



**ATTACHMENT**

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**APPENDIX**

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## **BUSINESS PLAN**

**for**

**THE INTRODUCTION OF PAID PARKING IN THE JOONDALUP CITY  
CENTRE**

**AUGUST 2007**

## 1.0 INTRODUCTION

It is the City's intention to introduce paid parking within the Joondalup City Centre as a means of regulating parking use and to provide additional revenue for the provision of future parking facilities as demand requires.

The City's newly adopted Parking Strategy serves as the driver for the introduction of paid parking and sets the scope and strategic direction for its implementation.

Section 3.59 of the *Local Government Act 1995* requires the preparation of a business plan to be exhibited for public comment before a local government undertakes a new major trading activity. This document forms the required business plan for the trading activity of paid parking in the Joondalup City Centre.

The City welcomes your comments on the content of the business plan. A formal consultation period will commence for six weeks from Saturday 15<sup>th</sup> September to Monday 29<sup>th</sup> October (both dates inclusive). Please send any submissions either by email to [sheree.edmondson@joondalup.wa.gov.au](mailto:sheree.edmondson@joondalup.wa.gov.au) or by mail to:

The Chief Executive Officer  
City of Joondalup  
PO BOX 21  
JOONDALUP WA 6919

## 2.0 EXPECTED EFFECT ON THE PROVISION OF FACILITIES AND SERVICES BY THE LOCAL GOVERNMENT

Paid parking is anticipated to generate revenue for the City to support parking improvements and City centre development. Consequently, there will be no negative impact on the other services or facilities that the City provides as a result of commencing the trading activity of paid parking. Indeed, the money generated is expected to have the positive effect of easing parking congestion and facilitating City centre enhancement.

More specifically, in introducing paid parking to the City of Joondalup, several prominent effects on the provision of facilities and services are anticipated to follow:

### 2.1 Better distribution of parking facilities

Control mechanisms over the timing and cost of parking within the City Centre will ensure that various parking demands (i.e for short or long term stays) are effectively met in appropriate locations. That is, visitors to the City will be encouraged to park in preferred locations for short and long term use, by the new fee-paid systems. As a result, those using car parking will be more appropriately distributed according to their needs, ensuring that the overall supply of parking bays in the City Centre operates effectively.

### 2.2 Funding of future facilities

Revenue generated from paid parking will be used to fund the City's future parking facility needs, resulting in the development of a continual improvement and enhancement program for parking services and infrastructure within the City centre more generally. A paid parking system will enable programs to be delivered quickly and efficiently, as the City will

not be relying on external grants or borrowings to provide new facilities and services.

### 2.3 Provision of short-term parking

Short term parking should be located close to business activity. In Joondalup, many parking bays which are best suited for short term parking have, to date, been taken by employees and commuters. Time restrictions and higher fees in such locations will encourage a high turnover of vehicles in locations of high demand by business patrons.

### 2.4 Provision of long-term parking

Sites suitable for longer term parking will have lower fees which will encourage their use by people who wish to park for extended periods.

### 2.5 Administrative support

Introducing paid parking at the City will necessitate the establishment of a City Centre Parking Team to administer parking facilities and manage the process. This will be an increased cost to the City, however, revenue generated from paid parking will cover these administrative and operational costs.

### 2.6 Planning for the future

Paid parking will provide an accurate gauge of parking facility use through an analysis of the revenue received. This monitoring will provide more accurate information to respond to future parking needs.

## 3.0 **EXPECTED EFFECT ON OTHER PERSONS PROVIDING FACILITIES AND SERVICES IN THE DISTRICT**

The Joondalup City Centre contains several major parking facility providers who may be affected by the introduction of paid parking in the City Centre. They include:

- Lakeside Shopping Centre
- Joondalup Health Campus
- Edith Cowan University
- West Coast TAFE Campus
- WA Police Academy

The tendency of motorists to park in non-fee paying areas to avoid parking fees means that free parking providers (such as Lakeside Shopping Centre) may bear the burden of non-patron motorists parking at their facilities.

To alleviate this burden, the City has arranged individual Private Property Parking Enforcement Agreements to enable major parking facility providers to effectively control and manage their parking facilities using their own staff. This is achieved through the enforcement of time restrictions in free parking areas, ensuring that non-facility users do not reduce the amount of available bays at these facilities.

Specific employees from the Lakeside Shopping Centre, Joondalup Health Campus, West Coast TAFE, are delegated by the City as authorised parking officers, giving them sufficient powers to enforce parking restrictions at their facilities. The WA Police

Academy does not have an Agreement with the City, as police officers already possess the necessary powers for enforcing parking restrictions.

Edith Cowan University (ECU) has a highly regulated and structured permit parking system that prevents non-patrons from utilising their parking facilities. All parking restrictions on the ECU campus are enforced by specific employees of the University. In light of this, the only foreseeable effect that paid parking in the City Centre may have on ECU is the need for the University to increase its parking provision in the future, as any students currently utilising free parking arrangements external to the campus may wish to park on campus in the future. Each of the key City Centre stakeholders mentioned above has been provided with two opportunities to attend briefings from the City on the subject of paid parking.

The commercial precinct of Winton Road may also come under pressure from motorists as an alternative location to avoid paying parking fees. Therefore, it will be necessary to keep the area under observation and seek feedback from business proprietors as to difficulties they may experience in this regard. The City will apply appropriate controls to support the businesses whose customer parking may be occupied by unauthorised users, as well as assist businesses in the management of their parking facilities. This approach will also apply to all concerned small business proprietors within the City Centre.

The introduction of paid parking could also be expected to encourage non-residents to park in residential areas. To restrict this, the City will implement a system of street parking permits for local residents and these people will also be able to obtain visitor parking permits.

#### 4.0 EXPECTED FINANCIAL EFFECT ON THE LOCAL GOVERNMENT

##### 4.1 Sources of revenue

Two sources of revenue will be available to the City upon introducing paid parking. The first being revenue generated from payment machines, the second being infringement revenue as the paid parking system is enforced.

The table below shows the fees that are proposed under the paid parking regime and the number of bays to which they will apply. These fees will be reviewed each year when the City prepares its annual budget.

**Table: 1**

On street restricted to 2 hours maximum	\$1.00 per hr	418 bays
Short term in parking stations	\$0.80 per hr	385 bays
Long term in parking stations	\$0.80 per hr/\$4 max (all day)	58 bays
Long term in parking stations	\$0.60 per hr/\$3 max (all day)	261 bays
Long term in parking stations	\$0.40 per hr/\$2 max (all day)	245 bays
Long term on street	\$0.60 per hr/\$3 max (all day)	111 bays
Long term on street	\$0.40 per hr/\$2 max (all day)	98 bays

Maps identifying the proposed bay locations where the various fees will be imposed are provided as Attachments 1.

The proposed fees vary to take account of the differing situations in which they apply. For instance, certain on street parking bays have the highest parking fee to encourage higher turnover and, coupled with time restrictions, encourage the use of alternative, off street parking facilities, for longer visits. The highest fees are designed to apply to on street parking facilities which are highly visible and desirable for customer parking. Street parking on Lakeside Drive, away from the commercial area, will be allocated a relatively low fee per hour and per day to encourage long term parking in designated bays. These bays are on the edge of the commercial precinct and, as such, they are ideal for longer term parking.

Based on a very conservative figure of 50% and a more likely 70% occupancy level for both on street and off street parking, the potential annual revenue for the City from parking machines alone is as follows:

**Table: 2**

<b>Parking Type</b>	<b>50% Occupancy</b>	<b>70% Occupancy</b>
On Street	\$628,472	\$880,028
Off Street	\$636,090	\$889,910
<b>Total</b>	<b>\$1,264,562</b>	<b>\$1,769,938</b>

An estimation of revenue from infringements has not been calculated, as the main objective of the system is to achieve compliance and not revenue from enforcement. However, it is anticipated that revenue from infringements will be considerably higher during the first few months of implementation as patrons become aware that the City will be enforcing the new paid parking system.

#### **4.2 Implementation and operating costs**

Approximately 100 ticket machines are anticipated as necessary to cover the proposed paid parking area, including both on street and off street facilities.

The estimated start-up capital costs and one year operational costs are as follows:

**Table: 3**

<b>Capital</b>	<b>Cost</b>
Ticket machine purchase, supply, delivery, installation and commissioning at designated sites.	\$735,000
Parking signs for new areas.	\$85,000
Change existing on street signs as necessary.	\$75,000
Parking station signs	\$45,000
Directional signs	\$30,000
Operating/maintenance costs (one year)	\$80,000
<b>Total</b>	<b>\$1,050,000</b>

These costs may vary, depending on the outcome of the tender process for the supply of the capital equipment.

It is likely that the City will borrow to cover the capital costs associated with undertaking this activity. However, the revenue generated, as indicated above, will enable the City to repay the loan over a very short period.

#### 4.3 Long-term financial implications

Revenue generated from the introduction of parking fees will be applied in the first instance to meeting the operating and capital costs of paid parking. As parking revenue grows, surplus monies for parking operations will be allocated to parking facility upgrades (including multi storey parking) and expansion and further development of the CBD.

In particular, the provision of multi-level car parks in the future will be made financially feasible with paid parking. This will limit the amount of valuable land required for parking, as previously absent funds will be available for more extensive parking upgrades.

#### 5.0 EXPECTED EFFECT ON MATTERS REFERRED TO IN THE LOCAL GOVERNMENT'S PLAN PREPARED UNDER SECTION 5.56

The City's current "Plan for the Future", as required under section 5.56 of the *Local Government Act 1995*, is the City of Joondalup *Strategic Financial Plan 2006/2007*.

The issue of parking is currently addressed in the Economic Development Key Focus Area of the *Strategic Financial Plan*. The Plan requires that a Parking Strategy be developed to manage the long term parking needs within the Joondalup City Centre.

In compliance with this obligation, the City has developed and adopted a Parking Strategy that identifies paid parking as an appropriate means of regulating the demand for City Centre parking in the future.

Introducing paid parking will therefore be in full compliance with the obligations set in the City's current *Strategic Financial Plan* and *Parking Strategy*.

#### 6.0 THE ABILITY OF THE LOCAL GOVERNMENT TO MANAGE THE UNDERTAKING OR THE PERFORMANCE OF THE TRANSACTION

The City of Joondalup ordinarily administers large-scale financial undertakings in its day-to-day business as a Local Government entity.

Introducing paid parking, as an additional source of revenue for the City to support parking enhancements and City centre development will be easily integrated into current parking management, provision and enforcement services, as many of the systems already in place are relevant to this new financial undertaking.

#### 7.0 CONCLUSION

Paid parking was identified in the City's Parking Strategy which was recently adopted by Council following a period of public comment. This business plan fulfils the City's legislative requirement in advance of Council's final decision on the actual implementation of paid parking.

## ATTACHMENT 2: TABULATED SUBMISSION RESULTS

NO.	NAME OF SUBMITTER	SUBMISSION SUMMARY	COMMENT
1	Lisa Bradley	<p>Generally opposed</p> <ul style="list-style-type: none"> <li>Against having to pay to access parking for the Library, Council Offices, transport department (Government businesses) and local restaurants.</li> <li>Given current cost of living, it is unfair to impose parking fees.</li> <li>Cost of providing parking spaces should be met from Council's existing budget.</li> </ul>	<ul style="list-style-type: none"> <li>There is currently no proposal to impose fees for the use of parking facilities in front of the City Library and Administration Building.</li> <li>Noted.</li> <li>The City does not have the financial capacity to provide all parking facility needs due to the considerable cost involved in their provision (approximately \$10,000 per parking bay, not including ongoing maintenance costs).</li> <li>Such a system would not be cost-effective.</li> <li>Noted.</li> <li>The City has established arrangements with Lakeside Shopping Centre to enable effective enforcement of their parking facilities.</li> </ul>
2	Heather and John Chester	<p>Strongly oppose</p> <ul style="list-style-type: none"> <li>Timed parking is sufficient as we are able to find parking within the City quite easily.</li> <li>We prefer to shop in Joondalup because there are no ticket machines. If introduced, there would be no incentive for people to visit the City.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Noted.</li> </ul>
3	Betty Cunname	<ul style="list-style-type: none"> <li>Introducing permit parking will disadvantage residents within the Joondalup CBD who do not have parking</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>

		<ul style="list-style-type: none"> <li>bays out the front of their homes.</li> <li>Paid parking in general is fairly reasonable, however, it should not apply in Council carparks or Library parking facilities.</li> </ul>	<ul style="list-style-type: none"> <li>There are currently no parking fees proposed for parking facilities in front of the City Library and building.</li> </ul>
4	Barry Cooper-Cooke	<ul style="list-style-type: none"> <li>Permit parking should be introduced into residential areas south of Shenton Avenue and not just apply to northern residential areas.</li> </ul>	<ul style="list-style-type: none"> <li>The proposed permit parking system applies to the residential areas south of Shenton Avenue and not to northern residential areas at this stage.</li> </ul>
5	Maureen Symmons	<p>Strongly opposed</p> <ul style="list-style-type: none"> <li>I will no longer consider Joondalup as a destination if paid parking is introduced. I no longer visit the City of Perth for the same reason.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
6	Chris Womack	<p>Strongly opposed</p> <ul style="list-style-type: none"> <li>Council should increase rates to pay for parking facilities so costs are not just targeted at motorists.</li> <li>The effect on town centre businesses is not mentioned, most people will go elsewhere.</li> <li>Days and times for parking are not mentioned in the plan.</li> <li>Short term parking (up to 1 hour) should remain free for elderly people to visit the library.</li> <li>Paid parking should be removed once sufficient parking facilities are provided.</li> </ul>	<ul style="list-style-type: none"> <li>Long term parking patrons within the City Centre may be commuting from areas outside of the City of Joondalup; therefore, it is difficult to argue that ratepayers (who do not use the parking facilities) should bear the costs of providing parking facilities for outside users.</li> <li>The basic premise for introducing paid parking within the City Centre is to benefit businesses via the effective distribution of parking. This is addressed in the Business Plan.</li> <li>Noted</li> <li>There are currently no parking fees proposed for parking facilities outside of the City Library and building.</li> <li>Noted.</li> </ul>
7	Mark Pacey	<ul style="list-style-type: none"> <li>Ratepayers should not be required to pay the additional costs of fee-paid parking.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>

		<ul style="list-style-type: none"> <li>Introducing paid parking within the City will be detrimental to businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
8	Peter and Elaine Whitmore	<ul style="list-style-type: none"> <li>Strongly opposed.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
9	Joann Swalles	<p>Strongly opposed</p> <ul style="list-style-type: none"> <li>Once Lakeside Shopping Centre developments are complete, parking at the train station will be impossible.</li> <li>The community should be more heavily consulted with.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Noted.</li> </ul>
10	Irene & Dennis Poulton and Marion & Terry Page	<ul style="list-style-type: none"> <li>Joondalup has only just started to thrive; introducing paid parking will significantly reduce this vibrancy.</li> <li>Pensioners and low-income earners will go elsewhere to avoid paying for parking.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> <li>Noted.</li> </ul>
11	Andrew & Jacqueline Phoon	<ul style="list-style-type: none"> <li>Introducing paid parking will cause great frustration for ratepayers, train commuters and shoppers near Lakeside Shopping Centre, particularly when the new annex opens.</li> </ul>	<ul style="list-style-type: none"> <li>The City has an arrangement with Lakeside Shopping Centre management to ensure that Centre staff have sufficient powers to enforce parking offences within their carparks. This should alleviate parking overflow from patrons looking to avoid paying parking fees in the City Centre.</li> </ul>
12	Wanneroo Basketball Association	<ul style="list-style-type: none"> <li>The Wanneroo Basketball Association will be severely disadvantaged by the introduction of paid parking, given that considerable issues with parking are already present at our facilities.</li> </ul>	<ul style="list-style-type: none"> <li>The City is investigating possible parking enforcement arrangements between the City and the Association.</li> </ul>
13	Wayne & Rose Robinson	<ul style="list-style-type: none"> <li>Strongly opposed.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>
14	Andrew and Janet Ostrowski	<ul style="list-style-type: none"> <li>Strongly supportive of a permit parking system for residents.</li> </ul>	<ul style="list-style-type: none"> <li>Noted.</li> </ul>

## ATTACHMENT 3

### *City of Joondalup - Parking Fee Schedule*

#### **SUMMARY OF FEES**

The following are the parking fees that are proposed to apply at parking facilities in the Joondalup Central Business District (CBD).

#### **On Street – Short Term - Time limits ranging from ½ Hour to 2 Hrs.**

Hourly (No daily fee) \$1.00.  
(Lowest coin value 10cents = 6 Minutes)

#### **On Street – (a) Long Term - No time limit – Yellow Zones**

- Hourly fee .40 cents.  
(Lowest coin value 10c = 15 Minutes)  
- Daily \$2.00.  
- Weekly fee \$10.00.  
- Monthly fee \$30.00.

#### **On Street – (b) Long Term - No time limit – Red Zone**

- Hourly free .60 cents  
(Lowest coin value 10c = 10 Minutes)  
- Daily fee \$3.00  
- Weekly fee \$15.00  
- Monthly fee \$45.00

#### **Off Street – Short Term - No time limit, no daily fee**

- Hourly .80 cents.  
(Lowest coin value 10c = 7.5 Minutes)

McLarty Avenue Parking Station No 1  
McLarty Avenue Parking Station No 2  
Central Walk Parking Station No T1

#### **Off Street – Long Term - No time limit, no hourly fee**

**Commuter parking** – Daily fee \$2.00  
- Weekly fee \$10.00  
- Monthly fee \$30.00

Lawley Court Parking Station No T3

#### **Off Street – Long Term - No time limit, no hourly fee**

**Commuter parking** – Daily fee \$3.00  
- Weekly fee \$15.00  
- Monthly fee \$45.00

Boas Avenue Parking Station No 3  
Davidson Terrace Parking Station No 4  
Central Park West Parking Station No 8

# Proposed Parking Scheme Restrictions Plan

