



Have Your Say

Draft Parramatta CBD Parking Strategy



**CITY OF
PARRAMATTA**

“Parramatta is growing into Sydney's Central City – a strategic centre of services and infrastructure which will drive employment and growth for the whole Western Sydney Region.”

City of Parramatta Council is inviting feedback on the Draft Parramatta CBD Parking Strategy (“Parking Strategy”). This summary document helps to describe the key elements of the Parking Strategy. It includes a strategic approach to addressing the City's parking needs resulting from the significant growth and change occurring in Parramatta's CBD.



Parramatta today and tomorrow

Parramatta is growing rapidly. From 2011 to 2016, Census data shows that the City's population increased by 32,130 people (16.6%). This represents an average annual population change of 3.11% per year over the period. Over the next five years, \$20 billion will be invested into Parramatta's infrastructure and development, giving rise to unprecedented growth in Parramatta's precincts, allowing spaces and places to flourish. Right across the City, Parramatta's precincts are creating a diverse and rich experience for workers, residents, students and visitors.

Whilst this growth will be both transformational and will have lasting benefits for the city, it also presents challenges. Through modelling conducted by Council (using 2019 as a base year due to Covid), the pressure of exponential growth means adopting a 'do nothing' approach will result in a car parking deficit in the CBD in future years. The impact of the parking deficit alongside the projected growth of the CBD, will mean that to maintain the 2019 level of parking, in a do-nothing scenario, an additional five large multi-level car parks would need to be delivered by 2024/25. The Parramatta CBD parking strategy aims to address this shortfall through a range of short, medium and long term strategies.

Parking in the Parramatta CBD today

There are four providers of publicly accessible parking within the Parramatta CBD. This includes:

1. **City of Parramatta Council owned multi-level car parks (MLCP)**
2. **City of Parramatta Council on-street metered parking**
3. **Westfield Parramatta**
4. **Other privately owned car parks across 21 locations that offer parking to the general public.**

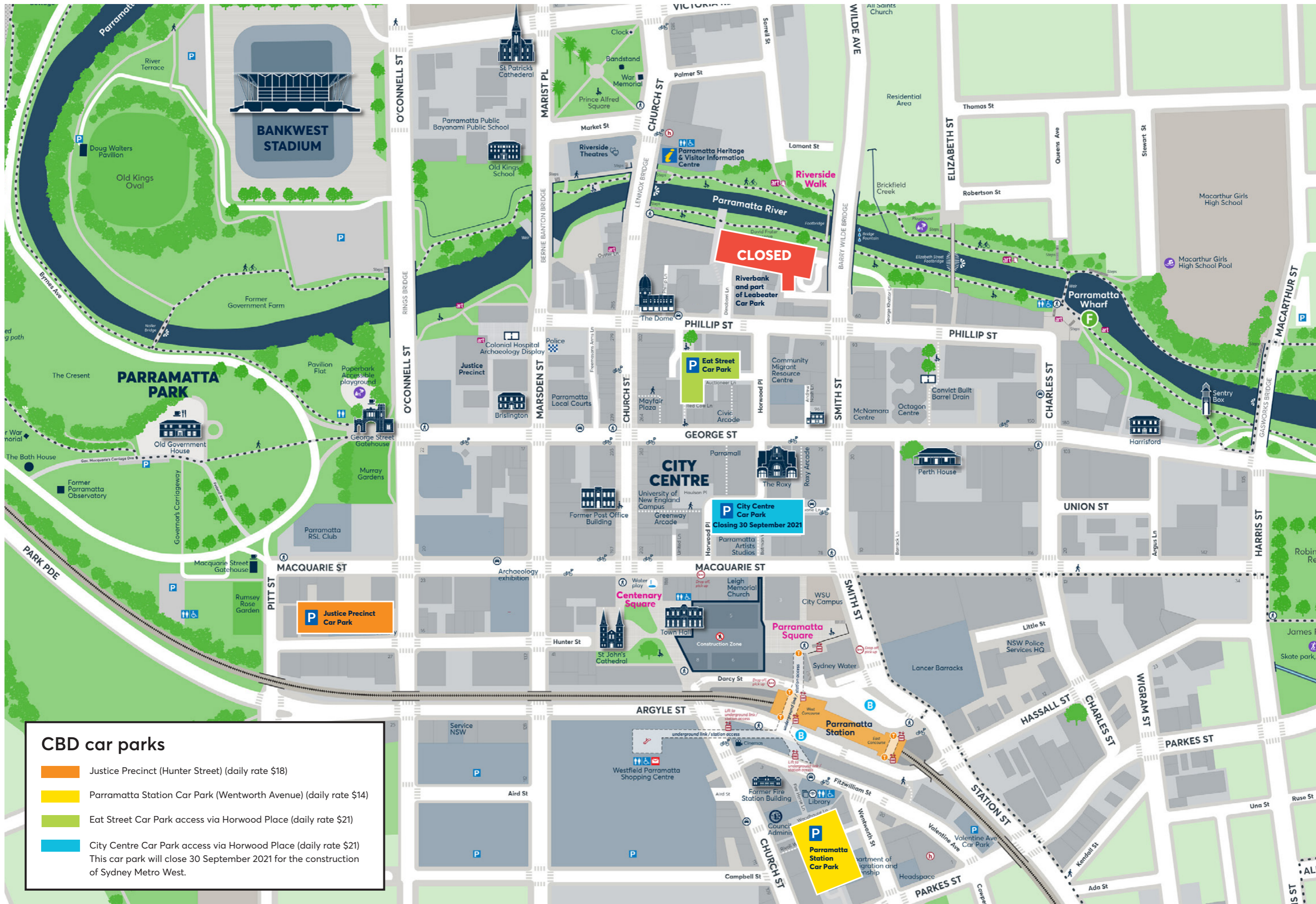
City of Parramatta Council operates paid ticket parking in the city centre and North Parramatta to help visitors find parking spaces and encourage greater patronage of local businesses.

Currently, there are about 5,200 on-and off-street parking spaces (under Council's management) through the entire Parramatta Local Government Area. Aside from various on-street parking options, there are four key MLCPs:

- **Eat Street**
- **City Centre***
- **Parramatta Station**
- **Justice Precinct**

It is important to note that the Riverbank car park closed in February 2021 to make way for the Parramatta Powerhouse. In addition, the *City Centre car park will close on 30 September 2021 to make way for the NSW Government's Sydney Metro West rail network.





CLOSED

City Centre Car Park
Closing 30 September 2021

CBD car parks

- Justice Precinct (Hunter Street) (daily rate \$18)
- Parramatta Station Car Park (Wentworth Avenue) (daily rate \$14)
- Eat Street Car Park access via Horwood Place (daily rate \$21)
- City Centre Car Park access via Horwood Place (daily rate \$21)
This car park will close 30 September 2021 for the construction of Sydney Metro West.

Key objectives of the draft Parramatta CBD parking strategy

City of Parramatta Council has developed a strategy that is multi-faceted. It recommends a combination of options to support the provision of parking in the Parramatta CBD, now and into future.

The draft strategy aims to achieve the following objectives:

1. Support Council's Integrated Transport Plan (Existing Situation and Future Direction, September 2020), in particular a balanced approach to a shift in transport methods (such as from driving to cycling).

What does that mean?

- Taking a whole of CBD approach to parking to understand and influence the efficient and effective use of private and public parking as a City-wide resource;
- Developing the optimum parking capacity and pricing strategy which supports reasonable availability, encourages modal shift and drives a higher level of usage of Council's parking infrastructure;
- Increasing capacity, if required, through partnerships with owners of private parking assets where additional demand can be accommodated.

2. Support Council's vision and priorities to create a City that is liveable, productive, sustainable and leading.

What does that mean?

- Adopting technologies and applications that facilitate innovation and best practice management of existing parking infrastructure;
- Ensuring the adequate availability of short stay parking to support the visitor economy, local retail and service industries.

3. Improve the overall customer experience in Council's multi-level car parks.

What does that mean?

- Developing a program of capital works to improve the functionality, aesthetics and customer experience in Council's multi-level car parks.

4. Adopt a best practice approach to the management and provision of public parking reflects.

What does that mean?

- Benchmarking public parking supply and pricing against other major suburban Sydney CBDs;
- Understanding current global trends in the innovative management of public parking and adopting those activities that will benefit the City and are appropriate in a local context.

5. Maximise the use of Council parking infrastructure.

What does that mean?

- Increasing the usage of Council's multi level car parks and occupancy level through the introduction of smart parking technology.

Key recommendations

The draft Parramatta CBD parking strategy recommends a combination of options over the short, medium and long term, as well as a number of innovative solutions to support the provision of parking in the Parramatta CBD.

These include:

Short term (within 12 months)

- Commence the Expression of Interest process for Smart Parking technology
- Replace and update CBD directional parking signage to make it easier for visitors to find parking
- Progress discussions with key private parking owners to identify any spare parking capacity that could be used as an overflow option; and investigate secondary sites outside of the CBD that could provide supplementary parking
- Convert the Eat Street car park to visitor (short term) parking only (less than 4 hours); to provide greater access to parking for nearby Eat Street retailers and visitors.

Medium term (12 months to 2 years)

- Increase, with a staged approach, on-street metered parking on the City fringe to create additional all day parking capacity
- Re-invest capital in Eat Street, Parramatta Station and Justice Precinct car parks to improve usage, functionality and customer experience. This will include incorporating electric vehicle charging stations in each CBD car park
- Install shade structures on the exposed upper decks of Eat Street, Parramatta Station and Justice Precinct, to allow greater use of these spaces. Install photovoltaic cells (solar panels) in the shade structures at each of the multi-level car parks to improve energy consumption
- Investigate the merits of demand-based pricing across the car parks
- Realign the pricing structure of long stay parking, making it consistent with other major suburban CBDs.

Long term (2 years plus)

- Develop a feasibility study for the redevelopment of the former Fennell Street car park site as a commercial development that includes public parking.

We invite the community to provide their feedback on the objectives and recommendations of the draft Parramatta CBD car park strategy. We encourage the community to review the draft strategy and advise if they support the proposed actions.



Legend

- Parking Meters - Standard
- Parking Meters - 15 Minutes Free
- Bus Zone

Proposed on-street metered parking on the City fringe to increase all day parking capacity. The area identified is bounded by the Great Western Highway, Pitt Street, Lansdowne Street and Church Street Parramatta



Have Your Say

The draft Parramatta CBD Parking Strategy and supporting information will be on public exhibition from 9am Monday 23 August 2021 to 5pm Wednesday 22 September 2021 (30 days) and can be viewed at:

- Council's website: participate.cityofparramatta.nsw.gov.au/cbd-parking

Written submissions can be made during the exhibition period via:

- Council's website: participate.cityofparramatta.nsw.gov.au/cbd-parking
- Email: parraparking@cityofparramatta.nsw.gov.au
- Mail: **City of Parramatta Council**
Property, Security, Assets & Services Team
PO Box 32 Parramatta NSW 2124

**All submissions need to be received by
5pm Wednesday 22 September 2021**



**CITY OF
PARRAMATTA**