



# Birtinya

Birtinya is to become a unique major activity coastal centre that will accommodate health, education, commercial, retail, residential and recreational uses as a transit oriented area. A proactive approach to parking infrastructure is required to meet future demand.

### KEY ISSUES

Birtinya is emerging as a key centre in the region and is being developed under unique development processes. These controls can have a significant impact on the provision of on and off-street parking. Many precincts are fully developed while some are still emerging. Paid parking is part of parking management of this area.

### Pressure points

Each precinct 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 balanced. On-street parking along Innovation Parkway in the Business Village precinct is very well used with approximately 80% of the parking bays occupied across the business day and peaking above 85% for several consecutive hours in the day. Equally high demand exists at the Decks adjacent to the Commercial Centre and The Edge Development, due to spillover from nearby employee-intensive land uses with full or near full car parking facilities. The limited public on-street parking near the hospital is well used.

With the opening of the Sunshine Coast University Hospital there will likely be some parking spill over into adjacent areas, particularly residential areas.

### Future development

Parking infrastructure must be delivered in alignment with development requirements. Future development for the area includes:

- Sunshine Coast Public University Hospital (opened 2017 and expansion to 2021)
- Kawana town centre precincts
- Remaining development along Innovation Parkway
- The Health Hub Precinct
- Planned future residential development on Birtinya Island, Kawana Town Centre, the Health Hub and Bokarina Beach.

The majority of the parking will be private off-street parking with limited public on-street parking, except in residential areas.

### Event Parking

Event parking associated with the district and regional scale facilities at Sportsmans Parade can have impacts on the area. The extent of these impacts depend on the size and timing of an event. Event traffic management plans must include parking management arrangements.

### Transit

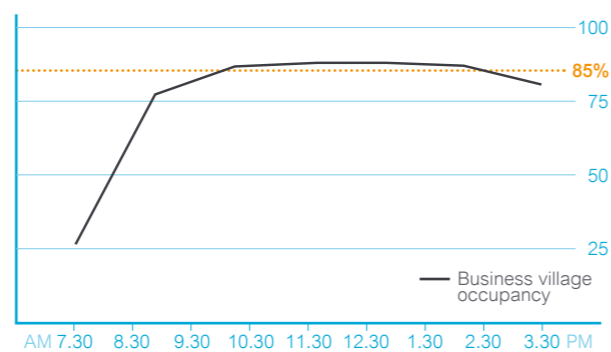
The Birtinya area requires improved public transport services to limit parking demand and support the desired transport and parking outcomes. Initially, this means bus services, but in the future would include light rail and passenger rail.

### Active transport networks

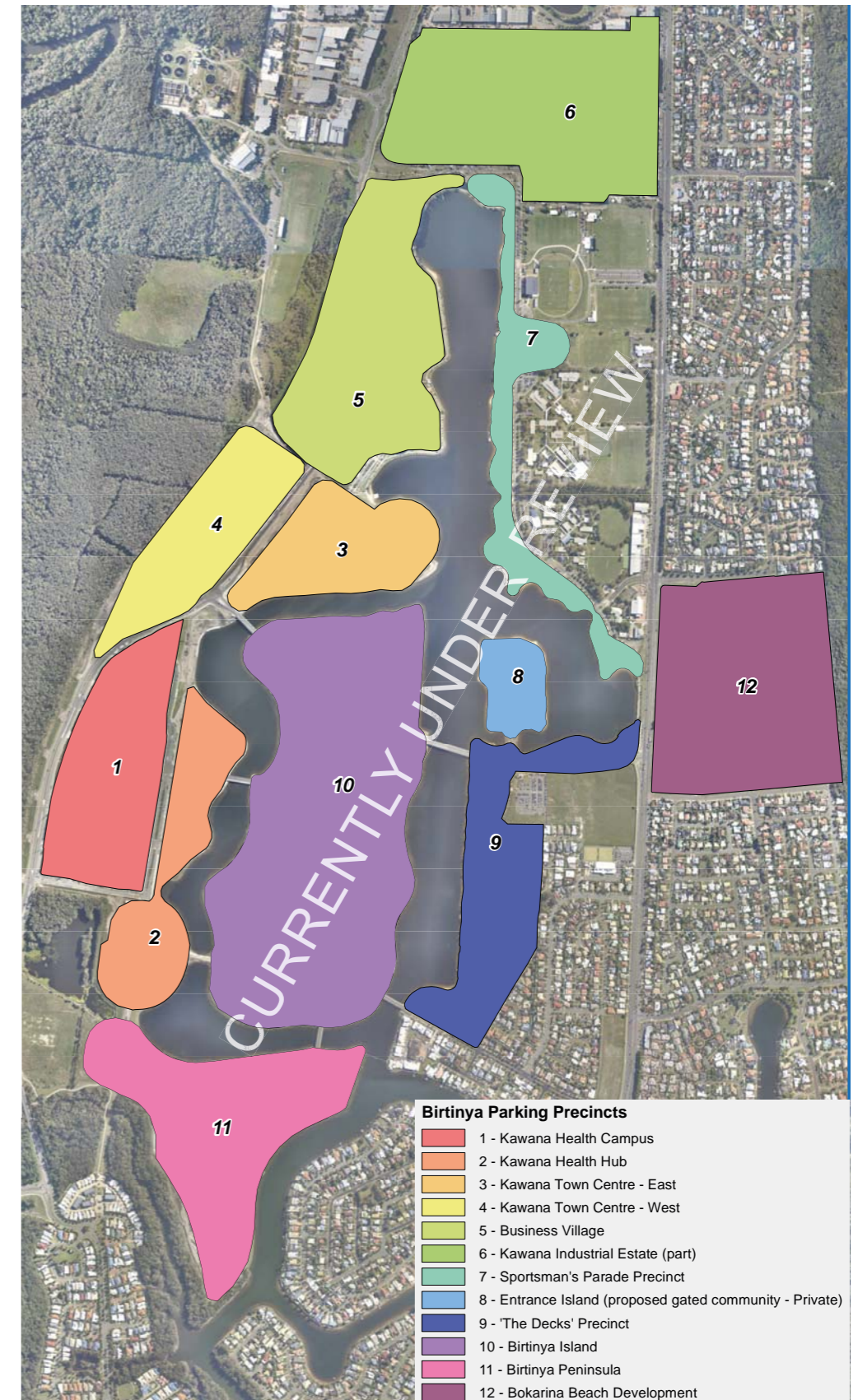
An integrated, high quality walking and cycling network has been established. Activating the use of this network will help lower the demand for parking.

### Public/private parking

There is significantly more private off-street parking available than public on and off-street parking in some residential precincts. Travellers to the area will rely on private off-street parking predominantly. The relative public/private parking ratios of several precincts are listed in the table below.



Precinct	No. of bays (est.)	Public : Private ratio (%)
Health Hub	~4100	3 : 97
Innovation Parkway business village	~2300	12 : 88
Industrial estate	~1800	35 : 65
Sportsmans Parade	~850	55 : 45



Birtinya parking focus area

Aerial Imagery supplied by NearMap

**+36%**  
 2016 to 2026 population estimates  
**+8540** (Total 32,439)  
 Data reflects the combined growth figures for the combined area of Birtinya, Wurtulla, Buddina and district.

Birtinya daily occupancy fluctuations

Existing Public : Private parking ratios



# Birtinya

The strategy aims to ensure that parking infrastructure progresses in alignment with the planned development for the area. A range of targeted initiatives is proposed to optimise existing parking and increase flexibility in this complex area.

## ONGOING STRATEGIC ACTIONS

Ongoing monitoring in Birtinya will be necessary to identify parking trends and usage, and ensure expected outcomes for parking are being achieved. The following actions will occur as required or on a regular repetitive basis:

- Explore and enable opportunities for improved temporary major event park and ride arrangements
- Liaise to ensure private off-street parking remains accessible for employees and customers
- Introduce value for money technology solutions to improve access to parking
- Complete local active transport links to encourage short walking and cycling journeys
- Advocate for improved public transport services to achieve mode shift and moderate parking demand
- Advocate for employers to promote walking, cycling and use of public transport to employees and students of the area to encourage sustainable travel behaviour
- Assist employers to consider and implement a sustainable transport plan ('Green Travel Plan') for employees
- Ensure development provides parking in line with the Kawana Development Agreement
- Introduce use-restricted parking bays (e.g. loading bays, 2P) based only on demonstrated need
- Advocate for development of a major transit hub at the bus/rail interchange site in the transit precinct
- Ensure Sunshine Coast Stadium master plan considers event impacts on area parking
- Monitor parking use in Birtinya to reveal parking behaviour and emerging trends..

## PARKING STRATEGY

A paid parking area will encompass the health precinct and parts of the town centre and surrounds

Introduce some short term parking to support increased turnover around key destinations

Investigate and implement appropriate areas for temporary parking sites, particularly related to large events

Limited implementation of a resident parking permit scheme to support local residents adjacent the health precinct

Investigate and implement value for money technologies to optimise parking management and use

## BENEFITS

Ensures alignment between parking provision and the planned development

Addresses anticipated demand to keep pace with population and economic growth

Supports the future economic activity of the centre by providing accessibility to key destinations

Promotes a quality urban environment and enhanced amenity

Enables Birtinya to function as a major health and commercial destination

Manages potential parking spillover between precincts

Encourages sustainable travel behaviour by promoting public, active transport usage and development of 'Green Travel Plans'

## TARGETED ACTIONS

The current on and off-street parking arrangement is considered appropriate. A number of targeted actions have been identified to ensure Birtinya is capable of meeting this future demand and changes to the existing circumstances over time.

An integrated smart parking system comprising parking meters, in-ground sensors and phone app has recently been introduced providing benefits including improved ease of use, more payment options, enforcement outcomes and use data. It also incorporates:

- 1 On-street time restricted parking exists in Reflection Crescent (1P) and Lake Kawana Boulevard (3P)
- 2 Paid, time-restricted, on-street parking exists adjacent to the Health Hub precinct and Kawana Health Campus.

### Short term (1-5 years)

- Create a parking map for Birtinya
- Create an overall event parking management plan to help the area cope with major events and require event organisers to manage parking arrangements
- 3 Stage the introduction of on-street time-restricted parking along Innovation Parkway to encourage turnover
- 4 Introduce paid time-restricted on-street parking (2P) to the Kawana town centre precinct in line with development
- 5 Introduce a limited resident parking permit scheme in the vicinity of the hospitals based on demonstrated evidence of impacts
- 6 Introduce some time-restricted on-street parking to Bokarina Beach with development.

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

- 7 Introduce paid, time-restricted on-street parking to the Kawana town centre, part of Lake Kawana Boulevard and North Birtinya Island as development progresses
- Incorporate time-restricted parking to areas adjacent to paid parking areas.



Parking actions - Birtinya