

Coolum Beach parking Context and overview



Coolum Beach

Ongoing growth in and around Coolum Beach and a growing visitor attraction are expected to lead to an increase in parking demand. A range of initiatives is proposed to ensure Coolum Beach's parking infrastructure develops in line with future growth.

KEY ISSUES

Coolum Beach's usual parking demand is driven by commercial activity with peaks during holiday periods. Existing parking supply is generally adequate for current demands on typical days. However parking demand will approach capacity in the next 5-10 years.

Seasonal and weekly demand

Coolum Beach's coastal location draws local residents and tourists to the beachfront, creating high levels of demand during peak holiday periods and on weekends. Demand growth may see current parking arrangements in high use areas approach capacity in the next 5-10 years.

Quantity

Available parking in the heat map area:

- Public parking – about 1,100 spaces of which about 200 are time restricted
- Private parking – about 650 spaces

David Low Way shopping precinct

The David Low Way shopping precinct has just under 300 public parking bays with parking activity reaching 90% occupancy at times for the 2P parking but less than 80% occupancy for the unrestricted parking.

Pressure points

The Tickle Park public off-street car park is consistently busy on weekends, with peak occupancy levels of 85-90%. The duration of stay data showed that about 90% of vehicles stay for less than 3 hours. This indicates that despite the majority of these spaces being unrestricted, regular turnover of parking is still occurring.

The David Low Way 2P areas are well used throughout the week driven by the area's close proximity to commercial uses and the beachfront.

Utilisation

Parking utilisation reduces quickly with distance from the beach. Tickle Park off-street car park can be at or above 80% occupied across most of the day on a weekend. On-street public parking around the David Low Way shopping precinct displays occupancy at about 90% for the 2P spaces but less than about 80% occupancy for the adjacent unrestricted spaces. The unrestricted on-street parking around Birtwell Street is under used despite it being within walking distance to many local destinations.

Duration of stay

Surveyed information indicates that about 90% of all vehicles stayed for about 3 hours or less, whether it was a weekday or a Saturday.

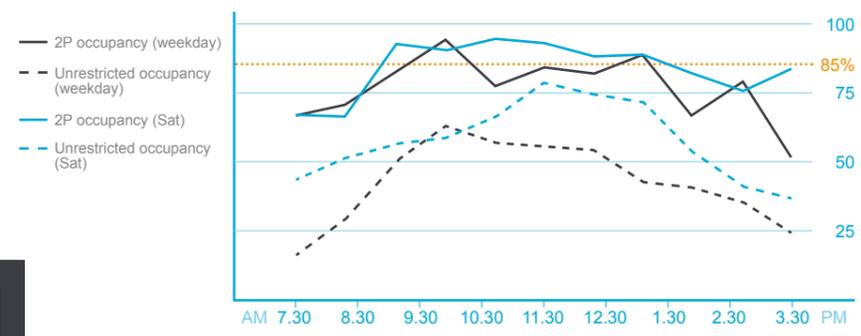


Weekday parking occupancy (typical peak)



Weekend parking occupancy (typical peak)

Aerial Imagery supplied by NearMap



+14%
2016 to 2026 population estimates
+2091 (Total 16,744)
Data reflects the combined growth figures for the combined area of Coolum Beach, Mount Coolum, Yaroomba and Point Arkwright.

Coolum Beach parking

Actions and interventions



Coolum Beach

The aim is to make better use of Coolum Beach's existing car parking infrastructure. A range of targeted initiatives are proposed to monitor observed parking trends and meet the additional demands of future growth.

ONGOING STRATEGIC ACTIONS

Parking demand in the Coolum Beach area will continue to grow, with additional demand concentrated around specific locations. In order to reduce the impacts of this growth, a number of actions will occur:

- Promote public transport, walking and cycling which reduces parking demand
- Advocate for improved bus services to, and within, Coolum Beach
- Council will continue to require new development to provide for its own parking demand in accordance with the Sunshine Coast Planning Scheme
- Monitor parking use in Coolum Beach to reveal parking behaviour and emerging trends
- Continued use of 'park and ride' arrangements for events
- Support an interactive parking app to facilitate journey planning
- Investigate the feasibility of temporary 'park and ride' arrangements during peak periods.

PARKING STRATEGY

Formalise on-street parking in key locations to increase spatial efficiency and enhance user legibility

Expand short term parking in high demand locations to support higher turnover and greater access to local businesses

Promote existing off-street parking sites and investigate future expansion or potential new sites to accommodate growth

Implement value for money technologies to optimise local parking management

BENEFITS

Formalised parking areas improve legibility and increase spatial efficiency

Higher turnover and availability of parking in commercial activity areas support economic activity

Increased legibility and parking information availability for easy and convenient use

Accommodates projected future demands and supports economic growth

Encourages return visits

Increases council's ability to adjust to shifting trends in demand

TARGETED ACTIONS

Parking arrangements in Coolum Beach, have some capacity to cater for future needs. If existing trends continue, intervention will be required to ensure future demand can be accommodated.

Short term (1-5 years)

- 1 Formalise on-street parking spaces and provide signage on Frank Street to improve capacity, legibility and help people know where to park
 - 2 Formalise on-street parking spaces and provide signage on Coolum Terrace to improve capacity, legibility and help people know where to park
 - 3 Formalise on-street parking spaces and provide signage on Elizabeth Street to improve capacity, legibility and help people know where to park
 - 4 Formalise on-street parking spaces and provide signage on Williams Street to improve capacity, legibility and help people know where to park
 - 5 Extend the 3P time restriction to some of the Tickle Park car park
- Introduce parking technology to provide real time advice on off-street public parking availability.

Medium to long term (5+ years)

- 6 Investigate options for additional parking facilities on council's Park Street and Jack Morgan Park sites (if sufficient demand is demonstrated). Minimise and balance any intrusion into Jack Morgan Park
- 7 Extend 2P time-restricted parking on David Low Way (between Margaret Street and Williams Street) in line with rising demand, to increase turnover/access to commercial areas
- 8 Extend 2P time-restricted parking on Elizabeth Street in line with rising demand and increase turnover/access to commercial areas.



Parking actions - Coolum Beach