CK CONSULTING

# TOWN OF COTTESLOE

## PARKING STRATEGY 2025-2028

DEMAND MANAGEMENT INITIATIVES

JANUARY 2026

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| Version | Author | Reviewed by: | Date: |
|---|---|---|---|
| 0.8 | CKC | TOC | 26/6/2025 |
| 1.0 | CKC | TOC | 29/1/2026 |

# 1. EXECUTIVE SUMMARY

The Town of Cottesloe ("Cottesloe or the Town"), is an attractive beachside destination, working through the challenges of a developing Town Centre mixed with the community's preference for private car use and inbound tourism.

The proven response is to implement Demand Management strategies to regulate and control the use of the currently available Parking in Cottesloe's CBD and surrounding residential, commercial, parks and beach areas.

Parking needs vary, shaped by each location's unique functions, topography, environment and built form. Different people will also have different priorities when looking for a parking space at the same location, and each location has a different primary use for parking. Equally each person has a different perception of when there is 'not enough' parking and when parking becomes 'difficult'. Meeting these individual expectations collectively, combined with consideration of the broader economic needs, is important to the effective management of available parking.

The approach to parking demand management considers that availability should be set to promote availability at peak times at each location, each day, using time regulated and price controls. The measurement of availability then becomes a metric that can be tracked over time to ensure availability is maintained. The Town deploys parking sensors at most pressure locations to detect parking occupancy.

Parking is a limited asset, and the cost of additional spaces can be in the range of $20,000 to $50,000 per new space depending on the land profile, therefore optimising what the Town has is economically the best pathway. Parking demand strategies provide the means to effectively manage parking, by delivering accurate regulations and maximising the utilisation of the available parking spaces.

A Town's parking demand management configuration at any one time is a combination of (1) *Place* being the available number of parking spaces, (2) *Products* that are offered that determine the use of those spaces, (3) the *Price* paid for those products and (4) the ability to *Promote* those products.

A summary of post adoption parking demand management strategies include:

| | |
|---|---|
| **Places** | Able to measure and respond to growth needs, as change triggers are indicated. |
| **Products** | Align time settings to Town intended stay durations, usage and location plans. |
| **Price** | Actively manage by monitoring quantitative data, intervening to regulate demand. |
| **Promotion** | Provide journey updates including occupancy and promoting parking alternatives |

The Town has many existing capabilities and attributes for which it can be commended, it already has a foundation in sensor-based enforcement, structures in place to manage assets and compliance, and its proximity to Perth and other areas which have paid parking, means that its residents and visitors culturally understand the process of payment. It is evident from multiple data points that Cottesloe has outgrown its existing controls; however, the need for additional supply may only be reasonably understood (type, number, location) once the current parking allocations are optimised. The current acknowledge position is assessed:

| | |
|---|---|
| **Places** | Outgrown |
| **Products** | Mis-aligned |
| **Price** | Unmanaged |
| **Promotion** | Un-directed |

Recommendations in this Report to close the gap are evidence-based, taking into consideration actual use patterns and global best practices.

## ABOUT THE TOWN AND ITS PARKING

2021 Australian Bureau of Statistics Census data reports that the usual resident population in the Town of Cottesloe is 7,970, living in 3,609 dwellings with an average household size of 2.5, with 63.9% of private dwellings having two or more vehicles. According to *idcommunity*[1] the latest 2024 population estimate for the wider Cottesloe *Electoral District* (which encompasses North Fremantle, Peppermint Grove and Swanbourne) is 12% growth since 2021. During the development of this Strategy, investigation of the parking occupancy was measured using the Town's 908 active inground enforcement sensors in place at the following locations during February 2025 at 10am. The key insight is that parking availability at peak times is consistently saturated, and with the Town's increasing growth and season attraction, parking pressure will continue to rise.

| PARKING LOCATION | EXISTING PARKING AREA | PARKING TIME RESTRICTIONS | SPACES | PEAK DAY |
|---|---|---|---|---|
| **Beachside North** | | | | |
| Cafe / Longview / SLC CP | 4A | 2P At All Times | 11 | 100% |
| Eric Str Car Park | 4B, 4A | 3P At All Times | 30 | 100% |
| **Beachside Central** | | | | |
| John Street | 4B | 2P At All Times | 46 | 100% |
| Marine Pde No1 Car Park | 4B | 3P At All Times | 133 | 93% |
| Napier St No2 Car Park | 4B | 3P At All Times | 348 | 91% |
| Forrest St Car Park | 4C, 4B | 3P At All Times | 38 | 100% |
| **Beachside South** | | | | |
| Marine Parade | 4C | 1/2P At All Times | 32 | 100% |
| **Town Centre** | | | | |
| Napoleon Street | 1 | 1P 8am-1pm | 27 | 100% |
| Railway St Car Park | 2S, 1 | 2P 8am-1pm Sat | 21 | 100% |
| Station St West Car Park | 1 | 4P 8am-1pm Sat | 23 | 100% |
| Station Street | 1 | 2P 8am-1pm Sat | 14 | 94% |
| Jarrad Street | 1 | Not Applicable | 11 | 100% |
| Jarrad St Car Park | 1 | 1P 8am-1pm Sat | 53 | 75%* |
| Forrest Street | 2S, 1 | 2P 8am-1pm Sat | 48 | 94% |
| Station St East Car Park | 1 | 4P 8am-1pm Sat | 31 | 100% |
| **Swanbourne Railway** | | | | |
| Congdon Street | 2N | Not Applicable | 3 | 100% |
| Railway Street | 2N | 2P 8am-1pm Sat | 21 | 100% |
| Windsor Street | 2N | 2P 8am-1pm | 2 | 100% |
| **Eric Street Shopping** | | | | |
| IGA Car Park | 3W | 1/2P At All | 10 | 100% |
| Chamberlain Street | 3W | 1/2P At All Times | 6 | 100% |

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1 – http://profile.id.com.au/wapl/population?WebID=270

## IDENTIFIED CHALLENGES

The following are the challenges identified for the Town:

**KEY CONCERNS RAISED/IDENTIFIED**

**1. ACTUAL USE IS MIS-ALIGNED WITH CURRENT PARKING (TIME) CONTROLS**

Overstaying is occurring significantly more in the Town, as compared to CKC observed peer averages.

1.1 SUB-CONCERN: FORESHORE

Not just summer seasonal, activity data indicates daily issue in specific areas.

1.2 SUB-CONCERN: NORTH COTTELOE PRIMARY SCHOOL PICK-UP/DROP OFF (PUDO)

Periodic congestion at PUDO times with restriction of State Road 71 controls.

**2. INFORMED COMMUNITY PERCEPTION**

The introduction of paid parking can be a concern to some Residents and Business.

2.1 SUB-CONCERN: PARKING PRESSURE ON BEACHSIDES

Pressure on beachside access will only continue to increase where State regulations prohibit paid-parking West of Broome Street.

**3. PARKING SERVICE DELIVERY**

Current Town expenses exceed income; parking services does need to be a net financial contributor.

3.1 SUB CONCERN: PARKING TECHOLOGY ADOPTION

Current supplier arrangements are less optimal than available service orientated contracts. This limits ongoing maintainability and flexibility to expand coverage when/where needed.

3.2 SUB CONCERN: RESOURCE APPLICATION

Ranger resources are not able to monitor sensor and non-sensor areas effectively.

3.3 SUB CONCERN: PROGRAM CONSTRAINTS

Strategies not managed as a coordinated program of delivery, important where staff changes may occur.

Ongoing operational data sharing on parking is limited, siloed.

**4. PLANNING FOR CONTINUED TOWN GROWTH**

All indications point to the need to manage future growth.

4.1 SUB CONCERN BOUNDARY GROWTH:

Various Town and Foreshore Areas are impacted by non-residential Parkers parking in residential streets.

4.2 SUB CONCERN: REFRESH DECAYED PARKING ASSETS:

Signs and spaces, including line marking were not up to code, creating a liability issue.

4.3 SUB CONCERN: DAISY'S PARKING

Continued orientation of Grant St café parking area

4.4 SUB CONCERN: STATE GOVERNMENT GROWTH PLANS Continue to meet requirements.

**5. PRIVATE PARKING PARTNERSHIPS**

Various private parking asset owners are seeking enforcement arrangements with the Town - all impacted by the Town's growth and activating informal areas for parking space, including leasing and space sharing.

5.1 SUB CONCERN: COMMUTER PARKING GROWTH

Various train stations within the Town have overstaying and informal parkers, Town partners with WA Public Transport Authority.

5.2 SUB CONCERN: EV CHARGING OFFERING

EVC policy making is novel, offering chargers has drawbacks, increasing density may attract demand and market participants.

**6. ACTIVATING ALTERNATIVE MOBILITY AND GUIDING TRANSPORT NETWORK COMPANIES**

The Town can plan an active role in encouraging non-single vehicle occupancy travel, encouraging non-parking trips and making parking remote from the destination amenable for some user groups who visit routinely.

**7. PARKING WAYFINDING**

A lack of understanding of parking availability and requirements adds to congestions where parkers do not know where availability is and what the posted restrictions say (no signage, incorrect signage, no occupancy display, no digital services). All parkers suffer at peak times of congestion to find reasonable and legal places to park.

**8. PERMIT PARKING FAIR USE**

Land use assigned to parking are a shared public good and will saturate with Town growth. Residential verges, all day commuter parkers, unregulated parking exist and must be treated to encourage their best use.

8.1 SUB CONCERN: EMPLOYEE PARKING

Employee Parking are consuming under formalised unrestricted parking areas during the daytime.

Employee parking is particularly social, and it can mean that extended 4P/ controls are ineffective.

## BUILDING ON PREVIOUS STRATEGIES AND INVESTMENTS

The Town developed a Parking Strategy for the period 2021 to 2024. Progress during this period has seen the conversion of the following initiatives delivered or transitioned into *business-as-usual* monitoring practices, managed by Engineering (Traffic) and Development and Regulatory Services (Parking Enforcement.)

1. Foreshore Car Park 2 development – due to the arrangement with State ownership and inability to charge for parking the re-development of this area has been put on hold for the foreseeable term.

2. ACROD parking – Assessment of the use and quantity of Australian Council for Rehabilitation of Disabled (ACROD) parking bays has been audited.

3. Provision of pick up and set down bay and loading zones – Development and delivery of considerations and practices are now understood within the Town's Engineering team.

4. Difficulty exiting driveways as a result of parking on narrow streets and

5. Parking on crest impacting sight distances – The practical nature of this challenge means it is considered rarely on a case-by-case basis, rather than at a Town strategy level.

6. Event parking management – Well adopted with temporary event parking considerations now a component of event planning and approval.

7. Permit fee for resident and visitors introduced – The Permit scheme introduced a fee for Permits with annual reviews in place.

8. Student parking from neighboring local governments – A short-run concern during the return from COVID period which has now resolved or managed on a spot basis via enforcement.

***The following eight initiatives remain relevant from the preceding strategy:***

9. Train commuters parking on road verges – Whereby workday commuters are parking on residential streets blocking out the ability for residential visitors to park close by, in some areas a mix of permit only and time restricted parking has been employed as an effective solution. As the Town continues to grow, the challenge of accommodating commuters without impacting the amenity of residents and visitors will remain.

10. Seasonal parking along the foreshore – The parking sensor technology the Town has invested in provides accurate identification of the occupancy of foreshore parking locations. Activating additional parking turnover within easy walking distance is a priority issue with implications for visitors, local business and residents.

11. Introduction of paid parking – There is a cost to the community of providing parking amenity and pricing the user is a responsible method to both recoup service funding and to encourage conformance with the designed parking demand management strategy. This strategy will advance the adoption pathway of paid parking for the Town, developing how to introduce and the extent of where to implement paid parking.

12. Impact on parking by external projects and 13. Additional developed and found capacity – Developer Sirona Urban is on a path to develop a 3200sq m mixed-use project at 7-11 Station Street, east of the Cottesloe Train Station and within the Town Centre. Planning for the Town's parking to respond to this and additional developments will shape the areas which will need to be controlled including various informal parking areas along the Fremantle train line corridor. The WA planning frameworks states that Cottesloe would need additional homes by 2050 to meet the needs of its growing population.

13. Sensor roll-out plan – There is a programmed implementation for further sensors and a renewal of the existing sensor contract due in this strategy period.

14. Supporting economic activity and 15. Consult with business – The Town continues to grow and formalising parking communications with local business and visitors will allow the experience of Cottesloe to remain pleasant, working with initiative 11. to see the adoption of controls which combat parking saturation (inability for parkers to easily access spaces near their intended destination at peak times.)

This report affirms that material progress has been made with the preceding Strategy and the continuing initiatives can be advanced in the coming four-year strategy window.

***In response the existing strategy and identified challenges following NEW initiatives have been identified:***

16. Redefine and monitor the four Areas and wards – With the growth of the Town, the preceding strategy considered the parking management within a generalised area, which has changed, this strategy intends to redefine the areas into activity centre/fringe regions for improved forward planning.

17. Enhance and extend new technologies – With the adoption of relevant paid parking the Town has the ability to invest in improved amenities such as digital wayfinding in order to allow Residents, Business and Visitors to plan their journey and understand availability, with the objective of reducing congestion.

18. Enable *Private Parking* agreements – The Town's Rangers have a shared role with Parking a subset of their responsibilities. The strategy will promote the development of additional resources for dedicated parking enforcement and a program to assist local businesses to control their parking assets. This will deliver more parking turnover (availability).

19. Explore alternative mobility – Not everyone has the option to drive their vehicle and when they do, they often do so alone or with only one other (Sources: ABS/ATAP/BITRE). Towns can respond by promoting transport that does not require a vehicle (mass transport) or a park (Taxi) or parking remote from the location (eBikes) are reasonable to consider in place activation and parking management, along with the reconsideration of subsidised shuttle services funded by the Town.

## COMMUNITY ENGAGEMENT

A Town survey instrument was published online during November and December 2025 and collected 109 responses. The following extract provides the key findings from the formal questions and the open comments sections.

Respondent Profile

- The responses received were connected to the Town in the following ways: 84 residents, 10 business owners, 8 for places of work and 7 visitors.
- Business owners and workers use the Town for parking daily (workdays) while Residents generally use the Town for parking 2-3 times a week 50% or less often 34%.
- Business owners and workers will typically park longer than 6 hours and while Residents/Visitors less than 2 hours on 90% of occasions, marking out two distinct user groups.
- A majority residents participating in the survey have used the PTA's paid parking areas.

Key Challenge Areas

**Beach Parking – High Demand and High Frustration**

- Beachside parking seen as the most difficult, with Beach areas are consistently overstretched in peak months.
- Requests for:
    - Time limits during peak periods.
    - Paid parking for non-residents.
    - Better enforcement.
    - Retaining Carpark 1.
- A minority want **removal of car parks near the beach** for beautification.

**Town Centre Parking**

- Many businesses support 1–3 hour limits to ensure turnover however workers, business staff, tradies, and commuters report they struggle to find full-day parking. Medical practices, shops, and other businesses say customers and staff are forced to circle or move cars mid-shift. Suggestions to use PTA land or Railway Road reserve for longer stay parking. Concern about future developments removing bays and calls for stricter limits on number of trades vehicles per property.

- If parking issues increased or were more restricted, 62% of respondents would consider walking, 44% bicycling and 37% using public transportation (including a desire to revive Cott Cat.)

- The majority of parkers would accommodate paid parking if it meant that parking capacity was available when they needed it. (Strongly Agree 38%, Agree 22%, Neural 16%.) 76% overall.

- Respondents recognised the need for long-term planning for population growth and investing in public amenities including bike storage and toilet upgrades.

# 2. INTRODUCTION

The Town of Cottesloe, like many other attractive regional Australian growing inner city townships is working through the challenges of the public's preference for private car use when commuting for work, tourism and other daily activities.

## USABILITY AND PREDICABILITY

Parking is one of the first experiences visitors have when arriving at a destination and availability is essential to making good decision making. Inadequate, insufficient or difficult to find parking will frustrate users and can result in people parking where it is not permitted or appropriate. Over time and especially at peak times, this results in conflicts between users, other users and non-users, such as residents and public transport users.

## CONNECTION TO COMMUNITY PERCEPTIONS AND GROWTH

The Towns's community has already identified (Community-Perception Report 2023) that Parking is one of the top priority areas for Council to focus on and contributes materially to the others areas of livability. Residents identified the need for less Cars (congestion) yet more parking. The note the importance of access, stating high importance and satisfaction with public parking, while holding the perception that Parking Management is low in satisfaction and a concern that additional density will change the Town. The respondents did state a high importance in continued Strategic Planning.

The foundational parking strategy for Cottesloe was generated in 2021 in the period where communities were returning from the COVID impact period. Left uncontrolled, parking will continue to adversely impact the livability of Cottesloe and its surrounding urban, parkland and beachside areas across longer periods each day. There is no easy method to quickly introduce new parking space stock nor is this the ideal solution as it further perpetuates congestion and all associated environmental impacts.

The quantity, location and cost of parking are complex matters that are rarely solved in such a way that satisfies all interested parties and importantly should not be seen as static; unfortunately, Cottesloe has been substantially inactive in its application of best practice parking controls including introducing, modifying, expanding and adjusting pricing to assist management and fund services where all indications show a need and previous strategies has agreed to adopt.

The unintended result is that there is little incentive to use alternatives; and a diminished contribution to the funding pool from the existing parking assets, that could be used to develop additional amenities (including parking stock) and uncontrolled spillovers of all day worker parking into residential areas.

## RESPONDING TO THE OPPORTUNITY

The Town already acknowledges it is constrained in introducing new parking stock and is seeking from this Strategy the means to enhance the usability of the existing parking supply. Thankfully, there are relevant management procedures that other Towns use, that are proven to be successful in addressing the impacts of parking and can be immediately implemented in response to Cottesloe's needs.

The ongoing challenge is to provide enough parking spaces where other options for users are limited, at a fair price for the use of this shared community asset, as efficiently as possible. While change is underway, Cottesloe's strategy must include informing the community around the tools used to underpin quantitively driven decision-making around the generally accepted parking demand strategies to be used.

This Strategy consists of short- and medium-term initiatives that will provide a framework for guiding parking management through the existing pressure on parking and set the Town's parking governance model up for the future whether the Town Centre's density continues to increase via high-rise developments – allowing minor modifications to the fundamental controls available to Cottesloe rather than need to respond with a disruptive change once the development begins.

## INTEGRATED DATA

Currently Cottesloe collects fragmented data from various sources available (infringements and sensor data) and spot surveys which may be undertaken from time to time. Effective tools can be adopted now, used in the generation of this strategy to provide regular insights to a wider pool of stakeholders, efficiently, with existing resources. Without this the actual need for parking in Cottesloe and the basis on which to make significant infrastructure investments cannot be reliably measured. In a future state this will also accrue data from Meter and Phone payments made – allowing even greater insight to usage.

## BEST PRACTICE APPROACHES

Metropolitan area leaders the world over understand that unconstrained demand is unsustainable. Demand management is the application of techniques to achieve more efficient use of existing resources. In parking, this is the application of time restrictions and price configurations to realise a target level of occupancy. Evidence-based decision making, and clear communication are key elements in the approach to contemporary parking demand management. There is now good potential for systemic and site-specific data to develop a picture of average and peak occupancies, building up sound justification for gradual interventions to rightly align asset usage.

On this basis the Strategy is structured around interconnected themes to realise this capability:

- Improving knowledge, data analysis and operational policies
- Quantitatively manage parking demand controls; including introducing restrictions and price
- Improve the customer experience with digital information
- Recognise the expanse of parking locations that are used to access Cottesloe

## SERVICE DELIVERY

Part of the challenge is to achieve a balance in the delivery of an appropriate and financially responsible level of service, that sustains both the economy and lifestyle, while making best use of existing and future parking. In line with that vision the Strategy identifies ways to deliver services more efficiently and to continue to improve the lifestyle of residents in a growing urban population.

## LOCATION PLANNING

Parking needs vary across the Town and surrounds, shaped by each location's unique functions, topography, environment and built form. Different people will also have different priorities when looking for a parking space at the same location, and equally each location has a different primary use.

Each person has different perceptions of when there is 'not enough' parking and when parking becomes 'difficult'. Meeting these individual expectations collectively, combined with consideration of the broader needs, is important to the effective management of parking.

The configurations in place at any one time all impact the optimisation of (1) *Place* being the available number of parking spaces, (2) *Products* that are offered that determine the use of those spaces, (3) the *Price* paid for those products and (4) the ability to *Promote* those products. The parking demand management framework adopted from this Strategy will provide the ability to manage a response to past growth and plan for future growth.

## APPROPRIATE TECHNOLOGY ENHANCEMENT

In support, a range of available innovations are available to adopt, the following are the most suited for Cottesloe to adopt:

**> Mobile payment** – With public paid parking the Town would implement a Phone App that can be delivered with wayfinding, parking session status information, take payments and offer promotions.

**> Digital signage** – The placement of dynamic parking signage at key decision point locations advising the inbound parker where available occupancy is.

**> License plate based Meter systems** – Parking Meters no longer require tickets but use a vehicles license plate as the means of identification (Pay by Plate.)

**> Camera based detection** – The use of mobile, fixed and relocatable cameras to monitor parking compliance, asset quality and location occupancy.

**> Online car sharing and private dwelling parking space sharing platforms –** Ability to reduce the number of parking spaces a residence needs and to maximise occupancy when is does not need it.

**> Business intelligence** – The adoption of Cottesloe's existing data storage and insights processes to aggregate and format the data received to consistently inform decision making.

### REPORT FORMAT

The Report is set-up to provide a Strategy which is actionable and therefore focused on the most meaningful adjustments, rather than being extensive and complicated.

The intent of the Strategy is to introduce the right mix of Demand Management tools and associated Initiatives to achieve an appropriate supply, recognising there are different parking needs at locations at different times of day, week and year.

The closing section of the introduction lists this Strategy's alignment with Town Community Plan and indicates the implementation sequence and priority.

The following sections discuss the challenges, responses and initiatives in further detail and the concluding sections set-out program performance governance and management.

The Appendix includes a Glossary of Terms and Resources reference in this Report.

# 3. ALIGNMENT WITH TOWN OBJECTIVES AND PROGRAM

## TOWN OF COTTESLOE: STRATEGIC COMMUNITY PLAN

Stated high level priorities which delivering on the parking strategy will contribute directly:

- Future population growth is planned to enhance community connectivity, economic prosperity as well as the built and natural environment
- Ensure Town infrastructure is well planned, effectively managed and supports our community, whilst protecting and promoting our unique heritage and character
- Engage with external stakeholders to create connectivity throughout the Town
- Work collaboratively to protect, enhance and increase our natural assets and green canopy
- Supporting an active, healthy and inclusive community culture, our residents enjoy access to a range of social, cultural and recreation activities
- Providing accessible and inclusive community spaces and facilities
- Activating Cottesloe and Swanbourne town centres and increasing their appeal, attracting more local business and visitors
- Provide strategic leadership, deliver financially responsible governance and maintain legislative compliance.
- Provide regular public communications, updating our community of Council activities
- Use existing and develop new partnerships to improve services and efficiencies for the Town
- Provide a healthy and safe workplace for our Town employees and council members

*Source: Strategic Community Plan 2023-2032* [2]

This **Parking Strategy** aims to deliver many further benefits including:

- ✓ Improved asset management to ensure parking is consistently available for priority groups
- ✓ Improved experience by providing trip advice and digital navigation guidance
- ✓ Improved safety for Town ranges using enforcement technology and payments systems
- ✓ Improved contract management allowing cost control and growth
- ✓ Improved data sharing and collaboration for short- and long-term planning.
- ✓ Improved contribution to the Town of Cottesloe's budget.

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*2 - https://www.cottesloe.wa.gov.au/documents/11724/council-plan-2023-2033*

## Parking Strategic Impact Areas:

### ASSET OPTIMISATION:

Understanding that the Township is bound geographically, has been a developing area since 1886 and that management is primary funded by and for the benefit of the rate paying Residents, the Town's parking strategy must optimise resources.

### CONNECTED COMMUNITY:

Local visitor and residential parking are an everyday experience for all drivers in the Town and therefore awareness of the best parking availability and programmed changes is important to continuously inform.

### PARKING DEMAND MANAGEMENT:

Acting on the principle that the Town's resources are limited, the Town's parking must manage the demand for these limit assets while ensuring a balance where different user groups with different needs, often at different times of the day, can be appropriately met on an ongoing basis.

### EFFICIENT SERVICE DELIVERY:

Funded by the Residents, the Town's *Parking* governance is to target continuous improvement, taking advantages of partnerships and technologies to deliver services at the reasonable costs.

## IMPLEMENTATION PLAN OVERVIEW

| STRATEGIC IMPACT AREA | PRIORITY | RESPONSE INITIATIVES | YR1 | YR2 | YR3 | YR4 |
|---|---|---|---|---|---|---|
| Demand Management | 1 | Adopt M'ment Framework | ● | | | |
| + Wellbeing | 1 | Re-align Existing Controls/Refine Areas | ● | ● | | |
| + Development | 1 | Introduce Town Paid Parking Plan | ● | ● | ● | ● |
| + Infrastructure | 2 | Extend Foreshore Controls | | ● | | |
| | 2 | Employee Parking Area Development | | ● | ● | ● |
| | | | | | | |
| Connected Community | 1 | Inform Community on Parking Status | ● | ● | ● | ● |
| + Connectivity | 2 | Digital Parking Wayfinding | | | ● | ● |
| + Accessibility | 2 | Monitor Equity of Permit Scheme | | ● | | ● |
| + Accountable | 3 | Expand Permit Schemes | | | ● | ● |
| | 3 | Public EV Charging Partner | | | ● | ● |
| | 3 | Alternative Mobility Partnering | | | ● | ● |
| | | | | | | |
| Asset Optimisation | | | | | | |
| + Development | 1 | Coordination with PTA Contracting | ● | ● | ● | ● |
| + Infrastructure | 1 | Enable Private Parking Agreements | | ● | ● | ● |
| + Connectivity | 1 | WA State Partnership on Foreshore | | ● | ● | ● |
| | 3 | Monitor Primary PUDO Issue | | ● | | ● |
| | | | | | | |
| Service Delivery | 1 | Establish Program Governance | ● | ● | ● | ● |
| + Accountable | 1 | Continue Data Driven Changes | | ● | ● | ● |
| + Development | 1 | Dedicate resources to Compliance | | ● | ● | ● |
| + Wellbeing | 1 | Adopt Efficiency Technologies | | ● | ● | |
| | 2 | Respond to State requirements | | ● | ● | |

# STRATEGIC INITIATIVES

SOLUTON RESPONSE

# 4. PROGRAM OF INITIATIVES

Continuous improvement and effective strategic delivery relies on combining a set of specific responses together in a coordinated sequence to enable the most effective outcomes. Councils start and progress in different sequences and may have projects which cross purposes, this Strategy plans aims to meet the Town where they are and to set a course for the next four years to close the gap toward better parking management practice.

The following is a presentation of the *Context*, *Impact* and *Indicated Solution*; as a programed set of planned *Initiatives* that best responds to identified challenges. Where useful an associated example of the successful solution other Councils have used to, in the same position.

## Demand Management

1.0 Adopt Framework

1.1 Re-align Existing Controls/Refine Areas

1.2 Town Paid Parking Introduction

1.3 Extend Foreshore Controls

1.4 Employee Parking Area Development

## Connected Community

2.0 Inform Community on Parking Status

2.1 Digital Parking Wayfinding

2.2 Monitor Equity of Permit Scheme

2.3 Expand Permit Schemes

2.4 Public EV Charging Partner

## Resource Optimisation

3.0 Coordination with PTA Contracting

3.1 Support Private Parking Agreements

3.2 State Government Partnership on Foreshore

3.3 Alternative Mobility Partnering

## Effective Service Delivery

4.0 Establish Program Governance

4.1 Continue Data Driven Changes

4.2 Dedicate resources to Compliance

4.3 Adopt Efficiency Technologies

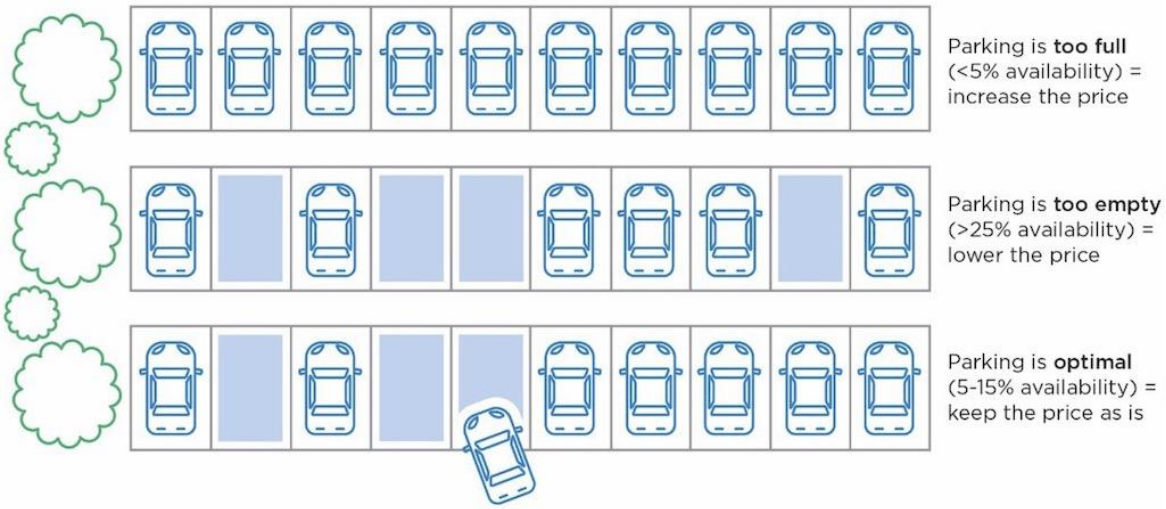
4.4 Respond to State requirements

# 5. DEMAND MANAGEMENT INITATIVES

## SETTING THE SCENE

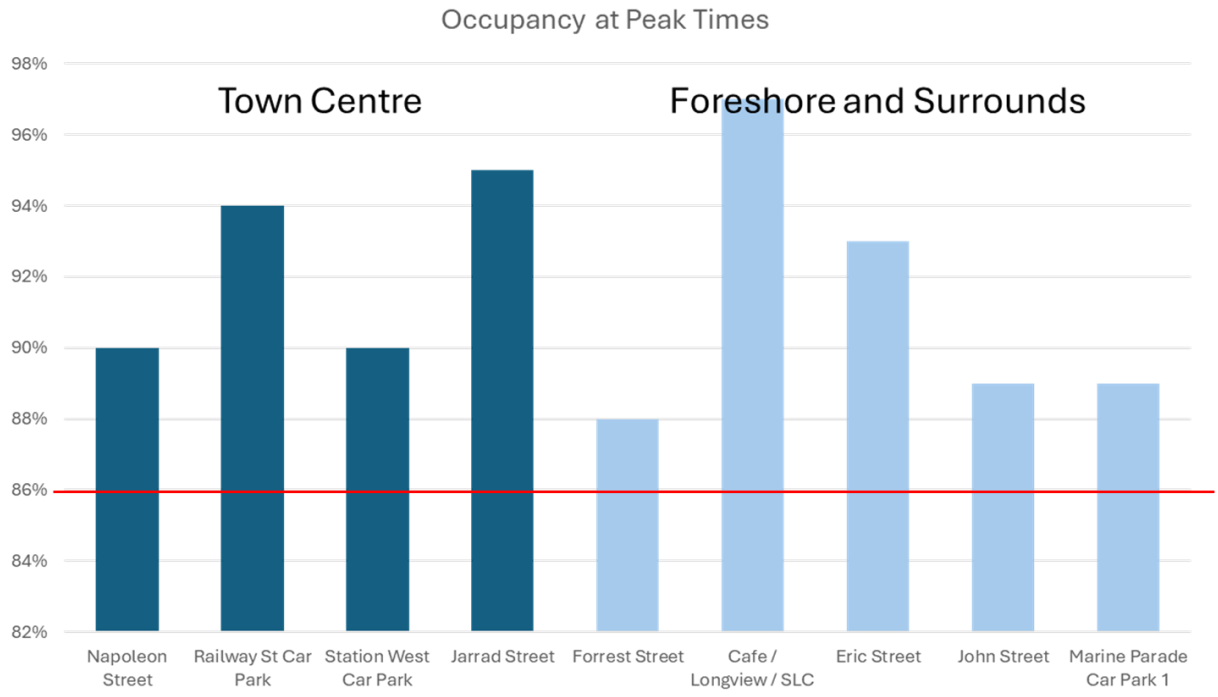
Public on-street parking is vitally important to the economic and social wellbeing of the Town. In commercial areas, it is closely linked to business prosperity (especially retail) and in residential areas, street parking supports daily life. The Town has an important responsibility to balance the allocation of parking to meet the needs of residents, local workers, business, visitors and commuters.

A strategy provides a framework to manage parking openly and fairly and in a manner which supports these stakeholders.




Source: https://streets-alive-yarra.org/demand-responsive-parking-charges/

**How the Town's main activity centre's parking performs relative to the above guidance.**



## 1.0 ADOPT A DEMAND MANAGEMENT FRAMEWORK

**ISSUE: STALLED DECISION MAKING**

**CONTEXT**

Adjusting parking characteristics such as which streets have restrictions and the type of restriction at many Councils is reliant on delegated authority, provided by a policy which determines when and how changes are to be implemented. The Town of Cottesloe does not yet have this established.

**IMPACT**

Reviews of how activity centres are managed happen too infrequently, while the data generated by the Town's sensor technology and enforcement observations show clearly that the Cottesloe has outgrown its parking control configuration, to the point that parking access is problematic. High saturation is presented as overstaying, congestion and an inability to find a space near your destination. The Town Centre and surrounding parking is almost entirely consumed during peaking business hours and is on a pathway to receive further demand as Cottesloe grows. Furthermore, Cottesloe's available parking within walking distance of the CBD, Train stations and Foreshore means that residential on-street parking is also generally consumed.

**INDICATED SHORT-TERM SOLUTION: UTILISATION BASED DECISION-MAKING FRAMEWORK**

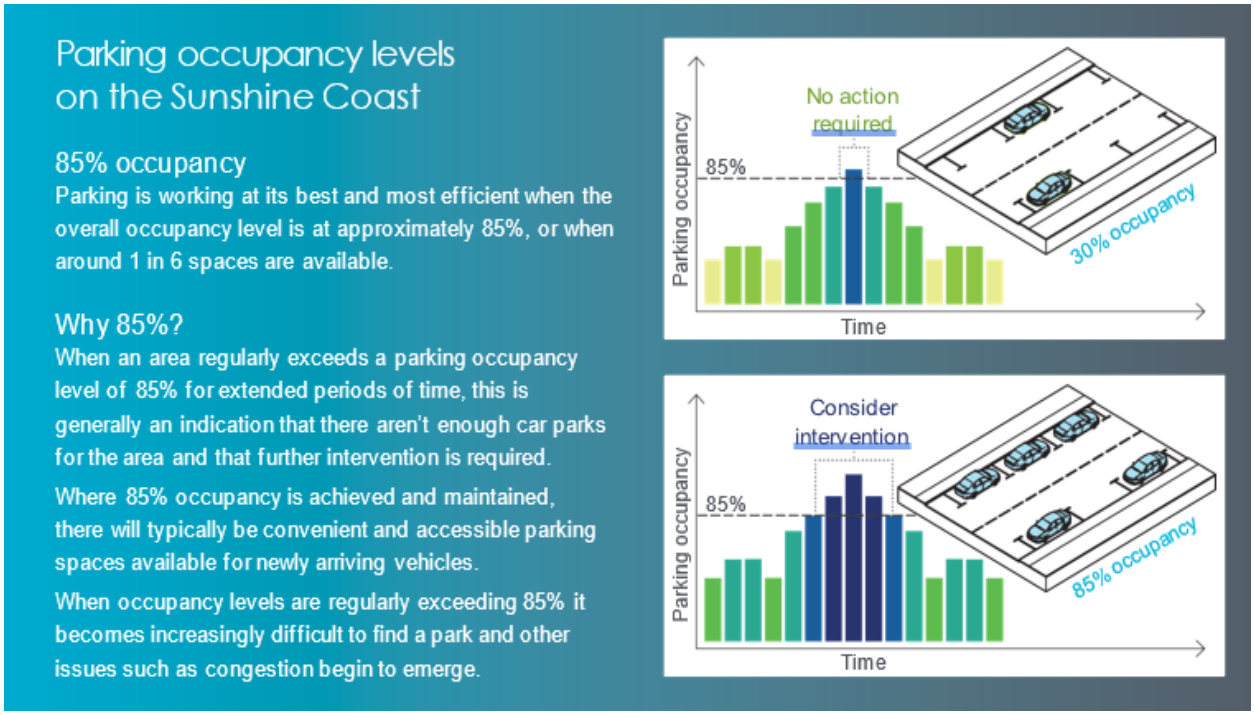
Multiple international studies suggest that motorists are not concerned with the quantity of parking on offer or the price; they are concerned about how easily they can find a parking space for the purpose they are parking.( Rye, T., 2010, 'Parking Management: A Contribution to Livable Cities, Module 2c Sustainable Transport: A Sourcebook for Policy-makers in Developing Cities', GTZ Transport Policy Advisory Services, Federal Ministry for Economic Cooperation, Bonn, Germany.)

Maintaining availability is the goal. In response to recommendations made in the 2015 study of the Newcastle City Centre, that Council adopted a Parking Management Framework (an intervention matrix), which sets out the trigger points at which changes to parking controls are to be implemented rather than setting the specifics. This is not unique and similar frameworks are used across Australia for good effect. An intervention matrix provides Cottesloe with a mechanism to assess the parking demand and respond in a timely way.

The additional benefit is that the community can quickly understand the concept and can see the benefits of the intervention working as they are introduced. For Councils, it allows the parking problem to be successfully and independently managed, with Councilors overseeing that the use of the toolset is being adopted and receiving reports of parking availability and other community contributions.

***Approach Example: Sunshine Coast, City of Perth, City of Willougby***

The parking demand management concept is a mature, independent, and qualitative method to adjust parking controls used across Australia and globally to manage parking program settings.




An alternative representation from the City of Wiloughby.

| | UNRESTIRCTED OR TIME-LIMITED PARKING AREAS | EXISTING PAY-PARKING AREAS |
|---|---|---|
| >90% SPACES OCCUPIED | Introduce shorter time limits (eg: from 2P to 1P) or parking fees | Increase parking fee by 20% |
| >85% SPACES OCCUPIED | Introduce shorter time limits or permit parking | Increase parking fee by 10% |
| 45% - 85% SPACES OCCUPIED | Periodic monitoring | Periodic monitoring |
| <45% SPACES OCCUPIED | Increase time period for parking (eg: from 2P to 4P) | Reduce parking fee by 10% |
| <20% SPACES OCCUPIED | Remove all parking restrictions | Reduce parking fee by 20% or consider removing charges. |

## 1.1 RE-ALIGN EXISTING CONTROLS/ REFINE AREAS FOR GROWTH

### ISSUE: OUTGROWN AREA DEFINITION AND TIME CONTROLS

**CONTEXT**

The parking areas initially set out for onstreet parking in 2021 will need to have shift with Town expansion and general observation of managing the activity zone catchments with each area.

**IMPACT**

Areas do need to classify the intended best use of the area to develop parking in order to develop consistently and avoid congestion issues where different user groups may intersect (now and in the future):

**Unrestricted Street Parking**

• Residents are unable to park their vehicles in their own street. Concerns regarding commuter, foreshore visitors and employee parking in these areas and residents lacking opportunity to park in their own street.

**Residential Permit Schemes**

• Issue of increasing density of residents per household will result in increased request for more permits per household and heavy use of verge parking.

**Employee Parking**

• Availability and formalisation of employee parking near the Town Centre
• Employee parking on southside of the Town, Foreshore employee, School and Council staff parking areas.
• Residents highlight commuter employee parking near business centres.

**School Parking**

• Potential for congestive and hazardous behaviour when parents during school drop off / pick up times.
• Schools utilise council off-street parking areas

**Parking in the vicinity of Foreshore, Sports grounds and Religious Centres**

• Overcapacity weekend parking adjacent to these areas during daily peak times.
• Event planning creates unique parking challenges at particular moments.

**Trades/Contractors**

• Issues with coordination of parking and compliance
• Businesses, Trades and residents request access (permits) for trades people accessing worksites.

**Carer/Health worker parking**

• Likely increased request for parking permits for health worker / care workers undertaking home visits.

**Car share Parking / EV Charging**

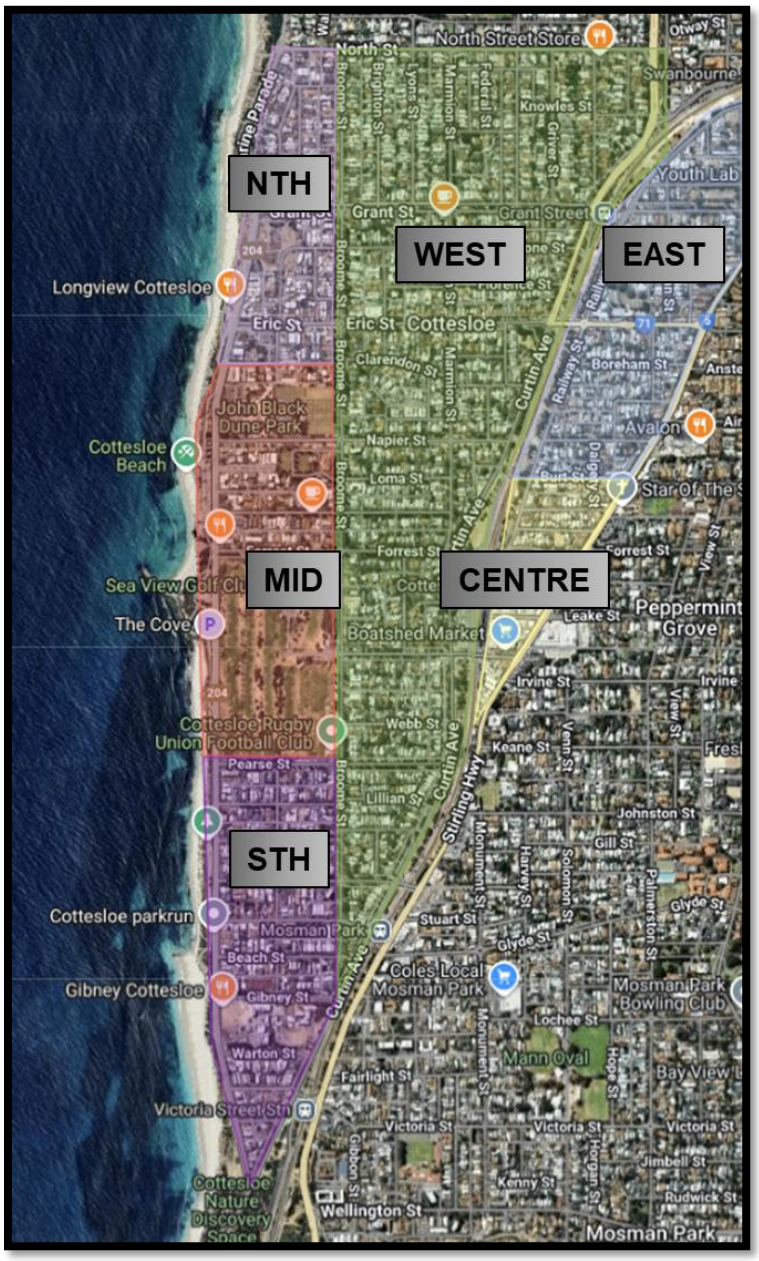
• Future use of car share / EV in the Town where future density generates no car households.

**INDICATED SHORT-TERM SOLUTION: EXPANDED CONTROL LOCATIONS AND AREA USE PLANS**

The Strategy includes an update to area concepts and indicates changes in controls. Specifically, the new areas would interpret available length of stay data (overstay / understay) at the street level, that informs the parking area's actual use versus any plan and inform its better use. This may result in reducing the number of restrictions in an area to provide a clearer understanding to the parker of the location and its intended management.

Each area location will experience its own specific parking pressures relating to its land use. Existing supply and demand relating to short or long-term parking is currently not evenly balanced. Equally high demand exists at most side-streets to spillover from nearby employee or visitor-intensive land uses with full or near full car parking facilities.

Minor reclassifications to the naming and area boundaries are recommended, developing on the initial areas with their unique features and identified parking strategies expanded in the following tables.



## LOCATION PROFILES – RESERVE AND FORESHORE

| AREA 4A: BEACHSIDE NORTH |
|---|
| **PROFILE** |
| The Area has two activity centres around Grant St (Foreshore end) and Eric Street (Foreshore end). |
| **GENERAL DESIGNATION** |
| Controlled for Short-Stay Visitor Parking |
| **KEY ISSUES** |
| Demand is primarily driven by beachfront and recreational attractions that occurs early mornings, weekends and afternoons. The area is reported to experience its highest levels of short-term demand during peak holiday periods as a key coastal beachfront destination. |
| **PRESSURE POINTS** |
| Privately available parking is limited in the area but available at the adjacent Hotels. Residents parking onstreet is likely impacting capacity available at peak times. |
| **SPILLOVER** |
| As demand increases, more on-street parking in nearby residential streets is likely to occur particularly during peak periods and is considered acceptable at this time. |
| **STRATEGY RECOMMENDATIONS** |
| > Rename to Beachside North<br>> Adjust Area 4A boundary to include Eric Street south to Eileen Street, West to Broome Street.<br>> Grant Street offstreet parking is not currently Sensored – recommend this and the addition of a digital sign to alert of availability on weekend peak times.<br>> At the west end of Grant St there are road reserve parking issues on the weekends, consider simplified formalisation or if the reserve is to be maintained, then wooden bollards at edge rather than in centre, peak use is for Nipper's parking on Sunday.<br>> Consider activation of a drop off area on weekends.<br>> Work with the Ocean Beach Hotel to ensure their offstreet parking is managed. |
| **CONTROLS** |
| > Monitor for implementation a reduction in time restriction from 2P to 1P where average stay duration remains greater than 50% below 2P.<br>> Eric Street Parking allows 3P however the average stay is 46mins, reduce by 1 hour to encourage higher availability.<br>> Review variable parking restrictions at Grant Street West to accommodate Nippers activity. |

## AREA 4B/4C: MIDDLE BEACHSIDE AND CIVIC CENTRE

### PROFILE

The area is the principal beach destination and administrative centre. It is practical to consider the subregion around the Civic Centre as having a different profile on the weekdays for employee long-stay parking and Tennis club attendees.
The major management area is the foreshore which is serviced by Car Park 1 and Car Park 2 off Napier Street. Side streets between Napier and Forrest are protected by Permits. Additional area considerations are:

- Marine Parade south of Forrest
- The Golf Club
- Seaview Community Kindergarten and the Rugby Union Football Club.

### GENERAL DESIGNATION

Controlled for Short-Stay Visitor Parking and Employee Parking

### KEY ISSUES

Demand is primarily driven by beachfront and recreational attractions that occurs early mornings, weekends and afternoons. The area is reported to experience its highest levels of short-term demand during peak holiday periods as a key coastal beachfront destination.

### PRESSURE POINTS

Parking at Car Park 1 and 2 is often consumed, meaning parking along Napier and Forrest is impacted.

### SPILLOVER

As demand increases, more on-street parking in nearby residential streets is likely to occur particularly during peak periods and is already controlled by Permit only parking regions.

### STRATEGY RECOMMENDATIONS

> Rename to Beachside Middle and Civic Centre
> Adjust the Area boundary to remove Eric Street to the North and Forrest Street to Pearse St.
> Signpost Permit only areas more prominently to avoid congestion
> Plan to formalise the grassed area near the Tennis Club across from the Civic Centre.
> Form a verge parking strategy for the Tennis club adjacent to Broome St.

### CONTROLS

> Reduce the time controls based on activity from 3P to 2P along Forrest Street to move employees East. Monitor introducing a portion to 1P nearest the beachside.
> Align Napier Street time restrictions to split into 2P/4P, with sensors supporting.
> Eric Street Parking allows 3P however the average stay is 46mins, reduce by 1 hour to encourage higher availability.
> Marine Parade south of Forrest may benefit from portions shifting to 2P controls on the Foreshore side (including The Cove and Exercise Park) and a mix of 2P/4P long stay parking on the opposite side in the future, all the way south to Salvado St.
> John Street data is indicating a change to introduce 1P for part of that area

| AREA 4D: SOUTH |
| --- |
| **PROFILE** |
| The area is a less utilised beach destination wedged between the railway and southern Town boundary. |
| **GENERAL DESIGNATION** |
| Controlled for Short-Stay Visitor Parking and Employee Parking |
| **KEY ISSUES** |
| Demand is primarily driven by beachfront and recreational attractions that occurs early mornings, weekends and afternoons. The area is reported to experience ongoing issues with the developments along Gibney and has the higher proportion of blind crests and shared streets |
| **PRESSURE POINTS** |
| Gibney Street visitations. |
| **SPILLOVER** |
| As demand increases, more on-street parking in nearby residential streets is likely to occur for long-stay employees. |
| **STRATEGY RECOMMENDATIONS** |
| > Rename to Beachside South<br>> Adjust the Area 4D boundary to encapsulate 4C and capture Pearse St.<br>> Limited data is in place, possible location for sensors given remote proximity where 1P or 2P controls are implemented. |
| **CONTROLS** |
| > On Gibney, introduce a 1P/2P on the south-side and 2P/4P on the north-side, allowing visitors to access the facility and encourage long-stay employees to walk.<br>> Review the beachside restriction in place and consider mirroring beachside middle. |

## AREA 1: TOWN CENTRE

### PROFILE

The Town Centre is wedged between the Stirling Highway (Town Boundary) and the Railway line to the West. The PTA manages parking access to the Train Station using a paid parking scheme. Additional commuter parking falls into the surrounding areas, which are filled with short-term, daily visitors shopping and dining in the Town, and employees servicing the local businesses.

### GENERAL DESIGNATION

Controlled for Short-Stay Visitor Parking, Commuter and Employee Parking

### KEY ISSUES

A key focus is managing the growth which includes a future higher destiny and the interests of the Cottesloe Town Centre which services Commuters, Employees and Visitors while being adjacent to Woolworths Cottesloe.

### PRESSURE POINT

There are various sub-regions which require management solutions. These include:

- Forrest Street to the North
- PTA around Cottesloe Station
- Various Car Parks on Station Street
- The Albion Pub parking area
- Napoleon Street
- Brixton St
- Vet triangle at base of Brixton Street
- Jarrad Street including the car park and entry
- Railway St

### SPILLOVER

As demand increases, more on-street parking in nearby residential streets is likely to occur for long-stay employees.

### STRATEGY RECOMMENDATIONS

> Rename to Town Centre and expand zone definition to the north including Forrest St
> Adopt indicated paid parking requirements and engage with private parking owners to assist in monitoring compliance
> Expand controls to assist in the management of currently informal areas
> Communicate the rationale for change and engage with impacted stakeholders
> Limited data is in place, possible location for sensors given remote proximity where 1P or 2P controls are implemented.
> Consider the access uses for Jarrad Street crossing including whether right turn onto the Jarrad Street car park is maintained.
> Invest in digital wayfinding signage to aid in the identification of available parking.

### CONTROLS

> Introduce Paid Parking
> Review restrictions for Railway St Car Park, Jarrad and Forrest to covert sections to 1P from 2P, Station Street Car Park.
>Implement controls for Brixton St and controls up to Albion Street.
> Review the use of the triangle at the end of the area near the Vet currently used as an informal parking area.

| AREA 3: WEST |
| --- |
| **PROFILE** |
| While consisting of the majority of the Town's land, the location has only small pockets of parking concern. |
| **GENERAL DESIGNATION** |
| Controlled for Short-Stay Visitor Parking and Commuters. |
| **KEY ISSUES** |
| > The Grant Street commuter parking area which has been resolved with the introduction of Permit parking.<br>> The Daisies coffee shop which continues to be monitored for its impact on the roadways and has had recent investment.<br>> The Eric Street Shopping Centre which has its own sensors, time restrictions and enforcement plans.<br>> A small pocket of informal all day commuter parking has emerged adjacent to Sydney Street to service the Victoria Street Station, it is without pressure or complaint at the moment. |
| **PRESSURE POINTS** |
| Limited. |
| **SPILLOVER** |
| Certain areas have been impacted by long-stay commuter and employee parking, with changes to the Town Centre, monitoring of impact is to occur. |
| **STRATEGY RECOMMENDATIONS** |
| > Evaluate the use of parking on streets where widths are not suited to formalised parking.<br>> Adjust the specific mix of 30m controls bays at Eric St to 1P, based on utilisation information and practicalities of enforcement coverage. Monitor the use of the 10min bays for conversion to Loading or 1P. |
| **CONTROLS** |
| > Monitor the purpose of loading zone and short-stay parking designations where enforcement cannot reasonably attend (increase to 1P).<br>> Review the commuter shifts to residential areas, redeploy permit parking to control resident sides and central verges for longer stay parking.<br>> Where commuter stations see increases in parking, revise signage for compliant behaviour and work with PTA to formalise or permit for use.<br>> Upgrade the median parking areas near the Café when funding available, including marked bays, time restrictions, sensors and bollards to protect remaining grassed areas. |

| AREA 1: EAST |
| --- |
| **PROFILE** |
| This area is split between the Town Centre to the south, interests around the North Cottesloe Primary School, Train Stations and Swanbourne Town Centre. |
| **GENERAL DESIGNATION** |
| Controlled for Short-Stay Visitor Parking and Employee Parking. |
| **KEY ISSUES** |
| **Swanbourne**<br>The area to the north of the Town services Swanbourne Station and the retail hubs with surround it. On the Town side to the south of the railway is the PTA's own Metered parking facility. To support this area the Town has implemented 2P locations within and downside streets on Railway, Congdon and Windsor Streets. The complete occupancy of the PTA area shows that all day Parking does occur in the surrounding streets. |
| **PRESSURE POINTS** |
| The area on Railway St services all day school employees and visitors to Melanoma WA / Solaris Cancer Care. There was general concern in the previous community survey that this would be restricted. |
| **SPILLOVER** |
| The directly north of the existing formalised parking area on Railway Street near the school offers additional informal parking for future expansion. |
| **STRATEGY RECOMMENDATIONS** |
| > The PUDO is functional, with no immediate concern and demand consistent.<br>One option would be to make the parking within the school forecourt a clearway at certain times in order to allow better amenity, shifting parkers to formalised side street area. Discussion with the School on operation and communications to new families each year may provide extra safety and a slip lane into forecourt a further option. |
| **CONTROLS** |
| > Swanbourne is not a pressure area, however the expanse of Permit and 2P/4P parking should be considered to protect local economic activity, noting that all day parking will generally accept walking up to 800m to park for free and to avoid parking restrictions. |

## 1.2 TOWN PAID PARKING INTRODUCTION

**ISSUE: EXISTING TOWN CONGESTION AND GROWTH**

**CONTEXT**

Sensors in the Town Centre record that most locations are congested by 10AM. The sensors suggest that high levels of n*on-compliance* exist with parkers staying substantially over their allowance. The impact of this is a net reduction in the available number of spaces for residents, consumers and business alike. Compliance is unable to attend all areas, and solving this by higher resourcing is not economic.

**IMPACT**

Previous Town studies show visitors come to Centre to spend money, visit frequently and experience traffic issues. On average parker who overstay are parking 44mins longer than allowable which is causing lost capacity in prime parking location of 56 Spaces, restricting access to up to 2,635 additional visitors per Month.

> Assumes 1.5 People/Vehicle on a Shopping/Entertainment journey (Centre for Sustainable Studies)

> Note the cost for a single new parking bay is approximately $20k, losing 56 spaces is a >$1m offset.

**INDICATED SOLUTION: PAID PARKING PROGRAM**

Towns and cities with the same profile adopt paid parking and one already exists around two of the Town's train stations.

Paid Parking provides two proven impacts, (1) by attending a Pay Machine or Paying by Phone the Parker acknowledges the parking time restriction and has a means to park for a duration of their own choosing (2) parkers realise if they **do not** pay and/or overstay, they risk two potential fines, increasing the likelihood of self-regulation. As opposed to higher levels of external, city funded ranger, regulation.

In cities that reinvest parking revenue and communicate changes clearly, businesses see sales improvements within the year. The adaptation period is typically 3 months while parkers understand the new parking segmentation and availability. Studies of small commercial areas and large cities support this and there are well known factors to shorten the adjustment period, which will be explained and planned for.

Key benefits include:

**1. Improved Access for Serious Shoppers**

- ✓ People willing to pay for parking are more likely to make purchases, potentially increasing sales per visitor
- ✓ Paid parking discourages long-term occupancy by non-customers (e.g., employees or commuters), freeing up spaces for actual shoppers and diners.

**2. Increased Parking Turnover**

✓ Higher turnover often means more customers have access to parking near shops.

**3. Funding for Area Improvements**

✓ Parking revenue can be reinvested into the business district for beautification, security, public amenities, or events —all of which can attract more foot traffic.

**4. Better Traffic Management**

✓ Reduces congestion caused by drivers circling for free spaces, improving the shopping experience and accessibility.

**5. Encouragement of Alternative Transportation**

✓ Encourages walking which can increase pedestrian traffic, which tends to benefit small retailers more than car-centric traffic

The Town is only able to introduce paid parking East of Broome Street.

**What can be done with funds raised?**


Parking enforcement is essential. These services and the upkeep of parking assets currently provide a net negative financial contribution, meaning that other services cannot be delivered. This would change with adoption of a limited paid parking program.

In introducing Paid Parking, Byron Bay committed to reserving a portion of parking income towards many community projects, some typical examples appropriate for Cottesloe may be:

Directly related to Mobility

1. Funding for ranger services in order to meet essential coverage in non-Paid Parking areas
2. Delivering critical parking and roadway asset renewal and demand planning.
3. Delivering greater amenities such as subsidised Shuttles, Bike Paths, Digital Wayfinding.

Indirect

4. Reduced Growth in Rates for Residents
5. Community events and awareness raising (bought to you by Visitor Paid Parking)

## 1.3 EXTEND FORESHORE CONTROLS

**ISSUE: CONTROLS NOT EFFECTIVE AT PEAK TIMES**

**CONTEXT**

The Town has identified a number of pick-up and drop off areas, and continues to experience growth in beachside parking congestion. Due to a State regulation the Town is unable to introduce the paid parking which would generally aid to improve regulation.

**IMPACT**

The impact of an inability to introduce paid parking is the inability to fund more formalised parking solution and to continue to experience growth in saturation, overstaying and limiting the funding of alternative mobility. This creates impacts on residential side streets and congestion which can be dangerous at times.

**INDICATED SHORT-TERM SOLUTION**

Discussed in section 1.1 various beach front parking and beachside parking street locations are indicated for the introduction of time-restricted or modified time-restricted parking.

Response is to ensure 2P restrictions effectively (up to 400m) from key foreshore areas covering peak times and at remaining areas where indications persist.

## 1.4 EMPLOYEE PARKING AREA DEVELOPMENT

**ISSUE: CONTROLS NOT EFFECTIVE AT MANAGING DEMAND SPILLOVER**

**CONTEXT**

The Town extents at the informal Brixton Street and north at the Railway and Station Street Car Parks represent large areas of accessible parking.

**IMPACT**

Each parking location is consumed by all day and long-stay employee and commuter parking.
The Brixton Street laneway is not completely formalised and with the introduction of paid-parking will be impacted by potential spill-over.

The Railway St Car Park, Railway Street and Forrest Street will be impacted, with Vera and Albion to be monitored with the introduction of paid-parking will be impacted by potential spill-over.
.

**INDICATED SHORT-TERM SOLUTION**

> Railway and Forrest be posted for 8P and 4P paid-parking areas for employee/long-stay parking. Station Street be formalised for 8P paid-parking area.
> Permits and time restrictions will likely be required for Bullen Lane, Vera and Albion.
> Brixton Street laneway and southern triangle to be posted as 8P paid-parking area and eventually formalised.

# 6. CONNECTED COMMUNITY INITATIVES

## SETTING THE SCENE

The Town is growing rapidly; within the window of this Strategy, it will grow by more than 20% against the 2021 period. In rapidly changing times, residents will look for reliable planning that responds appropriately to growth and consistent information which demonstrates best practice.

### 2.0 INFORM COMMUNITY ON PARKING STATUS

**ISSUE: COMMUITY CONCERN ABOUT PARKING AVAILABILITY**

**CONTEXT**

The Town is growing and the Town's current information about trip planning and the day-to-day performance of parking is limited. Most experience the issues of congestion (according to previous studies) but are not experts in the management of parking congestion, given the competing various interests.

**IMPACT**

Quality information sharing allows the community to understand the need for change, why it will benefit and to see performance improving. Parking is not a "top of mind" concern for residents, so easy to access and understand insights allay concerns that change is being directed for the shared community's interest and not simply on a spot need basis.

**INDICATED SHORT-TERM SOLUTION**

The Strategy will survey the community, providing information on the current utlisation of parking at the key location of pressure and the propensity for parkers to overstay. There is limited guidance on Town's website on best parking and alternative parking, this can become features of an improved website with the adoption of paid parking, including the promotion of a phone parking "app" which is now common, providing occupancy levels at all of the Town's sensored spaces.

Ongoing surveying on understanding, satisfaction and the use of paid parking funds is to be programmed.

### 2.1 DIGITAL PARKING WAYFINDING

**ISSUE: INVISIBLE BAYS**

**CONTEXT**

As Cottesloe invested in technology to monitor occupancy of bays, this information is not projected for parker use.

**IMPACT**

The inability to direct parkers to the available parking areas is more impactful at times of peak congestion when recreational activities, the beachside and events attract **new** parkers who are unfamiliar with the landscape of the Town. This adds to congestion as sub-optimal decisions are made to pursue parking opportunities in areas already over-subscribed or to engage in informal parking or abnormal slow speed searching behaviour and que forming.

**INDICATED SHORT-TERM SOLUTION**

Towns implement digital parking signs into their main parking locations. These digital signs allow for eye catching and dynamic communication tools, beneficial for the use of Workday, Event and Weekend configurations. Their multi-purpose platforms can inform parkers of their location, offer information around their parking options, current or projected states of occupancy and even the ability to integrate promotions. Signs for the Town would be implemented as part of the paid parking program and Foreshore signs when appropriate.

Candidate locations for the signs would include:

1. Stirling Highway North/South near Station Street showing occupancy on Forrest, Station, Railway, Napoleon and Jarrad.
2. Jarrad St heading East into Railway Street – showing the same counters as above.

The signage concept also works for the Foreshore to as a general additional future community amenity may be:

3. The approach to CP1/Forrest Street and alternatives

4. Southbound at Grant Street showing Eric and CP1/2

5. Westerly approach via Eric and Napier St.

The following page illustrates the various options for occupancy signage.

**The City of Sydney's**


**Northern Beaches and Waverley Council**

## 2.2 MONITOR THE EQUITY OF PERMIT SCHEME AND 2.3 EXPANDED PERMIT SCHEME

**ISSUE: EQUITY OF PERMIT PARKING**

**CONTEXT**

The Town introduced payment for Permits and utilises a basic form of permit registration in order to deliver the program. The Town will grow and data suggests that the number of residences owning two or more vehicles is increasing. The 2021 census suggested that almost 18% of households in Cottesloe had three or more motor vehicles – this correlates strongly to a need to park residential vehicles on the street or the verge. At the same time, Cottesloe has 5.5% of households with no motor vehicles, slightly higher than the State average.

**IMPACT**

As the Town grows, the value of street parking increases and discouraging vehicle ownership where the vehicle resides on the street for much of the time, reduces the overall parking. It is not to suggest that those bays may be demanded by others, but it is also true that increasing options for alternative mobility and reducing the use of informal verge parking is a reasonable goal to advance.

**INDICATED SHORT-TERM SOLUTION**

> Study further on the expansion of the Permit scheme to consider carer, visitor and trade permits where the expanse of time-restricted foreshore parking may impact residents at peak times. Rather than blanket application of permit area, selective use of permit only parking times, is recommended.
> Reconsider the cost of the second and third permits and where those vehicles can be parked.
> Consider discounts for pension and other disadvantaged categories
> Monitor the volume of permits and convert to a digital self-managed portal (approximately >3,000 permits.)

## 2.4 PUBLIC EV CHARGING PARTNER

**ISSUE: EV CHARGER ACCESS FOR MULTI-RESIDENTIAL DWELLINGS AND VISITORS**

**CONTEXT**

As at the end of 2024 there were approximately 18,000 EVs licensed for personal use in Western Australia, increasing by almost 14 percent in the year. EV ownership is contingent on finding a local place to charge. Towns and Cities can play a role in facilitating fast and slow charging options where the market is not yet established or where multi-residential developments cannot be effectively retrofit. (source: DoT WA.) There is only a single charger on Gibney St and within the nearby development.

**IMPACT**

The choice to own and the selection of locations of travel are impacted by the availability of charging facilities. That said, the Town cannot be expected to be the provider of the heavy infrastructure to manage vehicle charging. It can look to private operators and assign bays for the purpose of charging.

**INDICATED SHORT-TERM SOLUTION**

> In a similar approach to the assessment of the right allocation of ACROD bays, a further exploration of the State Government's Electric Vehicle Action Plan and the market partnerships delivering these outlets is an initiative to active to expand and plan for further EV Charging points.

Related grant information:
https://www.wa.gov.au/organisation/energy-policy-wa/charge-ev-charging-grants

# 7. ASSET OPTIMISATION INITATIVES

## SETTING THE SCENE

The Town is geographically bound within limited areas for parking spaces to be added, aside from some undeveloped areas along the rail line. Therefore, the Town's parking management strategy needs to ensure optimisation of the existing assets, including the maintenance of these assets.

The funding introduced by a paid parking program will allow the formalisation, over time, of the remaining parking available to the town, and to properly maintain the existing assets, including basic servicing such as:

1. Tree roots impacting the parking bays and vegetation maintenance
2. Weathered signage, missing bay numbers and faded line marking
3. Signage and formalization (line marking, bitumen/graded roadways, drainage management)

### 3.0 COORDINATION WITH PTA CONTRACTING

**ISSUE: PTA Arrangements at Station Parking Locations**

**CONTEXT**

The Town has three stations within its boundaries which commuters use to transit, a proportion of these users park their vehicles and ride. Cottesloe offers various parking options for the PTA (Public Transport Authority) and general public, including street parking, car parks, and designated areas for events. Cottesloe Station provides parking with a $2.00 fee per 24-hour period or part thereof, which can be paid via SmartRider or coins.

**IMPACT**

The spaces these parkers consume may spill into surrounding streets and areas and the agreement with the PTA will be impacted as the Town grows and paid-parking is implemented.

**INDICATED SHORT-TERM SOLUTION:**

> The management of continued access to parking near Mosman Park, Cottesloe and Swanbourne for commuters is in need of a review and to share consideration of the impact of paid parking, including where investments may be made to formalise further areas for parking.

> [From previous strategy] Consult on centralising all staff parking at the Brixton Street area leased to the Town by PTA. This approach would also ensure commuters currently parking on this land to the Cottesloe Train Station Park and Ride facility.

## 3.1 SUPPORT PRIVATE PARKING AGREEMENTS

**ISSUE: PRIVATE PARKING BAYS NOT CONTROLLED**

**CONTEXT**

Council has been called upon by various businesses in the Town with their own allocation of offstreet, publicly accessing parking bays. To their frustration, while the areas may be indicated as time-restricted and for certain uses only, these owners have little ability to effectively enforce efficiently.

**IMPACT**

To their detriment, the parking spaces developed and maintained for their enterprises and for the community's wider benefit is not well managed, allowing a high propensity for informal parking and overstaying to occur, blocking out the commercial potential of the location. Similar to other areas of the Town, early arriving employees and commuters may take up spaces making access for visitors frustrating.

**INDICATED SHORT-TERM SOLUTION**

> Towns in this scenario adopt private parking agreements, and the Town has this in place with nearby Peppermint Grove, where the Town's rangers will attend parking locations on a routine to inspect the compliance of vehicle parking there and enforce them. The enforcement income flows to the Town in order to subsidise the effort.

> The Town could consider making application to monitor under private parking agreements contingent on the application of suitable sensor technology or paid parking technology if desired.

The net benefit of these arrangements is a higher turnover at premium locations for share community benefit and improve enforcement economic, via the ability to dedicate resources to monitoring compliance.

## 3.2 STATE GOVERNMENT PARTNERSHIP ON FORESHORE

**ISSUE: PAID PARKING REGULATION WEST OF BROOME ST**

**CONTEXT**

The State introduced regulations to prohibit the introduction of paid parking West of Broome Street.

**IMPACT**

The need for paid parking is strongly indicated by any measure, and without this control the cost of maintaining access is borne entirely by residents without a contribution from the high proportion of visitors who use foreshore parking and enjoy the Town's foreshore.

The development of the foreshore Car Park 1 and Car Park 2 is hampered by this regulation, making the financial modelling invest in the proposed development atop Car Park 2 uneconomic. With a change in regulation, the CP2 location could have supported a doubling of the existing parking quantity, improving accessibility for all and reducing the pressure on nearby streets.

**INDICATED SOLUTION**

Continue to engage with the State and surrounding Councils on the necessity to plan for a future where the regulation is limited or repealed, allowing the adoption of paid parking locations on reasonable conditions such as peak periods, certain locations and where the funds are returned to improve the overall amenity.

## 3.3 ALTERNATIVE MOBILITY PARTNERING

**ISSUE: SINGLE PURPOSE AND SINGLE OCCUPANT TRIPS**

**CONTEXT**

Congestion at key attractions can be offset at the margins by support alternatives, which are particularly attractive where parkers may be attending multiple locations in a visit. The Town's climate provides great opportunities to use alternative mobility such as walking, cycling and from time to time it already supports the *Cott Cat* - a free one-way shuttle bus service that runs a continuous loop between Cottesloe train station, Cottesloe Beach and Golf Club most recently for *Sculpture by the sea.*

In addition, Taxi, Uber/Lyft and associated services are growing in popularity, reducing need for parking and vehicle movements.

**IMPACT**

Global best practice suggests that if a Town can activate and promote alternatives to single-occupancy road users – allowing more parking to become available.

**INDICATED SHORT-TERM SOLUTION**

> Further pursuit of partnerships with Transport Network Companies (Uber/Lyft) may allow the definition of geofenced zones for pick-up and drop-off, allowing improved flow at all locations these services operate

> Partnering with eBike (and less preferred eScooter) rental services is recommended to allow the transport from the Township to the beach and returning, an option for visitors to enjoy both areas. These services can include coupons and discounts for parking in remote/long-stay parking areas and access to locker rental services.

# 8. EFFECTIVE SERVICE DELIVERY INITATIVES

## SETTING THE SCENE

The Town's previous strategy was delivered by individual departments rather than as a cohesive program. The growth in the Town requires a coordinated response so initiatives are considered together and benefit from the inputs of stakeholders across council with specialist knowledge or capabilities. This commonly includes Engineering, Development and Regulatory Services and Communications for example. The Town currently has a number of advisory and working groups including Foreshore Precinct, Active Transport, Residential and Recreational Verge Uses Task Force, and North Cottesloe Primary School Traffic Safety which provide contributions across departments.

## 4.0 ESTABLISH PROGRAM GOVERNANCE

**ISSUE: DELIVERY MODEL**

**CONTEXT**

Delivering the indicated strategic parking service relies on a number of functional areas to be involved, the assessment found many are required to some degree to progress improvements. This naturally generates a complex interplay

**IMPACT**

The unintended result across has been slowed decision making, siloed data and individual departmental projects that may have worked in misconnection to each other and/or wider goals. Ultimately this has generated negative financial outcomes, as parking has not generated the reasonable and comparative income potential available to it, previously and continuously indicated as necessary.

**INDICATED SHORT-TERM SOLUTION: WORKING GROUP AND PROGRAM SPECIALIST**

Towns are embracing integrated parking data (so called smart parking solutions) in order to make better strategic and tactical decisions. At the same time, Towns are finding that these technologies simplify service delivery and tend to introduce or consolidate under a *specialisation* that includes onstreet and off street parking properties, with a separate *Compliance* Department all guided by the *Transport* Department or a combination of Parking with Parking Compliance underneath or separate to Transport.

This generates a whole of Town view of parking, as a subset of transport and this neatly configures with the users understanding of parking, whereby they do not readily distinguish between the type of parking, but the need.

It is likely with the adoption of Paid Parking that the project requires initial dedicated program resources to manage the implementation or at least to closely coordinate with the expectation the resource will then switch to the maintenance of the program over this strategy term.

## 4.1 CONTINUE DATA DRIVEN CHANGES

**ISSUE: DISAGGREGATE DATA AND UNDERSTANDING**

**CONTEXT**

Parking data sources can be provided from a range of systems (sensor occupancy, development plans, payments, infringements, digital surveys and support enquiries handled etc), generally all standing alone. The Town is reliant on interpreting these multiple sets of data for informed decision making, which is difficult to generate and explain, particularly if it is not regularly performed. The data sets do not generally talk together easily and there is limited institutional understanding of what it all means as a whole.

**IMPACT**

The lack of capability means that previous metrics-based decisions could not be formed or were formed without consistency.

**INDICATED SHORT-TERM SOLUTION**

Parking data points can be consolidated for location wide activity measurement to further identify opportunities to manage toward strategic transport goals. The role to generate these reports can be shared and the results formally reported to the working group / program steering committee (recommended in 4.0) each calendar quarter.

Benefits include:
> Anomaly detection that alerts on specified occupancy levels and other preferences consistently.
> Understand parker behaviour by viewing duration distribution relative to the time restriction.
> Using payments data to predict future occupancy and revenues.
> Application of additional ranger and communications treatments to reduce propensity to overstay.

**Discussion and applications: City of San Jose and Mosman City Council**

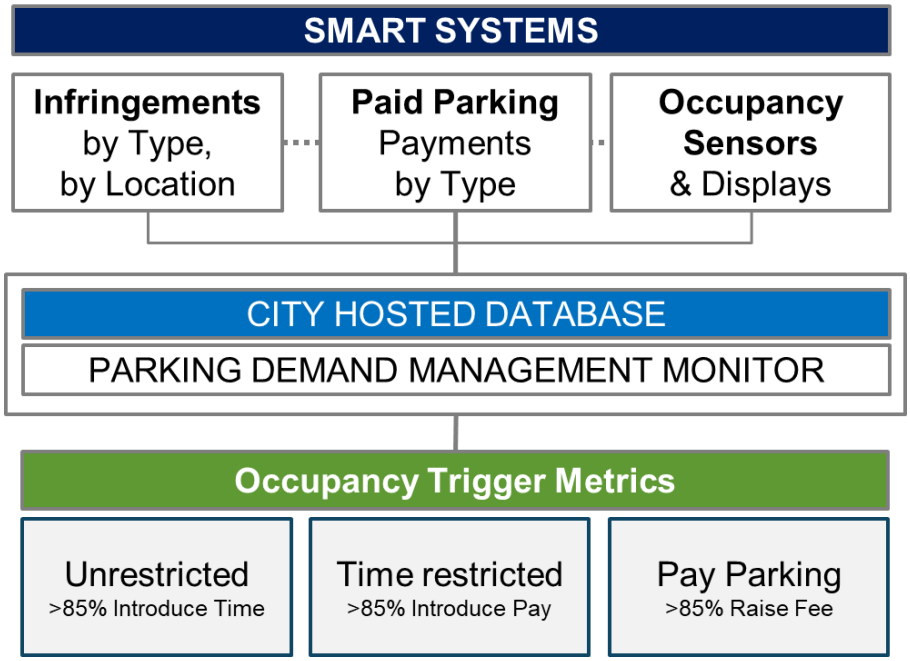
Parking systems generate a wealth of operational and financial data. As systems are upgraded, they come with the latest application interface protocols which enable them to consume and distribute their collected data in various raw and packaged forms.

Below is an illustration of an occupancy report generated overlaying inputs at a location by type.

The target outcome is to generate a view of Cottesloe's occupancy at moments in time and across average periods, using inputs from the Regulatory Services Enforcement System, future Pay by Phone and Meter Parking, and other Sensors to complete a cross-verified picture of activity, that can then inform quantitative decision making.

This is illustrated below and described in the following sections.

**A Smart Parking Information System Concept**




## 4.2 DEDICATE RESOURCES TO COMPLIANCE

**ISSUE: COVERAGE BY RANGERS IS NOT ENOUGH**

**CONTEXT**

The current enforcement methods include resourcing enforcement from a pool of regulatory service rangers who have multiple roles and at peak times relying on a casual ranger pool. The Ranger services team cover a broad area on foot each day monitoring parking compliance.

**IMPACT**

There are various limitations with the current approach, however well intended - including:

1. Ranger resources cannot cover all areas of the Town in one day, in fact they cannot currently cover multiple areas each day. This leads parkers to casual overstay and learn that the likelihood of being fined is “rare” rather than “expected”.

2. Time restrictions that limit to 1/4 and 1/2 hour timed parking spots are difficult to attend to, given the distances between these locations and the economics of returning to visit.

3. Impacts such as heat and wet weather make consistent enforcement a further challenge.

4. Training and keeping Staff willing to undertake field work which involves potentially negative public interactions and walking several kilometres per shift.

## INDICATED SHORT-TERM SOLUTION

1. Towns and Cities with the same profile adopt automated vehicle mounted detection technology to direct their enforcement and safely mobilise their workforce to attend to their mission. These technologies include license plate observing cameras that scan stay duration, payment status and other factors and quickly generate infringements. Overall, the adoption of these technologies and practices provides a safe, reliable, weatherproof and effective parking compliance experience - generating longer tenor for those in the roles and making the role more attractive for those considering employment. Vehicles equipped with this technology can also count occupancy in unsensored streets.

2. The Strategy recommends the dedication of at least two Parking Enforcement Officers to cover the territory required across at Cottesloe. The adoption of paid parking is proven to increase the level of compliance and will make monitoring the Town Centre much more efficient, allowing the shared or dedicated secondary resource the ability to canvas the balance of the Town more frequently, multiple times each day.

3. The Town may consider the branding of certain Town works vehicles with a Park Smart campaign which acts to promote parkers in the Town to observe the parking restrictions in place. Vehicles with this branding seen around Town routinely, is a passive message that monitoring is occurring, a program that has worked to reduce overstaying for Towns like the Sunshine Coast, who have similar issue to those found in Cottesloe.

**Case Example: City of Ipswich, Sunshine Coast**

<u>Mobile and Vehicle based solutions.</u>

The ability to pin an infringement to the vehicle windshield can be supplemented with the ability to post-out an infringement in some cases.

Cities such as Cottesloe of Bayside, Blue Mountains City Council, Cottesloe of Ipswich and Sunshine Coast in Queensland use vehicle mounted cameras to scan vehicle plates to detect *overstays*, *fail to pays* and a range of other infringements automatically.

Enforcement using a vehicle solution enhances efficiency by more than double and more so when policy, circumstance or preference allow enforcement by the post. These digital tools can also monitor Permit usage including parked location.


## 4.3 ADOPT EFFICIENCY TECHNOLOGIES

**ISSUE: EXISTING SENSORS ARE LIMTED IN APPLICATION**

**CONTEXT**

The Town has strategically invested in just over 900 in ground parking sensors which detect occupancy and alert the ranger team of overstaying. There are other technologies which can improve monitoring, such as the vehicle mounted solution above that other Towns are using to improve the quality of regulation.

**IMPACT**

The sensors are effective, but are limited in their purpose and alone, do not deter parkers from overstaying.

Sensors are powered by batteries and these batteries do need to be replaced, which means there is often a replacement cost and/or latency between battery failure and servicing.

The current set of sensors does not allow for a flexible number to be reallocated to test behaviour at the margins of high pressure areas, to see if new or modified time-restrictions are indicated.

**INDICATED SHORT-TERM SOLUTION: DYNAMIC WAYFINDING INITIATIVE**

1. Renew the sensor contract on the basis of a managed service model where a subscription is paid to the vendor to maintain uptime and quantity.

2. With the renewal of signage, sensored areas should include the messaging “Sensor Monitored” on the time restriction signage. This alerts the parker to be conscious of their parking restriction.

3. Explore the use of Fixed Cameras at Offstreet parking locations and School Pick-up Areas, they can be used in place of in ground sensors and provide additional data (see over.)

4. Either carrying an additional float of sensors (which may be as a result of a reducing count taken from existing locations covered now by paid parking) to be redeployed at fringe locations to test the behaviour for suitability to implement parking controls.

**Additional Applicable Technologies**

Acting similarly to CCTV cameras and in some cases using existing CCTV infrastructure, this new option enables the deployment, and easy redeployment, of battery powered sensors at specific locations to monitor occupancy – to spot check behaviour or to stay in location to monitor an area, (for zone-based counting).

This provides enhanced counting and notification to enforcement for directed attention and can also be used for enforcement themselves.


There is a wide range of solutions in this space – best used for short stay locations and loading areas. They wake up every 30 seconds and report. Such solutions have demonstrated effective means of monitoring school pick-up and drop-off locations for turnover.

Where connected to power, they can be used for parking overstay and paid parking enforcement, such as at the offstreet car parks on Station Street.

Cameras can be promoted for conspicuous monitoring to aid in self-regulating behaviour.

## 4.4 RESPONDING TO GROWTH REQUIREMENTS

| ISSUE CASH IN LIEU PARKING CONTRIBUTIONS |
|---|
| **CONTEXT** |
| The State requires the Town to grow the number of residents it contains, in certain developments this results in the Town receiving a rate from the development where a parking space is not provided. |
| **IMPACT** |
| Recent developments have been approved without a Cash in Lieu contribution to the Town.<br>As the Town centre increases in design the percentages of parking shortfall will increase as will the cost of providing parking amenity. |
| **INDICATED SHORT-TERM SOLUTION** |
| As part of the governance model, early engagement to present the Towns position and requirement around cash in lieu must continue to be practiced and can be informed by the parking data collects. |

# IMPLEMENTATION PLAN

## INITIATIVE SEQUENCE STRATEGY

# 9. IMPLEMENTATION SEQUENCE AND STRATEGY

The next project phases will detail the implementation of each initiative, including expanded tasks and dependencies.

The table below provides the sequence order of the initiatives and the adoption timeframe.

| PRIORITY | RESPONSE INITIATIVES | YR1 | YR2 | YR3 | YR4 |
|---|---|---|---|---|---|
| 1 | Adopt M'ment Framework | | | | |
| 1 | Re-align Existing Controls/Refine Areas | | ● | | |
| 1 | Introduce Town Paid Parking Plan | ● | ● | ● | ● |
| 2 | Extend Foreshore Controls | | ● | | |
| 2 | Employee Parking Area Development | | ● | ● | ● |
| | | | | | |
| 1 | Inform Community on Parking Status | ● | ● | ● | ● |
| 2 | Digital Parking Wayfinding | | | ● | ● |
| 2 | Monitor Equity of Permit Scheme | | ● | | ● |
| 3 | Expand Permit Schemes | | | ● | ● |
| 3 | Public EV Charging Partner | | | ● | ● |
| 3 | Alternative Mobility Partnering | | | ● | ● |
| | | | | | |
| 1 | Coordination with PTA Contracting | ● | ● | ● | ● |
| 1 | Enable Private Parking Agreements | | ● | ● | ● |
| 1 | WA State Partnership on Foreshore | | ● | ● | ● |
| 3 | Monitor Primary PUDO Issue | | ● | | ● |
| | | | | | |
| 1 | Establish Program Governance | ● | ● | ● | ● |
| 1 | Continue Data Driven Changes | | ● | ● | ● |
| 1 | Dedicate resources to Compliance | | ● | ● | ● |
| 1 | Adopt Efficiency Technologies | | ● | ● | |
| 2 | Respond to State requirements | | | | |

## EVALUATION OF OUTCOMES

The objectives and actions outlined in this Plan will be translated into specific, time-based actions and tasks.

The Town can ascertain progress on achieving objectives through a range of measures covering:

| INTERNAL INDICATOR | Baseline | |
|---|---|---|
| **DATA SOURCE** | **Frequency** | **Source** (Automated Reports) |
| Optimal utilisation of parking spaces, new zone configurations. | Weekly | Mobile/Vehicle Counting Sensors |
| Optimal utilisation of parking spaces, new area configurations. | Weekly | Fixed Counting Sensors |
| Parking control changes implemented and tested. | Quarterly | Transport and Parking Services |
| Paid parking sessions total, by type and stay duration.<br><br>New and total registrations to Pay by Phone app.<br><br>Returning parking users and new parking users per area. | Monthly | Paid Parking systems |
| Parking Infringements written per visit.<br><br>Consistency of visitation and coverage.<br><br>Fail to Pay and Overstays by area. | Weekly | Regulatory Compliance |
| All systems and integration uptime and downtime.<br><br>Target >99.5% per device during operating hours. | Weekly | System monitors |

| INDEPENDENT INDICATORS | Baseline | |
|---|---|---|
| **DATA SOURCE** | **Frequency** | **Source** |
| Increase in proportion of journeys to work by public and active transport. | 2026 (5 Years) | ABS Census |
| Increase in proportion of households without a car in LGA and CBD Statistical Areas. | 2026 (5 Years) | ABS Census |
| Decrease in households with two or more cars in LGA and CBD Statistical Areas. | 2026 (5 Years) | ABS Census |
| Population in parking controlled Statistical Areas. (CBD and surrounds.) | 2026 (5 Years) | ABS Census |
| Optimal utilisation of parking spaces, Foreshore for longitudinal continuity. | Annua l/ Bi-Annual | Formal Parking Survey |
| Optimal utilisation of parking spaces, existing zones for longitudinal continuity. | Bi-Annual | Formal Parking Survey |
| Increases Public Transport and Mode-share data. | As updated | The State |
| Alignment with Parking and Enforcement Benchmarks. | As updated | The State |

| TOWN LIVABILITY INDICATORS | Baseline | |
|---|---|---|
| **DATA SOURCE** | **Frequency** | **Source** |
| Improved Community Survey results about Parking Service delivery:<br>> Alternative and Last-Mile Mobility<br>> Parking Planning and Management<br>> Satisfaction with high demand area access = 52% not satisfied<br>> Compliance and Regulation of parking = 27% not satisfied | Annual/Bi-Annual | Council |
| Reduced Community Complains over time about Availability | Annually | Customer Service |
| Event survey satisfaction with mode of access | Ad hoc | Customer Service |
| Pay by Phone push or pull surveys / interactions | Ad hoc/Quarterly | Pay by Phone Platform |

# APPENDICES

## RESOURCE REFERENCES

# 10. REFERENCE RESOURCES AND GLOSSARY

## REFERENCED DATA SOURCES

| | |
|---|---|
| ASSET MAPS | Parking Bays Map |
| | Parking-Strategy-Parking-Areas-Map |
| | ACROD bays in Cottesloe and |
| | Sensor Installation 2025-2028 Final Map v2 |
| REGULATIONS AND BUDGET | Annual Budget 24-25 |
| | Revenue 23-25 |
| | Fees-and-Charges-2024-2025 |
| | Parking Fees and Permits |
| | Parking In Lieu (Agreement) |
| | Parking Local Laws 2023 |
| | Parking Permit Policy |
| OPERATIONS DATA | Parking Sensor and Enforcement Data 2023 to February 2025 |
| STRATEGIES | Council Report - Parking Strategy 2021 and Strategy |
| | Survey Summary - Parking Strategy 2021-24 |
| | Town of Cottesloe Community Perceptions Report 2023 |
| | Council Plan 2023-2032 |
| ASSET AGREEMENTS | Ground Lease L1735-2… |
| | Carpark Renewal Final v2 |
| | New Carparks 25-30 Final v1 |
| TOWN CENTRE | Parking Cottesloe TC (New Town Development) |
| | 81113-652-FLYT-REP-0004_Rev1 (New Town Development) |
| | CTC - Transport Impact Assessment (New Town Development) |
| SUPPLIER AGREEMENTS | Tender Response DCA Cities |
| | VR1252.. Agreement DCA |
| | Management System – DCA |
| CENSUS DATA | ABS Census 2021 |
| | ID.Community Portal (Western Australian Parliamentary Library) |
| | Australian Bureau of Statistics |
| NEWS SOURCES | The Urban Developer 23 June 2025 (Sirona Development) |

## CITED STUDIES REGARDING THE IMPACT OF PAID PARKING

In cities that reinvest parking revenue and communicate changes clearly, businesses see sales improvements within the year. The adaptation period is typically 3 months while parkers understand the new parking segmentation and availability.

- ✓ Studies of small commercial areas and large cities support this
- ✓ There are well known factors to shorten the adjustment period, which will be explained and planned for.

**Enhanced Business Turnover and Customer Access**

- Research by Kolozsvari and Shoup (2003) indicates that customers are willing to pay for parking in areas with attractive businesses and pedestrian-friendly environments. Their study found that many successful commercial districts have priced parking, while areas with free parking often do not enjoy the same economic success.

**Optimized Parking Occupancy and Reduced Congestion**

- The Seattle Department of Transportation's 2019 Paid Parking Study Report analysed occupancy across 34 paid parking subareas, totalling about 12,000 on-street paid parking spaces. The study found that parking occupancy is optimal when 70% to 85% of spaces are occupied. Adjusting parking rates helped maintain this target occupancy, ensuring availability and reducing congestion.

**Economic Efficiency and Revenue Generation**

- A study from the University of Michigan's Transportation Research Institute highlighted that free parking can increase solo driving by 60%, leading to higher congestion and environmental costs. Implementing fair pricing for on-street parking can mitigate these issues and generate revenue for urban infrastructure.

**Improved Delivery Efficiency in Commercial Areas**

- Research presented at the 25th International Symposium on Transportation and Traffic Theory demonstrated that dedicated delivery bays and priced on-street parking can reduce delivery times by 44%, enhancing logistics efficiency in urban commercial zones

## GLOSSARY

| TERM/ACRONYM | DEFINITION |
|---|---|
| **Accessibility** | The ability to reach desired goods, services, activities and destinations. |
| **Accessible (disabled) parking** | Parking designed to accommodate people with disabilities and other special needs. |
| **At-grade parking facility** | Parking provided in a dedicated off-street location at the same level as the adjacent road, street or property. |
| **Autonomous vehicle** | A vehicle that can sense its environment and navigating without human input. |
| **Average occupancy** | Average occupancy is the average of the occupancy values for a given time interval. |
| **BI or Business Intelligence Tools** | Business Intelligence tools such as Dashboards and Data Archives that store and present decision-making information, often from various data sources. |
| **Capacity** | Total number of marked parking spaces provided within a parking facility or location. |
| **Car park** | A place set aside for the parking of passenger vehicles. |
| **Carpooling** | Pre-arranged ridesharing of a car trip for the purpose of commuting or other purpose. The car is usually provided by the driver. |
| **Car share** | Membership-based programs facilitating short-term access to a car, often operating in inner-city locations. The car is usually provided by a third party. |
| **Condition** | Applying conditions or requirements to the approval of a development application. |
| **Data lake** | A data lake is a centralized repository that allows you to store all your structured and unstructured data at any scale. |
| **Data Warehouse** | A data warehouse is a type of data management system that is designed to enable and support business intelligence (BI) activities, especially analytics. |
| **Demand** | The number of vehicles desiring to park at a specified location or area. This may vary hour by hour and day by day. |
| **Demand management** | Strategies that change behaviour. |
| **Development** | The creation of new land use, facilities, and buildings. |
| **Duration of stay** | The length of time in minutes or hours a vehicle stays parked in a parking area. |
| **Employee/staff/worker** | A person whose place of work is located within the area being reviewed. |
| **Enforcement** | A range of procedures and actions taken by council (and Police) to ensure that a person or organisation complies with their statutory obligations. |
| **High order roads** | Major roads with a road network hierarchy – usually District Collector or higher |
| **Level of service** | A qualitative index for ranking based on factors (e.g. for parking – convenience, proximity, and legibility). |

| | |
|---|---|
| **Long-stay (see also short-stay)** | Long-stay (see also short-stay) Describes the length of parking duration permitted. Long-stay is four hours or more. |
| **Minimum parking rates** | The least amount of parking required to be provided by development for all demand generated by a specific land use or combination of land uses. |
| **Modal split** | Describes the percentage of trips, people or goods moved by different forms of transport. |
| **Mode** | Method of transport by type, e.g. motor vehicle travel (as driver or passenger), bus, light rail, cycling and walking. |
| **Mode choice** | Choice of travel mode by an individual, business or household considering all the travel parameters of the competing modes. |
| **Mode shift** | The change in use of the different travel modes over time. |
| **Multi-storey structure / facility / site** | An off-street car parking facility that has more than one parking level. |
| **Nature strips** | The part of a road reserve from the edge or kerb of the road to the property boundary not including a pathway or driveway. |
| **Occupancy** | The proportion of time that a vehicle is parked in a space over a given time period. Can also be applied to a designated grouping of parking spaces. |
| **Off-street parking** | Refers to all parking not on a road or street. |
| **On-street parking** | Refers to all parking in a road reserve. |
| **Paid parking** | Parking in a designated parking space during fixed hours on payment of a prescribed parking fee. |
| **Park and ride** | System in which people drive to a specified location, park there, and board public transport or other mode for a defined destination. |
| **Parking bay/space** | An area intended for occupancy by a single parked vehicle. The bounds of the parking bay may be marked on the pavement surface, usually in white paint. |
| **Parking permits** | A scheme that allows users or vehicles to avoid some restrictions that may apply to specific parking spaces or areas. |
| **Parking survey** | Recording of vehicle parking over a specific (time) period, which can later be analysed to provide data on occupancy, duration and turnover for an area. |
| **Peak** | The highest demand (volume) of parking during the day usually expressed for a period (peak hour, peak half hour, day, etc.). |
| **Peak occupancy** | The highest occupancy recorded for an area at the peak time. |
| **Private parking** | Not controlled or owned by council. |
| **Proximity** | How close to a particular destination. |
| **Public off-street parking** | A car parking space that is located outside of the road reserve and is available. |

| | |
|---|---|
| **Public on-street parking** | A car parking space that is located within a road reserve and is available. |
| **Regulated parking** | A parking bay, zone or area that has a parking restriction conveyed by signage and/or line marking |
| **Resident** | A person who resides within the boundaries of an area of interest |
| **Restricted bay** | The car park bay which is subject to a restriction, either a time or a specified use. |
| **Revealed (Parking) Demand** | A measure of the observed use being made of a particular parking facility or onstreet parking provision. |
| **Ride sharing** | Where a vehicle carries additional passengers when making a trip, with minimal additional distance travelled (private arrangement or through a service provider). |
| **Shared parking** | Parking spaces that are generally available for more than one use, which allows parking facilities to be used more efficiently. |
| **Short-stay (see also long-stay)** | Short-stay is two hours or less. Long-stay is four hours or greater. |
| **Supply** | The quantity of parking bays available at a parking location when vehicles are appropriately parked. |
| **Sustainable transport modes** | Means of transport that are more sustainable than trips by single occupant passenger vehicles. Generally, refers to Public Transport, walking and cycling. |
| **Temporary (Event) parking** | Parking provided for a short period of time to meet a short-lived peak demand or need |
| **Time restricted parking** | Parking bay or area that is subject to a time limit restriction. |
| **Trip end** | The destination of a particular trip. |
| **Trip purpose** | The reason for making a trip, including work; education; services and day to day activities; social and recreational activities. |
| **Turnover** | The total number of vehicles that park in the parking bays being considered over a specific period of time. |
| **Typical day** | A day when the observed parking represents the use expected for the year |
| **Unoccupied bay/space** | A parking bay/space that does not have a vehicle parked in it. |
| **Unrestricted parking** | A parking bay/space that does not have any parking restrictions applicable to it |
| **Utilisation** | The degree to which the available parking supply is used. Generally measured by Occupancy |
| **Verge** | The part of a road reserve from the edge or kerb of the road to the property boundary |
| **Visitor** | A person who resides outside the boundaries of Cottesloe. |

## SURVEY QUESTIONS

Q1. Which of the following best describes your connection to the Town of Cottesloe?

1. Resident
2. Business owner
3. Place of work
4. Student
5. Visitor
6. Transport provider or worker
7. Other (please specify)

Q2. If you are a resident or business owner, which neighbourhood street in Cottesloe do you reside or operate?

1. Resident
2. Business owner

Q3. How many vehicles does your household have (if you reside in Cottesloe)?

1. 0
2. 1
3. 2
4. 3
5. 4
6. More than 4
7. Not applicable

Q4. M Do you or members of your household have difficulty finding on-street parking near your residence?

1. Never
2. Day only
3. Night only
4. Both day and night
5. Certain time of the year – some weeks over summer
6. Not applicable (i.e. don't park on the street)

Q6. How long do you think 'non-residential permit' holders should be allowed to park in your area?

1. 1 hour
2. 2 hours
3. 3 hours
4. 4 hours
5. All day

Q7. Have you experienced difficulty parking in any of the following locations?
LOCATION (tick all that apply)

1. Magic Apple Cafe / Longview / NCSLC Car Park
2. Eric Street Car Park (outside the Shopping Centre)
3. John Street
4. Marine Parade No1 Car Park
5. Marine Parade North
6. Marine Parade Central
7. Marine Parade South
8. Napier Street No2 Car Park
9. Forrest Street Car Park
10. Napoleon Street
11. Railway Street Car Park (near Forrest St)
12. Station Street East Car Park
13. Station Street West Car Park
14. Station Street
15. Jarrad Street
16. Forrest Street
17. Railway Street
18. Harvey Field
19. Anderson Pavilion
20. Tennis Club
21. Rugby Club
22. Golf Club

Q8. Have you ever used the Perth Transport Authority parking areas in Cottesloe, Swanbourne, Victoria Street, Mosman Park, or Grant Street?

1. Yes
2. No

Q9. What else would you like to tell us about parking in your residential or business area?

[ OPEN TEXT]

Q10.A What else would you like to tell us about parking in Cottesloe?

[ OPEN TEXT]

Q10.B Are there any parking time restrictions which are frustrating to your intended activity at a particular location in Cottesloe?

[ OPEN TEXT]

Q11A Are there any places where you would like to see additional ACROD parking spaces?

[ OPEN TEXT]

Q11B Are there any places where you would like to see additional bicycle parking?

[ OPEN TEXT]

Q12 If parking access was an increasing issue throughout the Town, which of the alternative modes of transport would you consider?

Tick all that may apply:

1. Walk
2. Scooter
3. Bicycle
4. public transport
5. Rideshare
6. Other
7. No, I would not use an alternative mode of transport

Q13. How frequently do you drive into the Town Centre (Cottesloe Village)?

1. Daily
2. Two or three times a week
3. Less often

Q14. How long do you usually park there for?

1. Less than 2 hours
2. Between 2 and 6
3. Longer than 6 hours

Q15. Where do you typically park when you do?

1. Napoleon Street
2. Railway Street
3. Forrest Street
4. Jarrad Street
5. Brixton Street
6. Cottesloe Central
7. Other

Q16 Where parking in the Town Centre is mostly occupied - would you agree with certain spaces being set aside for paid parking, if it meant parking was more available when you needed it?

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Q17. What motivated you to participate in this survey today?