

# Maroochydore

As the commercial, retail and emerging heart of the Sunshine Coast, Maroochydore is expected to experience a 41% increase in population and considerable growth in economic activity.

### KEY ISSUES

Current Maroochydore public parking provision is approaching practical capacity, resulting in parking spillover into surrounding areas. Investment will be required in the short term to add parking to reduce issues associated with growing demand.

#### Pressure points

Parking occupancy data shows existing public parking is under stress. Overstaying occurs within the Maroochydore core precinct during weekdays, and along The Esplanade and Cotton Tree Parade during weekends.

#### Spillover

Increased parking demand has been observed during weekends and peak periods on roads fronting and adjoining the coastline. The residential area, adjacent to the core, experiences some durations of stay of 5-8 hours on weekdays, due to employee parking spillover.

#### Private parking

Private off-street parking provides about two-thirds of the parking infrastructure in Maroochydore. Development must continue to provide its demand generated parking and ensure that it is available for use by customers and employees.

Sunshine Plaza and Big Top Market Fresh have recently introduced new parking arrangements with free parking for up to 3 hours. Some existing long term parking will be displaced as a result of this arrangement.

### Parking demand

The Maroochydore peak demand period is typically late morning on weekdays. Weekday surveys reveal an increase in the length of the average stay between 2011 and 2014. This indicates an increase in overall longer stays and could be linked to employee parking, resulting in longer stay parking into adjacent residential and commercial areas.

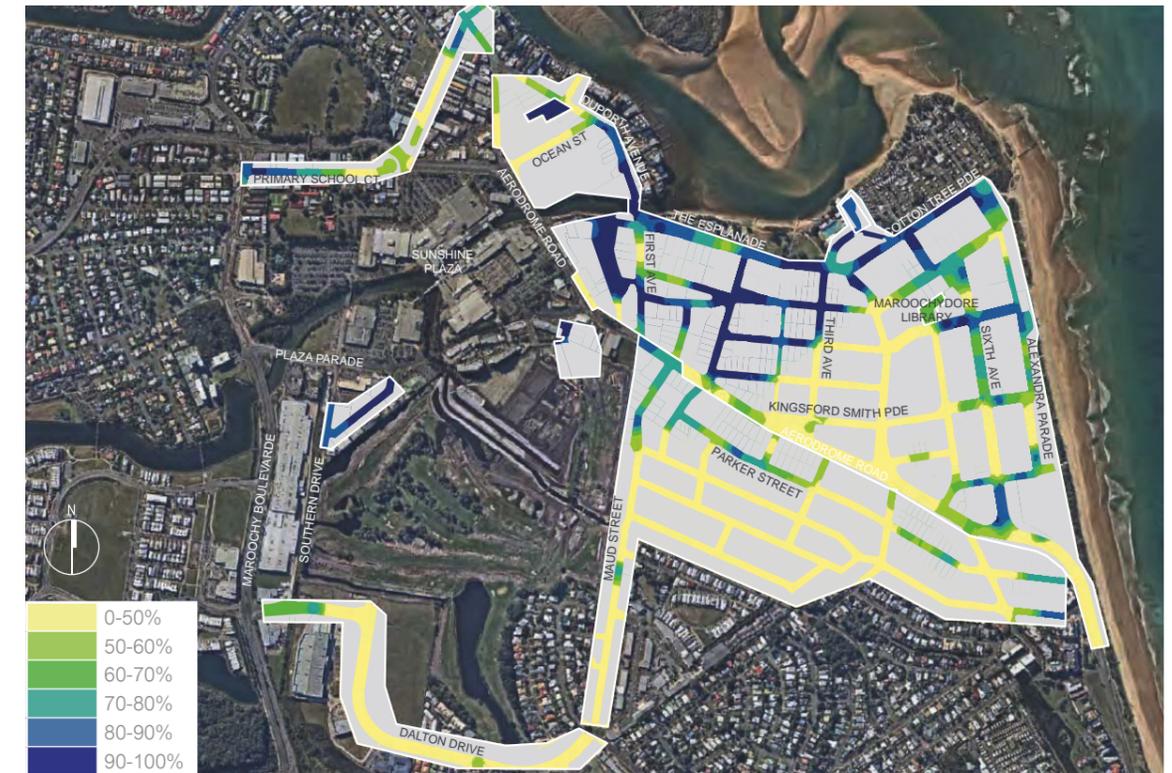
### Existing infrastructure

Though demonstrating high use during the week, the Cornmeal Parade parking site has low parking occupancy on weekends. Similarly, the Duporth Avenue public car park experiences very high use during weekdays with low occupancy on weekends.

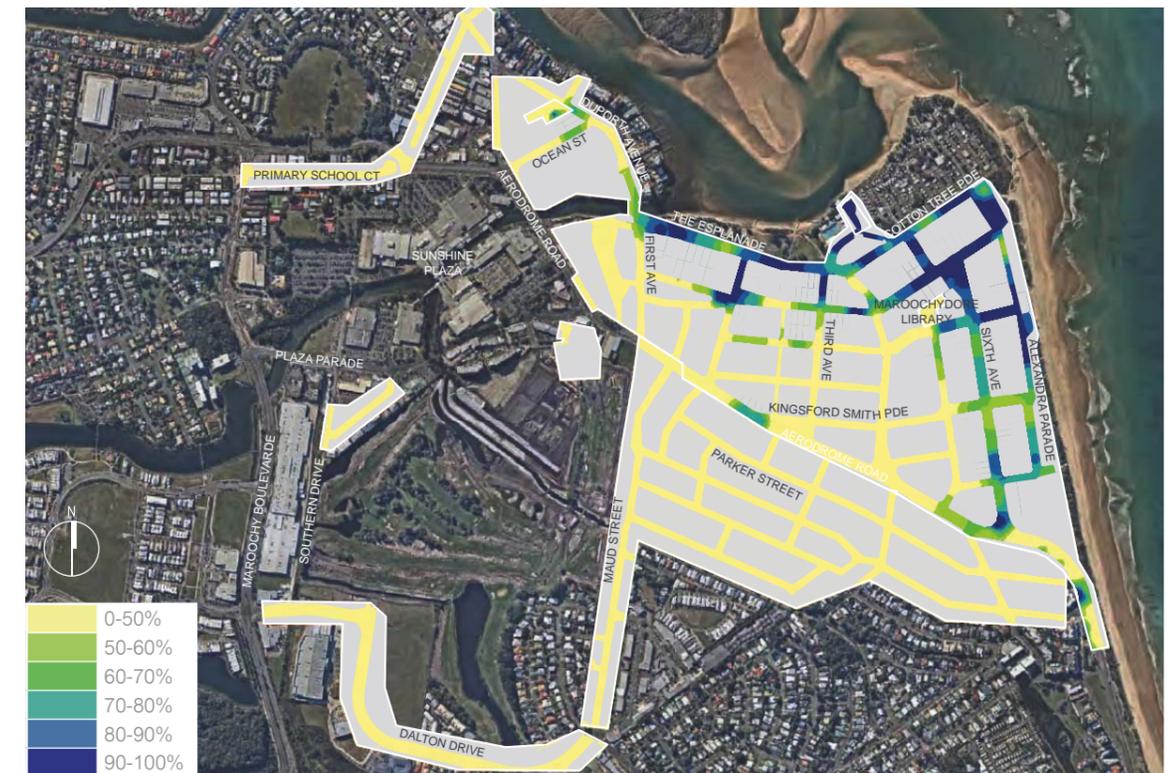
### Future Maroochydore Priority Development Area (PDA)

The Maroochydore PDA is designed using the principles of a transit-oriented development with high density, compact urban form. The design incorporates a comprehensive active transport network for both pedestrians and cyclists and provides for bus services, future passenger rail and light rail, as the primary transit hub for the Sunshine Coast. A greater shift toward active and public transport can be encouraged by controlling parking quantity and improving parking supply use.

The Maroochydore City Centre Development Scheme identifies the adoption of a parking rate approaching half of the usual parking requirement (under the Sunshine Coast Planning Scheme) in anticipation of a long-term shift away from travel by car into the PDA. The introduction of paid parking in the PDA may result in some spill of employee all-day parking into the residential area to the east.



Weekday parking occupancy (typical peak)



Weekend parking occupancy (typical peak)

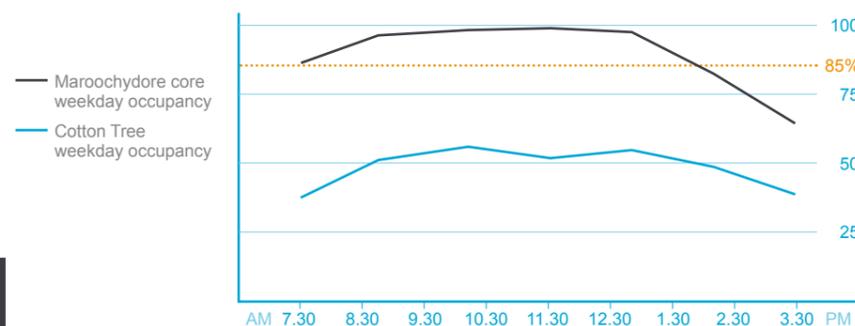
Aerial Imagery supplied by NearMap

**+41%**

2016 to 2026 population estimates

**+6940** (Total 23,862)

Data reflects the growth figures of Maroochydore.



Maroochydore daily occupancy fluctuations for unlimited parking

## Maroochydore

The aim is to make better use of existing car parking infrastructure before adding more parking. A range of targeted initiatives will increase supply at observed parking 'hot spots', and provide alignment across the wider Maroochydore City Centre.

### ONGOING STRATEGIC ACTIONS

The greater Maroochydore area will continue to experience growth in parking demand, with the majority concentrated around specific locations. In order to best reduce the impacts of this demand, the following actions will occur:

- Incorporate smart technology to improve driver experience and optimise parking management
- Refine parking rates for development, to match commercial needs and account for the desired shift to public and active transport
- Increase resource levels to educate, encourage and support the use of public transport and active transport as viable alternatives to private motor vehicles
- Review private off-street parking use to ensure supply is meeting planning objectives
- Support ongoing communication with the providers of large private off-street parking facilities, to ensure a coordinated and consistent approach to parking in Maroochydore
- Regulate parking to provide a range of parking
- Advocate for improved public transport to and around Maroochydore..

### TARGETED ACTIONS

Maroochydore is approaching practical capacity for public parking, triggering the need for action to avoid negative impacts. A number of targeted actions have been identified to address these concerns.

#### Short term (1-5 years)

- 1 Provide some 2P and 4P parking spaces in Carnaby Street and Southern Drive to support adjacent development (only at selected locations)
  - Formalise on-street parking in Carnaby Street and Southern Drive
  - Review time restrictions surrounding key destinations to match priority use
  - Increase enforcement at the Cornmeal Parade and Duporth Avenue public off-street car parks to support the intended use of that parking
- 2 Provide temporary at-grade parking at the Millwell Road /Evans Street intersection
  - Provide additional at-grade car parks in Cotton Tree where possible
  - Simultaneously introduce paid parking in parts of the existing Maroochydore core area and the Maroochydore PDA site
- 3 Cornmeal Parade (additional 500 bays approx.) and
- 4 Duporth Avenue (additional 400 bays approx.) car park sites

### PARKING STRATEGY

- Introduce paid parking in central Maroochydore areas experiencing high occupancy and overstaying, timed with the introduction of paid parking in the Maroochydore PDA
- Reconfigure existing at grade parking areas that are capable of supporting greater capacity
- Plan and construct additional multi-storey paid parking supply on council sites
- Limited implementation of the resident parking permit scheme to support local residents
- Investigate and implement value for money, smart parking technologies to optimise local parking management
- Expand short term parking in high demand locations to support higher turnover and improve access to key destinations
- Encourage the shift to public transport, walking and cycling

### BENEFITS

- Supports the development of a wider Maroochydore City Centre and facilitates economic vitality
- Promotes a quality urban environment with enhanced amenity
- Enables Maroochydore to function as a Principal Activity Centre
- Manages parking spillover from high-use areas into residential streets
- Encourages return visits
- Increases council's ability to adjust to shifting trends and demographics
- Manages the potential impacts associated with the development of Maroochydore
- Modifies travel behaviour

- Develop a value for money investment strategy to provide and sequence additional parking to support the whole Maroochydore CBD, recognising the parking capacity of the PDA.
- 5 Reconfigure some on-street parking in Alexandra Parade to provide additional at-grade car parks in Cotton Tree
- 6 Negotiate parking in the designated passenger rail corridor into the Maroochydore City Centre corridor adjacent to Southern Drive
- Create a park and ride facility south of Maroochydore at Elizabeth Daniels Park for employee and event parking.

#### Medium-long term (5-10 years)

- 7 Consider residential parking permits (meeting criteria) in residential areas adjacent to the business area adversely affected by spill over parking, only after the implementation of reduced time limits.
  - Introduce additional paid parking areas in alignment with the Maroochydore PDA development
- 8 Implement time limits along the Cotton Tree beachfront (selective locations only)
  - Manage the partial shift of all-day parking to outside the boundary of the paid parking area, with free parking within walking distance
  - Consolidate parking at the Cornmeal Parade and Duporth Avenue multi-storey car parks.



Parking actions - Maroochydore