annum per permit. There is no limit to the number of permits available to residents, however residents must demonstrate they are permanent residents through the initial application process. Residents must show proof they reside at the property of residency such as a current power or internet bill, a signed fixed term tenancy agreement or current electoral roll letter. Note that water or rates bills, bank statements, drivers' licence or property purchase agreements are not acceptable forms of proof. Residents must also show proof of vehicle ownership. Residents will be able to renew permits online.

Residents that already hold a new parent, seniors' permits or residential parking zone permit will automatically qualify for this permit. Residents with a mobility permit will be provided with additional benefits (refer to Section 4.3.9).

This permit relies on the use of pay by plate parking machines, with reduced pricing for residents enabled through entering number plate details. Details of residents' addresses will only be used to determine permits eligibility; addresses will not be linked to vehicle registration data used to determine eligibility for reduced parking costs.

#### 4.3.8. Public transport permits

With a high number of coaches and shuttles operating in the district, there is a need to differentiate access to bus stops for public bus services and private services. Implementation of an e-permit for public transport buses, supported by signage to indicate access to bus stops on public transport routes are for public bus services only will provide clarity for bus operators. LPR and CCTV can be used to monitor compliance if needed. We will work with our partners at Otago Regional Council to implement the scheme.

#### 4.3.9. Car sharing permit

Car sharing is a shared mobility scheme that provides members with access to a fleet of shared vehicles available for short term hire. Car sharing has been shown to reduce private car use, car ownership and parking demand. The first car sharing scheme has now launched in the District, operating from hotels and private parking locations and it is likely that further schemes will look to establish in the future.

As car sharing schemes commonly rely on public parking spaces and may require access to dedicated parking spaces or exemptions from time restrictions and/or payment, a permit scheme will need to be established. Details of the scheme including benefits, eligibility and costs will need to be determined through the development of a car share policy.

#### 4.3.10. Mobility permits

Mobility parking permits are issued by CCS disability as part of a national scheme to improve and prioritise access for people with limited mobility. These are issued as physical permits as permit holders may be a passenger or a driver, meaning permits need to be transferable and not linked to a vehicle.

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<sup>11</sup> As defined in the QLDC Operative District Plan, a residential unit *is a residential activity consisting of a single self-contained household unit, whether of one or more persons, and includes accessory buildings. Where more than one kitchen and/or laundry facility is provided on the site, other than a kitchen and/or laundry facility in a residential flat, there shall be deemed to be more than one residential unit.*

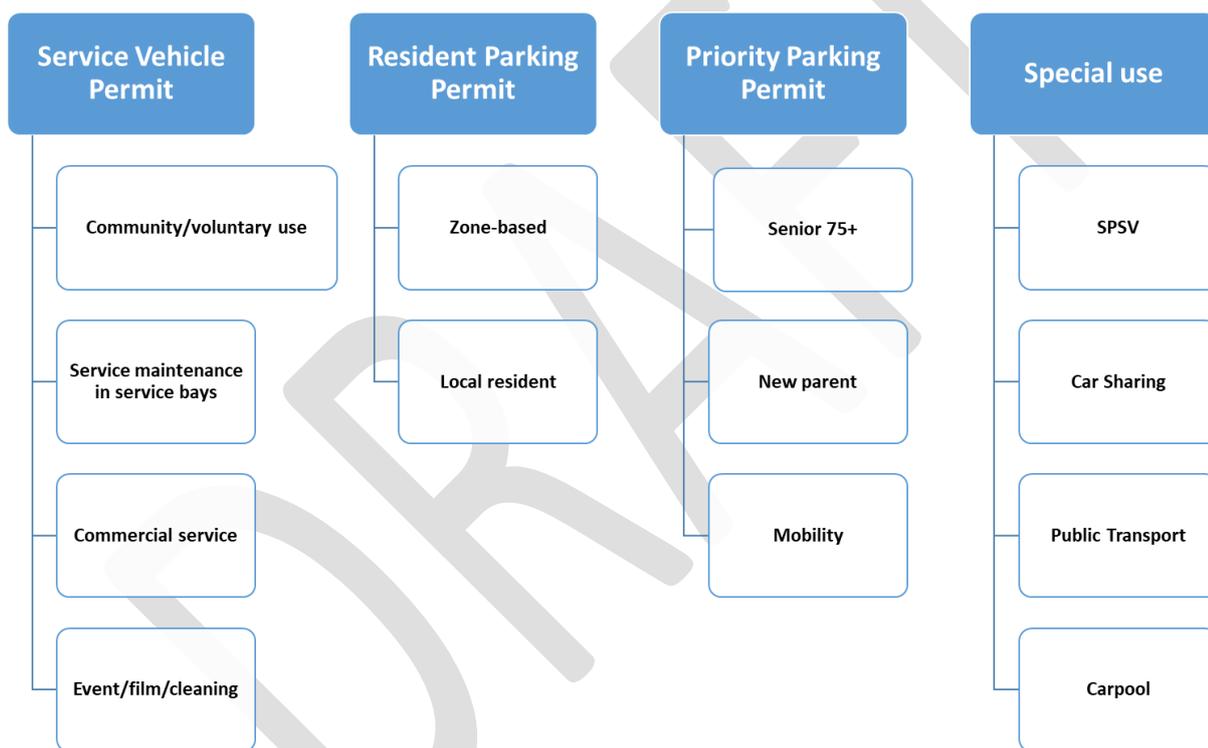
In addition to dedicated mobility parking spaces, we will provide additional benefits for permanent local residents with a mobility parking permit and a QLDC local resident permit linked to their vehicle registration (refer to Section 4.3.8). These permit holders will be eligible to park for double the time limit in standard car parking spaces for up to three hours, and to park in the Rees and Beach Street shared spaces in Queenstown town centre for up to 60 minutes. These additional provisions are not available for non-residents nor residents without the QLDC local resident permit due to the shift to LPR enforcement, which relies on permits being linked to licence plates. In paid parking areas, payment for parking still applies for all mobility parking permit holders in standard parking spaces, at 50% of the normal rate.

### 4.3.11. Carpool permits

Carpooling permits are available in Queenstown for drivers with three or more occupants, all of whom must hold a carpool permit. Dedicated free carpool parking spaces are provided in the Boundary Street carpark. A total of 120 permits is available each year; however, only 12 have been issued in 2025, indicating declining public interest in the scheme.

### 4.3.12. Summary of parking permit benefits

To simplify the parking permits in QLDC, the following **Figure 6** and **Table 7** show the permits categorisation.



**Figure 6: Parking permit categorisation**

**Table 7: Summary of parking permits**

Permit type		Benefits
Service vehicle	Community/voluntary use	Free parking while carrying out volunteer/community service work. Must still follow time restrictions and cannot park in restricted bays.
	Service maintenance	Access to parking for urgent maintenance, service bays, construction work, filming, and events. Options include emergency permits, pre-bookable spaces, and reserved bays.
	Commercial service	
	Event/ film / cleaning	
Resident parking	Residential parking zone-based	Exemptions to fees and time restrictions within the zone and half-price parking in other paid areas up to 3 hours a day.
	QLDC local resident	Half-price parking in paid areas up to 3 hours a day.
Priority parking	Seniors 75+	Double the posted time limit and half-price parking in paid areas.
	New Parents	Double the posted time limit and half-price parking in paid areas.
	Mobility	Access to dedicated mobility parking spaces. Double the posted time

		limits.
Special use	Public transport	Access to designated bus stops reserved for public transport services.
	Car share	Access to dedicated parking spaces and/or exemptions from time limits or payment to support shared mobility schemes.
	Carpooling	Access to dedicated parking spaces.
	Small Passenger Service Vehicle (SPSV) Permit	Access to designated SPSV/taxi ranks in town centres. E-permit linked to vehicle registration. Monitors compliance and helps manage rank demand.

## 4.4. Enforcement

Enforcement is a key element of parking management to protect the operation of the parking system and ensure compliance. Parking officers enforce compliance with the Land Transport (Road User) Rule 2004 and the Land Transport Act 1998, supplemented by QLDC's Traffic and Parking Bylaw 2025. While parking enforcement is generally viewed negatively, it plays a significant role in facilitating the safety and efficiency of the transport network. If enforcement is perceived as low or ineffective, drivers are more likely to ignore parking restrictions and payment. This will reduce turnover at key destinations and make it harder for other drivers to find a suitable car park. Conversely, if there is too much enforcement the negative experience or risk of receiving a fine may deter some people from visiting a particular area.

There is a need to balance the level of enforcement to be consistent and fair, but frequent enough to act as a deterrent.

Enforcement across the district is mostly undertaken by a limited number of parking officers that manually issue infringement tickets. Within Queenstown town centre, CCTV cameras are used to monitor use of some special use parking areas, with infringements issued to drivers illegally parked in SPSV and loading zones.

In October 2024, parking infringement fees were increased across the district. Following this change, the total number of parking infringement notices issued declined, indicating an overall improvement in parking compliance and driver behaviour.

The table below presents the top five parking-related infringements, comparing the 12 months before and after the October 2024 fee increase. It shows the change in volumes and percentage difference for each offence type.

Overall, infringement notices decreased by 12,567 (21%), with notable reductions observed in offences related to restricted parking areas, broken yellow lines, and failure to provide proof of payment. One offence category—vehicles stopped, stood, or parked contrary to traffic signs or road markings—recorded a small increase over the same period.

Offence Description	Oct 2023- Sept 2024	Oct 2024- Sept 2025	Change	% change
Stopped, stood or parked a vehicle on part of the road contrary to traffic sign, notice or road marking (prohibited parking)	21,003	21,433	430	2%
Parked exceeding a time restriction	14,742	10,026	-4,716	-32%
Parked a motor vehicle in an area marked by a broken yellow line	14,057	10,124	-3,933	-28%
Failed to demonstrate proof of payment for parking	7,245	3,268	-3,977	-55%
Operated an unregistered motor vehicle	2,651	2,280	-371	-14%
Total	59,698	47,131	-12,567	-21%

Advances in parking technology means there are significant opportunities to improve enforcement efficiency and manage compliance (refer to Section 7.2). With the proposed changes to parking restrictions and pricing across the district, more enforcement capability will be required. Introducing mobile licence plate recognition (LPR) cameras will make it easier for parking wardens to enforce restrictions over a wider area and improve the personal safety of staff. However, maintaining the presence of parking officers in our urban centres encourages positive parking behaviour, and these staff are on hand to provide the community with information and assistance. Handheld readers integrated with a wireless printer and LPR software can read and record number plates, validate compliance, and process and issue infringements to enhance the efficiency and accuracy of infringements issued by officers working in the field.

## 4.5. Revenue

Revenue from parking meters and enforcement is allocated to Council transport services budgets, to provide for parking

services and transport planning activities. Delivering changes to how parking is managed across our district will require investment in new parking technology and increased enforcement capability. However, the expansion of paid parking areas in Queenstown and the introduction of paid parking to other town centres is expected to increase parking revenue. Establishment of Transport Management Associations (TMAs) can be used to address transport issues in a local area and involve the community in making decisions on how revenue generated from parking should be reinvested. Opportunities to enhance access to town centres, subsidise public transport or invest in urban amenity upgrades are initiatives that could be considered.

## 5. Land use planning

The most effective way of reducing parking demand is through integrated land-use and transport planning which has the potential to reduce the need to travel by private vehicle. Mixed use developments with local access to goods and services, education and employment opportunities means residents can access many of their daily needs without needing to travel far, thus reducing reliance on private vehicles. Intensification of existing urban areas also allows more people to access nearby services and facilities and can enhance the viability of local businesses and public transport.

Our Spatial Plan provides the long-term strategic direction for managing growth and development in the District, while master plans are used to establish the direction and outcomes for future development within our main growth areas. Our Proposed District Plan (PDP) provides the rules for land use and development and sets minimum design standards for off-street parking spaces. It provides guidance on the size, layout and location of parking spaces and includes minimum requirements for the provision of mobility parking, coach parking and bike parking for various land use activities. The QLDC Land Development and Subdivision Code of Practice (COP) is also used to guide the provision and design of parking, setting out engineering design requirements for new roads, including for the provision of on-street parking facilities.

### 5.1. Proposed District Plan

In 2020, the Government required Councils to give effect to the NPS-UD in their District Plans by removing rules and standards that set the minimum number of car parking spaces required for new developments. The aim of this change was to improve housing affordability by reducing the amount of on-site space set aside for parking to create more flexible, higher density urban developments and enable repurposing of existing sites and buildings. Local authorities were strongly encouraged to adopt parking management plans to manage and mitigate the effects associated with the removal of minimum parking requirements.

Provision or access to on-street parking for commercial activities, including health care and education facilities is not an obligation of Council. While we may enable and implement changes to on-street parking to support the operations or safety of the activity, it is Council's discretion on how these public parking assets are managed to best serve the wider community, including the implementation of pricing or the removal or reallocation of parking spaces. Commercial activities will be encouraged to meet their parking needs on site and large trip generating activities will be required to develop travel plans to manage travel and parking demand.

A review of the PDP identified no minimum provision for mobility parking or bike parking in residential developments (refer to PDP Sections 29.5.4 and 29.6 respectively). With changes in housing typologies, the development of high-density housing combined with lower levels of parking supply and an ageing population creates a risk that people with mobility impairments may be excluded from participation. Including a requirement of mobility parking for residential activity in medium and high-density residential parking zones as well as for integrated residential developments in any other zone is needed.

We would encourage minimum mobility parking requirements for residential development as shown in **Table 8**. These rates have been developed based on supply rates developed by Christchurch City, Kāpiti District and Auckland Transport.

**Table 8: Mobility parking supply requirements**

Activity	Mobility parking spaces
Residential development	< 7 units: 0 spaces

	7-18 units: 1 space
	19 - 31 units: 2 spaces
	32 - 43 units: 3 spaces
	1 additional space for each 12.5 units thereafter

The current PDP requirements for bike parking and end of trip facilities for key land use activities do not extend to residential activities. As medium and high-density residential development within the district becomes more common, the effects of removing minimum car parking requirements is likely to result in more developments with low levels of parking supply, as evidenced in other towns and cities. These forms of development can discourage vehicle ownership and contribute to promoting more sustainable transport modes, including biking, provided appropriate supporting infrastructure is available. For biking to be practical and convenient, secure and weather-proof bike storage facilities are needed for residents.

We will introduce minimum bike parking requirements for residential development as shown in **Table 9**. These rates are used by Christchurch City and are considered appropriate for Queenstown Lakes.

**Table 9: Bike parking supply requirements**

Activity	Cycle parking spaces	
Residential Activity for a housing complex with 3 or more units	For residential units with one or two bedrooms	1 secure space / residential unit without a garage
	For residential units with three or more bedrooms	2 secure spaces / residential unit without a garage

## 5.2. Code of Practice

The Code of Practice (COP) 2025 sets out minimum design requirements for new transport infrastructure in the district and is largely based on the national standard NZS4404. Within the COP there are two general aspects that are applicable to parking: road design standards and on-street parking requirements.

### 5.2.1. Road design standards

Road design standards are based on various street typologies, providing guidance on passing, parking and loading, and the provision of kerbside or indented bays. Street typologies are defined by rural, urban and suburban land uses, and consider traffic volumes, the vehicle speed environment and the density of development. A recent shift in the design philosophy for new roads, based on the One Network Framework (ONF), recognises both the movement and place function of our transport networks. This shift in focus and the need to encourage access by other modes means that the current COP typologies are no longer fit for purpose.

NZTA's Aotearoa Urban Street Planning and Design Guide (AUSPDG) uses the ONF framework to set out key principles for planning and designing residential streets. For suburban residential streets AUSPDG includes the following recommendations relevant to parking allocation:

- On-street parking should be minimised, parking should be located off street and to the side or rear of houses.
- Narrower carriageways mean streets can become multipurpose spaces where people can socialise, and kids can play.
- Street and neighbourhood design to encourage walking, biking and micromobility for local journeys, reducing emissions.

Updating the COP road design standards to provide a design framework for on-street and off-street public parking (such as parking configuration and parking supply rates) that aligns with the principles of AUSPDG and ONF is needed to better

align with the outcomes we want for our district.

### 5.2.2. On-street parking supply

Developers are required to assess overall parking demand and demonstrate that excess demand will not adversely impact on the safe operation of the transport network. However, on-street parking is included as part of the overall parking resource of the development, meaning overall parking demand does not need to be met through the provision of off-street parking. This may create issues if there are multiple developments in close proximity and all have low off-street parking supply rates. Removing the on-street parking requirement and encouraging developers to develop more creative parking solutions, including the provision of narrower roads with no on-street parking and shared off-street public car parks to be vested to Council will contribute to better street designs that help to promote use of sustainable transport modes. Where on-street parking is already provided in medium and high density developments, on-street parking will be designated and signed for short stay parking (e.g. P180) to manage expectations that the parking is for visitor use or loading rather than long term parking for residents. This will need to be reinforced by an appropriate level of enforcement.

## 6. Addressing specific parking issues

Some locations and circumstances require a different or targeted approach to manage parking. These issues and our management approach are outlined below.

### 6.1. Managing parking in parks and reserves

Some of the parking spaces provided in the district are located on reserve land, subject to the provisions under the Reserves Act 1977. The purpose of parking within our reserves is to provide convenient access for users of these facilities, however some of these parking areas are being used for long term parking by commuters and visitors to our town centres. Time restrictions are currently used to manage parking in some of our reserves, however we have delegated authority to implement reasonable charges for the use of these facilities, including parking. As we want to provide community and visitor access to our parks and reserves, two hours of free parking once per day will be provided in parks and reserves near our main town centres and paid parking for longer stays will apply.

Rural stopping places such as lookouts, walking tracks and bike trails are often popular destinations for local residents and tourists. Many are not accessible by other modes and parking demand at these locations at peak times can be high. When car parks are full, parking can spill over onto roadsides and other areas, creating safety hazards and impacting on amenity. Tools such as pricing and restrictions should generally not be applied in these areas as it may encourage drivers to park illegally. Parking in these areas should be regularly monitored, and parking supply may need to be increased in these locations to accommodate demand.

### 6.2. Managing parking at Council owned facilities

Parking is provided on site at Council owned facilities such as the Queenstown Events Centre, Wānaka Recreation Centre, libraries and other Council facilities. The purpose of parking at these locations is to provide convenient access for users of these facilities, however, like in reserves, some of these parking areas are also being used for long term parking by commuters. Time restrictions and paid parking will be determined on a case-by-case basis, taking into account parking demand, user needs, and carpark locations.

### 6.3. Managing parking around schools

Schools generate high demands for travel and parking at start and finish times, which can lead to congestion and illegal parking. The large number of vehicles manoeuvring around young, vulnerable children walking, scooting and biking to school presents significant road safety challenges. Providing a safe school environment is crucial and we will continue

to prioritise road safety measures including reducing speeds, enhancing visibility and providing safe crossing points. Kerbside space will be prioritised for improving access for children walking, biking and travelling by bus ahead of parking to encourage mode shift from private vehicles, ultimately contributing to a safer school environment.

Where it is safe to do so and space permitting, drop off and pick up parking (P10) may be provided during peak school times, shared with longer term parking during the off-peak to provide for school appointments, or to support access to neighbouring land uses. However, like other land uses, providing parking is not an obligation of Council and it is expected that schools manage their parking needs on-site. Schools and other education facilities will be encouraged to share the responsibility of improving safety and addressing parking constraints by developing travel plans to identify actions to encourage mode shift and deliver safety outcomes.

## 6.4. Parking on berms

Parking on berms is a widespread issue across parts of the District. It causes a number of problems including, increasing safety risks at driveways due to reduced visibility, damage to vegetation, obstructing access for people walking and has the potential to damage underground services. It also undermines our efforts to manage parking across the District and detracts from the amenity of our streets. Ambiguous regulations under the Land Transport (Road User) Rule 2004 that governs 'parking off a roadway' makes enforcing this activity challenging. While our Traffic and Parking Bylaw 2025 does not permit parking on berms (Section 23), we are required to signpost these areas.

In some areas we have used barriers and signage to deter this activity. We will advocate for changes to the Land Transport (Road User) Rule 2004 to make it easier to enforce parking on the berms. In the meantime, we will continue to use barriers to deter and signage to enforce vehicles parking on berms in problem areas.

## 6.5. Provision for electric vehicles (EV)

The future demands for EV charging from the large visitor population, and for a range of vehicles, poses unique challenges and an additional layer of complexity for the district. While there is a general expectation that EVs should be charged at home, the large cohort of tourists to the district means visitors will rely on public charging facilities, especially on day trips or when passing through. Furthermore, there is a need to differentiate and enforce parking versus charging of EVs, and manage queueing and waiting times. While it is expected the market will meet this demand in the future, Council will continue to support EV operators to establish charging stations in public parking assets in the short term to support uptake. Further details of our approach to providing for EV users is outlined in **Table 2**.

## 6.6. Events

Our district hosts a number of large annual events that attract high numbers of visitors such as Warbirds over Wānaka, New Years Eve celebrations and popular sporting events including the Queenstown International Marathon and Challenge Wānaka. These events contribute to high traffic and parking demands in the area and Traffic Management Plans (TMP) are often used to manage access.

Travel demand management initiatives should form part of TMPs to reduce parking demand and congestion, such as providing shuttle buses, free public transport (included as part of ticket costs or entry fees) and convenient secure bike and micromobility parking provision. Provision of overflow parking and opportunities to charge for overflow parking should also be considered for some of the largest events.

## 6.7. Park and ride

Park and ride facilities can be effective in encouraging more people to use public transport. These facilities assist in reducing congestion and decrease parking demands in urban centres. They are especially beneficial for people living on the fringe of urban areas where there are limited alternative transport options. However, demand for these facilities can quickly exceed supply, especially if parking at these facilities is provided free of charge. The high parking demands can

spill over into neighbouring streets, and at-grade parking facilities can reduce development opportunities around public transport hubs.

Successful park and ride facilities rely on high quality public transport links and need to offer improved cost and convenience when compared to driving. Opportunities to implement dedicated park and ride facilities have been explored, however they are not yet viable due to the investment required to provide off-street car parks, combined with the infrequent public transport and lack of bus priority on our key arterial transport corridors. Further investigation of park and ride facilities will be undertaken as part of the district's public transport improvement programmes.

## 6.8. Signage and line marking

Parking signage and line marking in our district is generally consistent with the specifications and requirements of the NZTA Traffic Control Devices Manual. We also have our own Parking Marking Policy that guides line marking of no stopping lines and individual parking bay markings (hockey sticks). With the high number of tourists visiting our district, additional clarity for some of our parking signs is needed, including:

- **P5/P10 line marking:** Dashed white line marking around P5/P10 spaces is already used by some Councils in New Zealand to differentiate these spaces. We will adopt this line marking to differentiate them from other parking spaces.
- **Coach and campervan parking:** Feedback from consultation highlighted that the symbols used for coach and campervan parking signs are difficult to distinguish. We will add the words 'coach' and 'campervan' to signs to reduce confusion.

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# Parking Guidelines Appendices

## Appendix A Technology

### A.1 Controlling and prioritising access to parking

Technology can enhance a number of key elements of a parking scheme, including access control, pre-booking spaces and prioritising parking access using permits and apps.

#### A.1.1 Access Control

Parking access controls limit the ability to enter and / or exit a car parking area. Boom gates are typically used and can limit access to certain users or provide automatic enforcement of payment. Tickets or swipe cards are typically used to manage access and payment; however, licence plate recognition cameras are increasingly being used as they reduce vehicle queuing and delays at boom gates compared with ticket alternatives.

#### A.1.2 Bookable parking

The use of technology to pre-book parking is being introduced in large cities overseas facing pressure on loading zones. Enabling service vehicle operators to pre-book loading zones using an app guarantees parking for these drivers, improving efficiency, and reducing stress, congestion, and emissions. Pre-booking coach drop off/pick up and parking, and EV charging are other possible applications that can be enabled using this technology.

#### A.1.3 E-permits

Permits are commonly used to prioritise access or provide benefits such as free or discounted parking for some users. Digital parking permits ('e-permits'), linked to a vehicle registration are now commonly being used to replace physical permits. E-permits assist to improve enforcement and reduce fraud as permits cannot be transferred. They can also provide a more convenient and efficient solution by shifting the application, processing, payment and issuing to an online, self-service model.

While most of our existing and new permits will shift to e-permits, the mobility parking permit will need to be retained as a physical permit. The mobility parking permit scheme is administered nationally and issues a physical permit to users.

These permit holders may be a passenger or a driver, meaning permits need to be transferable and not linked to a vehicle.

### A.2 Payment systems

The requirement to pay for parking helps to manage parking demand, supports mode shift and ensures users of parking facilities contribute to the cost of providing them. Paid parking applies in both on-street and off-street settings. Options that are available to enable paid parking are outlined below.

#### A.2.1 Parking meters

Parking meters are the most common method used for paid parking systems. A variety of parking meter options are currently available, including:

- **Pay and Display:** requires drivers to pre-purchase a parking ticket that is displayed on the vehicle dashboard.
- **Pay by Space:** requires drivers to pre-purchase parking linked to the bay they are parked in
- **Pay by Plate:** payment is linked to vehicle registration and drivers can top up parking using an app, as well as only pay for the parking they use.

Parking meters are also commonly used in controlled access car parks (such as airports or private off-street car parks), where drivers pay for the duration of their parking upon return to their vehicle.

Pay by plate (PBP) is the current preferred option for parking meters. These meters offer multiple payment options including coin, credit card and apps. As payment is linked to vehicle registration, PBP provides opportunities to integrate e-permits and enforcement using LPR cameras. PBP and LPR technology also provides opportunities to limit the amount of time a vehicle can stay within a precinct to deter drivers from moving their vehicles within a precinct but also allows drivers to move their vehicle within a precinct (within the permitted time restriction) and only pay once.

### A.2.2 Smart phone apps

Smart phone parking apps allow motorists to pay for parking in a secure, contact-free way. Apps are integrated in parking meter infrastructure and enable remote top ups or payment, start-stop payment (drivers only pay for what they use), and provide reminders about parking meter expiry. They also enable receipts to be downloaded, texted or emailed to the user.

These systems require drivers to download an app, which may be cumbersome if different apps are used across neighbouring municipalities. Apps can also enable drivers to remotely pre-book spaces. This function is most commonly used by private organisations to efficiently manage their parking assets but can be used in conjunction with permit schemes to control access to public spaces such as loading zones.

### A.2.3 QR codes

A QR code approach represents the latest evolution in parking payments. A QR code is printed on parking signage; users scan the code which opens a secure payment portal that can accept multiple payment platforms such as Apple Pay, Google Pay, or a credit card. Users pay through the portal requiring no contact, no cash, no parking hardware investment (other than signage) and no need to download an app.

Apps and QR code payment systems are likely to become the norm moving forward, reducing parking infrastructure investment and maintenance. Apps provide opportunities to trial parking schemes without investment in parking infrastructure, as well as rationalising the amount of parking infrastructure needed. However, these systems rely on having a working and charged smart phone. It is important that users that are less comfortable using this technology, or for those that have forgotten or do not have access to a smart phone are accommodated to provide equitable and legible access.

### A.2.4 Websites

Opportunities to transfer the application and payment process for permits can be enabled through web-based platforms. Providing access to permits online offers customer convenience and allow e-permits to be issued immediately. Users will generally need to be pre-registered and approved to enable access to these systems. Online payment systems can also be used for paying parking fines.

## A.3 Customer information

The adoption of smart technology and wayfinding can play an important role in parking management in busy town centres by guiding drivers to available parking. Providing information about parking through smart phone apps and websites can assist drivers when planning their journeys.

### A.3.1 Wayfinding

Digital wayfinding incorporating real time information provides drivers with timely information by directing them to available parking and assists to reduce traffic congestion, travel time, fuel consumption, and emissions. It can also reduce driver anxiety and stress, providing a more positive customer experience.

Wayfinding technology can also contribute to optimising parking resources. Traditionally an occupancy of 85% represents the tipping point beyond which vehicle circulation increases as drivers seek to locate an available parking space. With wayfinding and real-time information, much higher occupancy levels can be supported as drivers are directed to available parking spaces. This results in a more efficient use of parking assets, reduces the need to increase parking supply and may provide opportunities to divest parking assets.

Wayfinding systems have commonly been used for guidance to off-street car parking locations. Digital Wayfinding strategies are highly dependent on data collection to inform signage accurately and in real time. Common wayfinding technology applications include:

- **Activity centre signage** - provides drivers with real time information on locations of available parking at key gateways, directing drivers to available parking.
- **Car park signage** - provides real time information on parking availability within a car park, and can include the number of spaces available on specific levels of a car park
- **Bay lighting** – directs drivers to available spaces within a car park to reduce vehicle circulation.

### A.3.2 Smart phone apps, websites and navigation systems

Smart phone apps, websites and in-car navigation systems can be integrated with parking sensors to communicate real-time parking availability information. This information can be used to guide drivers to available parking bays, as well as encourage drivers to consider alternative modes if parking demand is high. Parking apps and navigation systems can also allow drivers to search for parking by time restriction, price or location, and then be guided to the location by the phone's mapping system or in-car vehicle navigation.

## A.4 Data collection

Collection of parking data to monitor parking demand is important to enable us to make informed decisions about how parking should be managed. It also allows us to observe long term trends including seasonal variation and the influence of changes to the transport network, land use development and parking management regimes. Methods that can be used to capture parking data are listed below, however emerging new technology incorporating artificial intelligence (AI) and Bluetooth technology will provide new opportunities for parking data.

- **Basic loops** – can provide occupancy within a car parking area.
- **Car park barriers** – can provide data on occupancy. When linked to payment or swipe card access, can also provide duration of stay.
- **Fixed cameras** - can be used to assess parking occupancy and duration of stay in on-street and off-street settings
- **Vehicle overstay detection sensors** – sensors installed in the pavement can record duration of stay of a parked vehicle
- **Mobile licence plate recognition (LPR) cameras** – cameras mounted to a vehicle capture number plates of parked vehicles over a wide area. This data is assessed against the available parking supply in the area to determine parking occupancy at that point in time. LPR data can also be used to gauge duration of stay as well as the number of vehicles overstaying restrictions if survey runs are frequent enough.
- **Parking meters** – provide revenue data and can be used to estimate parking occupancy. They can also be used to understand long term trends in parking and the influence of changes to transport, land use and parking management. However, parking meter data is less reliable than other forms of data collection as some people choose not to pay for parking.

- **LiDAR** – uses lasers to measure distances and can be used to provide information on parking occupancy. LiDAR can operate in low-light environments and can also differentiate between the types of vehicles using spaces.

The key variances in these options relate to the suitability for application in on-street and off-street settings, the frequency of data collection (i.e. capture of long term trends compared to one-off data capture activities), the geographical coverage of the data, and cost. While most of the data collection methods can be used to capture data on long term trends, they lack the geographic coverage of mobile LPR cameras (unless they are used extensively across an area). By contrast, a mobile parking camera only captures data at a defined point in time and does not provide information on fluctuating parking demand as a result of seasonal variation, an event, or weather.

A summary of the capability of each data collection method is shown in **Table 10**.

**Table 10: Data Collection Options and Capabilities**

Type	Applicable to Off-Street settings	Applicable to On-Street Settings	Occupancy Data Capture	Duration Data Capture	Enforcement Capable	Ongoing Data Collection	Flexibility / Coverage
Basic loops	✓		✓			✓	
Car park barriers	✓		✓	✓	✓	✓	
Fixed cameras	✓	✓	✓	✓	✓	✓	
Vehicle overstay detection sensors	✓	✓	✓	✓	✓	✓	
Mobile LPR Cameras	✓	✓	✓	✓	✓		✓
Parking Meters	✓	✓	partly	partly		✓	✓
LiDAR	✓	✓	✓	✓		✓	

## A.5 Data management

Integrated data management is a vital element of a modern parking management system. With the adoption of pay by plate machines, e-permits and LPR enforcement, software is required to correlate licence plate details against payment transactions and permits to validate parking sessions. Enforcement officers rely on this information to identify illegal use of special user parking bays, non-payment and overstay parking. This data can be synchronised in the field in real time or downloaded in the office to generate infringements. Infringement and revenue data is also used to inform reports and analytics for monitoring. Provision of secure storage of data is critical for retaining and managing evidence to support court prosecutions as well as meeting privacy obligations.

## A.6 Enforcement

Parking enforcement forms an integral element of a successful parking management system. Traditional 'walk and chalk' enforcement activities can be primarily enhanced through the same technology used for data collection including:

- Vehicle overstay detection sensors
- Fixed Pole Cameras
- Mobile LPR Cameras
- Handheld LPR readers.

Vehicle overstay detection sensors provide continuous monitoring of spaces and can alert officers to locations where vehicles have overstayed or not paid for parking. Sensors require an enforcement officer to attend the vehicle to issue an infringement notice as vehicle details are not recorded by the system. Fixed pole cameras provide continuous monitoring and can capture details of vehicles, meaning infringement tickets can be issued remotely. However, cameras only cover a limited area and parking spaces may be obscured by trees or awnings or other parked cars.

Mobile LPR cameras fixed to a vehicle can cover a broader area, however these cameras only capture a single point in time. LPR can detect violations such as vehicles parked illegally, however multiple runs at designated intervals are needed to determine overstaying infringements. While providing a more limited level of data, the use of mobile LPR cameras is significantly more efficient than traditional walk and chalk enforcement and offers flexibility as it can be deployed to different areas.

Handheld LPR scanners can enhance enforcement for officers on foot, by automatically reading number plates and identifying any relevant attributes, such as e-permits.

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# Appendix B Indicative Costs

**Table 11** outlines indicative costs for permit applications as outlined in Section 4.3. These costs will be subject to annual review.

**Table 11: Permit Indicative Pricing**

Permit	Indicative Pricing	
Small Passenger Service Vehicle Permits (SPSV)	\$500 for one year + \$25 application fee	
Community Service Permits	\$25 per application	
Service Vehicle Permits	Service maintenance	\$25 per application
	Service bays	\$25 per application
	Construction	\$25 per application \$25 per day or \$100 per week per parking space When the permit is to be used within a paid parking area, an additional cost of \$50 per day per parking space for the duration of the permit will be incurred
	Film / Events	\$25 per application \$25 per day or \$100 per week. When the permit is to be used within a paid parking area, an additional cost of \$50 per day for the duration of the permit will be incurred
	Cleaning services	\$10 per application
Seniors Parking Permits	\$25 per application	
New Parents Permit	\$25 per application	
Residential Parking Zone Permit	\$25 per application \$150 per annum The cost to transfer a permit is \$25	
QLDC local resident permit	\$25 per application	
Public transport permit	No fee	
Car sharing permit	\$25 per application + parking fee if applicable	
Carpool permit	\$20 per annum per person	

# Appendix C Parking Implementation Plan

## C.1. Introduction

This Implementation Plan sits alongside the Parking Strategy and Parking Guidelines, and outlines how the actions described in the Parking Management Plans will be delivered.

The Parking Management Plans (PMPs) are tailored action plans that seek to address the parking issues facing our towns and other key destinations and communities. They are developed for numerous distinct communities within the District and look to manage parking in specific locations, recognising that each town centre is unique. PMPs provide an overview of the context of parking in an area and capture some of the key parking issues and potential opportunities, and include recommendations for changing parking to deliver agreed parking and transport outcomes.

## C.2. Implementation

### C.2.1. Developing parking management plans (PMPs)

A Parking Management Plan (PMP) is a tailored location-based plan that outlines how parking resources will be managed in and around activity centres or other key locations that experience high parking demands (such as hospitals, airports, popular tourist destinations or community facilities). PMPs will include:

- an overview of the existing parking supply,
- the context of the transport network and surrounding land uses,
- an analysis of parking data to determine the demands for parking in the area,
- actions and opportunities to manage parking and respond to issues to contribute to delivering wider transport or land use outcomes. These actions are often triggered by parking demand thresholds or changes to transport infrastructure or land use.

Conversations with the community are important elements of the process to understand the issues facing local retailers, businesses and residents, and assist with identifying and achieving buy in of potential solutions. Communities may say they want more and free parking, however our role is to support access and provide a range of community 'wants' including safer streets, vibrant places, climate action, reduced congestion and better ways to move around. Parking solutions should be integrated with the objectives outlined in the Parking Strategy to deliver wider outcomes. However, when developing PMPs, we need to recognise that there are competing views on parking which often require trade-offs to deliver successful outcomes that are supported by the wider community and elected representatives.

Triggers to develop or review a PMP for an area include evidence to demonstrate sustained parking demand over an area (generally where average parking demand exceeds 85% occupancy), or where changes to transport or land use may impact on parking supply or demand. Developing a PMP for an area should also be considered where there are persistent requests for intervention from local retailers, businesses, organisations and/or residents. PMPs provide an integrated approach to managing parking as a result of transport and land use function, with interventions generally applied over a wide area, using key tools documented in this guideline document. They will also include the establishment of new residential parking permit precincts if required. PMPs are not intended to address discrete problems (e.g. parking issues around schools); in these circumstances general parking management tools such as time restrictions, pricing or special users parking should be applied.

### C.2.2. Parking technology

Parking technology has been used for many years to manage enforcement, payment systems and collect data. Recent advances in parking technology provide significant opportunities to improve the user experience and efficiency of parking management and enforcement. Many actions within the Parking Guidelines and our Parking Management Plans rely on new parking technology.

Actions to improve how we will use technology to improve our parking management system are identified in the

relevant sections of these guidelines and within the Parking Management Plans. Further information about the various types of parking technology that is available is provided in Appendix A of the Parking Guidelines. However, technology is constantly evolving and emerging new technology that incorporates the likes of artificial intelligence (AI) and Bluetooth technology will enable new systems to be developed. It is crucial to ensure that the implementation and procurement of these systems include an integrated delivery across all key elements of parking management, including:

- controlling and prioritising access to parking
- payment systems
- customer information and wayfinding
- data collection and management
- enforcement.

### C.2.3. Parking permits

Changes to existing permits and the introduction of a range of new permits are outlined in Section 4.3 of the Parking Guidelines. Implementation of most of these permit provisions relies on the implementation of parking technology, combined with a range of internal tasks including:

- **Updating the Traffic and Parking Operations manual** to outline the rules and parameters of the various schemes, including eligibility criteria, benefits, and application process. It should also include any relevant proof of residency and vehicle ownership information required to apply for a permit and requirements to transfer permits.
- **Updating Traffic and Parking Bylaw /schedule** to include changes to the existing scheme and any relevant parking restrictions and signage needed to be included in the bylaw and schedule to enable them to be enforced by parking wardens.
- **Include permit costs in annual plan** in the fees and charges within the annual plan / LTP process.
- **Update Council's website and develop relevant application forms and online portals** with information about the schemes, online application processes and forms and payment portals, supported by communication with relevant stakeholders and the community.
- **Implementation of any relevant time restrictions / pricing / signage** to be integrated with the roll out of a new permit scheme.

### C.2.4. Advocacy

A number of parking issues are impacted by regulations outside of our control. Opportunities to advocate for changes to central government and other organisations that will contribute to improving how we manage parking are summarised below:

- **Infringement penalty cost:** The cost of infringements is set nationally and have not been changed since 1999. Penalties have been eroded by inflation and are no longer an effective deterrent to illegal parking. With parking penalties starting from \$12, parking fees may be higher than the cost of a parking fine. Advocating for changes to infringement penalties is important to discourage offending.
- **Rental vehicle fines:** Current legislation means we are unable to prosecute a visitor with an overseas address. For tourists who receive an infringement notice and do not pay the fine, we rely on the rental vehicle company to pay the fine and pass on the costs to the hirer. However, not all rental vehicle companies do. Advocating to these organisations to ensure tourists pay for infringements as part of their hire agreement, or to transfer the costs to the hirer will improve compliance and enforcement efficiency and promote a fairer parking system.
- **Parking on berms:** Section 6.2 highlighted ambiguous regulations in relation to 'parking off a roadway' that makes enforcing parking on berms challenging. Advocating for changes to this road user rule will make it easier to enforce this activity.
- **Ski rental hire parking:** In Queenstown and Wānaka, high parking demands are generated by people dropping off gear at ski hire shops. Opportunities to work with local shops to provide alternative locations for visitors dropping off gear (including at the ski fields) will contribute to reducing parking and travel demand in our town centres.
- **Campervan parking at campgrounds:** Opportunities to collaborate with local campgrounds to provide 'late check out' of campervans will be explored. Enabling users to leave their vehicle at the campground

and travel by other modes will contribute to reducing parking demand for these large vehicles in our town centres.

- **Coach parking:** Liaising with the Bus and Coach Association to identify opportunities for shared facilities for long term coach parking in or near our town centres.

## C.2.5. Monitoring

Parking occupancy rates are one of the main triggers used to influence changes to how parking is managed. In areas of high parking demand, frequent monitoring of parking occupancy data within a precinct is needed to determine whether the existing parking management tools are adequate or whether further intervention is required. Duration of stay can provide insights into how long people are parking in areas without time restrictions; in areas with time restrictions however, most people generally abide by restrictions. Parking occupancy is commonly measured by manual or LPR surveys, however other methods including data from parking meters, CCTV camera and parking revenue can be used to estimate demand.

The highest parking demands are generally recorded in the middle of the day, however surveys are commonly undertaken at different times of the day and week to measure variances in demand. Capturing data early in the morning is useful to understand the baseline demand for parking in residential areas, while evening parking surveys may be useful to determine demand in activity centres with an evening economy. Capturing long term data trends can highlight seasonal variation, which is also important to understand changes in parking demand generated by the large number of tourists, and gauge the influence of transport and land use changes.

Other data that will be used to understand parking demand and inform changes to parking and PMPs include:

- **Enforcement data:** to measure the level of offending to guide the deployment of resources and efforts
- **Permit data:** to measure the uptake and use of permits
- **Private car park data:** to measure the supply and demand for private car parking and market rates for pricing
- **Census data:** to measure population data and growth projections, mode split and car ownership level
- **Household travel survey:** to measure travel behaviour
- **Transport counts:** to measure travel demand generated by vehicles, bikes and pedestrians
- **Public transport occupancy:** to measure the demand for public transport
- **MBIE (Ministry of Business, Innovation and Employment) Visitor Surveys:** to estimate visitor demand by Regional Tourism Organisations.

# Frankton Parking Management Plan

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Queenstown Lakes District Council



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# 1. Introduction

The Frankton Parking Management Plan (PMP) provides an overview of how public parking in Frankton is used and managed. The plan assesses current occupancy patterns and outlines some of the key issues facing specific user groups including residents, shoppers and visitors, and airport users. The PMP includes a range of actions that aim to balance the needs of these users, and align them with the principles and objectives established in our Parking Strategy.

The area covered by the Frankton PMP is outlined in **Figure 1** below. The PMP focuses on improving how we manage our public parking assets, which includes on-street and Council owned off-street parking, as well as parking within our parks and reserves within the study area. This PMP provides the direction for managing parking in the short term to medium term; future changes to parking will be directed by the triggers identified in our Parking Guidelines. These triggers for change include changes in the demand and supply of our parking resources, as well as changes to our transport network and land use.



**Figure 1: Scope of Frankton Parking Management Plan**

# 2. About Frankton

Frankton is located on the north-eastern shore of Lake Whakatipu and is approximately 7km from Queenstown town centre. It accommodates the region's main airport and the Queenstown Events Centre, and several new retail and commercial activity areas. As the gateway for tourists arriving by air, land use in Frankton has evolved in part to respond to this demand, with new hotel developments, car rental operations and long stay car parking areas established

in the vicinity of the airport. Frankton has also become a key shopping destination servicing the substantial residential growth occurring through the wider region. With almost no large-scale retail within the Queenstown town centre, Frankton has become the primary retail hub offering supermarkets and bulk shopping / home improvement outlets across several commercial developments, with the majority of associated parking provided in private off-street carparks.

In addition to these newer retail developments, the original Frankton Village shopping precinct is located between Frankton Road and Gray Street, and provides basic goods and services to the surrounding residential area. Convenient on-street parking is available in front of the shops, and off-street parking is available in a Council owned off-street carpark on Gray Street. The original residential suburb of Frankton is located south of the shopping centre, between Lake Whakatipu and the airport. Given this area encapsulates the majority of Council owned car parking in Frankton, this forms the primary focus of this PMP study area.

As one of the most popular destinations in New Zealand, the region has experienced significant tourism growth over the past decade. In 2022/23, an estimated 2.14 million domestic and international tourists visited the Queenstown area<sup>12</sup>. Frankton is the gateway for many tourists visiting the region, with 62% of visitors arriving by air (35% domestic and 27% international). Just over half of all visitors rent a vehicle or campervan to travel around the region<sup>13</sup> and the wider South Island.

The Whakatipu Basin has experienced significant residential growth in recent years, with much of this growth occurring in new subdivisions on the fringes of Frankton, including Lake Hayes Estate, Shotover Country, Hanley's Farm and Jack's Point. In general, residents need to travel to the main centres of Frankton and Queenstown to access employment, education and goods and services. With limited feasible transport options, reliance on private car travel is high. In 2023, 43.5% of households in Frankton had access to two vehicles, while 25% had access to three or more vehicles. For those who travel to Frankton for work, 63% travel by private vehicle<sup>3</sup>.

Wakatipu High School relocated from Queenstown to Frankton in 2018 and has a roll of 1,443 (as of July 2024). As the only high school in the Whakatipu Basin, students must travel from across the district to attend. The school is located south of the airport near Remarkables Park; with limited residential development nearby many students drive, are driven to school or catch the bus<sup>14</sup>.

There are currently five bus services that operate in and around Queenstown / Frankton that converge at the bus hub on SH6 just south of the Frankton shopping centre. These buses provide connectivity to Queenstown (including Fernhill and Sunshine Bay), Kelvin Heights, Jack's Point, Five Mile / Frankton Flats, Shotover Country, Lake Hayes and Arrowtown. Cycling is also a popular transport mode in the district, with the current Whakatipu Active Travel Network programme delivering purpose-built walking and cycling connections to link residential suburbs with Frankton and Queenstown, as well as connecting with the existing bus routes.

The combination of low-density land use and lack of transport options for residents and visitors means most people are reliant on driving to access goods and services. High levels of private vehicle travel by both residents and tourists have led to significant traffic congestion on SH6 and SH6A and high demands for parking at key destinations. Recent master planning has been undertaken to ensure better integration of land use and transport infrastructure around Frankton including areas of medium density housing development. However, the existing low density commercial developments surrounding the airport are dispersed making travelling by other modes challenging. Furthermore, the provision of extensive areas of parking in private developments means car travel provides the most convenient and easiest mode of travel for many journeys.

## 2.1. What does the future look like?

Frankton is forecast to continue to experience significant population growth with around a 1.9%<sup>15</sup> increase in residents year on year over the next 30-year period; this translates to 75% further growth in population by 2048. Growth in domestic and international visitors is predicted to quadruple over that same timeline, with these combined increases continuing to put significant pressure on the existing transport system. Whilst there are opportunities to promote and encourage non-car based travel in and around Frankton, much of the new growth is occurring outside of the established main centres, along Te Putahi - the eastern corridor along Ladies Mile, and Te Tapuae - the southern corridor, between Coneburn and Homestead Bay. Residents are likely to continue to travel by car to access key employment and shopping destinations, serving to increase congestion on what is a constrained network, as well as parking demand at these locations.

Improving the area's constrained transport corridors is proposed through the government's Queenstown Package. The

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<sup>12</sup> MBIE Population estimates by type of visitor in Destination Queenstown, <https://teic.mbie.govt.nz/teiccategories/datareleases/murpe/>

<sup>13</sup> Queenstown & Wānaka Visitor Experience Survey (2025). Angus & Associates (interpreted by Destination Queenstown)

<sup>14</sup> <https://commuter.waka.app/#>

<sup>15</sup> Queenstown Lakes District Council Growth Projections December 2018 v1 prepared by Utility Ltd (chrome-extension://efaidnbmninnibpcjpcgclcfndmkaj/https://www.qldc.govt.nz/media/gy0dwriy/qldc-growth-projections-2018-to-2048-summary-table.pdf)

focus of this work is to change the BP roundabout (intersection of State Highway 6 and 6A) to traffic signals as well as improvements to the Frankton bus hub and active travel access along the corridor. The next stages will improve public transport along the constrained SH6 / SH6A corridors through the provision of dedicated bus lanes and bus priority measures.

Improvements to bus and ferry operations across the Whakatipu Basin are also being considered. The Queenstown Public Transport Business Case includes options to increase the capacity of buses (e.g. articulated buses), reducing the number of services requiring transfers at Frankton bus hub, increasing the frequency of services and improving timetabling.

Given its strategic location to these growth corridors, our Spatial Plan shows the urban hub of the Whakatipu Basin shifting to Frankton, which will support the area's main commercial services and activities. The Te Kirikiri / Frankton Masterplan 2020 was endorsed by Council in 2020 and includes a suite of design and planning principles that seek to better integrate land use with transport planning, to ensure more coordinated private sector development, improve liveability and accessibility, and to better serve the needs of the community as well as tourists.

Due to the increase in freedom camping throughout the District, the draft Freedom Camping Bylaw 2025 outlines specific areas where freedom camping is permitted. The draft bylaw proposes 15 restricted freedom camping areas on public land, where freedom camping would be allowed but subject to conditions specific to each area. The areas are primarily in existing carparks and include 43 parking spaces in the Upper Clutha ward, 5 in the Arrowtown ward, and 110 in the Whakatipu ward. In Frankton, under the bylaw should it be approved, freedom camping will be permitted for 4 vehicles in the Gray Street carpark and for 9 vehicles in the Queenstown Events Centre carpark.

## 2.2. Community views on parking

Views from the community on managing parking were sought through a parking workshop held in December 2023, as well as the draft Parking Strategy consultation undertaken over the 2023/24 summer holidays. Insights were also gathered from historic parking projects and previous transport projects. Key issues and opportunities raised by the community included:

- **Prioritise local residents** – a significant number of submissions expressed concern with the current 48-hour parking restrictions in residential streets that were introduced to manage overspill of long-term parking from the Airport. Many of these submissions have requested resident parking permits be implemented to avoid resident's vehicles being unfairly ticketed. In tandem, submitters have also requested a reduction in the current 48-hour time restriction to better manage non-residential parking.
- **Parking issues around schools** – feedback also highlighted concerns around illegal parking practices associated with school drop-off and pick-up activity, along with the use of Lake Road as a rat run during peak times which further impacts on pedestrian safety. Concerns were also raised about parking demand generated from senior students from Wakatipu High School parking in nearby residential areas.
- **Enforcement** – residents have raised concerns there is an insufficient level of enforcement of the current parking restrictions.

These concerns and feedback have been used to inform the recommendations outlined in the subsequent sections.

## 3. Parking supply

The inventory of our public parking supply within the area of scope is provided in **Table 1** below. The table shows we currently provide an estimated 1,537 public parking spaces within the study area, consisting of 1,497 on-street and 40 off-street car parks<sup>16</sup>. Within this area there is also an estimated 1,560 private parking spaces (excluding airport parking) that are available to the public, including customer parking provided at supermarkets, hotels and local businesses. These private parking spaces make up around 50% of the parking supply with the area of scope.

All public parking within Frankton is provided free of charge, including the Gray Street off-street carpark which has a 10-hour time limit. Most on-street parking is subject to time restrictions, with 48-hour parking restrictions applying to 90% of our on-street parking spaces within the study area.

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<sup>16</sup> The parking inventory has been derived from our GIS data base for marked spaces. For on-street parking that is not marked, we have used an estimated length of six metres to estimate the number of parking spaces on these streets.

**Table 1: Frankton Public Parking Supply**

Use	Type	Unmetered		Total
		On-street	Off-street	
Special use parking	Loading	5	-	5
	Mobility	3	-	3
	Bus	2	-	2
General parking	P2	7	-	7
	P60	34	-	34
	P120	47	-	47
	10-hour	-	40	40
	48-hour	1,392	-	1,392
	Unrestricted	7	-	
<b>Total</b>		1,497	40	<b>1,537</b>

## 4. Parking demand

To better understand parking demand, we undertook two parking occupancy surveys in October 2023 during and after school holidays. Each of the parking occupancy surveys captured demand across the study area on a typical weekday, between 7am and 3pm.

### 4.1. Data Capture

On-street parking demand was captured using Licence Plate Recognition (LPR) technology, which is increasingly being used for parking enforcement. A vehicle fitted with multiple cameras was driven along streets within the study area capturing images of number plates. The camera recognises and transposes number plate outputs, along with the location and time of the event. This allows us to measure how many spaces are occupied (occupancy). It can also be used to measure how long vehicles stay parked in the same space (duration of stay) and how many vehicles overstay any applicable time restrictions (infringements).

### 4.2. Parking survey results

The peak parking demand during the two survey weeks are shown in the maps in **Figure 2** and **Figure 3** below. These maps reflect the parking demand at the busiest time of the day and highlight areas of low and high demand. The average demand across the study area at the peak time was 63% occupancy, which occurred at 1pm during the first week (school holidays), and 66% occupancy, which occurred at 11am during the second week (school term). Streets with no data shown indicate that no on-street parking is available.

Both surveys show very high demands around the streets of Frankton Village, with approximately 90% of on-street car parks occupied in surrounding streets. Similarly, parking along residential streets adjacent to Kawarau Road (SH6) including McBride Street and Douglas Street are generally at or approaching capacity. In most residential streets in

Frankton, 48HR parking restrictions are used to deter long stay parking generated by the airport. Discussions with stakeholders identified high parking demand in these areas is likely to be generated by people accessing bus services at Frankton bus hub, residents with multiple vehicles and airport passengers parking vehicles in the residential fringe areas to avoid paying for airport parking.

The key difference in outputs from the parking surveys is the high parking demand evident in Copper Beech Ave and surrounding streets during the second survey period. This high demand for parking is being generated by senior high school students who drive to school. This demand was not evident during the first survey week, captured during the October school holidays.

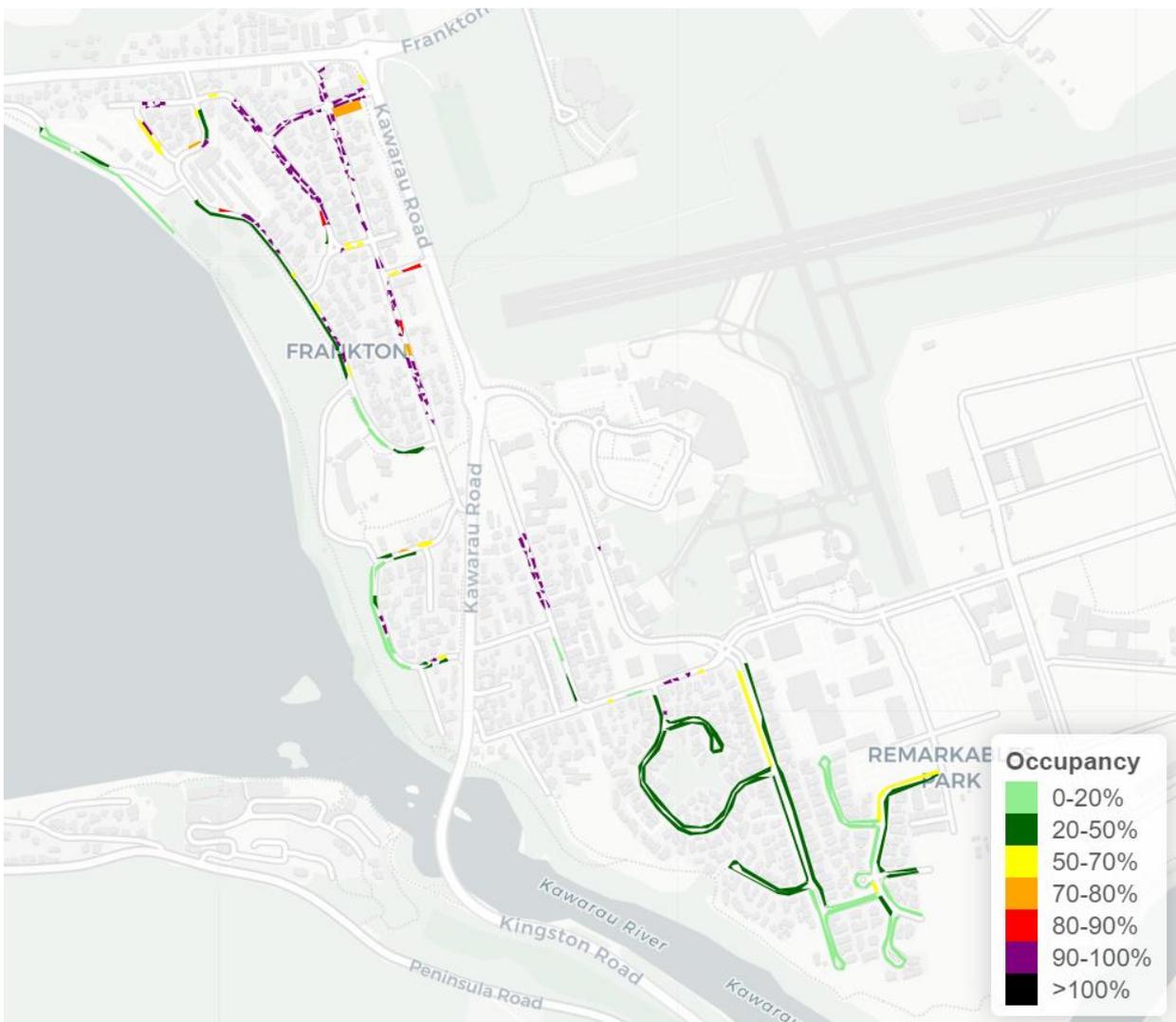
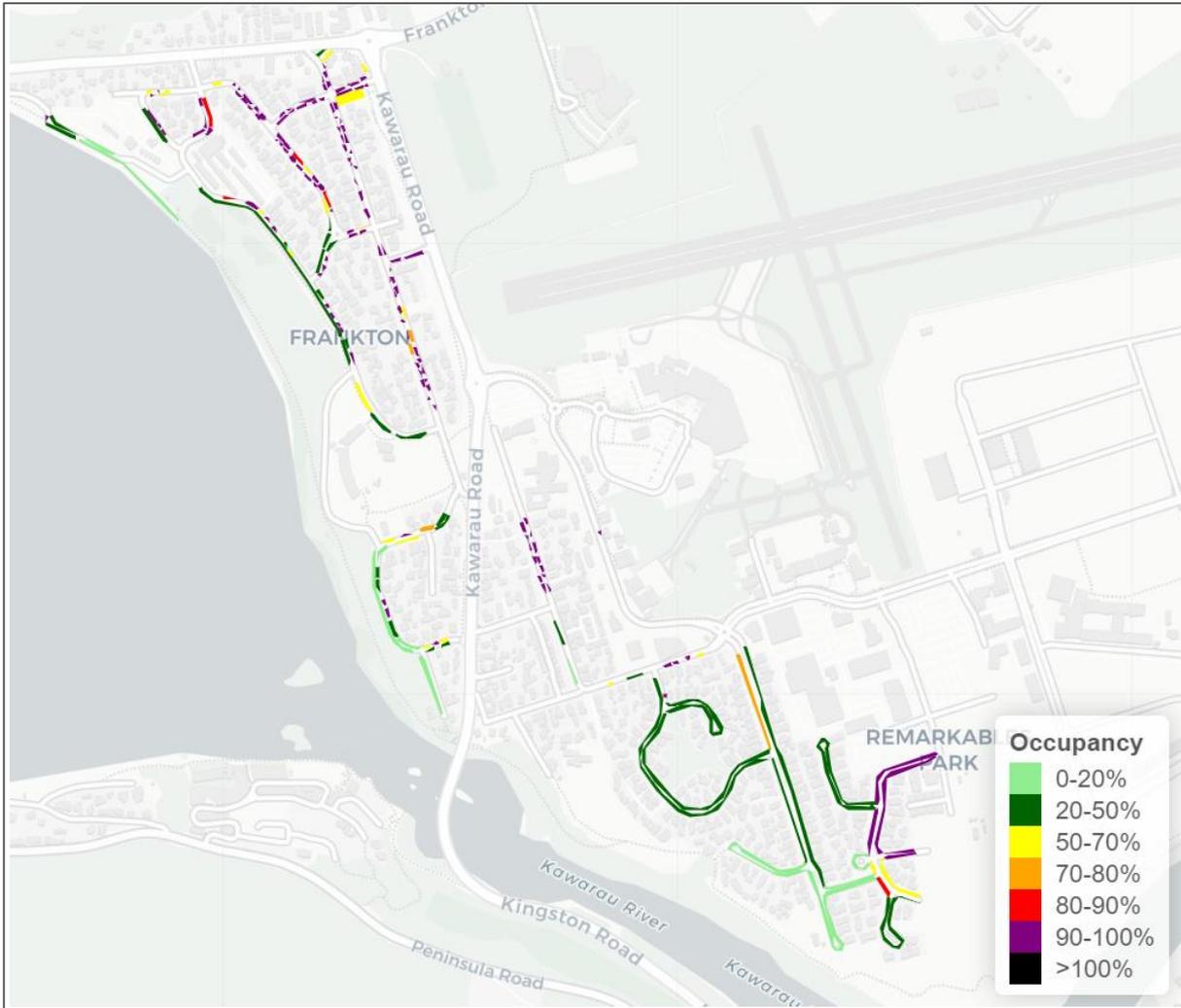


Figure 2: Peak parking demand Week 1 – Wednesday 4<sup>th</sup> October at 1pm (school holidays)



**Figure 3: Peak parking demand Week 2 – Monday 9<sup>th</sup> October at 11am (school term week)**

#### 4.2.1. Off-street parking demand

Gray Street car park is the only public off-street car park in the study area. It is located opposite Frankton Village and has capacity for 40 vehicles. Ten-hour parking restrictions (10HR) currently apply to this car park. Occupancy data from the parking surveys conducted in this car park is shown in **Table 2** below. It indicates variable demands for parking, ranging from moderate to high use during the first survey week (school holidays), and very low to moderate demand during the second survey week (school term week).

**Table 2: Occupancy of Gray Street car park**

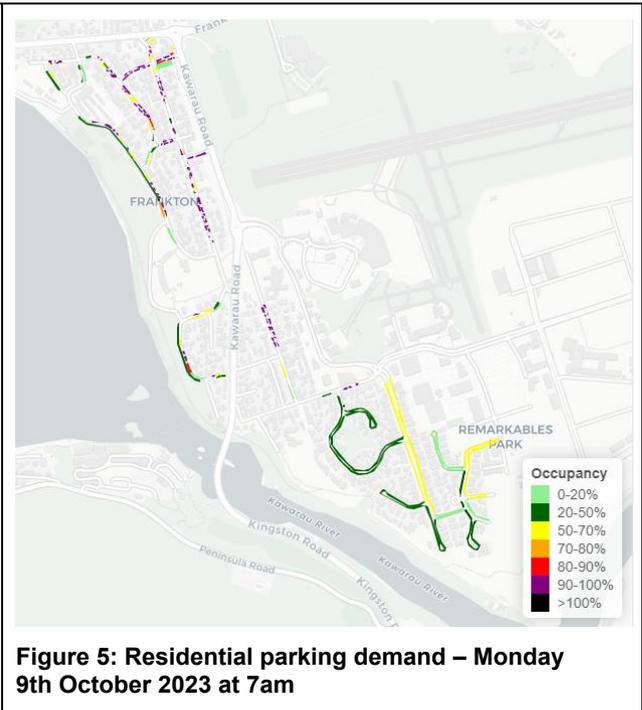
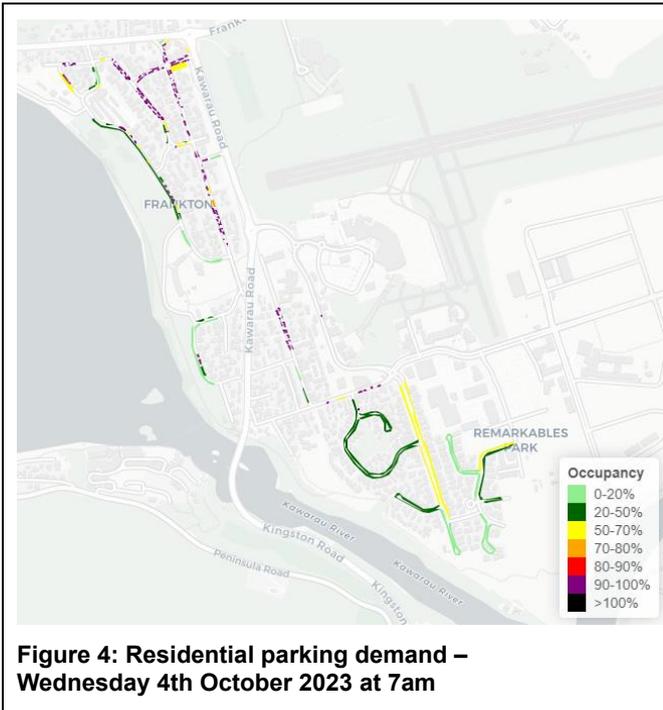
	Name	# car parks	700	900	1100	1300	1500
Week 1	Gray Street Carpark	40	53%	83%	64%	69%	59%
Week 2	Gray Street Carpark	40	29%	28%	33%	59%	31%

#### 4.2.2. Parking demand in residential areas

Parking surveys were undertaken at 7am to understand the baseline residential demand for parking. **Figure 4** and **Figure 5** show the early morning demand for parking in the study area on the 4<sup>th</sup> October (school holidays) and 9<sup>th</sup>

October (school term week). The data highlights only minor differences to parking demand compared to the peak parking demands captured in the middle of the day. This confirms that much of the parking demand in the area is being generated by the residents themselves, or from airport users undertaking short trips. Feedback from consultation highlighted that many residents want residential parking schemes to be established in the area as many residents have high levels of car ownership and rely on public on-street parking to park their vehicles.

Another key finding of the survey data includes a high demand for residential parking in around Riverside Road and Remarkables Crescent, which is higher at 7am during the second survey week than either of the peak times. The underlying residential parking demand around Copper Beech Avenue is also high. This area features a growing number of medium density developments that may be unable to accommodate the residents' parking demand on-site.



## 5. Managing Parking in Frankton

The approach to address a number of key parking issues in Frankton is outlined below. A summary of these actions, and their timeframes and triggers for implementation is provided in Section **Error! Reference source not found.**

### 5.1. Current approach

Parts of Frankton experience very high parking demand, as outlined in the previous section. Public parking within Frankton is free of charge, however most streets within the study are subject to 48-hour parking restrictions to deter airport passengers from parking in residential streets. Within Frankton Village, adjacent to the BP roundabout, parking is restricted to P60 to balance the needs of customers visiting the commercial centre while encouraging turnover. Two-hour parking restrictions apply to parts of McBride and Gray Streets surrounding the village. Parking on Lake Ave outside Remarkables Primary School has two minute parking restrictions to facilitate school drop-off and pick-up activity at peak times. Within the study area there is one public car park on Gray Street opposite Frankton Village where ten-hour (10HR) parking restrictions apply.

### 5.2. Addressing key parking issues and opportunities

Balancing the needs of a range of users in Frankton is a key outcome of this PMP. This section details how we will address the parking challenges facing residents and how we will prioritise spaces for shoppers and manage illegal and overstay parking in the area.

### 5.2.1. Mobility Parking

Providing mobility parking is a high priority for town centres to ensure people with limited mobility have convenient access to key destinations. Within the study area there are three public mobility car parks: two at Frankton Village and one at the Frankton bus hub. In addition to these public spaces, mobility parking is also available in private car parks provided by local businesses, hotels and supermarkets, including Remarkables Park and the Landing shopping centres. Most of the remaining area is residential and does not generate high demands for mobility parking compared to commercial centres.

One gap in provision however is Frankton Beach, a popular recreation destination. While most of the parking along the lakefront here is informal, there is an opportunity to provide dedicated mobility parking at the end of Shoreline Drive, where the parking area is sealed. As our population ages, we will need to review the supply of mobility parking spaces to ensure there are sufficient spaces to meet increased demand. Ensuring mobility car parks comply with NZS4121 including safe access to a ramp between the road and the kerb, and providing for both side and rear loading vehicles will be needed.

#### Actions

- Implement additional mobility car parks where there are gaps in coverage
- Ensure all mobility car parks comply with the relevant standards

### 5.2.2. Resident parking

Feedback from community identified ongoing issues with spillover parking from the airport into the residential streets. To manage this issue, 48-hour parking restrictions apply to most residential streets within the study area. However, there are issues with this arrangement as local residents' vehicles are also being ticketed if they park outside their properties and do not comply with the restriction. While residents do not have exclusive rights to on-street parking in front of their property, our focus is to balance the needs of a range of users to provide reasonable access for parking, including residents and their visitors.

To address this issue, a residential parking permit scheme will be introduced in areas with high parking demands to improve access to parking for eligible residents. These permits will be linked to a vehicle licence plate and entitle eligible residents from exemptions to fees and time restrictions within the permit zone area. Permits are not transferable and will be limited to one per residential unit<sup>17</sup> to ensure they are not oversubscribed. Fees will apply to permits to align with the value and benefits they provide for users, and to ensure only residents who need them will apply for them. **Figure 6** below shows the resident parking zone that will be implemented in Frankton. Eligible residents will only be exempt from restrictions within the Frankton parking permit zone; they will not be exempt from restrictions and/or payment in other residential parking zones in other parts of the District.

Feedback from the community also suggested changing the 48HR time restriction to 12HR or 24HR. Through consultation on this PMP, we will explore changing the time restriction to better suit the needs of residents.

#### Actions

- Introduce a residential parking zone permit scheme for Frankton
- Investigate changing the 48HR time restriction

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<sup>17</sup> As defined in the QLDC Operative District Plan, a residential unit *means a residential activity which consists of a single self-contained household unit, whether of one or more persons, and includes accessory buildings. Where more than one kitchen and/or laundry facility is provided on the site, other than a kitchen and/or laundry facility in a residential flat, there shall be deemed to be more than one residential unit.*



**Figure 6: Frankton residential parking scheme zone**

### 5.2.3. Frankton Village

The Frankton Village shopping precinct is located on the corner of Frankton Road and Gray Street and features a variety of retail and commercial activities including a medical centre, pharmacy, restaurants / takeaways and local shops. Several car hire businesses and other retail activities have also been established in McBride Street adjacent to the shopping centre area. Parking demand in the area is very high and is currently managed with one-hour restrictions within the village, and two hour restrictions in surrounding streets. The Gray Street off-street car park opposite the village provides for 10-hour parking; key users of this car park are uncertain as data from the parking surveys was variable. It is assumed this car park is predominantly used by staff working in the village, and potentially people using the car park as to 'park and ride', given its proximity to the Frankton bus hub.

From Kā Huanui a Tāhuna SH6 and SH6A roundabout and street upgrades, shorter time restriction will be introduced in 2027. Given the high demand for parking in the area, parking restrictions in the Gray Street car park will be reduced to P180. This will deter staff and park and ride commuters from parking here and provide for customers shopping in the village.

No bike parking is currently provided in the Village; some dedicated hoops will be installed at several locations within the shopping area to provide for cyclists.

#### **Actions**

- Change the parking restrictions in the Gray Street car park from 10P to P180 Change the parking restrictions in the Gray Street car park from 10HR to P180
- Reduce the parking restrictions P60 and P120

### 5.2.4. Parking around schools

Discussions with Remarkables Primary School highlighted issues with parking at school drop off and pick up times. Due to these high demands, many parents illegally park in surrounding streets, impacting on the safety of children and other road users. Feedback from stakeholders have highlighted that some road users use Lake Avenue as a rat run to

avoid congestion on SH6. Opportunities to enhance safety around the school will enable more children to walk and cycle to school and contribute to reducing parking demand at peak times. Changing Allan Crescent to a one-way street, providing safe crossing points across key intersections and implementing turn bans to reduce through traffic movements on Lake Avenue are initiatives that will improve safety around the school.

There is limited public parking available around Wakatipu High School. While staff parking is available on site, only limited parking spaces are available for senior students who have a leadership role at the school. Other students who drive to school rely on private paid parking surrounding the school, or parking in nearby residential streets. The parking survey data highlighted much higher parking demands in Copper Beech Road and surrounding cul-de-sacs during school term week than during the school holidays. These streets currently have 48HR time restrictions to deter long stay airport parking. To balance the needs of residents with other users, P180 parking will be implemented on one side of the street in this area. Residents with a local resident parking zone permit will be exempt from both of these time restrictions.

#### **Actions**

- Implement P180 restrictions on one side of Copper Beech Road and other surrounding local streets

### **5.2.5. Parking on berms**

Parking on berms is a widespread issue across parts of the district, including Frankton. It causes a number of problems including damage to vegetation, obstructing access for people walking and has the potential to damage underground services. Across Frankton we have used barriers and signage to deter this activity. Opportunities to make it easier for Councils to enforce parking on the berms have been explored by central government. In the meantime, we will continue to use signage and barriers in problem areas to manage vehicles parking on berms.

### **5.2.6. Enforcement**

Feedback from the community identified mixed views on enforcement. While some residents were frustrated with being ticketed for parking their vehicles on the street, other residents identified the lack of enforcement was a key cause of parking problems in the area. More efficient enforcement is now available using licence plate recognition technology. Using this technology, combined with the introduction of e-permits for local residents and changes to time restrictions, will improve how parking is managed in the area.

# Queenstown Parking Management Plan

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Queenstown Lakes District Council

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# 1. Introduction

This Queenstown Parking Management Plan (PMP) provides the direction for managing parking in Queenstown town centre and the surrounding fringe suburbs in the short to medium term. An overview of parking demands and how public parking is currently managed is provided to help inform existing key parking issues.

The actions proposed in this report aim to balance all parking demands while aligning with the principles and objectives set out in the QLDC Parking Strategy. Future changes to parking will be directed by the triggers identified in our Parking Guidelines. These triggers for change include changes in the demand and supply of our parking resources, as well as changes to our transport network and land use.

The area covered by the Queenstown PMP is outlined in **Figure 1** below. It focuses on improving how we manage our public parking assets, which includes on-street and Council-owned off-street parking, as well as parking within our parks and reserves within the study area.



**Figure 1: Scope of the Queenstown Parking Management Plan**

## 2. About Queenstown

Queenstown is located on the northern shore of Lake Whakatipu, surrounded by the soaring mountains of the Southern Alps. It is known as the 'adventure capital of the world', with domestic and international visitors attracted to the area's skiing, tramping, golf and mountain biking, as well as more extreme activities including bungy jumping, jet boating and skydiving. The town is one of the most popular tourist destinations in New Zealand, and the number of visitors has grown significantly over the past decade. In 2022/23, an estimated 2.14 million domestic and international tourists visited the Queenstown area<sup>18</sup>, with 73% of visitors using a private or rented vehicle to get around<sup>19</sup>.

The population of the Queenstown Lakes District has grown significantly in recent years. Between 2015 and 2024 the population of residents in the Queenstown and Whakatipu Basin area increased by 53%<sup>20</sup>. Much of this growth is occurring in new subdivisions on the urban fringes, including Lake Hayes Estate, Shotover Country, Hanley's Farm and Jack's Point. However, the high rate of growth has led to severe housing affordability issues, resulting in a growing number of people living in multi-tenanted dwellings.

Queenstown's main commercial and shopping precinct is concentrated in the historic core within a small number of streets that radiate outwards from the shores of Lake Whakatipu. Recent upgrades to Rees Street and Beach Street include the implementation of shared spaces, which have enhanced the amenity and walkability of the town centre. Much of the town's retail offering targets the tourist market, with a large number of hospitality venues, luxury retail stores, and agents selling adventure experiences and activities.

Queenstown has experienced a high level of construction activity in recent years. In particular, the construction of Stage 1 of the town centre arterial, which included major upgrades to 3 waters infrastructure under State Highway 6A (SH6A), although now complete, resulted in high levels of disruption and congestion on SH6A, Gorge Road and adjoining roads. Construction of the Queenstown to Arthurs Point cycleway and upgrades to the Queenstown gondola and associated multi-storey car park, along with three waters upgrades along Man Street have also been in progress. The scale of these construction works has made it challenging to drive around the town and has impacted on Queenstown's on-street and off-street parking supply.

Three bus routes provide frequent services to Queenstown, providing direct links to Fernhill / Sunshine Bay, Frankton, Arthurs Point, Arrowtown, Lake Hayes Estate / Shotover Country, Jack's Point and Queenstown Airport. Other services from Kelvin Heights and Quail Rise require a transfer at Frankton bus hub. With the exception of Route 1 between Sunshine Bay and Remarkables Park, which operates on a 15-minute frequency, all other services operate on an hourly frequency with 30-minute frequencies operating during peak morning and afternoon times. Ferry services between Kelvin Heights and Queenstown provide an hourly service during peak times. Changes to Ministry of Education funding has resulted in some school buses in the Whakatipu Basin scheduled to be phased out with students moving onto public bus routes.

An off-road walking and cycling path provides a key link between Frankton and Queenstown town centre via Queenstown Gardens. A new shared path linking Queenstown at Industrial Place to Arthurs Point has recently been completed and the full route to the town centre will be completed as 3 Waters projects are finalised along the route. The core town centre precinct has high pedestrian amenity, however high traffic volumes and congestion on SH6A on the edge of the historic core make it difficult to cross the road. With limited access to transport options that meet the needs of the community, car dependency in the district is high. This has led to significant congestion on the key arterial roads as most residents need to travel to the main centres of Queenstown and Frankton to access employment, education and goods and services.

### 2.1. What does Queenstown's future look like?

The population of the Whakatipu Basin is forecast to continue to grow, with new residential areas being planned for Te Putahi / the eastern corridor along Ladies Mile, and Te Tapuae / the southern corridor, between Coneburn and Homestead Bay. While much of the commercial focus had been centred around Queenstown, the constrained topography and transport network around Queenstown's town centre is limiting further growth and access. Given its strategic location to growth corridors, our Spatial Plan shows the urban hub of the Whakatipu Basin shifting to Frankton, which will support the area's main commercial services and activities. Queenstown will retain its focus as the heart of civic activities, and the focus of tourism and hospitality services.

Tourism is a mainstay of the local economy, and visitor demand is also forecast to grow. Managing the growing pressures from visitors to the area places a significant burden on local residents. There are opportunities to improve how visitors get around and how they can contribute to the development of local infrastructure. Various funding streams are being explored so visitors can contribute to the transport network they are using, including the introduction of differential parking fees for residents and tourists as outlined in this PMP and our Parking Guidelines.

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<sup>18</sup> MBIE Population estimates by type of visitor in Destination Queenstown, <https://teic.mbie.govt.nz/teiccategories/datareleases/murpe/>

<sup>19</sup> Queenstown Visitor Experience Survey (YE June 2025). Angus & Associates (supplied by Destination Queenstown)

<sup>20</sup> <https://rep.infometrics.co.nz/queenstown-wakatipu-basin/population/growth>

Implementation of the next stages of the Queenstown Master Plan will involve additional shared spaces in the core of the town centre, including Church Street and Camp Street, to enhance pedestrian amenity and access. The new shared path along Robins Road will be extended through the town centre to allow cyclists to have a dedicated route to the Park Street shared path. Completing further stages of the town centre arterial is also anticipated; when complete, through traffic will be directed away from the town centre, with Stanley and Shotover Streets downgraded to local roads. This provides the opportunity for an improved bus interchange on Stanley Street and enhanced public realm on Shotover Street.

Improving the area's constrained transport corridors is proposed through the government's Queenstown Package. The focus of this work is to change the BP roundabout (intersection of State Highway 6 and 6A) to traffic signals as well as improvements to the Frankton bus hub and active travel access along the corridor. The next stages will improve public transport along the constrained SH6/SH6A corridors through the provision of dedicated bus lanes and bus priority measures. While these improvements lie outside the scope of the Queenstown town centre, changes to transport and access in Frankton will have a significant impact on parking and travel demand in Queenstown.

Improvements to bus and ferry services in the Whakatipu Basin are being considered as part of the Queenstown Public Transport Business Case. The preferred option comprises interventions including: service level improvements (increasing services and improved timetabling), changes to the Stanley St Hub and Frankton Hub, and the addition of articulated buses to increase capacity on key corridors.

Some significant changes to land use development are also proposed for Queenstown that will influence parking and travel demand. These include:

- **Project Manawa:** A major new civic and cultural facility proposed for the Whakatipu Basin. A preferred site for the facility on Stanley Street, spanning from Beetham Street to Gorge Road was identified as part of the Queenstown Master Plan, and a second option in Frankton is concurrently being explored. The current proposal includes community and art spaces, a purpose-built library, a performing arts centre, public spaces, commercial buildings and a civic administration building. Preliminary conversations about the foundational steps for the project, including funding and land exchanges have recently been undertaken, however the finalised location for the development is yet to be determined through ongoing investigations. It is unclear whether public parking will be provided at either site, however if the development goes ahead on Stanley Street, it will reduce the availability of existing parking within our off-street car parks on Ballarat Street.
- **Lakeview Precinct:** A major new development that includes residential apartments, hotels, commercial office space as well as hospitality, retail and a hot pools attraction. It is anticipated the Lakeview Precinct will become a complementary extension of the existing town centre. The development is located on Man Street and incorporates the former southern end of the campground. The site will be developed in stages, which is expected to commence in 2024 with an initial focus on development of residential apartments. It is unclear whether public parking will be provided on site, however the development would reduce the availability of parking in the temporary Lakeview off-street car park.

While extensive construction in recent years has impacted on parking availability, there are some significant changes that will increase parking supply in the town centre in 2024 / 2025. New private car parks at the Skyline Gondola, Man Street and near Brisbane Street are being constructed, and car parks on Ballarat Street and the Recreation Ground have been reinstated following completion of construction activities. More details on changes to the parking supply in the town centre are outlined in Section 3.

## 2.2. Community views on parking

Views from the community on managing parking were sought through a parking workshop held in December 2023, as well as the draft Parking Strategy consultation undertaken over the 2023/24 summer period. Insights were also gathered from historic parking projects and previous transport projects. Key issues and opportunities raised by the community included:

- **Improve public transport** – many submissions recognised the influence public transport has on parking demand and sought improvements to our bus network as a strategy to manage parking demand. Opportunities to provide park and ride were also sought from the community.
- **Provide more parking** – many submissions referenced providing more affordable options for commuters, and to develop multi-storey parking buildings on existing at-grade car parking sites as outlined in the Queenstown Master Plan. Some submissions expressed concerns about continued growth of residents and tourists and the consequences this will have on transport and parking. Others highlighted that parking has been lost in recent years due to the large scale construction occurring across the town centre.
- **Prioritise local residents** – some submissions requested the use of residents parking permits to prioritise parking for locals, as well as providing discounted or free parking for residents.
- **Reduce emissions** – some submissions acknowledged that building more car parks will not solve the parking issues nor enable emissions reductions. These submissions focused on the need to invest in walking, cycling and public transport to provide feasible transport options for residents and tourists.
- **Coach parking** - a high number of submissions were received from coach operators and other tourist service providers highlighting the need to better provide for the various parking needs for coaches

- **Enforcement** – increasing enforcement of illegal parking, and vehicles overstaying time restrictions was raised by some submitters.

These concerns and feedback have been used to inform the actions outlined in the subsequent sections.

### 3. Parking Supply

A summary of our public parking supply within the area of scope is provided in **Table 1**. It shows there are currently 3006 public parking spaces within the study area, consisting of 2,168 on-street spaces and 838 off-street parks. Within this area there is also an estimated 2,530 private parking spaces that are available to the public, including customer parking provided at supermarkets, hotels and local businesses, as well as private parking suppliers such as Wilson and Trojan (Man St) parking lots. These private parking spaces make up just under half of Queenstown’s parking supply.

**Table 1: Queenstown public parking supply in 2024**

Use	Type	Free		Metered		Total
		On-street	Off-street	On-street	Off-street	
Special use parking	Mobility	15	6		1	22
	Loading	58				58
	SPSV (taxi)	9				9
	Loading / SPSV	18				18
	Shared space / loading	33				33
	Campervan				33	33
	Bus stop	17				17
	Bus/ Coach	28				28
	Motorcycle	2		2		4
	EV			2		2
	Permit	8				8
General parking	P5	20	4			24
	P10	3	2		3	8
	P15	27				27
	P30	90				90
	P60	26		25		51
	P120	33		130		163
	P180	53				53
	P240	59	174		52	285
	10HR	1422	50		331	381
	Unrestricted		72	23	110	1627
Mixed restrictions	P10/P120	4				4
	P15/P30	23				23
	P15/P60	38				38
<b>Total</b>		<b>1986</b>	<b>308</b>	<b>182</b>	<b>530</b>	<b>3006</b>

Just under a quarter of Queenstown’s public parking spaces within the study area have parking fees, with most of these spaces located within our off-street car parks. Only 182 on-street spaces in Queenstown’s town centre currently require payment. Free parking is currently available within the historic town centre area, including Church and Shotover Streets. Parking in our Brecon Street and Industrial Place off-street car parks, and our parks and reserves car parks is also free.

In 2024 a new private carpark opened at the Skyline Gondola on Brecon Street, which is in addition to the existing private carparks – namely the Man Street car park, and Wilson Parking on Church Street, Man Street and on the corner of Stanley & Shotover Streets, with a proposed new Wilson Parking site at the Frankton Road / Brisbane Street intersection.

The Skyline car park substantially increased the supply of parking in the area, with 297 public spaces available in a multi-storey car parking building. In addition, following the completion of Stage 1 of the Arterial Road in April 2025, 120 carparks were re-instated in the Ballarat Street Parking Precinct. Construction work on the western side of the Ballarat Street Parking Precinct continues and once complete, a bitumen finished carpark with an additional 131 parking spaces will open by Christmas 2025. Future parking supply will also be considered as part of planning and development of Project Manawa. **Table 2** shows there will be an increase of 548 additional publicly available off-street parking spaces in Queenstown by the end of 2025.

**Table 2: Anticipated increases to parking supply in Queenstown in 2024/25**

Parking Supply Changes	#	Estimated date
Skyline	297	July 2024
Ballarat Street Parking Precinct - reinstated	120	April 2025
Ballarat Street Parking Precinct – new carpark	131	December 2025
<b>Total</b>	<b>548</b>	

## 4. Parking demand

Queenstown experiences exceptionally high parking demand, which is exacerbated during peak holiday periods including over the summer, and during the winter ski season. To better understand parking demand, we undertook three parking occupancy surveys; two in October 2023 to capture parking demand during and after school holidays, and one in February 2024 to capture the high seasonal visitor demands combined with local resident demands.

### 4.1. Data capture

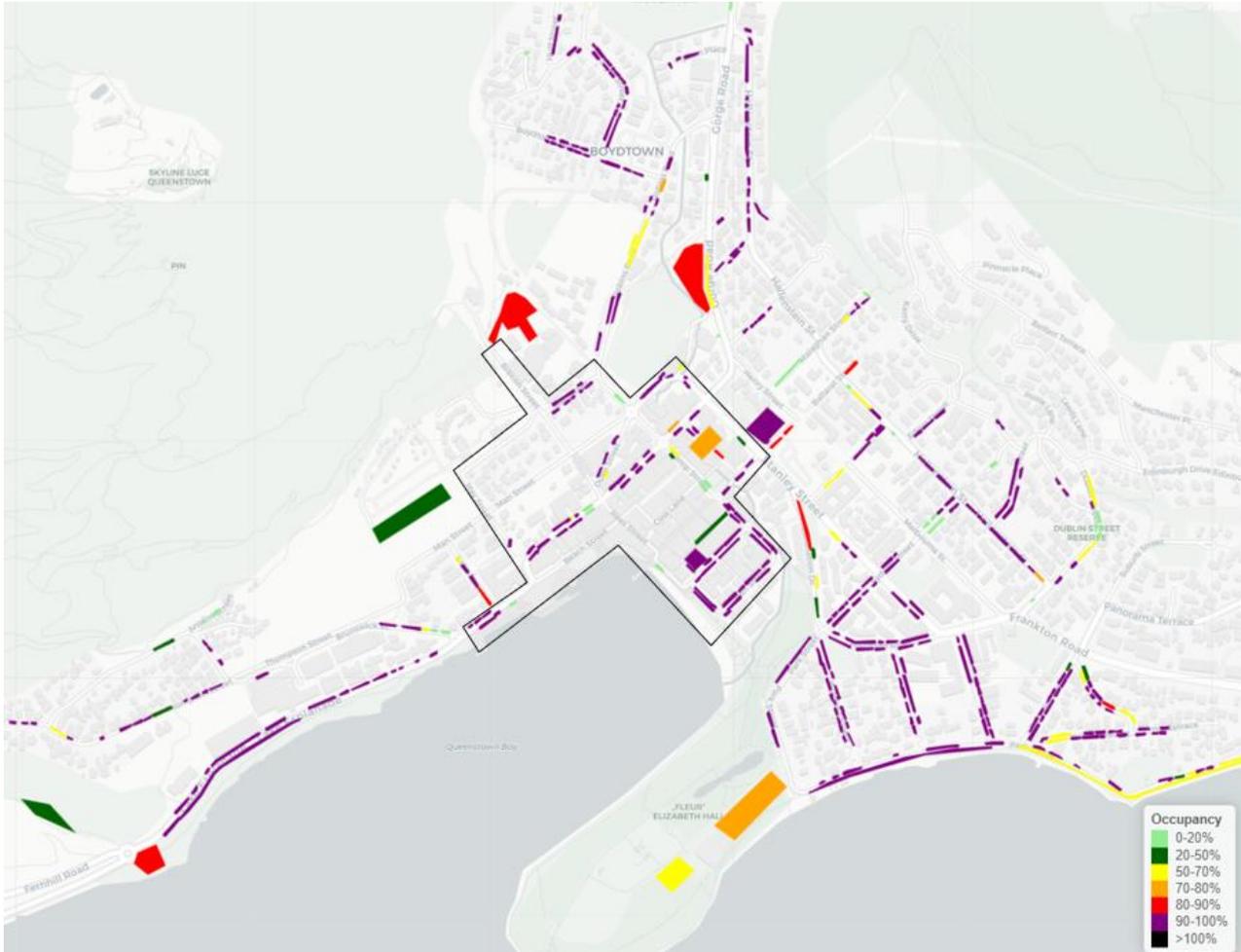
On-street parking demand was captured using Licence Plate Recognition (LPR) technology, which is increasingly being used for parking enforcement. A vehicle fitted with multiple cameras was driven along streets within the study area capturing images of number plates. The camera recognises and transposes number plate outputs, along with the location and time of the event. This allows us to measure how many spaces are occupied (occupancy). It can also be used to measure how long vehicles stay parked in the same space (duration of stay) and how many vehicles overstay any applicable time restrictions (infringements).

Off-street parking was captured manually, using surveyors who counted the number of spaces occupied over the course of the day. The two sets of surveys occurred simultaneously to provide an overview of on-street and off-street parking demand across the town centre study area.

Note that the town centre was experiencing high levels of construction at the time of the surveys and key streets including parts of Gorge Road, Man Street, Isle Street, parts of Brecon Street, as well as Henry and Melbourne Streets were closed to vehicles. The Recreational Ground car park was also closed. Future surveys will be made to take into account the changing levels of parking.

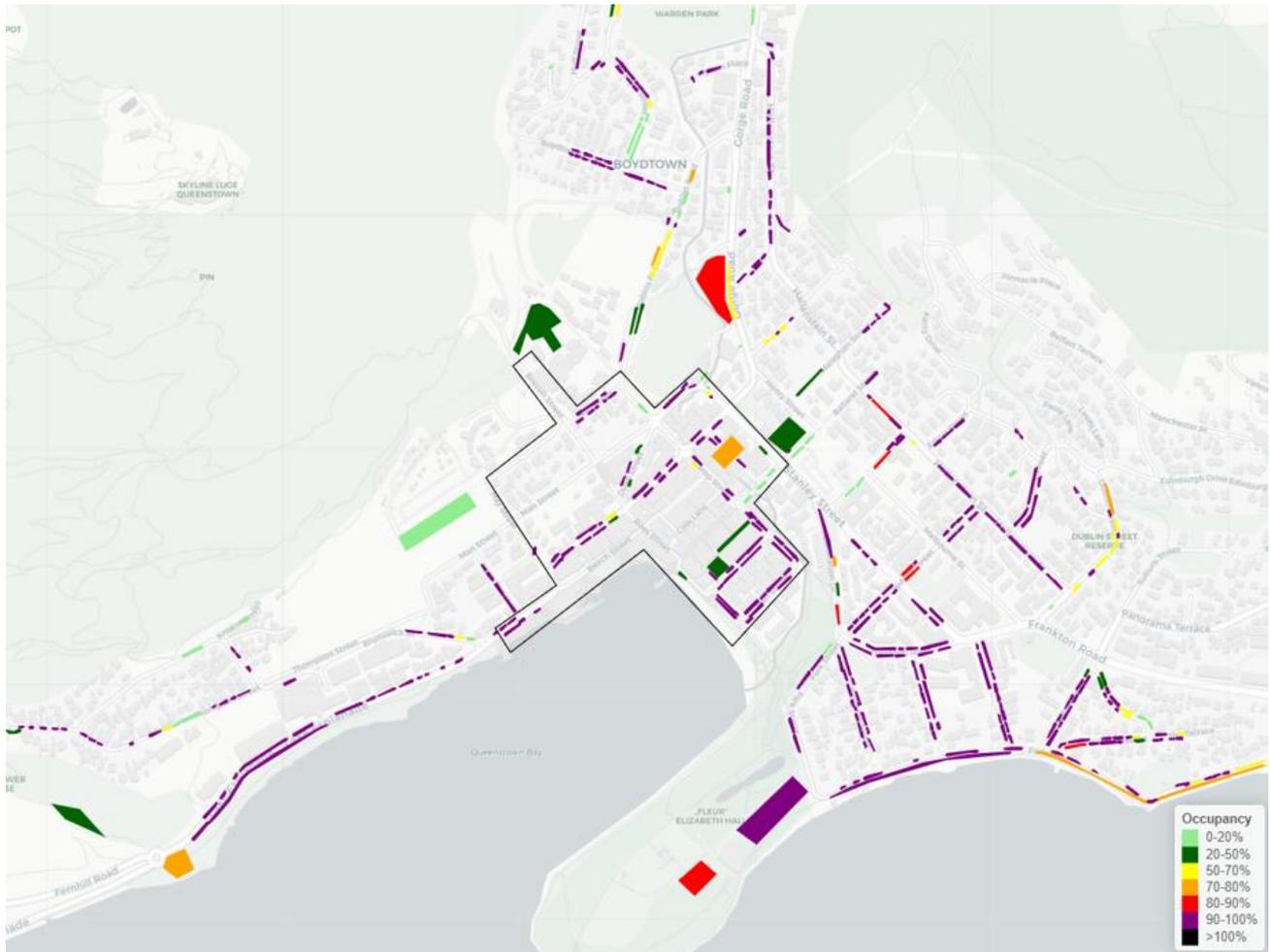
## 4.2. Parking survey results – October 2023

**Figure 2** shows the peak parking demand captured during the parking surveys undertaken on Thursday 5<sup>th</sup> October 2023, during the school holidays. It reflects the parking demand at the busiest time of the day, which occurred at 3pm. The map shows very high on-street parking demands across most of the town centre, where most streets exceeded 90% occupancy. The average demand for parking across the study area (combined on-street and off-street) during the daily peak (3pm) was 81%, while demand within the inner town centre area (outlined in black) at this time was 80%.



**Figure 2: Peak parking demand – 3pm Thursday 5 October 2023 (school holidays)**

The parking surveys were replicated the following week outside of school holidays on Thursday 12<sup>th</sup> October (see **Figure 3**). The peak parking demand on this day occurred during the 11am survey run. The demands for on-street parking are similar to the previous week, with most streets experiencing occupancies greater than 90%. However, the overall demand was lower compared to the previous school holiday week. The average peak demand (at 11am) across the area (combined on-street and off-street) was 74%, while the demand in the inner town centre area was 64%. In general, the demand for parking in some of our off-street car parks was substantially lower than the previous week (refer to Section 4.2.1).



**Figure 3: Peak parking demand – 11am Thursday 12 October 2023 (school term)**

Most on-street parking across the study area is provided free of charge, however time restrictions apply to on-street parking within the core town centre area. As a result, on-street parking demand is exceptionally high across the study area, with many streets in both the commercial and residential experiencing parking occupancy exceeding 90%. On the outer fringes of the study area such as Park Street and Dublin Street there is some available on-street parking capacity. On-street parking is generally more convenient than off-street parking, and these spaces tend to fill up first. These spaces are also generally free of charge and unrestricted and are preferred by commuters and other users that need long term parking.

By contrast, off-street parking demand was generally significantly lower although variable due to the location, price, and any time restrictions that may apply. For example, the Lakeview car park experienced a peak parking occupancy of less than 50%. It is a relatively new car park and one of the least convenient to the town centre. Extensive roadworks in the surrounding streets at the time also limited accessibility to this car park.

### 4.2.1. Off-street parking demand – October 2023

Within the town centre we have 11 public off-street car parks (refer to **Figure 3**). Analysis of parking demand within these car parks over the two survey weeks in 2023 is shown in **Table 3** and **Table 4**. The data shows how demand varies during the day, between the holiday and non-holiday weeks, and highlights those car parks that experience higher and lower demands. Note the Recreation Ground car park was closed during the survey period as a result of construction works.

The Gardens (2) car park is located closest to the town centre and experienced the highest parking demand over both survey weeks, which is sustained over much of the day. This car park is provided for the users of Queenstown Gardens, however it is also used by visitors to the town centre, as well as some commuters who move their vehicles during the day to avoid overstaying the P240 parking restriction.

**Table 3: Occupancy of public off-street car parks in Queenstown - Thursday 5 October 2023 (school holidays)**

Name	# car parks						Restrictions	
		700	900	1100	1300	1500	Time	Price (\$/hr)
Athol Street Car Park	52	13%	22%	59%	71%	71%	P240	\$6.20
Ballarat Street Car Park	45	40%	48%	50%	89%	82%	10P	\$3.10
Boundary Street Car Park	139	10%	39%	82%	85%	73%	10P	\$2.10
Brecon Street Car Park	56	34%	60%	75%	88%	75%	n/a	n/a
Church Street Car Park	110	34%	40%	67%	87%	83%	n/a	\$6.20
Gardens Carparks 1	60	17%	47%	65%	58%	50%	P240	n/a
Gardens Carparks 2	75	19%	91%	97%	95%	77%	P240	n/a
Lake View Car Park	120	0%	2%	29%	32%	28%	10P	\$2.10
One Mile Carpark	40	15%	3%	85%	85%	85%	P240	n/a
One Mile Powerhouse	20	10%	35%	60%	55%	40%	n/a	n/a
<b>Average</b>		<b>19%</b>	<b>38%</b>	<b>67%</b>	<b>75%</b>	<b>66%</b>		

The Ballarat Street and Boundary Street car parks which provide for all day parking, experienced high demands during the school holiday survey week. These car parks are more affordable (\$3.10/hr and \$2.10/hr respectively) than the Athol Street and Church Street car parks (\$6.20/hr) located within the historic core of the town centre<sup>21</sup>. The One Mile car park provides free parking for up to four hours and also experienced high parking demand in this survey week. The Brecon Street car park provides free parking with some of the parking reserved for staff and visitors to the neighbouring childcare centre and pre-school from 7:45am to 6pm on weekdays. An area is also set aside within the Brecon Street car park that provides free parking for coaches.

During the second week of parking surveys (school term week), parking demand across all our off-street car parks was generally lower. Some similar trends were observed, with the Gardens (2) car park and Boundary Street car park experiencing high parking demands. However, there were substantially lower demands in the Ballarat Street and Church Street car parks during this non-school holiday week. These car parks are convenient to the town centre, however the higher costs mean they are more likely to appeal to casual visitors rather than commuters seeking long stay parking.

**Table 4: Occupancy of public off-street car parks in Queenstown - Thursday 12 October 2023 (school term)**

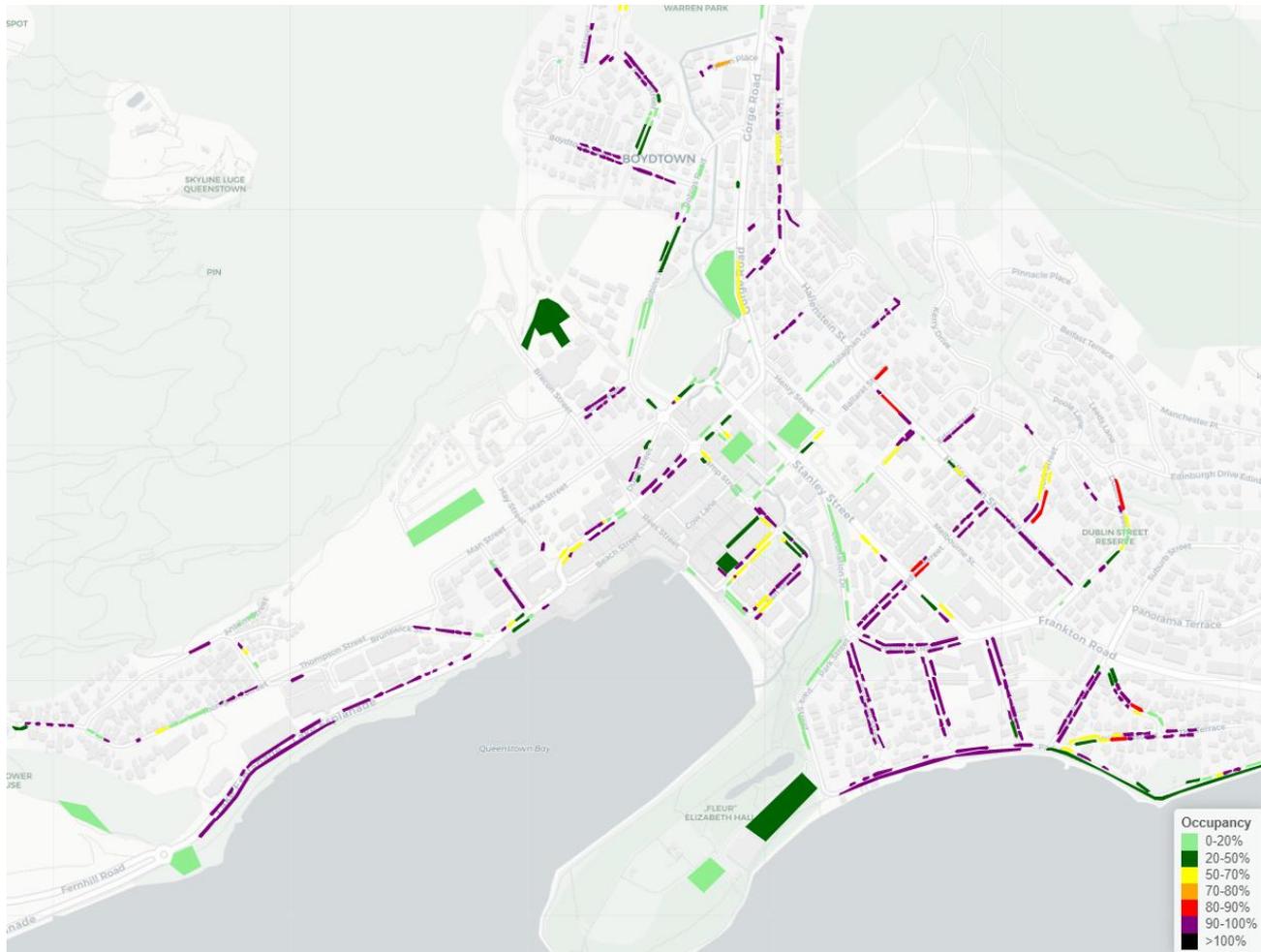
Name	# car parks						Restrictions	
		700	900	1100	1300	1500	Time	Price (\$/hr)
Athol Street Car Park	52	18%	37%	66%	76%	57%	P240	\$6.20
Ballarat Street Car Park	45	19%	22%	34%	48%	44%	10P	\$3.10
Boundary Street Car Park	139	8%	49%	85%	82%	68%	10P	\$2.10
Brecon Street Car Park	56	32%	34%	32%	34%	28%	n/a	n/a
Church Street Car Park	110	30%	37%	44%	57%	55%	n/a	\$6.20
Gardens Carparks 1	60	18%	52%	80%	52%	50%	P240	n/a
Gardens Carparks 2	75	24%	92%	93%	76%	64%	P240	n/a
Lake View Car Park	120	0%	2%	15%	15%	15%	10P	\$2.10
One Mile Carpark	40	8%	30%	70%	75%	65%	P240	n/a
One Mile Powerhouse	20	15%	20%	40%	40%	35%	n/a	n/a
<b>Average</b>		<b>17%</b>	<b>37%</b>	<b>56%</b>	<b>55%</b>	<b>48%</b>		

#### 4.2.2. Parking demand in residential areas – October 2023

Understanding the baseline patterns for demand in residential areas has been achieved by capturing occupancy data at 7am. **Figure 7** shows the demand for parking in and around Queenstown’s town centre on the 12<sup>th</sup> October 2023 at 7am. The data highlights high parking demand in the residential areas between Frankton Road and Park Street south of the town centre, and around Hamilton and Fryer Streets to the north.

<sup>21</sup> At the time of undertaking parking surveys, the listed pricing was correct. Parking prices have since increased (current pricing reflected in Sections 5 and 6).

Other areas of high parking demand include Lake Esplanade and Sydney Street, however these demands are likely to be generated from nearby hotel guests. Early morning commuters and hospitality staff working overnight or early morning shifts would also contribute to parking demand in these areas.

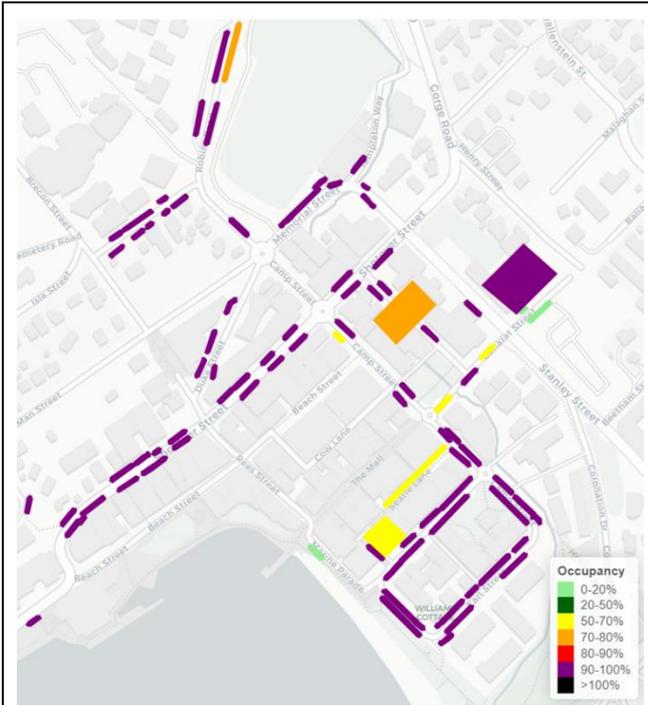


**Figure 7: Early morning parking demand – 7am Thursday 12 October 2023**

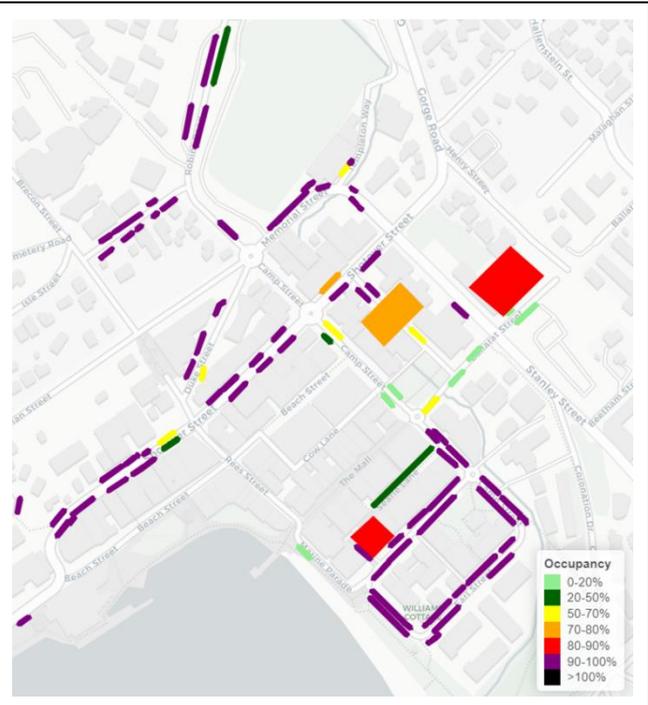
### 4.2.3. Evening parking demand – October 2023

Parking surveys were also undertaken in the historic core area to understand the demand for parking in the evening. **Figure 5** and **Figure 6** show the demand for parking at 7pm in the town centre on Friday 6<sup>th</sup> October (school holidays) and Friday 13<sup>th</sup> October 2023. The data shows demand for on-street parking is exceptionally high, with most streets experiencing occupancies greater than 90%. Parking demand in these streets is high as compliance with most parking restrictions and payment is not required after 6pm.

Note: parking survey data was also collected in Queenstown’s town centre at 8pm and reflected even higher parking demands than at 7pm. For example, on Friday 13<sup>th</sup> October 2023, parking demand in both the Ballarat and Church Street car parks exceeded 90% at 8pm. Data from 7pm is shown below to enable comparison with February 2024 data (refer to Section 4.3), as 8pm data was not collected as part of the survey methodology.



**Figure 5: Town centre evening parking demand 7pm Friday 6 October 2023**



**Figure 6: Town centre evening parking demand 7pm Friday 13 October 2023**

### 4.3. Parking surveys – February 2024

Parking occupancy surveys were repeated in February 2024 to better understand the seasonal parking demand during the peak summer period combined with the baseline demands from local residents and commuters. The scope of the survey area was also expanded to capture parking demands at the northern end of Gorge Road and the public Industrial Place car park.

**Figure 7** shows the results from the survey peak parking demand (undertaken on 21 February 2024), which occurred at 1pm. At this time the overall parking demand across the survey area was 86%, while the parking demand in the inner town centre area was 76%. The map shows most streets within the core of the town centre and in the residential fringe areas experienced high on-street parking demand (>90%) at this time. High parking demands (>90%) were also experienced in the Athol Street, Gardens (2) and One Mile Powerhouse car parks, as well as the Brecon Street and Industrial car parks, with demand exceeding supply (>100%) in these two car parks. Conversely, the Lakeview car park had low parking demand (<50%).

Note: As a result of road works during this period, access to some sections of the following streets was limited or prevented: Sydney Street, Thompson Street, Mann Street, Melbourne Street, Dublin Street, Frankton Road, Toko Street, Makini Street and Fryer Street. The Recreation Ground car park was also closed during the survey period as a result of construction works.



Figure 7: Peak parking demand – 1pm Wednesday 21 February 2024

#### 4.3.1. Off-street parking demand – February 2024

Analysis of parking survey data from the public off-street car parks across Queenstown, undertaken on 21 February 2024 is shown in **Table 5**. The survey area was expanded to include the Industrial Place car park at the northern end of Gorge Road.

Overall, the data reveals higher overall parking demands in February 2024 than both survey periods in October 2023. This reflects the high demands from tourists that occurs over Summer, combined with local resident parking demands. The data highlights key trends, including parking exceeding available supply in the Industrial Place car park at times, and high parking demands in the Gardens (2) car park, Brecon Street, Athol Street and One Mile car parks. Parking supply also exceed capacity at the Brecon Street car park during one survey run. By contrast, relatively low parking demands were recorded at the Lakeview and Church Street car parks. These trends were generally similar to the October 2023 survey, with the exception of Church Street (significantly lower demand in February), and Brecon Street (significantly higher demand in February).

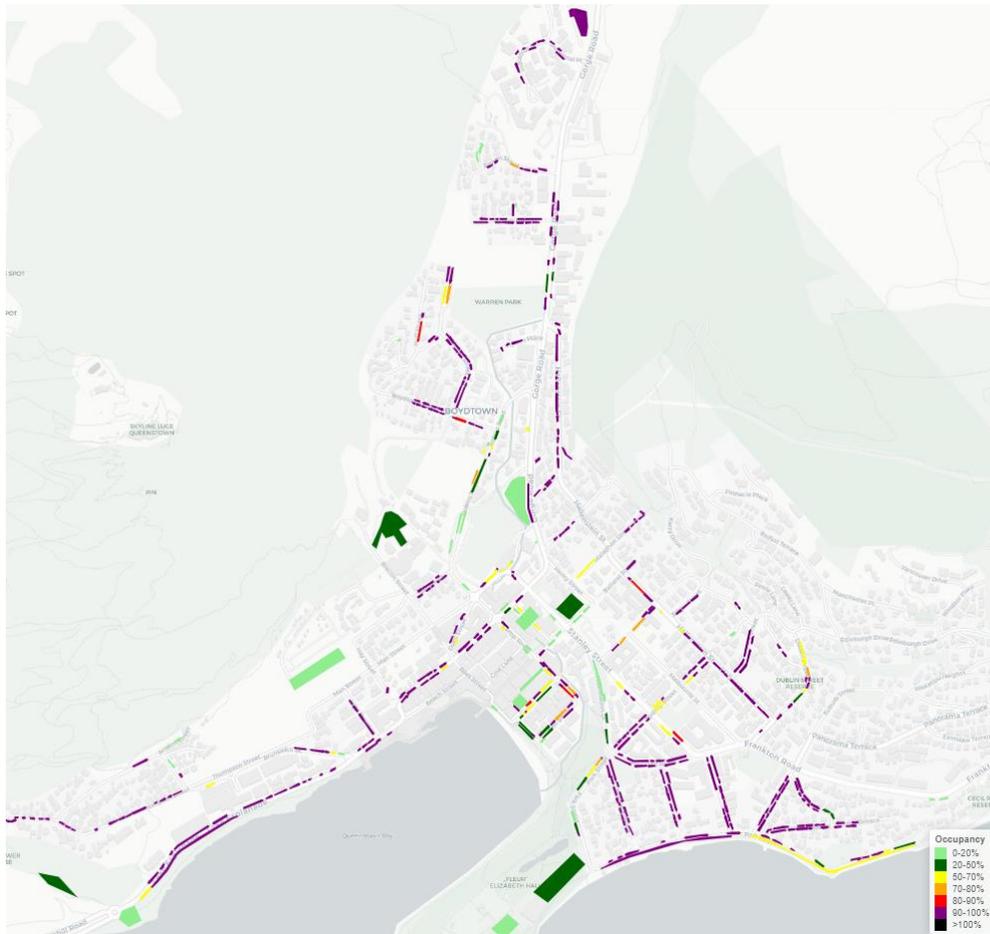
**Table 5: Occupancy of public off-street car parks in Queenstown – Wednesday 21 February 2024**

Name	# car parks									Restrictions	
		700	900	1100	1300	1500	1700	1900	Time	Price (\$/hr)	
Athol Street Car Park	52	4%	25%	73%	83%	81%	69%	85%	P240	\$6.20	
Ballarat Street Car Park	45	22%	27%	53%	73%	71%	58%	82%	10P	\$3.10	
Boundary Street Car Park	139	6%	45%	74%	65%	81%	55%	50%	10P	\$2.10	
Brecon Street Car Park	56	41%	79%	95%	129%	91%	50%	48%	n/a	n/a	
Church Street Car Park	110	19%	23%	29%	57%	55%	43%	51%	n/a	\$6.20	
Gardens Carparks 1	60	15%	87%	87%	58%	72%	68%	20%	P240	n/a	
Gardens Carparks 2	75	39%	85%	89%	85%	79%	88%	24%	P240	n/a	
Industrial Car Park	65	97%	105%	114%	89%	85%	58%	32%	10P	n/a	
Lake View Car Park	120	0%	3%	25%	48%	48%	29%	28%	10P	\$2.10	
One Mile Carpark	40	3%	68%	100%	78%	83%	60%	63%	P240	n/a	
One Mile Powerhouse	20	20%	55%	70%	80%	60%	40%	20%	n/a	n/a	
<b>Average</b>		<b>22%</b>	<b>50%</b>	<b>69%</b>	<b>73%</b>	<b>73%</b>	<b>56%</b>	<b>45%</b>			

### 4.3.2. Morning and evening parking demands – February 2024

Morning and evening parking surveys were also undertaken during the February parking surveys (refer to **Figure 8** and **Figure 9**). In general, these survey results reflect similar trends to the October 2023 data.

In the early morning, there are high parking demands in the residential fringe areas, generated by residents and hotel guests, and low parking demands in nearly all of the off-street car parks. A notable exception is the Industrial Place car park (which was not part of the survey scope in October 2023), where parking demand in the early morning exceeded available supply.



**Figure 8: Early morning parking demand – 7am Wednesday 21 February 2024**

In the evening, there are very high on-street parking demands and moderate to high off-street demands within Queenstown's town centre. Again, the results in February 2024 are similar to those in October 2023, as most standard vehicle parking after 6pm is no longer subject to pricing or time restrictions.

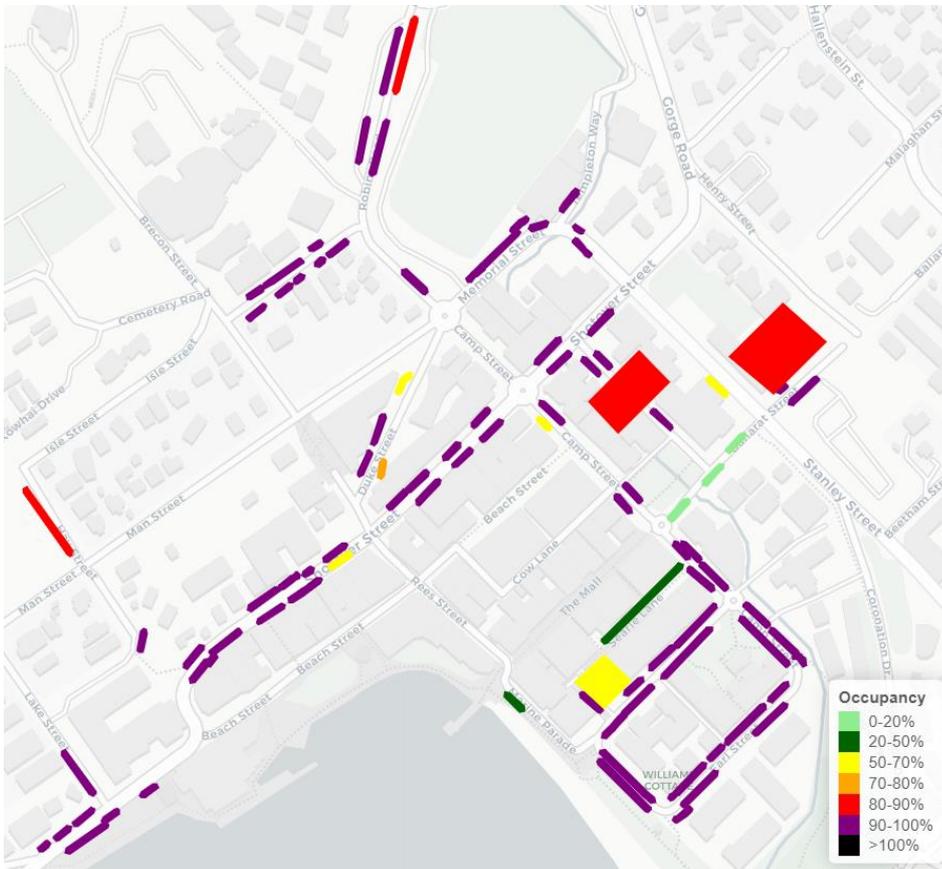


Figure 9: Evening parking demand – 7pm Wednesday 21 February 2024

## 5. Managing Parking in Queenstown

This section outlines some of the general parking issues as well as opportunities and actions to improve access for key users across the town centre. This is followed by actions for managing parking across key parking precincts to balance the competing needs of multiple users such as local businesses and their customers, and local residents and their visitors. A summary of these actions, and their timeframes and triggers for implementation is provided in Section 0 below.

### 5.1. Current Approach

Overall, Queenstown experiences very high demand for parking across the town centre. These demands are generated from a wide range of users, including customers, commuters, tourists and businesses who all have different needs in terms of their length of stay, requirement for proximity, willingness and ability to walk as well as familiarity with the area. A variety of time restrictions and pricing has been implemented intermittently to respond to key issues and manage complex and competing user demands. However, this has led to an inconsistent approach to managing parking. Within the core town centre area, free 30-minute parking is available on Church Street and Shotover Street, while nearby Earl and Camp Streets have two-hour parking, priced at \$6.50 per hour. Off-street parking within the same area is also priced at \$6.50 per hour. Outside of the town centre, most on-street parking is free (although time restrictions may apply), however most of our public off-street car parks are priced. The inconsistent use of restrictions and pricing leads to additional congestion as drivers cruise to try to locate a free on-street parking space or a space that aligns with their needs.

## 5.2. Addressing key parking issues and opportunities

Balancing the needs of a wide range of users in Queenstown town centre is a key outcome of this PMP. How we will prioritise spaces for special uses including mobility permit holders, small passenger service vehicles (SPSV), delivery and service vehicles, as well as providing dedicated spaces for campervans, motorcycles and coaches is outlined below. This section also details how we will address the parking challenges facing residents and commuters, how we will manage parking issues during events and within our parks and reserves, along with opportunities to provide for electric vehicles, bicycle parking and managing our shared spaces. Ongoing monitoring and review of the effectiveness of the changes will be needed to inform future changes to restrictions, pricing and provision for key users.

### Action – addressing key parking issues and opportunities

- Monitor parking demand to inform changes to restrictions, pricing and provision for priority users

### 5.2.1. Mobility Parking

Providing mobility parking is a high priority for our town centres to ensure people with limited mobility have convenient access to key destinations. Providing sufficient quantity and spatial coverage of these spaces across the town centre is important to ensure these users can park close to where they need to go. Within Queenstown there are 22 dedicated public mobility car parks (refer to **Figure 8** below). Mobility permit holders are also currently permitted to park in the shared spaces in Rees and Beach Streets for limited periods. These will only be available to mobility permit holders with a local resident permit (refer to Permits section in our Parking Guidelines for more details). In addition to these public mobility parking spaces, dedicated parking for these users is generally available in private car parks such as those provided by local businesses like supermarkets, however these are not shown in the figure below as they are usually for customers only.

**Figure 8** also shows the areas where there are gaps in the provision of mobility parking spaces, including Earl Street, Shotover Street and Camp St at the top of the Ballarat St mall. The change in Taxi ranks described below will allow for a mobility park to be provided on the north side of Camp St, west of Ballarat St. Providing a mobility parking space on Isle Street outside the medical centre is also needed. Changes to the road environment mean spaces on Henry Street are no longer needed and will be removed.

As our population ages, we will need to increase the supply of mobility parking spaces to meet increased demand. Ensuring mobility car parks comply with NZS4121, including safe access to a ramp between the road and the kerb, and providing for both side and rear loading vehicles will be needed.

### Actions – Mobility Parking

- Implement additional mobility car parks where there are gaps in coverage
- Ensure all mobility car parks comply with the relevant standards



**Figure 8: Coverage and changes to public mobility parking in Queenstown's town centre**

## 5.2.2. SPSV Parking

Small passenger service vehicles (SPSV) refer to small vehicles for hire, and include taxi and app-based services, as well as shuttle services that carry up to 12 passengers. In Queenstown there are 9 full time SPSV bays. A further 18 bays are available to SPSVs from 6pm to 6am, which are shared with loading zones. Shared use of these bays optimises how we manage parking as these users' peak demands are typically off-set, with demand from SPSVs highest during the evening and weekends, while peak demands for loading zones generally occurs on weekday mornings.

Permits are used to manage parking in our dedicated SPSV bays. Some of these bays are monitored and enforced using CCTV. However, SPSV operators without a permit are still permitted to park elsewhere in the town centre, which has created tensions between permit and non-permit holders.

**Figure 9** shows the coverage of permanent and part-time SPSV bays across the town centre area. Conversations with SPSV operators did not highlight any issues about the number of bays available during the day, however requested that more bays become available at night. They also requested CCTV enforcement of all SPSV bays to increase compliance. Feedback from enforcement staff has indicated that bays are underutilised during the day.

The SPSV bays on Camp St are currently difficult to use as they require vehicles to use the roundabout at Church St and it can be hard for vehicles waiting on Ballarat St to see if vehicles have moved on the next rank on the north side of Camp St. These ranks are also not obvious for people to gravitate to. Changes to the location of part time and full time ranks are shown in **Figure 9**, which aim to make it easier for drivers and passengers to access.



**Figure 9: Coverage and changes to SPSV parking in Queenstown’s town centre**

These changes will result in net loss of three full-time bays and a gain of 12 part-time bays, resulting in 6 full time and 36 part time bays. With an increase in the cap of SPSV permits available from 150 to 200, this will provide 1 space for every 33 permits during the day (off-peak), and 1:6 spaces/permit in the evening/overnight peak.

- Actions – SPSV Parking**
- Implement changes to SPSV bays
  - Implement CCTV monitoring of all SPSV bays

### 5.2.3. Loading zones and rapid transaction parking

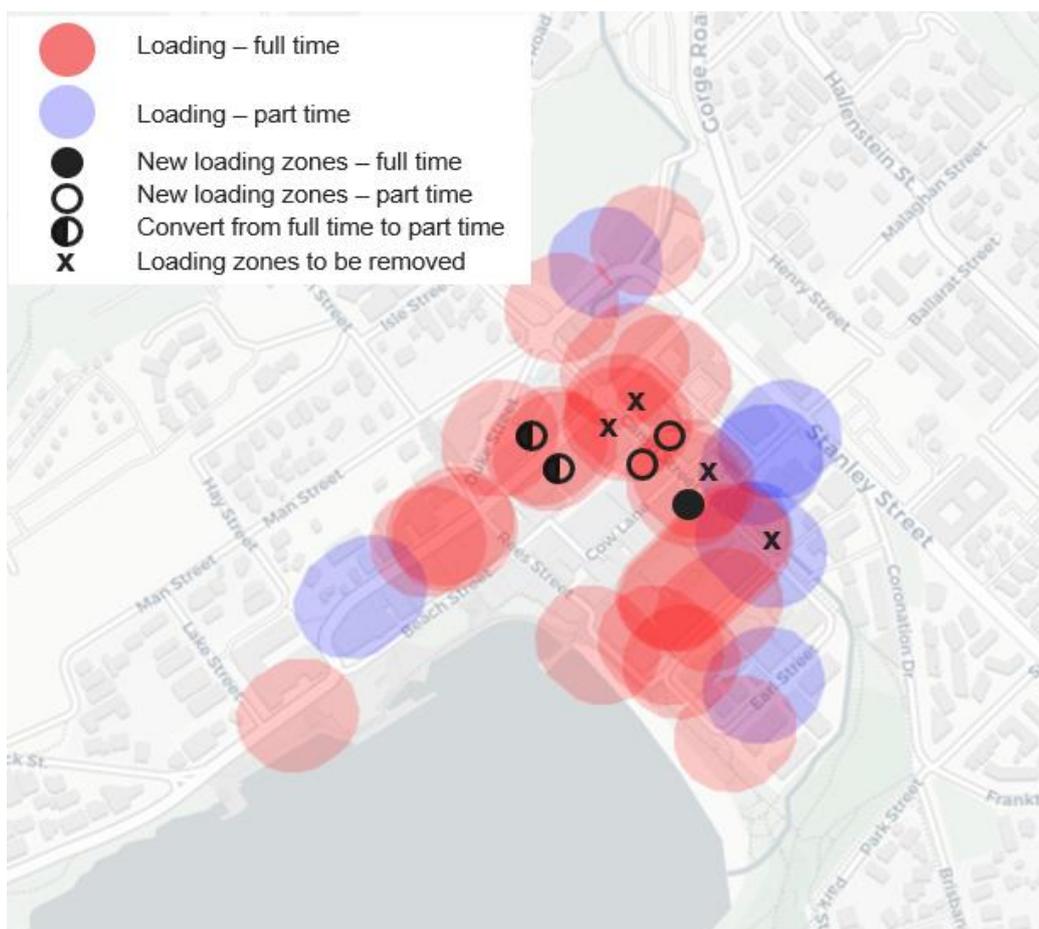
Within the town centre there are 58 (car equivalent - CE) full time loading zones spaces, and a further 18 (CE) part-time loading zones (refer to **Figure 103**) available from 6am to 6pm (shared with SPSV spaces). Loading is also permitted with the Rees and Beach Street shared spaces (approximately 33 CE spaces). The current approach to loading zones has been to optimise their use by enabling spaces to be shared by a variety of users, including delivery vans and trucks, coaches, and drop off/ pick for general vehicles. However, providing access for multiple users means that it can be especially difficult for drivers of large vehicles including coaches and trucks to find a safe and convenient parking space if these spaces are being used by cars. For delivery vehicles, proximity to their destination is especially important to service nearby businesses.

Some of the parking signs used to identify and regulate loading zones are confusing and complex. These spaces can also be used by customers to drop off/ pick up and for ‘rapid transactions’, however many users are unaware of this provision. Conversely, some loading zones that are monitored by CCTV do not permit any parking or loading for general vehicles, and these users may receive an infringement notice for stopping in these bays. Feedback from the community highlighted a number of these issues.

To improve clarity, we will differentiate between the needs of these users and provide a range of dedicated bays to provide coverage across the town centre and meet the variety of needs for these users. These include:

- Delivery trucks and courier vans – Loading Zones
- Customer short stay (rapid transactions) – P10
- Coach parking – dedicated drop off/pick up coach parking (refer to Section 5.2.4)

The current provision of loading zones is shown in **Figure 10** below, as well as proposed changes. The removal of loading zones on Camp Street is to better accommodate coaches and taxis, while loading zones on Shotover Street will be converted to part time loading zones (6am-6pm), to be shared with off-peak SPSV parking (6pm-6am). The use and demand for loading zones will be monitored over time, and opportunities to dedicate loading for good vehicles only<sup>22</sup> will be considered in the future.



**Figure 10: Coverage and changes to loading zones in Queenstown's town centre**

Sixteen new P10 parking spaces (refer to **Figure 11**) will be provided to provide for 'rapid transaction' customer parking, given the removal of the existing P30 short term parking restrictions across the town centre (refer to Section 5.3.1). These P10 spaces can also be used for small delivery trucks and courier vans for drop off/pick up. One P15 parking space on Camp Street will be converted to a mobility car park. A further four part-time P10 restrictions will be implemented at St Joseph's school (refer to Section 5.3.3). In addition, all P5 and P15 spaces will be changed to P10 for consistency, including the large number of P15 spaces on Robins Road, adjacent to Queenstown Primary School.

<sup>22</sup> Refer to link for definition - <https://www.nzta.govt.nz/vehicles/vehicle-types/vehicle-classes-and-standards/vehicle-classes/>

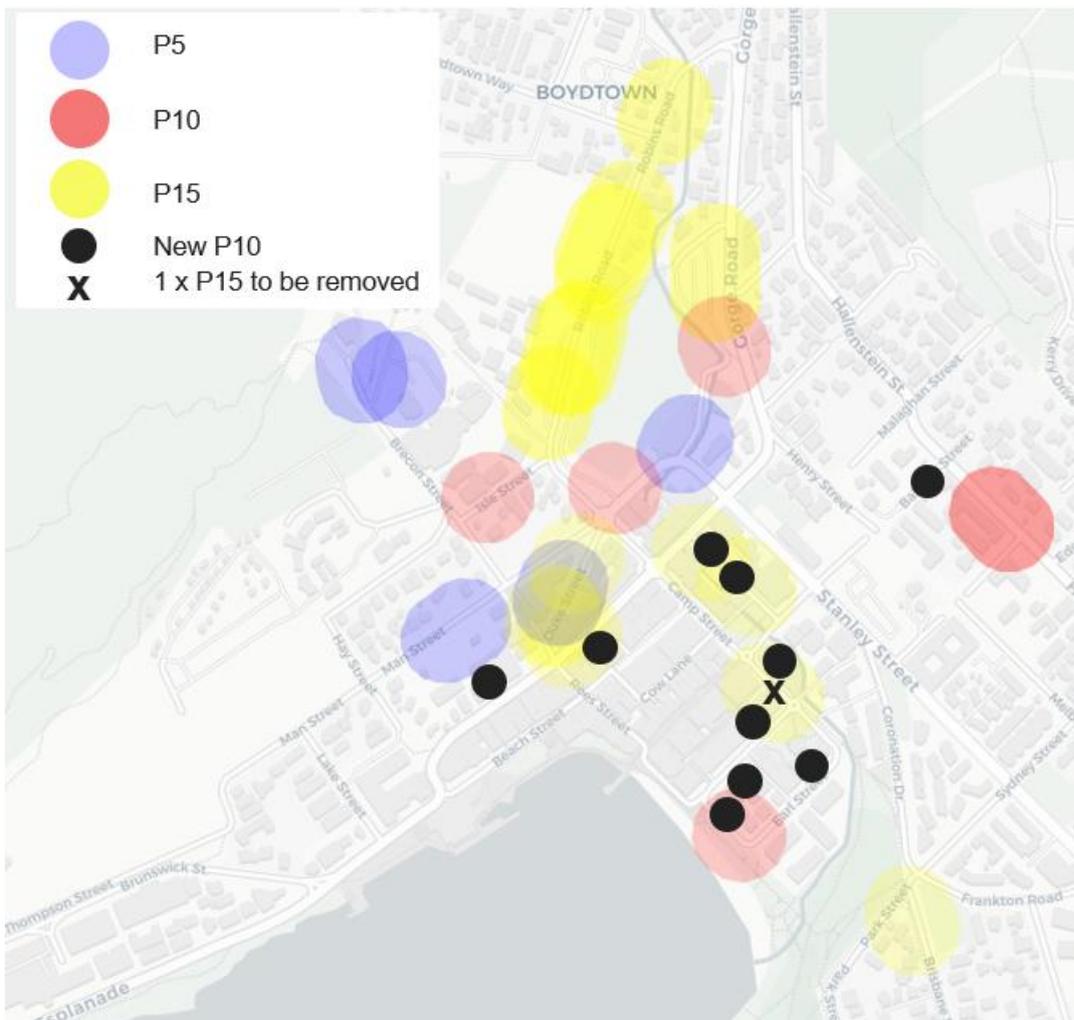


Figure 11: Coverage and changes to rapid transaction (P5/P10/P15) parking zones in Queenstown’s town centre

**Actions – loading zones and rapid transaction parking**

- Implement changes to loading zones
- Monitor need for Goods Vehicle Only loading zones
- Implement new P10 parking spaces
- Replace all P5 and P15 parking restrictions with P10

### 5.2.4. Managing seasonal tourist demands

As one of NZ’s premier tourist destinations, Queenstown experiences strong demands from tourists. In 2023, the total number of visitors to the Whakatipu Basin was estimated to be 15,180 on an average day. On a peak day this escalates to 44,010 people, which is nearly 30% more than the resident population of the area. By 2045, the number of visitors on an average day is forecast to increase to 41,929 people, while the number of visitors on a peak day will climb to 104,821 people, which is a 154% increase on current peak demand<sup>23</sup>.

While there are higher peak periods over summer and during the winter ski season, Queenstown does not experience typical morning/evening, and weekday/weekend fluctuations; high travel demand is sustained over the day and week. Half of all visitors to Queenstown rent a vehicle to travel around, while a further 3% travel by campervan or campervan and a further 13% travel by tour bus<sup>2</sup>. These vehicles generally have larger space requirements and often need dedicated bays. These users also have mixed needs in terms of access to short, medium and long term parking.

Within the town centre, coaches and shuttles currently use loading zones and bus stops to drop off/pick up passengers. Free

<sup>23</sup> <https://www.qldc.govt.nz/community/population-and-demand>

overnight coach parking is currently available in the Boundary Street car park, and there are seven dedicated parking bays for coaches in the Brecon Street car park. Feedback from coach and tourism operators highlighted the need for a variety of parking areas to support coach access and operations. To better accommodate coaches and shuttles, new dedicated pick up/drop spaces will be provided in the town centre along with medium term parking (P180) on the fringe. Overnight coach parking will be retained in the Boundary Street car park, but will also be permitted in P180 coach parking bays. We will also engage with the Bus and Coach Association to review existing coach/bus stops and signage to better meet the needs of coach and shuttle operators. The locations of the existing and new coach parking locations are shown in **Figure 12** below.

Paid parking will be introduced for medium term and overnight coach parking (Section 5.3), and opportunities to pre-book spaces will be explored in the future to provide certainty for drivers and reduce cruising. A longer-term shared parking facility for these vehicles will be explored with the Bus and Coach Association. Bus stops on public transport routes will be available for Orbus services only and will be managed and enforced through a public transport permit.

Large campervans are prohibited from parking in Queenstown's town centre, however 33 dedicated spaces for campervans are available within the Boundary Street car park during the day (refer to **Figure 12**). During the February 2024 parking survey, 36 campervans were recorded parking within the Boundary Street car park during one survey run, exceeding available supply.

Parking demand for these larger vehicles does experience seasonal fluctuations, and there are opportunities to seasonally adjust the number of spaces provided. During the winter off-peak season, some of the parking dedicated to campervans can be reassigned to general parking spaces. High seasonal demands for campervan parking during the summer peak will be accommodated in the Industrial car park at the northern end of Gorge Road, as parking demand at peak times exceeds supply.

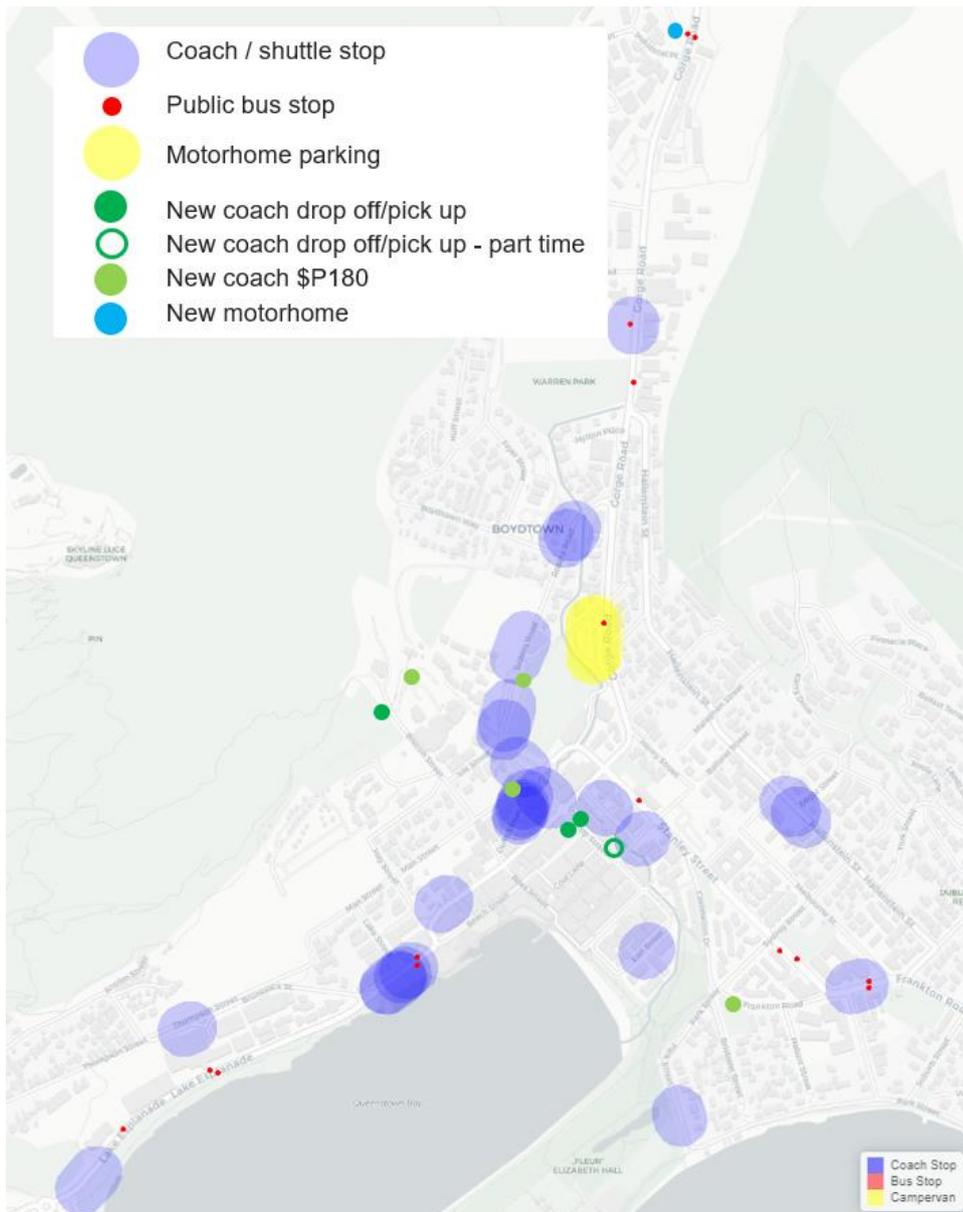
Due to the increase in freedom camping throughout the District, the Freedom Camping Bylaw 2025 outlines specific areas where freedom camping is permitted. The draft bylaw proposes 15 restricted freedom camping areas on public land, where freedom camping would be allowed but subject to conditions specific to each area. The areas are primarily in existing carparks and include 43 parking spaces in the Upper Clutha ward, 5 in the Arrowtown ward, and 110 in the Whakatipu ward<sup>24</sup>. In Queenstown, under the bylaw should it be approved, freedom camping will be permitted for 15 vehicles in the Boundary Street carpark, 2 vehicles in the Gorge Road carpark (by Matakauri Park), 6 vehicles in the Industrial Place carpark and for 10 vehicles in the Lakeview carpark. To note, enforcement for vehicles freedom camping is managed through the Freedom Camping Bylaw, rather than the Traffic & Parking Bylaw which governs parking throughout the District.

Conversations with the community highlighted a need to balance the year-round transport and parking needs of local residents with the fluctuating seasonal demands from visitors. Implementation of a local resident permit that entitles residents to half price parking for up to three hours a day will assist to mitigate the burden from tourism demands that are placed on local residents. Revenue generated from parking can be used to improve transport options and access across the Whakatipu Basin for all users. Further details about the permit are provided in our Parking Guidelines.

#### **Actions – managing seasonal tourist demands**

- Implement dedicated coach parking across Queenstown town centre
- Implement paid parking for medium term and overnight coach parking
- Engage with the Bus and Coach Association to review existing coach/bus stops and signage to better meet the needs coach and shuttle operators
- Explore opportunities to pre-book coach and campervan parking spaces, and loading zones
- Seasonally adjust the number of dedicated campervan parking bays in the Boundary Street car park to optimise parking
- Implement seasonal campervan parking in the Industrial car park
- Explore opportunities to develop a shared coach parking facility in collaboration with the Bus and Coach Association

<sup>24</sup> <https://letstalk.qldc.govt.nz/freedom-camping-bylaw-2025>



**Figure 12: Coverage and changes to bus/coach and campervan parking**

### 5.2.5. Resident parking

Residents who live on the fringe of busy town centres are commonly impacted by parking demands from commuters and other users wanting long term parking. Feedback from the community and stakeholders highlighted the issues some residents in Queenstown face with accessing on-street parking. While residents do not have exclusive rights to on-street parking in front of their property, our focus is to balance the needs of a range of users to provide reasonable access for parking, including residents and their visitors.

Introducing a residential parking permit scheme in areas with high parking demands will be used to improve access to parking for eligible residents. These permits will be linked to a vehicle licence plate and entitle eligible residents from exemptions to fees and time restrictions within the permit zone area. Permits are not transferable and will be limited to one per residential unit<sup>25</sup> to ensure they are not oversubscribed. Fees will apply to permits to align with the value and benefits they provide for

<sup>25</sup> As defined in the QLDC Operative District Plan, a residential unit means a residential activity which consists of a single self-contained household unit, whether of one or more persons, and includes accessory buildings. Where more than one kitchen and/or laundry facility is

users, and to ensure only residents who need them will apply for them. **Figure 13** below shows the two resident parking permit zones that will be implemented in Queenstown, which align with the outer and fringe parking precincts (refer to Section 5.3). Note that exemptions will only apply within each precinct; residents in the fringe precinct area will not be exempt from restrictions and/or payment in outer precinct area and vice versa.



**Figure 13: Queenstown residential parking scheme zones**

#### **Actions – Resident Parking**

- Introduce a residential parking permit scheme for Queenstown

### 5.2.6. Commuter parking

Census data from 2023 showed 3,426 people travel to Queenstown Central for work, with 62% travelling by private vehicle (as a driver or passenger)<sup>26</sup>. Many of these users seek free all-day parking in the residential streets surrounding the town centre, including around Queenstown Hill and Queenstown Gardens. High parking demand in these areas can make it challenging for local residents and their visitors to access on-street parking. Other commuters use free time restricted parking areas such as our nearby reserves and move their vehicle during the day. Some all-day paid parking options are available in the Boundary Street, Lakeview, Ballarat Street and Church Street car park, with prices ranging from \$2.50 to \$6.50 per hour.

Conversations with stakeholders and the community highlighted some people wanted more affordable public parking to be available for commuters. Opportunities to increase the capacity of existing car parks have previously been explored, however

provided on the site, other than a kitchen and/or laundry facility in a residential flat, there shall be deemed to be more than one residential unit.

<sup>26</sup> <https://commuter.waka.app>

the high costs meant redeveloping these sites was considered unfeasible. Changes to the town centre's parking supply are highlighted in Section 3 **Error! Reference source not found.**, including the opening of the multi-storey Skyline car park and reinstatement of car parks following completion of nearby construction works. However, the focus of these car parks is to provide for short to medium term parking, and parking fees will be implemented to manage demand.

Changes to parking management will focus on meeting the needs of priority users in each of the parking precincts. Providing public commuter parking is not a priority in our town centres, and providing more parking for commuters does not align with key objectives and principles of the Parking Strategy. However, access to some paid and free commuter parking will be available on the fringes of the town centre to balance competing demands for parking, with caps on daily fees to provide commuters with affordable parking options. The introduction of residential parking permits and a local QLDC residents permit that provides discounted parking are also proposed to improve parking access and affordability (refer to Section 5.2.5). Opportunities to provide for park and ride and improve public transport services are being explored through other projects. More details on parking for commuters are outlined in Section 5.3 below.

### 5.2.7. Electric vehicle charging

Currently, there are only two public electric vehicle (EV) charging stations, located in the Athol Street car park. Three hotels in Queenstown also provide EV charging for guests. Our position on electric vehicle charging is to enable providers to establish charging stations in our off-street car parks and at our community facilities in the short term to encourage and facilitate uptake. However, in the longer term, the market will need to provide for the forecast growth in these vehicles. We will consider providing additional EV chargers in our off-street car parks outside of the historic core area, as these car parks are less convenient and have lower hourly rates. Fees will apply for both charging and parking to encourage turnover of spaces.

#### **Actions – EV Charging**

- Support EV charging providers to implement additional EV chargers in our off-street car parks

### 5.2.8. Motorcycle parking

There are three dedicated motorcycle parking bays in Queenstown, with two on Camp Street (P120 time restriction), and a double motorcycle bay provided on Shotover Street (P30). To encourage motorcyclists to use dedicated bays and recognise their reduced emissions and small parking footprint, parking will be provided free of charge. However, riders will need to pay standard rates if they park in a general car park. Precinct-based time restrictions will also apply for motorcyclists (refer to Section 5.3). New locations for motorcycle parking include Marine Parade (P90), and the Athol Street and Recreation Ground car parks (see **Figure 16**). These new bays will be provided through the conversion of a standard car parking bay to provide space for four motorcycles in each location. Opportunities to provide additional motorcycle parking bays include optimising the end bays of a row of angle car parking bays, and corner bays of off-street car parks.

#### **Actions – Motorcycle Parking**

- Implement new on-street and off-street motorcycle parking bays

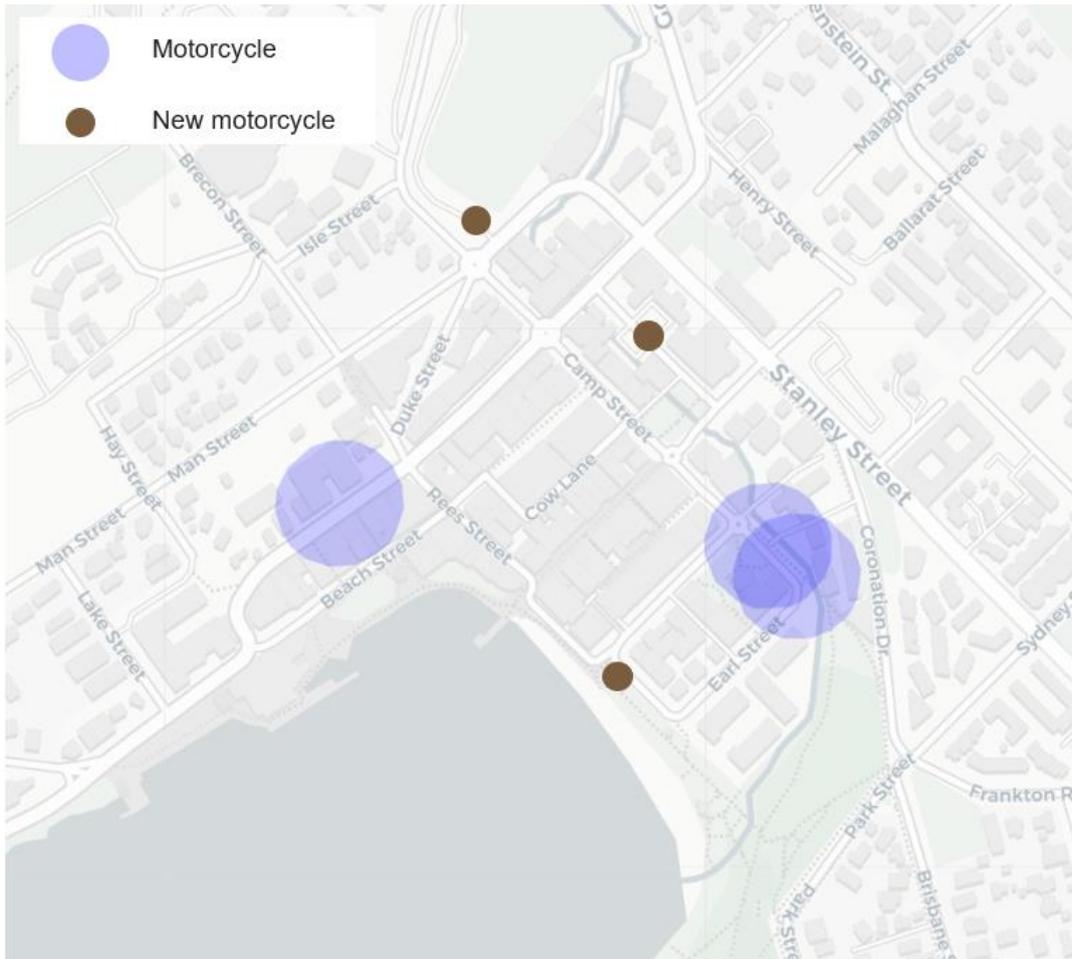


Figure 14: Coverage and changes to motorcycle parking in Queenstown’s town centre

### 5.2.9. Bicycle parking

A large public bicycle parking facility is provided in the Church Street underground car park and includes power to allow e-bikes charging. Customer bicycle parking is provided across the town centre in the form of racks and hoops. More secure bicycle parking options such as cages and ‘locky docks’<sup>27</sup> are needed to provide for long term parking as well as charging facilities for e-bikes. Where there is limited off-road space, on-street car parking can be replaced with bicycle parking corrals or parklets. These will be explored as part of the delivery of key projects including the next stages of the Master Plan, Project Manawa and other community facility and civic projects.

#### Actions – Bicycle Parking

- Implement bicycle parking corrals and secure bicycle parking

### 5.2.10. Signage and information

High parking demand in Queenstown can mean it is difficult for drivers to locate an available parking space that meets their needs. This can lead to high traffic congestion in the town centre as drivers cruise for an available space, a free parking space and/or a convenient parking space. Technology that captures parking availability in real-time can be used to provide

<sup>27</sup> <https://www.lockydock.co.nz/>

parking information to drivers. Apps can help drivers plan their journey in advance, while wayfinding signage at key gateways including SH6A, Gorge Road and Lake Esplanade and other decision points can help direct drivers to available parking. This information will also assist the high number of tourists to navigate our town centre.

Providing an integrated parking system with real-time information relies on continuous data capture. We will use technology including fixed LPR cameras and boom gates at car park entrances, and fixed parking cameras to monitor on-street parking to determine available capacity and feed into wayfinding signage and parking apps. This technology also provides useful data on parking occupancy, including seasonal and longitudinal trends. Establishing the 'bigger picture' of parking availability of the main private off-street car parks, such as the Man Street car park and new Skyline car park, should also be incorporated into a new parking system for Queenstown.

#### **Actions – Signage and information**

- Implement technology to capture real-time on-street and off-street parking occupancy
- Integrate real-time information with wayfinding signage and apps to direct drivers to available parking
- Integrate private parking availability to parking apps and other platforms

### **5.2.11. Parking in shared spaces**

As part of our Queenstown master plan, urban amenity upgrades to Rees Street and Beach Street have been implemented and these streets now function as more pedestrian focused shared spaces. Vehicle access has been retained, however parking/loading is limited to mobility permit holders, service vehicle loading, and emergency trade permit holders. Despite these restrictions, a number of unauthorised users including SPSV drivers and tradespeople are parking in these streets.

Service vehicle access is currently managed using permits that are obtained from our civic centre. During a site visit in October 2023, only one of the seven service vehicles parked in Rees/Beach Streets had a valid service permit. Conversations with a local trade supplier highlighted the challenge of obtaining permits in a maintenance emergency, along with the need for longer term parking to attend callouts.

For emergency maintenance, service vehicle access to our shared space streets will continue to be provided through service permits, which will move to an online system. This will allow pre-registered tradespeople to purchase an e-permit linked to their vehicle registration to provide for short term parking to attend callouts.

Managing illegal parking in the town centre is currently enforced by parking officers. We will shift some of our enforcement activities to mobile LPR cameras, which relies on e-permits to manage access for some users. However, partially restricting vehicle access to shared zones is an alternative opportunity that could be considered. Some cities use time restrictions (e.g. from 4am to 10am) to temporarily permit vehicle access in shared spaces to facilitate loading demands for adjacent businesses. Outside of these times, streets are prioritised for pedestrians. Bollards can be used to manage emergency vehicle access, and these are already in place on Rees Street. In an emergency, access can be enabled using e-permits and a LPR camera to trigger bollards.

Access to parking in our town centre shared spaces for mobility permit holders will be retained, although limited to local residents only through the QLDC local resident e-permit scheme (refer to our Parking Guidelines).

#### **Actions – Parking in shared spaces**

- Implement pre-registration database for service vehicles that require access to the town centre shared spaces
- Investigate opportunities to limit vehicle access and enforce parking in Queenstown's shared spaces

### **5.2.12. Parking in reserves**

Some of the parking spaces provided in Queenstown are located on reserve land, which is managed by our Parks and Reserves team. This includes parking in Queenstown Gardens, One Mile car park and One Mile Powerhouse car park. Only time restrictions are currently used to manage parking in our reserves, however feedback from stakeholders and parking survey data indicates that parking in Queenstown Gardens is being used for long term parking by commuters. As we want to provide community and visitor access to our parks and reserves, two hours of free parking once per day will be provided

in Queenstown Gardens and One Mile car parks. Paid parking for longer stays will then apply (refer to Section 5.3 for more details).

While no restrictions are recommended for the One Mile Powerhouse car park to provide access to the reserve for trampers and mountain bikers, restrictions and/or pricing may be considered if parking demand increases or is being used by non-reserve users.

#### **Actions – Parking in reserves**

- Provide two hours of free parking once per day in our parks and reserves close to the town centre and use time restrictions and pricing to manage demand.
- Monitor use of the One Mile Powerhouse car park, to determine if time restrictions and pricing are needed to manage demand.

### 5.2.13. Events

Queenstown hosts several large annual events that attract high numbers of visitors. New Years Eve celebrations in the town are renowned, and the rest of the summer period is the busiest of the year. Queenstown also hosts a number of popular sporting events including the Queenstown International Marathon in November and the Winter Games in August as well as winter events and celebrations. These events contribute to high traffic and parking demands in the area and Traffic Management Plans are often used to manage access.

As part of event planning, organisers should promote access by walking, cycling or public transport for those attending events. Opportunities to include free public transport as part of ticket costs or entry fees should also be explored. Access to overflow parking over the busy summer period has been promoted at Queenstown Primary School and the Queenstown Events Centre in Frankton. Opportunities to consider other overflow parking sites and introduce paid parking at these locations should be investigated. Technology to facilitate temporary parking sites, such as using QR codes to facilitate payment are available, whilst additional bus services or use of shuttle services should also be considered to manage higher travel demands during large events. Additional parking enforcement should also be included as part of traffic management planning.

#### **Actions**

- Implement travel demand management initiatives to support access to large events and manage parking demand
- Explore opportunities to introduce paid parking for temporary events and overflow parking

## 5.3. Approach to managing parking in key precincts

Four parking precincts have been identified for the Queenstown town centre, as shown in **Figure** below. These precincts have been defined based on access and proximity to key land use activities. Details of the priority users and uses within each precinct, along with how parking will be managed in each area is outlined below. More information about the needs and management approach of key parking users and uses is provided in our Parking Guidelines.

Note: in paid parking areas, fees generally align with current rates that may apply in the precinct. These are correct at time of publication but may be subject to annual changes.



**Figure 17: Parking precincts in Queenstown**

### 5.3.1. Historic Core Parking Precinct

The historic core precinct covers the heart of the Queenstown town centre, and covers much of the town's commercial, retail and hospitality activities. Rees Street, Beach Street and Marine Parade provide shared space low speed environments and feature high levels of pedestrian activity and amenity. Stanley and Shotover Streets on the edge of this precinct form part of the state highway network; they experience high traffic demands and result in severance within the town centre. This was a key catalyst for the Queenstown Town Centre Arterial road project, which moved the arterial road further from the historic core. Stage 1 of this project, which will moved the state highway from Stanley Street north to Melbourne/Henry Streets was completed in early 2025.

Within this core area a range of on-street parking restrictions apply, including free 30-minute parking on Church Street and Shotover Street, and two hour paid parking on Camp and Earl Streets. Paid parking applies to our two off-street car parks in the area. The Athol Street car park is time restricted to four hours of parking (P240), while no time restrictions apply in the Church Street car park. The fee for paid parking within this core area is \$6.50/hour, which will be increased over time.



**Figure 158: Historic core parking precinct**

The needs of the following parking users and uses in the core precinct will be prioritised:

- Mobility parking
- Loading / delivery
- SPSV / taxi
- Bicycle / micromobility
- Bus stops
- Coach (drop off/pick up)
- Customers (short stay)

As data from our parking surveys showed peak parking demand in the core area exceeding 90% occupancy in many locations, all general on-street parking will become paid parking to manage demand (with the exception of P10 parking). Paid parking will also apply until 9pm in this precinct to manage high evening demands. Consistent time restrictions of P90 will apply for on-street parking to balance the need to provide convenient access for retail and hospitality customers and people attending appointments, with the need to provide turnover. For those needing more time, customers can access off-street car parks within the core precinct or use cheaper parking in the other precincts. Time restrictions in the Athol Street car park will be removed; with no daily cap on daily parking fees at this car park, users can determine how long they stay however the high cost of parking in this precinct will drive turnover.

Applying paid parking across the town centre, combined with changes to parking restrictions ensures access to parking is available for those who value convenient access. Details of the proposed restrictions and pricing are shown in **Table 6**. Note that permanent QLDC residents who hold a local resident permit will be eligible for half price parking for up to three hours a day (refer to our Parking Guidelines for more information).

**Table 6: Pricing and restrictions for Queenstown's historic core precinct**

Location	Price	Time restriction
<b>On-street</b>	\$6.50/hr	P90
<b>Off-street</b>	\$6.50/hr	n/a

**Actions – Historic core parking precinct**

- Paid parking to apply to both on-street and off-street car parks
- Paid parking to apply from 8am to 9pm
- Implement P90 time restrictions for on-street parking.
- Remove time restrictions from the Athol Street car park

Location	Price per hr				Time restriction
Year	2025/26	2026/27	2027/28	2028/29	
<b>On-street</b>	\$6.50	\$7.00	\$7.50	TBC	Max of P90
<b>Off-street</b>	\$6.50	\$7.00	\$7.50	TBC	n/a

### 5.3.2. Inner Parking Precinct

Land use in the inner precinct features a high level of services and facilities for tourists, including hotel accommodation and key attractions such as the Skyline Gondola and Kiwi Park. Private transport suppliers servicing nearby adventure activities are located on Duke Street, and seasonal short-term parking for returning rented ski hire equipment is provided within a number of adjacent on-street parking spaces.



**Figure 19: Inner parking precinct**

This precinct accommodates a significant proportion of Queenstown’s public and private off-street parking resource, including the 600+ space private underground car park in Man Street. Parking and travel demand in this area is expected to increase significantly following the opening of the Skyline multi-storey car park which will provides 297 public spaces.

With the exception of Brecon, Ballarat, Memorial and Park Streets and Coronation Drive, on-street parking in this precinct is generally free of charge. Time restrictions ranging from P15 to P240 are used to manage demand of most spaces. Our off-street car parks in this precinct are the Recreation Ground car park where a \$3.50/hour charge. Free coach parking is also provided off Brecon Street, near Kiwi Park.

The needs of the following parking users and uses in the inner precinct will be prioritised:

- Mobility parking
- Loading / delivery
- SPSV / taxi
- Bicycle / micromobility
- Bus stops
- Coach (drop off/pick up)
- Coach (medium term & overnight)
- Customers (short stay /medium stay)

Parking demand in the inner precinct is very high. To manage demand, all general on-street parking will become paid parking (\$4/hour), with the exception of P10 parking. Consistent time restrictions of P180 will apply for on-street parking to balance the need to provide convenient access to businesses with the need to provide turnover. Restrictions in the inner precinct will apply from 8am to 6pm.

Parking in our off-street car parks in this precinct will also cost \$4/hour, however no time restrictions will apply. Note: private car parks in this area charge between \$6 (Man Street car park, Wilson Parking) to \$10 per hour (Brecon Street). Permanent QLDC residents with a local resident parking permit will be eligible for half price parking for up to three hours a day in our public on-street and off-street car parks.

Paid P180 and overnight parking for coaches / shuttles will also be introduced on Man Street.

A summary of the restrictions and pricing for the inner precinct are shown in **Table 7**.

**Table 7: Pricing and restrictions for Queenstown's inner precinct**

Location	Price	Time restriction
On-street	\$4/hr	P180
Off-street	\$4/hr	n/a
Coach	\$8/hr	P180
	\$20/night	Overnight

**Actions – Inner parking precinct**

- Paid parking to apply to both on-street and off-street car parks, at a rate of \$4/hour
- Paid parking to apply from 8am to 6pm
- Implement P180 time restrictions for on-street parking
- Introduce paid parking for coach parking at a rate of \$8/hour and \$20 overnight

### 5.3.3. Outer Parking Precinct

The outer precinct features a mix of visitor accommodation and residential dwellings, as well as a number of parks and reserves including Queenstown Gardens, Recreation Ground and the Lakefront Reserve. With the exception of Park Street, all on-street parking in this area is free of charge and is generally unrestricted. As a result, this area experiences a high demand of long term parking, including Hallenstein Street, Lake Esplanade and the residential area between Frankton and Park Streets.

Due to issues with freedom campers, in May 2025 parking on the lakefront side of Lake Esplanade and both sides of Park Street (lakefront section of the road) became more restricted with overnight parking bans from 10pm to 6am being implemented.



**Figure 16: Outer parking precinct**

Some of our largest public car parks are also located in this area, including the Boundary Street car park and the Lakeview car park. These car parks provide for all day parking for \$3.50/hour and \$2.50/hour respectively between 8am and 6pm. Boundary Street car park also provides 33 dedicated parking spaces for large campervans, and free overnight parking for coaches. The Queenstown Gardens also has two large car parking areas for reserve users, where parking is free for up to four hours and is used by some visitors to access the town centre, and commuters who move their car during the day. Park Street is the only on-street parking in the precinct that is priced; parking here is \$3.50 an hour and is restricted to four hours.

Queenstown Primary School and St Joseph's Primary School are both located in this precinct, and like most schools they experience high peaks of parking demand at school drop off and pick up times. Parking outside Queenstown Primary school is managed using P15 restrictions that apply at these peak times; at other times during the day (8am to 6pm), P180 restrictions apply. At St Joseph's school, a pick up/drop off zone is provided on Beetham Street and applies at all times.

The needs of the following parking users and uses in the outer precinct will be prioritised:

- Mobility parking
- Bus stops
- Coach (medium term and overnight)
- Customers
- Residents
- Reserve users
- School drop off/pick up

Parking demand in this precinct is exceptionally high due to the competing demands for free and unrestricted parking from residents and their visitors, commuters, shoppers and tourists (including hotel guests). To balance this demand, some long term paid parking options will be provided, combined with P180 restrictions to provide access to short term parking for key users such as residents and their visitors. Eligible residents with a residential parking permit will be exempt from any pricing and restrictions.

More affordable commuter parking options will be available in this precinct, with the introduction of a cap of daily parking fees. For permanent QLDC residents with a local resident parking permit, parking in this precinct will cost \$9 a day for residents and \$12 a day for non-residents. Provision of some free and/or unrestricted parking within the fringe precinct (refer to Section 0) will continue to provide access for people who are willing to walk and do not want to pay for parking.

A number of new P180 coach parking bays will be provided in this precinct (refer to **Figure 12**); rates of \$4/hour will apply for coach parking. Overnight parking for coaches (at a rate of \$20/night) will also be permitted in these spaces, as well as in the Boundary Street car park.

Two hours of free parking will be provided at our local reserves, with fees introduced for longer stays. We will also introduce restrictions to limit vehicles parking in our reserves in this precinct to three hours, once per day. These changes will be monitored and reviewed to determine if they are effective. A summary of these changes is outlined in **Table 8** below.

The drop off and pick up zone on Beetham Street outside St Joseph's School will be retained but will apply on school days only. In addition, four of the angled car parks opposite the school on Beetham Street will be changed to P10 restrictions, to apply during school drop off and pick up times (i.e. 8am to 9am and 2:30pm to 3:30pm). Existing P15 school drop off and pick up restrictions on Robins Road outside Queenstown Primary School will also be changed to P10; outside of these times, P180 time restrictions will apply.

**Table 8: Pricing and restrictions for Queenstown's outer precinct**

Location	Price	Time restriction
<b>On-street</b>	\$4/hr (\$20 cap/day)	Mix of paid (unrestricted) and P180
<b>Off-street</b>	\$2.50/hr (\$15 cap/day) Lakeview carpark \$4/hr (\$20 cap/day) Boundary Street carpark	n/a
<b>Parks and reserves</b>	\$4/hr(First two hours free)	P180
<b>Coach</b>	\$4/hr \$20/night	P180 (day) Overnight

#### Actions – Outer parking precinct

- Implement a mix of paid parking and time restrictions (P180) for on-street parking
- Paid parking to apply at a rate of \$2.50 - \$4 /hour in off-street car parks and applicable on-street parking locations
- Introduce a price cap, with a maximum payment for six hours a day
- Implement paid parking in in Queenstown Gardens and One Mile car parks at a rate of \$4/hour (first two hours free)
- Implement P180 restrictions in in Queenstown Gardens and One Mile car parks
- Monitor effectiveness of changes to time restrictions and pricing in our parks and reserves
- Introduce paid parking for coach parking at a rate of \$4/hr and \$20 overnight
- Introduce P180 time restrictions for coach parking bays, to apply from 8am to 6pm
- Drop off and pick up zone on Beetham Street outside St Joseph's School to apply on school days only
- Implement P10 parking restrictions in four of the angled car parks on Beetham Street opposite St Joseph's, to apply during school drop off and pick up times
- Change P15 restrictions in front of Queenstown Primary School to P10 during school drop off and pick up times, and P180 outside these times

#### 5.3.4. Fringe parking precinct

The fringe precinct is a mix of residential, tourist accommodation and some commercial and light industrial areas located on Gorge Road. This area also experiences high parking demands from commuters, tourists and local residents. All public parking in this precinct is free of charge, and time restrictions generally do not apply. Businesses and accommodation providers in the precinct commonly provide some on-site parking for customers. The new Arthurs Point cycle route provides enhanced safety for people on bikes along this corridor, however has resulted in the removal of some on-street parking on Robins and Gorge Roads.

The needs of the following parking users and uses in the fringe precinct will be prioritised:

- Mobility parking
- Bus stops
- Residents

To provide some access to commuter parking while balancing the needs of residents and their visitors, three-hour parking will be introduced on one side of the street. This will provide some free long term parking for commuters and hotel guests while providing turnover of short term parking for residents and their visitors, and commercial customers on Gorge Road. Eligible residents with a residents' parking permit will be exempt from restrictions.

Public off-street parking in this precinct is available in the Industrial Place car park off Gorge Road. Overflow campervan parking will be introduced in the Industrial Place car park over the peak summer season, as data shows the peak demands for these oversized vehicles are unable to be accommodated in the Boundary Street car park, which is currently the only car park that provides dedicated bays for campervans (refer to Section 5.2.4).



**Figure 17: Fringe parking precinct**

**Table 9: Pricing and restrictions for Queenstown's fringe precinct**

Location	Price	Time restriction
On-street	n/a	P180 (one side of the street only)
Off-street	n/a	n/a

**Actions – Fringe parking precinct**

- Implement P180 on-street parking restrictions to one side of the street only



# Wānaka Parking Management Plan

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Queenstown Lakes District Council



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# 1. Introduction

The Wānaka Parking Management Plan (PMP) provides an overview of how public parking in Wānaka is currently managed and used, and provides actions to address some of the key parking issues in the town centre. These actions aim to meet the needs of key users, which align with the principles and objectives established in Council's Parking Strategy. This PMP provides the direction for managing parking in the short term to medium term; future changes to parking will be directed by the triggers identified in our Parking Guidelines. These triggers for change include changes in the demand and supply of our parking resources, as well as changes to our transport network and land use.

The area covered by the Wānaka PMP is outlined in **Figure 1** below. The focus of this PMP is managing our public parking assets, which includes on-street and off-street parking in the town centre, as well as parking within our parks and reserves within the study area.



**Figure 1: Scope of Wānaka Parking Management Plan**

## 2. About Wānaka

Wānaka is located on the southern shore of Lake Wānaka in the Queenstown Lakes District. The town is a popular holiday destination for domestic and international visitors who are attracted to its stunning vistas and outdoor activities including skiing, biking and boating. In 2023/24 the total estimated cumulative visitor days in the Wānaka region totalled 3.7million, a 14% increase on the prior year<sup>28</sup>. In 2024/25 88% of visitors used a private or rented vehicle to get around<sup>29</sup>.

In recent years, Wānaka has experienced a rapid growth in population. Between 2013 and 2018 the population of the Wānaka ward<sup>30</sup> increased by 48%. Between 2018 and 2023, there was a further 25% growth, with the residential population now at 11,919<sup>31</sup>. Much of this growth has occurred in new subdivisions on the fringes, including Northlake, The Heights, West Meadows and Albert Town. Satellite towns in the wider Upper Clutha region are also experiencing high amounts of growth with Luggate and Hāwea seeing 116% and 151% growth respectively from 2013 to 2023.

Wānaka's main commercial and shopping precinct is focused around Ardmore and Brownston Streets. The town centre is compact and walkable, and features on-street parking as well as several public off-street car parks (refer to **Figure 1**). Wānaka does not have a local public transport service, however school buses provide transport for students to local schools and intercity routes provide daily connections to Queenstown, Christchurch, Dunedin and the West Coast. Two trials of a public shuttle bus service have been completed to determine feasibility, with mixed results. The trials were facilitated by Community Networks Wānaka and LINK Upper Clutha with funding support from QLDC and ORC<sup>32</sup>.

Cycling is a popular way to get around Wānaka, although a number of key links are still in the planning and delivery stages. Significant upgrades to Wānaka's lakefront in recent years have relocated parking from the lakefront, and included improvements to provide a safe and attractive walking and cycling corridor along the lake edge. A new separated cycleway has been completed along Anderson Road that provides a safe cycle route between Northlake and Wānaka CBD. The 'Schools to Pool' route is a key walking and cycling corridor that has been completed and provides a safe, cross-town route, linking Holy Family Catholic School, Wānaka Primary School, and Mount Aspiring College with Wānaka Recreation Centre.

Land use planning across the district has resulted in low density residential development on the fringe of urban centres, and residents generally need to travel to the main town centres to access employment, education and goods and services. The Three Parks Development located one kilometre east of the town centre currently includes a local primary school as well as a supermarket and other large retail stores, a recreation centre and pool. Future stages include, childcare centre, more retail, office, industrial, a hotel, retirement village and large areas of residential development. While the new commercial and retail centre will provide essential goods and services for the new residents within the subdivision, the centre provides extensive free off-street parking and generates high demands for travel from the wider urban area. Northlake, located on the northern urban fringe of the town is largely residential, but includes a childcare centre, café, convenience store, small retail, office space and communal recreational facilities.

With limited hotel and motel accommodation, much of Wānaka's tourism accommodation is provided by means of baches and holiday homes. In the 2023 Census, 16.4% of dwellings were classified as 'unoccupied – empty dwelling', compared to the national average of 5.4%. An empty dwelling includes holiday homes, as well as dwellings that are being repaired or renovated. This exceptionally high rate of 'empty' dwellings, combined with low density housing and continued growth on the urban fringe makes it challenging to implement a viable public bus service for the town.

### Wānaka Bus Trial

A three-month community-led trial of a shuttle bus service ran from September 2022 linking Hāwea, Albert Town, Three Parks and Wānaka CBD three days a week. The purpose of the trial was to test the community's interest and response to a local bus service, and capture the need for and feasibility of a permanent public transport service. Feedback from the trial was positive, however patronage was low. A second three-month trial ran in May 2023, which was refined in response to feedback from the first trial. The second trial operated five days a week and included an express route linking Hāwea, Albert Town and Wānaka CBD, and a second route providing an intra-city loop across Wānaka. The second trial quickly built patronage on the Hāwea express route as it was familiar, however patronage on the inner loop was low. For both trials, patronage grew over the trial period however a more substantial trial is needed to find out what patronage is achievable in the long term.

<sup>28</sup> Lake Wānaka Tourism Annual Report 2023-24 [www.wanaka.co.nz/content/uploads/2024/09/LWT\\_Annual-Report-2023\\_2024.pdf](http://www.wanaka.co.nz/content/uploads/2024/09/LWT_Annual-Report-2023_2024.pdf)

<sup>29</sup> Queenstown & Wānaka Visitor Experience Survey (2025). Angus & Associates (supplied by Destination Queenstown)

<sup>30</sup> Wānaka ward is defined by the following SA2 census areas - Wānaka waterfront, Wānaka North, Northlake, Albert Town, Wānaka West and Wānaka Central

<sup>31</sup> As of 2023 Census. <https://2023census-statsnz.hub.arcgis.com/apps/51920290c2974bc8a2ad01772988402f/explore>

<sup>32</sup> <https://www.qldc.govt.nz/media/zw2dobuy/5b-attachment-b-community-shuttle-trial-final-report-november-2023.pdf>

## 2.1 What does Wānaka's future look like?

Wānaka is forecast to continue to experience significant population growth, as well as growth in domestic and international tourists. The high rate of housing demand means there is significant residential development at various planning and development stages on the fringes of Wānaka, Lake Hāwea and Luggate. In addition to growth in Northlake and extensive residential development planned for Three Parks, other notable subdivisions include Alpine Meadows, Hikuwai, Pembroke Terrace, Koreke Rise and Lake McKay. These are predominantly low-density residential developments that lack nearby access to services and facilities. Without access to feasible transport options, residents and visitors will continue to rely on driving private vehicles to access goods and services, resulting in high demands for parking at key destinations.

Investigation into a future bus network in Wānaka is being explored as part of the Wānaka Network Optimisation business case. If introduced, a local bus service will contribute to reducing parking demand in the town centre, and provide an affordable and equitable transport option for local residents. The business case will also identify other key transport improvements, including improvements to the town's walking and cycling networks, and intersection upgrades to improve safety and access.

Over the past two decades there has been numerous attempts at defining the vision and outcomes for Wānaka's town centre. Numerous plans have been developed, including a master plan in 2019 and a community-led Heart of Wānaka plan in 2023. Lack of consensus and mixed views on the form and function of the lakefront and key town centre streets has meant many ideas within these plans and strategies have not been realised. One of the key areas of division has been enhancing the town's places and spaces by reducing vehicle access and parking. Neither plan has been formally endorsed by Council.

The focus of this PMP is to improve how the existing parking supply is managed to address the needs of users and uses; it does not include actions to change the form and function of key precincts and streets within the town centre.

## 2.2 Community views on parking

Views from the community on parking were sought through a parking workshop held in December 2023, as well as the draft Parking Strategy consultation undertaken over the 2023/24 summer holidays. Insights were also gathered from historic parking projects and previous transport projects. Key parking issues and opportunities raised by the community included:

- **Provide more parking** - including more commuter parking options, retention of lakefront parking and opportunities to develop multi-storey parking buildings on existing at-grade parking sites. Some submissions expressed concerns about continued growth and the consequences this will have on transport and parking, as well as concerns that restricting parking will encourage more people to shop at Three Parks.
- **Reduce emissions** – recognition that building more car parks will not solve the parking issues nor contribute to reducing emissions. Submissions sought improvements to walking and cycling facilities and the need for a public transport service in Wānaka.
- **Prioritise local residents** – some submissions sought prioritised parking for locals, as well as providing discounted or free parking for residents.
- **Enforcement** – increasing enforcement of illegal parking, and vehicles overstaying time restrictions were raised by some submitters.
- **Paid parking** – there were mixed views on the introduction of paid parking, but overall a general acceptance for introducing paid parking to Wānaka to manage demand and encourage turnover.
- **QLDC use of public parking** – several stakeholders raised concerns that QLDC has taken over public parking for exclusive use for Council's operational activities.

These concerns and feedback have been used to inform the recommendations outlined in the subsequent sections.

## 3. Parking supply

An inventory of Council's public parking supply within the area of scope is provided in **Table 1**. The inventory captures the number of parking spaces as well as the restriction type within the study area. The table shows Council currently provides 2,091 public parking spaces within the study area, consisting of 1,620 on-street and 471 off-street car parks. Within this area there are an estimated 984 private car parks that are available to the public (e.g. supermarkets and offices), which makes up around a third of the total parking supply.

All of the public parking within Wānaka is available free of charge, however a private car park on Dungarvon Street has introduced paid parking. Enforcement of the public parking is undertaken by QLDC staff and contractors to manage compliance with restrictions and illegal parking.

**Table 2: Wānaka's public parking inventory**

Use	Type	Unmetered		Total
		On-street	Off-street	
Special use parking	Loading	11		11
	Mobility	15	7	22
	Electric vehicle	2		2
	Bus	4		4
General parking	P5	1		1
	P10	33	9	42
	P30	155		155
	P60	61		61
	P120	52	115	167
	P240	108	128	236
	Unrestricted	1,178	212	1,390
<b>Total</b>		<b>1,620</b>	<b>471</b>	<b>2,091</b>

## 4. Parking demand

Wānaka experiences high seasonal variations in parking demand due to fluctuating visitor demands. To understand parking demand in the town centre, three parking occupancy surveys were undertaken in Wānaka; two in October 2023 to capture parking demand during and after school holidays, and one in February 2024 to capture the demand during the high tourist season.

### 4.1 Data capture

On-street parking demand was captured using Licence Plate Recognition (LPR) technology, which is also widely used for parking enforcement. A vehicle fitted with multiple cameras was driven along streets within the study area capturing images of number plates. The camera recognises and transposes number plate outputs, along with the location and time of the event. This allows us to measure how many spaces are occupied (occupancy). It can also be used to measure how long vehicles stay parked in the same space (duration of stay) and how many vehicles overstay any applicable time restrictions (infringements).

Off-street parking in the town centre area was captured manually, using surveyors who counted the number of spaces occupied over the course of the day. The two sets of surveys occurred simultaneously to provide an overview of on-street and off-street parking demand across the study area.

## 4.2 Parking survey results – October 2023

Parking survey data captured during a typical weekday in the October 2023 school holidays is shown in **Figure 2**. The map reflects the busiest time of the day, which occurred at 11am. It shows very high parking demands in the town centre streets and nearby residential streets, as well as the lakefront parking area next to the Dinosaur Park. High parking demands can be seen in the Dunmore Street, Brownston Street and the Watersports car parks. The average parking demand at this peak time was 69%, however within the core town centre area (outlined in black), the average parking demand was 76%.



**Figure 18: Peak parking demand - Tuesday 3rd October at 11am**

The parking survey was replicated a week later to gauge parking demand outside of school holidays. The busiest time of day occurred during the 1pm survey run. Parking demand at this time is shown in **Figure 3**. Parking within the core town centre reflect similar demands compared to the previous week. While there are generally lower demands along the Pembroke Park and the lakefront, parking demand on residential streets south of the town centre, including Chalmers, Russell and Dungarvon Streets, are higher overall. This reflects lower visitor demand and higher commuter demands when schools are operating. The average parking demand during this survey run was 66%, with an average parking demand of 79% within the core town area (outlined in black).



**Figure 3: Peak parking demand - Tuesday 10th October at 1pm**

All of the public parking within the study area is provided free of charge. Time restrictions are used to manage parking demand in Wānaka’s core town centre, with P30 used near the lakefront and P60 used on upper Ardmore Street. Restrictions in the off-street car parks are varied (refer to 4.2.1). On-street parking is generally more convenient than off-street parking, and these spaces tend to fill up first. Most parking outside the town centre is unrestricted and is especially attractive to commuters and visitors needing long term parking. This demand is reflected in the occupancy data, with many residential streets close to the town centre experiencing parking occupancy exceeding 90%.

#### 4.2.1 Off-street parking demand – October 2023

Within the study area there are six public off-street car parks, with a total of 471 parking spaces. Analysis of parking demand within these car parks over the two survey weeks in 2023 is shown in **Table 2** and **Table 3**. The data shows how demand varies during the day, between the school holiday and non-holiday weeks, and highlights those carparks that experience higher and lower demands.

The Brownstown Street, Dunmore Street and Lakefront car parks (refer to map in **Figure 1**) all experienced very high parking demands during the school holiday survey week. These car parks provide the most convenient parking to the town centre and lakefront. With no restrictions applicable, the Brownston Street car park is commonly used by commuters resulting in high parking demand sustained over the day with little turnover. The Dunmore Street car park has two hour restrictions in place to encourage turnover, however feedback from the community highlighted that this car park is commonly used by staff working in adjacent businesses. The Lakefront car park is located within the waterfront reserve and is popular with visitors wanting to access activities on the lake and the Dinosaur Park.

The Pembroke Park car park is Wānaka’s largest off-street car park located on the edge of the town centre and is intended to serve users of the park. However, as it provides up to four hours of parking, it is popular with shoppers and other visitors to the town centre as the on-street parking within the town centre is limited to 30 minutes. The Roys Bay and Watersports car parks are located on the lakefront reserve, west of the town centre. The Watersports carpark provides parking for visitors to the Wānaka Watersports Facility, which provides storage for kayak, rowing boats and paddleboards as well as training facilities for the users of the facility. It is also the closest carpark to “That Wānaka Tree”, a willow tree located within Lake Wānaka which is a popular tourist attraction. Parking demand at the Roys Bay car park is very low given that there is no major destination or trip generator nearby.

**Table 2: Occupancy of public off-street carparks in Wānaka – Tuesday 3rd October (school holidays)**

Name	# car parks	7am	9am	11am	1pm	3pm	Restriction
Brownston Street Carpark	75	44%	88%	88%	83%	84%	n/a
Dunmore Street Carpark	40	40%	88%	90%	88%	85%	P120
Lakefront Carpark	80	8%	49%	90%	101%	91%	P120
Pembroke Park Carpark	136	11%	51%	66%	78%	77%	P240
Roys Bay Carpark	70	4%	10%	26%	27%	17%	n/a
Watersports Carpark	70	17%	21%	87%	46%	63%	n/a
<b>Average</b>		<b>21%</b>	<b>51%</b>	<b>75%</b>	<b>70%</b>	<b>70%</b>	

Survey results from the second survey week in October, undertaken during term time, show similar trends to the previous week. However, overall parking demand is generally lower.

**Table 3: Occupancy of public off-street carparks in Wānaka – Tuesday 10<sup>th</sup> October (term time)**

Name	# car parks	7am	9am	11am	1pm	3pm	Restriction
Brownston Street Carpark	75	24%	84%	87%	89%	83%	n/a
Dunmore Street Carpark	40	40%	58%	88%	78%	58%	P120
Lakefront Carpark	80	6%	26%	83%	96%	80%	P120
Pembroke Park Carpark	136	8%	38%	56%	70%	61%	P240
Roys Bay Carpark	70	0%	6%	16%	26%	17%	n/a
Watersports Carpark	70	13%	23%	56%	44%	24%	n/a
<b>Average</b>	<b>Avg</b>	<b>15%</b>	<b>39%</b>	<b>64%</b>	<b>67%</b>	<b>54%</b>	

## 4.2.2 Baseline parking demand in residential areas – October 2023

Understanding the baseline residential demand patterns for parking has been determined by capturing occupancy data at 7am. **Figure 4 and Figure 5** show the early morning parking demand in Wānaka town centre on the 3<sup>rd</sup> October (school holidays) and 10<sup>th</sup> October (school term) 2023. The data shows generally low parking demands across the town centre, however a number of residential streets on the fringe of the town centre experienced very high early morning parking demands including parts of Upton, Warren, Dungarvon, Helwick and Russell Streets.

Overall, parking demand when the schools were operating was lower than during the school holidays. Key areas of difference include higher school holiday parking demands on Warren, Upton and Tenby Streets, although there was lower demand on Chalmers Street during this week.



**Figure 4: Baseline residential parking demand – Tuesday 3rd October 2023 at 7am**



**Figure 5: Baseline residential parking demand – Tuesday 10th October 2023 at 7am**

### 4.3 Parking Surveys – February 2024

Parking occupancy surveys were repeated on 24 February 2024 to understand the seasonal variation in parking demand during the peak summer period, combined with the baseline demands from local residents and commuters.

**Figure 6** shows the results from the survey at the busiest time of day, which occurred at 11am. At this time the overall parking demand across the survey area was 74%, while the parking demand in the inner town centre area was 95%. The data shows nearly all streets within the core of the town centre area and adjacent residential streets experiencing high on-street parking demand (>90%) at this time. High parking demands are also evident in all off-street car parks close to the town centre, with parking in the Dunmore Street car park exceeding supply.

These results reflect significantly greater parking demand than the October 2023 results due to the high number of people that visit Wānaka over summer. The survey results highlight the need to better manage parking in and around Wānaka’s town centre.



**Figure 6: Peak parking demand Friday 23rd February 2024 at 11am**

### 4.3.1 Off-street parking demand – February 2024

Parking occupancy of Council’s off-street car parks captured on 24 February 2024 is shown in **Table 4**. The most convenient car parks close to the town centre experienced very high demands for most of the day, with the Dunmore and Lakefront car parks both experiencing periods where demand exceeded available supply. Overall, the average parking demand in February 2024 over the day was higher than in October 2023.

**Table 4: Occupancy of public off-street car parks in Wānaka – 24 February 2024**

Name	# car parks	700	900	1100	1300	1500	Restriction
Brownston Street Carpark	75	56%	80%	83%	87%	73%	n/a
Dunmore Street Carpark	40	33%	100%	110%	73%	80%	P120
Lakefront Carpark	80	8%	49%	96%	109%	96%	P120
Pembroke Park Carpark	136	18%	52%	99%	87%	76%	P240
Roys Bay Carpark	70	10%	26%	27%	49%	39%	n/a
Watersports Carpark	70	21%	30%	53%	44%	53%	n/a
<b>Average</b>		<b>23%</b>	<b>53%</b>	<b>79%</b>	<b>77%</b>	<b>70%</b>	

### 4.3.2 Baseline parking demands in residential areas – February 2024

The early morning parking survey was also repeated on 23 February 2024 to determine the baseline residential demand for parking. The data (refer to **Figure 7**) reflects similar trends to October 2023, with very high parking demands evident in residential streets near the town centre. As anticipated, there was very low parking demand along the waterfront area and most off-street car parks in the early morning. A key area of difference between the two survey periods was evident at the Brownston Street car park which experienced moderate parking demand (50-70%) in February 2023, compared to low parking demand (<50%) in October 2023.



Figure 7: Residential parking demand – Friday 23 February 2024 at 7am

## 5. Managing Parking in Wānaka

This section outlines some of the general parking issues as well as opportunities and actions to improve access for key users across the town centre. This is followed by actions for managing parking across key parking precincts to balance the competing needs of multiple users such as local businesses and their customers, and local residents and their visitors. A summary of these actions, and their timeframes and triggers for implementation is provided in Section **Error! Reference source not found.** below.

### 5.1 Current approach

During the busy peak tourist seasons, parts of Wānaka experience high parking demands. These demands are generated from a wide range of users, including customers, commuters, tourists and businesses. They all have different needs in terms of their length of stay, requirement for proximity, willingness and ability to walk, as well as familiarity with the area. Time restrictions have historically been used to manage parking within the town centre. However, as demand has increased over time, restrictions have been reduced to support turnover. On many streets within the town centre, P30 restrictions are now in place, with P60 restrictions on Ardmore Street. These restrictions do not necessarily align with the needs of people undertaking a variety of activities in the area: from quickly popping in to grab lunch, to leisurely shopping and enjoying the centre, from suppliers delivering to a number of shops, to trades servicing or upgrading the buildings.

Public parking within Wānaka is currently free of charge, and most parking outside of the town centre is unrestricted. However, access to free and unrestricted parking creates demand for parking, making it harder for people to find an available space. This leads to additional congestion as drivers cruise to find an available parking space. This approach is an inefficient use of our parking resources and does not align with the objectives of our Parking Strategy. Parking fees have recently been introduced for private car park on Dungarvon indicating there is a market for paid parking.

## 5.2 Approach to addressing key parking issues and opportunities

### 5.2.1 Mobility Parking

Providing mobility parking is a high priority for our town centres to ensure people with limited mobility have convenient and equitable access to key destinations. Within Wānaka there are 22 dedicated public mobility car parks. While information about the demand for mobility parking is unavailable, it is important to ensure there is sufficient coverage of these parking spaces across the town centre so mobility impaired users can park close to where they need to go. **Figure 8** shows the locations of these designated spaces, highlighting a number of key gaps (shown in yellow) including Helwick Street, Ardmore Street and Lakeside Road. Mobility parking spaces are also often provided in private carparks such as those serving local businesses and supermarkets, however these are not shown on the map as they are usually only for use with the associated premises and can be removed at any time if there is a change of use.



**Figure 8: Coverage and changes to public mobility parking in Wānaka’s town centre**

As our population ages, we will need to increase the supply of mobility parking spaces to meet increased demand and ensure spaces are available for these users. Ensuring mobility car parks comply with NZS4121 including safe access to a ramp between the road and the kerb, and providing for both side and rear loading vehicles will be needed.

#### **Actions – Mobility Parking**

- Implement additional mobility car parks where there are gaps in coverage
- Ensure all mobility car parks comply with the relevant standards

### 5.2.2 Loading zones and rapid transaction parking

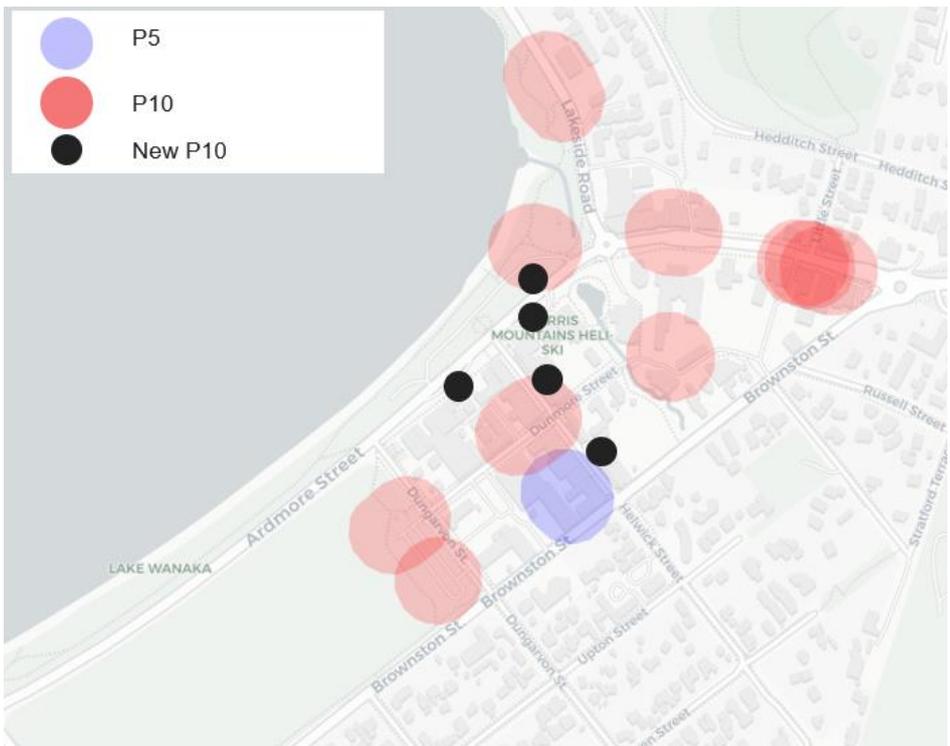
Within the study area there are eleven (car equivalent) loading zones and 43 x P5/P10 parking spaces to enable rapid transactions. While there have been no issues raised about provision of these spaces, the nature of loading zone transactions rely on good coverage and there are gaps in their provision. New locations on Helwick Street, Dunmore Street and Ardmore Street are shown in **Figure 9**. A loading zone in front of the lakefront shops will be converted to two P10 parking spaces.

Changes to time restrictions and the introduction of paid parking in the town centre is expected to increase the need for rapid transaction (P10) parking spaces. New P10 spaces on Helwick and Ardmore Streets and within the Lakefront car park are shown in **Figure 10**. The P5 parking space in Pembroke Lane will be changed to P10 for consistency.

Note: There are currently no dedicated Small Passenger Service Vehicle (SPSV) (generally known as a taxi) spaces in Wānaka and there has been no identified need for ranks. If ranks are required, in the first instance loading zones can become SPSV stands overnight. If a full time rank is needed the conversion of a general time restricted parking space should be considered, although the location of a rank will also depend on any overall town centre upgrades in the future.



**Figure 9: Coverage and changes to loading zones in Wānaka’s town centre**



**Figure10: Coverage and changes to rapid transaction parking (P5/P10) in Wānaka’s town centre**

### Actions – Loading zones and rapid transaction parking

- Implement changes to loading zones
- Implement new P10 parking spaces
- Change P5 to P10 time restrictions
- Monitor need for a SPSV rank

## 5.2.3 Managing seasonal tourist demands

As a popular holiday destination, Wānaka experiences large seasonal fluctuations in its visitor population, especially over the summer holiday period and winter ski season. The total number of visitors to Wānaka on an average day in 2023 was estimated to be 4,720 people, however on a peak day this escalates to 18,750 people. By 2045, the number of visitors on an average day is forecast to more than double, with 10,500 people visiting the town, while the number of visitors on a peak day will climb to over 32,900 people<sup>33</sup>.

Overall, the lack of regional travel options means most visitors travel to Wānaka by private transport, resulting in traffic congestion on key corridors and high demands for parking at peak times. However, there is a need to balance the year-round transport and parking needs of local residents with the fluctuating seasonal demands from visitors. Implementation of a local resident permit that entitles residents to half price parking for up to three hours a day will assist to mitigate the burden from tourism demands that are placed on local residents (refer to the Parking Guidelines). Revenue generated from parking can then be used to improve transport options and access to and within Wānaka.

Some visitors travel around the region by coaches on package tours, while others rent campervans and campervans to travel around the region. These vehicles have larger space requirements and often need dedicated bays. These users also have mixed needs in terms of access to short, medium and long term parking.

Currently short term drop off/pick up coach parking is provided within the Lakefront car park, outside the public toilet. The location of this facility poses some issues with amenity, as well as a safety risk to pedestrians boarding and alighting around an active car park (refer to **Figure 1**). Feedback from stakeholders also identified that coaches are using these spaces to park for longer periods than permitted.

The coach drop off/pick parking in the Lakefront car park will be relocated to Dungarvon Street adjacent to the public toilet in Pembroke Park. This location could also provide for local public transport services when introduced. Medium term coach parking is currently provided on Dungarvon Street; additional spaces are proposed for Ardmore Street, near McDougall Street (refer to **Figure 12**). Changes to the configuration and parking provision within the Lakefront car park will be incorporated into the Lakefront development project.

Dedicated parking for large campervans is currently provided in Roys Bay car park. These vehicles also commonly park in the Watersports car park and along Ardmore Street, adjacent to Pembroke Park. Parking for campervans will also be provided on McDougall Street. These changes are also illustrated in **Figure 12**. Opportunities to provide overflow parking to accommodate future growth of these large vehicles will also be explored with our Parks and Reserves team.

Due to the increase in freedom camping throughout the District, the Freedom Camping Bylaw 2025 outlines specific areas where freedom camping is permitted. The draft bylaw proposes 15 restricted freedom camping areas on public land, where freedom camping would be allowed but subject to conditions specific to each area. The areas are primarily in existing carparks and include 43 parking spaces in the Upper Clutha ward, 5 in the Arrowtown ward, and 110 in the Whakatipu ward<sup>34</sup>. In Wānaka, under the bylaw should it be approved, freedom camping will be permitted for 5 vehicles in the Allenby Place carpark, 5 vehicles in Beacon Point Road carpark, 15 vehicles in Camp Hill Road carpark in Hāwea and 18 in the carpark of Wānaka Recreation Centre. These locations all fall outside the scope of this PMP. To note, enforcement for vehicles freedom camping is managed through the Freedom Camping Bylaw, rather than the Traffic & Parking Bylaw which governs parking throughout the District.



**Figure 11: Current coach drop off/pick up parking in the Wānaka Lakefront car park**

<sup>33</sup> <https://www.qldc.govt.nz/community/population-and-demand>

<sup>34</sup> <https://letstalk.qldc.govt.nz/freedom-camping-bylaw-2025>

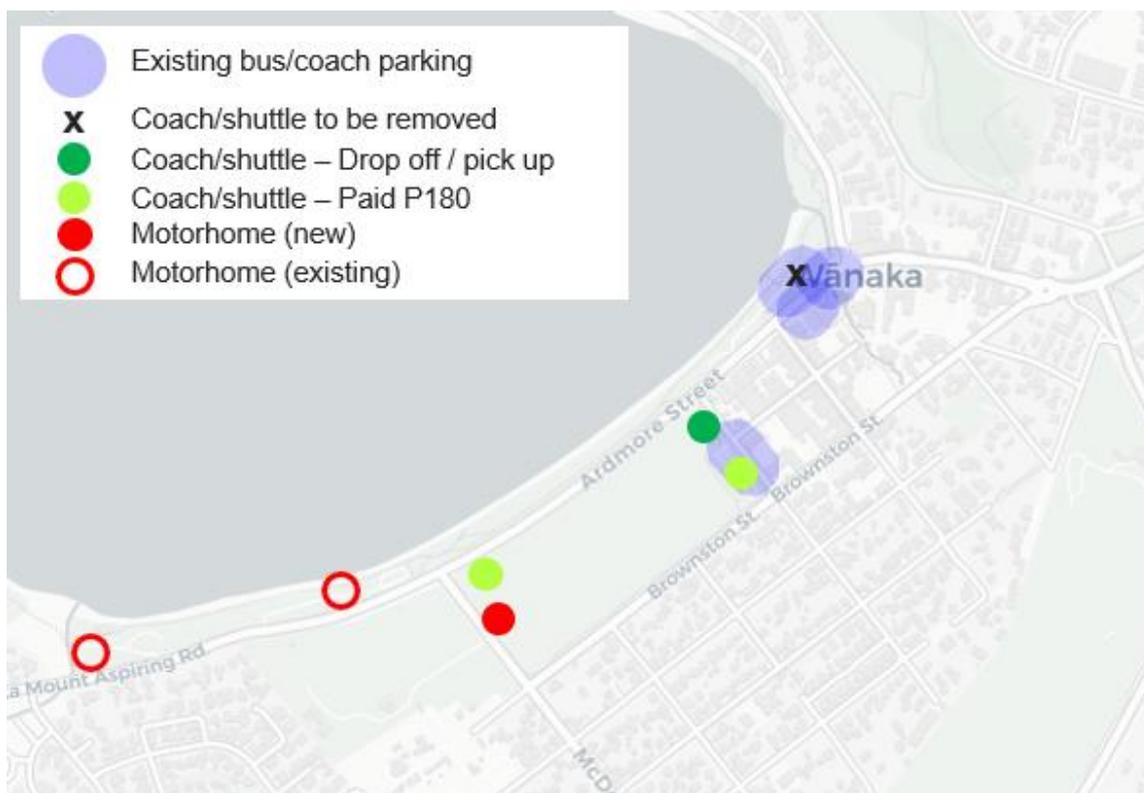


Figure 12: Coverage and changes to bus/coach and campervan parking

**Actions – Coach and campervan parking**

- Relocate coach pick up/drop off parking from the Lakefront car park to Dungarvon Street
- Provide P180 paid coach parking on Ardmore Street (near McDougall Street)
- Provide dedicated campervan parking on McDougall Street

## 5.2.4 Paid parking

Some local business owners in Wānaka have expressed concern that changing the availability of parking or how parking is managed, such as introducing paid parking, will encourage people to shop at Three Parks. Currently, parking provided at both locations is generally free of charge and some of the most convenient parking, such as the public off-street car park on Brownston Street, is used by commuters who can park for free all day. Most of the parking in the town centre is currently P30 or P60, which does not encourage customers to ‘linger longer’.

Each destination offers a different experience, with Wānaka’s vibrant and people-focused town centre attracting visitors from all over the world. Local residents and visitors alike travel to Wānaka to experience the atmosphere, shopping and hospitality set against the inspiring surrounding landscape. By its very nature, the high demand for parking reflects the success of the town centre – people want to be there.

Engagement with local stakeholders in 2023 including business owners, indicated that many saw the benefits of introducing paid parking to manage demand within the town centre. A survey undertaken as part of the Wānaka master plan in 2019 found 48% of survey respondents supported the introduction of paid parking in the town centre. Introducing paid parking is recommended to manage this demand and balance other key outcomes for the town centre, combined with longer time restrictions. This will improve the availability of convenient parking for customers and gives them more flexibility to stay longer. Details of changes to time restrictions and the introduction of paid parking in the town centre are outlined in Section 5.3.

New pay by plate app-based parking technology will allow drivers to top up parking remotely, only pay for the time used, and provide discounted parking for permanent residents and other permits. Paid parking will also ensure visitors to the town centre are contributing to the services and facilities they are benefiting from. All revenue generated from parking is hypothecated to be reinvested into transport and parking activities for the community.

#### **Actions – Paid parking**

- Explore how parking revenue generated in Wānaka should be reinvested.

### 5.2.5 Commuter parking

With no public transport servicing the town, most people travel by private vehicle to get around. Census data from 2023 showed 2,670 people travel to central Wānaka for work, with 75% travelling by private vehicle (as a driver or passenger). Over 80% of these journeys originate either in Wānaka or Albert Town<sup>35</sup>. With limited all day parking in the town centre, many people driving to work park in the Brownstown Street car park, along the periphery of Pembroke and Lismore Parks, and in residential streets surrounding the town centre. With unrestricted parking in these areas, high parking demand can make it challenging for residents and their visitors to access on-street parking.

Conversations with stakeholders and the community highlighted some people wanted more public parking to be available for commuters. Potential locations included providing car parking on the golf course land on Stratford Terrace or along Hedditch Street and Lismore Streets. Opportunities for parking buildings on existing car parks including Dunmore Street, Brownstown Street and Pembroke Park were also raised as possibilities. However, providing public commuter parking is not a priority in our town centres, and providing more parking for commuters does not align with key objectives and principles of the Parking Strategy. Changes to parking management in Wānaka will focus on meeting the needs of priority users in each of the parking precincts. However, access to paid and free commuter parking will be available on the fringes of the town centre. More details on parking for commuters are outlined in Section 5.3 below.

### 5.2.6 Resident Parking

Residents living on the fringe of town centres are commonly impacted by parking demands from commuters and other users seeking long term parking. Parking surveys in Wānaka show residential streets south of the town centre have especially high demands for parking. While residents do not have exclusive rights to on-street parking in front of their property, our focus is to balance the needs of a range of users to provide reasonable access for parking, including residents and their visitors.

To address this issue, a residential parking permit scheme will be introduced in areas with high parking demands to improve access to parking for eligible residents. These permits will be linked to a vehicle licence plate and entitle eligible residents from exemptions to fees and time restrictions within the permit zone area. Permits are not transferable and will be limited to one per residential unit<sup>36</sup> to ensure they are not oversubscribed. Fees will apply to permits to align with the value and benefits they provide for users, and to ensure only residents who need them will apply for them. Details of the residential parking zones are provided in Section 5.3.3. Eligible residents will only be exempt from restrictions within their parking permit zone; they will not be exempt from restrictions and/or payment in other residential permit zones in Wānaka or other parts of the District.

### 5.2.7 Electric vehicle charging

Within the study area there are two public electric vehicle (EV) charging bays on Ardmore Street. Other nearby EV charging locations include Mitre 10 Mega, BP Three Parks and two hotels (available for guests only). Recently, a resource consent for a mega EV charging station with capacity to charge 78 vehicles was approved within the Three Parks development. The charging station is expected to be the largest in New Zealand and will provide a mix of fast and slow charging for customers and tenants of the development.

Our position on electric vehicle charging is to enable providers to establish charging stations in our off-street car parks and at our community facilities in the short term to encourage and facilitate uptake. However, in the longer term, the market will need to provide for the forecast growth in these vehicles. Fees will apply for charging, and once there are enough providers of EV charging, we will charge these companies using public car parks.

#### **Actions – EV charging**

- Support EV charging providers to implement EV chargers in our off-street carparks

<sup>35</sup> <https://commuter.waka.app>

<sup>36</sup> As defined in the QLDC Operative District Plan, a residential unit means a residential activity which consists of a single self-contained household unit, whether of one or more persons, and includes accessory buildings. Where more than one kitchen and/or laundry facility is provided on the site, other than a kitchen and/or laundry facility in a residential flat, there shall be deemed to be more than one residential unit.

## 5.2.8 Motorcycle parking

There is currently no motorcycle parking provided in Wānaka. Given their size, multiple motorcycles can fit within a standard car park bay and providing dedicated bays can discourage riders from using standard car parks. New motorcycle parking bays will be provided on Ardmore and Helwick Streets, as well as in the Lakefront, Pembroke Park and Brownston Street off-street carparks, providing coverage across the town centre (refer to **Figure 13**). These new bays will be provided through the conversion of standard car parking bays, or in surplus unallocated kerb space.

To encourage motorcyclists to use these bays and recognise their reduced emissions and small parking footprint, parking for motorcycles will be provided free of charge. However, riders will need to pay standard rates if they park in a general car park. Time restrictions applying to the area will also apply for on-street motorcycle parking (refer to Section 5.3), however unrestricted parking will be provided for motorcycles in our off-street car parks.

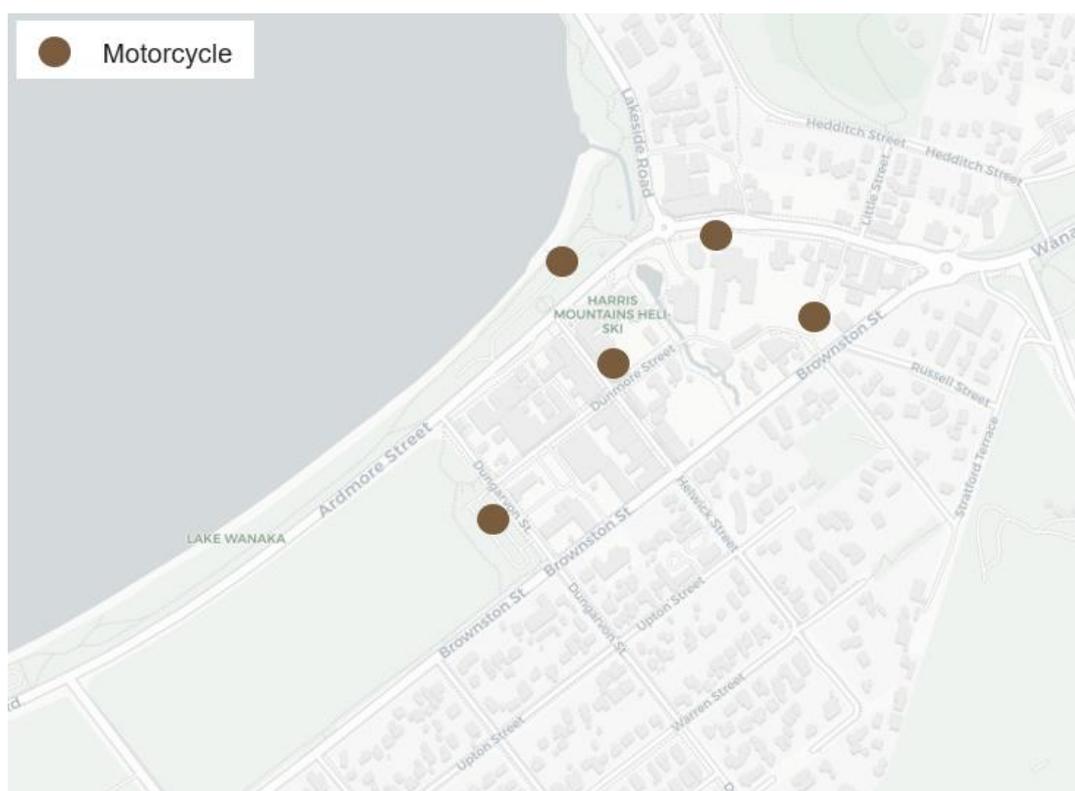


Figure 13: New motorcycle parking locations

### Actions – Motorcycle parking

- Implement new on-street and off-street motorcycle parking bays

## 5.2.9 Bicycle parking

Bicycle racks and hoops are provided across Wānaka's town centre for convenient bicycle parking for customers. Opportunities to replace on-street car parking with bicycle parking corrals or parklets, as well as more secure options such as locky docks<sup>37</sup> or cages maybe needed where off-road space is limited to provide for long term bike parking as well as charging facilities for e-bikes. These should be explored as part of any town centre upgrades and development of community and civic projects.

### Actions – Bike parking

- Implement bicycle parking corrals and secure bicycle parking as part of town centre upgrades and the development of civic and community facility projects

<sup>37</sup> <https://www.lockydock.co.nz/>

## 5.2.10 Parking in reserves

Some of the public parking spaces in Wānaka are located on reserve land, which is managed by our Parks and Reserves team. This includes the Lakefront, Watersports facility and Roys Bay car parks. These car parks are intended to provide convenient access for users of local parks and reserves. Time and special user restrictions apply in some of these parking areas to align with use of these reserves. However, these parking areas are being used for long term parking by commuters and visitors to the town centre. To provide the community and visitor access to our parks and reserves, the Parks and Reserves team's policy is to allow two hours of free parking once per day. Paid parking for longer stays will then apply (refer to Section 5.3.4) for more details on pricing and time restrictions).

### Actions – Parking in reserves

- Provide two hours of free parking once per day in our parks and reserves close to the town centre and use time restrictions and pricing to manage demand

## 5.2.11 Events

Wānaka hosts a number of large annual events that attract high numbers of visitors to the town. Warbirds over Wānaka and Wheels at Wānaka are held over the Easter long weekend in alternating years, while Challenge Wānaka occurs each February, and the A&P Show is hosted in March. The New Years celebration is also an extremely busy period for the town.

Each of these events results in high traffic and parking demands in and around the town centre and Traffic Management Plans are often required to manage the traffic during events, particularly directing drivers to appropriate parking. Where possible, attendees should be encouraged to walk and cycle to events, and shuttle or temporary bus services should be used between key destinations. Overflow parking is often provided in Wānaka Showground during events, and opportunities to implement paid parking for overflow parking should be investigated. The revenue could then be distributed to community organisations. Charging for parking can then lead to the sharing of rides or encourage the use of alternative modes. Additional parking enforcement should also be included as part of traffic management planning.

### Actions - Events

- Use shuttle or temporary bus services to improve access and reduce traffic and parking demand during major events
- Explore opportunities to introduce paid temporary event parking
- Increase parking enforcement during major events to manage parking compliance

## 5.3 Approach to managing parking in key precincts

Four parking precincts (Core, Pembroke, Fringe & Lakefront) have been identified for Wānaka town centre, as shown in **Figure 14** below. These precincts have been defined based on access and proximity to key land use activities. Details of the priority users and uses within each precinct, along with how parking will be managed in each area is outlined below. More information about the needs and management approach of specific parking users is provided in our Parking Guidelines.



Figure 14: Parking precincts in Wānaka town centre

### 5.3.1 Core precinct

The core precinct is the heart of the town centre (refer to **Figure 15**), featuring most of Wānaka’s commercial, retail and hospitality activities. Helwick Street features many quality boutiques, while Ardmore Street along the waterfront has popular bars and cafes that capitalise on views of the lake and mountains beyond.

Within the core area there are three public off-street car parks, located on Brownston and Dunmore Streets, and in Pembroke Park. On-street parking is predominantly restricted to 30 minutes in the main town centre area, with 60 minute parking available on upper Ardmore Street. Two-hour parking is available in the Dunmore Street car park, while four-hour parking restrictions apply in the Pembroke Park car park. No time restrictions are in place in the Brownston Street car park.

The needs of the following parking users and uses in the core precinct will be prioritised:

- Mobility parking
- Loading / delivery
- SPSV / taxi
- Bicycle / micromobility
- Bus / Coach
- Customers (short & medium stay)

As peak on-street parking demand in the core area typically exceeds 90% occupancy in many locations we will introduce paid parking to manage demand to ensure parking is available for those who value convenient access. In parallel, time restrictions will be increased for on-street parking to allow town centre visitors to stay longer. Parking restrictions will also be introduced into the Brownston Street car park to encourage turnover and provide parking for customers.

Commercial EV charging will also be encouraged in the Brownston Street and Dungarvon Street car parks since a large transformer required for charging infrastructure is also located near each car park.



Figure 15: Core parking precinct

Details of the proposed restrictions and pricing are shown in **Table 5**. Note: permanent QLDC residents who hold a local resident permit will be eligible for half price parking for up to three hours a day.

Table 5: Pricing and time restrictions for Wānaka’s core parking precinct

	Price	Time restriction
<b>On-street</b>	\$2/hr	Mix of restrictions
<b>Off-street</b>	\$2/hr	P180
<b>Coach</b>	\$4/hr	P180
	\$20/night	Overnight

**Actions – Core parking precinct**

- Paid parking to apply to both on-street and off-street car parks, at a rate of \$2/hour.
- Implement \$4/hour paid parking for coaches.
- Implement P90 time restrictions for on-street parking, and P180 time restrictions for our off-street car parks.

### 5.3.2 Pembroke precinct

Pembroke Park is located across from Wānaka lakefront, south of the town centre (refer to **Figure 16**). The park features sports fields and a skateboard park and is used for many seasonal events as well as a weekly farmers market. This precinct covers the on-street parking located on northern, southern and western sides of Pembroke Park (note: the off-street car park located

in Pembroke Park forms part of the core parking precinct). With no parking restrictions in place, the streets surrounding Pembroke Park are commonly used by commuters and tourists seeking all day parking. Given its proximity to the town centre, there are especially high demands for parking on the eastern edges of this precinct.



**Figure 16: Pembroke parking precinct**

The needs of the following parking users and uses in the Pembroke precinct will be prioritised:

- Mobility
- Bus / Coach
- Campervan

As this area can experience high parking demands, paid parking will be introduced to manage demand and provide some long term paid parking options for people who want to stay all day, including commuters and tourists (refer to **Table 6**).

Medium term (P180) coach parking will be provided along Ardmore Street, near Dungarvon Street, while all day campervan parking will be available along McDougall Street. Payment will be required for both types of parking within this precinct.

**Table 6: Pricing and time restrictions for Wānaka’s Pembroke parking precinct**

	Price	Time restriction
<b>On-street</b>	\$1/hr \$6 for a day	n/a
<b>Coach</b>	\$4/hr \$20/night	P180 Overnight

#### Actions – Pembroke parking precinct

- Paid parking to apply to on-street parking, at a rate of \$1/hour or \$6 for a day
- Implement \$4/hour paid parking for coaches on Ardmore Street
- Implement \$2/hour paid parking for campervans on McDougall Street

### 5.3.3 Fringe precinct

The fringe precinct (**Figure 17**) is a predominantly residential area, although it also includes many visitor accommodation providers such as hotels, hostels, and rental apartments / cottages. The western part of this precinct also includes a number of community facilities, including childcare centres, churches, a bowling club and the Wānaka community centre located on the corner of Brownston and McDougall Street. The area closest to the town centre (Fringe A) experiences high parking demands, with parking occupancy on Russell, Chalmers, Helwick, Dungarvon and Upton Streets approaching 100% capacity at peak times. Residential areas on the fringe of town centres commonly experience spillover of commuter parking, given parking in these areas is free and largely unrestricted. In this precinct, these commuter demands are combined with high demands from visitor accommodation and community facility users.

Within the fringe precinct, the needs of the following parking users and uses will be prioritised:

- Mobility
- Residents



**Figure 17: Fringe parking precinct**

To balance the competing parking demands of commuters and tourists with the needs of local residents and their visitors, we will use a staged approach to implement restrictions and pricing, combined with residential parking permits. The need to implement restrictions in the Fringe (A) precinct is needed now, however it is likely that there will be a need to implement restrictions in the Fringe (B) precinct in the future. **Table 7** outlines the staged approach to implementing restrictions and/or pricing in these areas.

**Table 7: Pricing and time restrictions for Wānaka’s fringe parking precincts**

	Stage 1		Stage 2 (Future)	
	Price	Time restriction	Price	Time restriction
<b>Fringe A</b>	n/a	P180 One side of the street	\$1/hr \$6 for a day	P180 One side of the street
<b>Fringe B</b>	n/a	n/a	n/a	P180 One side of the street

Implementing different management tools on alternate sides of the street will provide some options for long term parking for residents, commuters and visitors, while also providing short term options for other users. Providing some free and/or unrestricted parking on the fringe of the town centre will continue to provide access for people who are willing to walk and do not want to pay. Permanent residents living in this area will be eligible to apply for a residents parking permit that will provide an exemption to restrictions and payment. Note that exemptions will only apply within each precinct; residents in Fringe area (B) will not be exempt from restrictions and/or payment in Fringe area (A) and vice versa.

- Actions – Fringe parking precinct**
- Stage 1: Implement P180 on-street parking restrictions to one side of the street in Fringe area (A)
  - Stage 2: Implement a mix of paid parking and time restrictions (P180) for on-street parking in Fringe area (A)
  - Stage 2: Implement P180 on-street parking restrictions to one side of the street in Fringe area (B)
  - Implement residential parking permit scheme for eligible permanent residents (Stage 1 = Area A, Stage 2 = Area B)

### 5.3.4 Lakefront precinct

The Lakefront precinct (refer to **Figure 18**) is one of Wānaka’s most popular recreation areas, with high amenity value including walking and cycling tracks, picnic areas, and a public wharf that is a popular swimming area. Dinosaur Park at the northern corner of the lakefront is a highlight for many young families visiting the area, and the Watersports facility at the western end of the lake provides facilities for kayakers, rowers and paddleboarders. We have invested in significant improvements along the lakefront, and much of the informal parking on the foreshore has been removed and replaced by angle parking bays along Ardmore Street, opposite Pembroke Park.

With the exception of the small area of on-street parking along Lakeside Road, all parking within the Lakefront precinct is located within our parks and reserves land. The management of parking on reserve land is governed by the Reserves Act, where the provision of parking is to provide for recreation or enjoyment for the public using the reserve. Given the desire to provide equitable access to recreation opportunities, access to up to two hours of free parking once per day will be provided for all users along the Lakefront reserve.

Within this precinct, the needs of the following parking users and uses will be prioritised:

- Mobility
- Reserve users
- Campervans



Figure 18: Lakefront parking precinct

Currently two-hour parking is provided in the Lakefront car park, while the on-street parking area near Dungarvon Street has four-hour time restrictions. Lakefront B precinct is generally unrestricted. **Table 8** below outlines the proposed approach to managing parking demand within this precinct. Given the proximity to the town centre, the Lakefront (A) precinct will be subject to both pricing and time restrictions. The Lakefront (B) precinct will require payment after two hours.

Table 8: Pricing and time restrictions for Wānaka’s lakefront parking precincts

	Price	Time restriction	Notes
Lakefront Precinct A	\$2/hr	P180	First two hours free (once per day across Wānaka’s parks and reserves)
Lakefront Precinct B	\$2/hr \$12 for a day	Mix of restrictions	
	\$4/hr for campervans		

- Actions – Lakefront parking precinct**
- Implement paid parking at a rate of \$2/hour for standard vehicles, with the first two hours free
  - Implement P180 restrictions in Lakefront area A
  - Introduce paid parking for campervans at a rate of \$4/hour

## Acknowledgement

Development of this suite of documents was initiated by Stantec New Zealand on behalf of Queenstown Lakes District Council. We would like to extend our acknowledgement to Stantec for their invaluable support and expertise in the development of the Parking Strategy, Guidelines and Parking Management Plans for Queenstown, Wānaka and Frankton.

Since 2024/25 updates to the suite of Parking Management documents have been carried out by QLDC, building on the strong foundation established through Stantec's initial work.

These documents remain the intellectual property of Queenstown Lakes District Council and are maintained as living documents to support ongoing planning and implementation of the Parking Strategy.