Mooloolaba parking Context and overview

Mooloolaba

As one of the Sunshine Coast's most attractive destinations, Mooloolaba experiences considerable variation in parking demand throughout different times of the year. A range of short and medium term changes is proposed to the parking arrangements.

KEY ISSUES

Mooloolaba parking supports local resident needs related to employment, day to day services and recreation outcomes. Its natural features and facilities attract high tourist and visitor numbers throughout the year. The challenge is to balance the supply of parking to this varying demand. Additional parking is needed.

Seasonal variation

For most of the year, the parking supply effectively caters for typical demands. Mooloolaba does however experience periods of high parking demand during peak holiday periods and events. During these periods much of the area's parking supply has been observed to be occupied. This results in spillover into surrounding areas and contributes to congestion and parking demand pressure throughout Mooloolaba. Managing fluctuations in demand is an important element in maintaining Mooloolaba's viability and accessibility.

The Wharf and Sealife car park, Foote Street area and the Spit experience significant seasonal variation in parking occupancy.

Pressure points

The Mooloolaba foreshore area and the Brisbane Road car park experience prolonged periods of high demand throughout the year, on weekdays and weekends alike. Prolonged periods of high occupancy can impact traffic, contributing to congestion in Mooloolaba.

Additional parking is required and is to be delivered on the Brisbane Road car park site.

Maintaining and improving turnover in the core area is a required outcome. This will mean some revised time restrictions and paid parking.

Transport network

The Mooloolaba transport network requires improvement to cater for anticipated growth. These improvements will require the removal of some on-street parking bays. The most significant project is the Brisbane Road and Walan Street four lane upgrade and associated works.

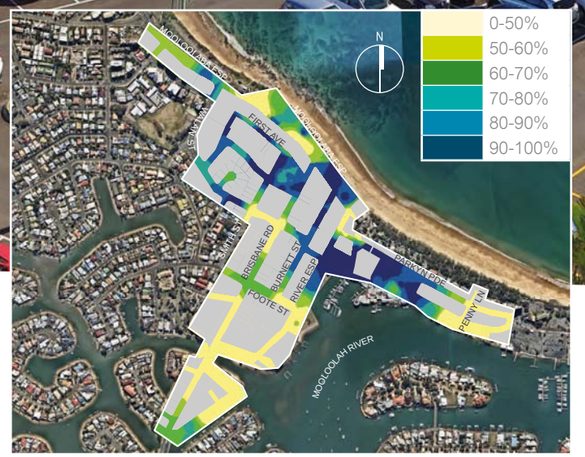
Strategic Issues

The following high level strategic issues impact the effectiveness of parking:

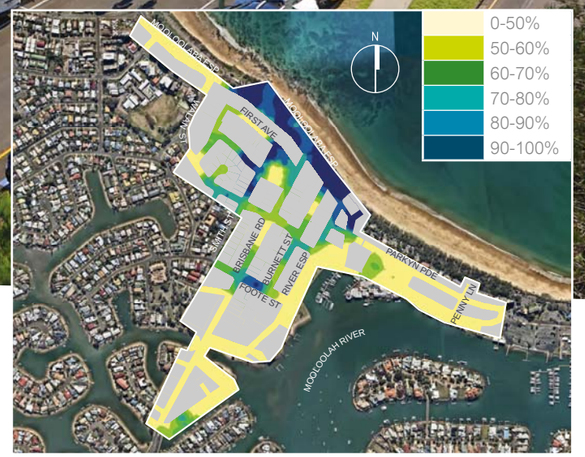
- High frequency public transport connections exist with other centers, however the car remains the dominant mode of travel
- Existing active transport connections are present, but not complete or clearly identifiable
- Some areas are popular for public parking at all times due to proximity to particular destinations. These areas show continued high occupancy levels, with a relatively short duration of stay, which creates good turnover and maintains availability
- Dealing with holiday peak periods through simply increasing permanent parking supply alone is not a viable solution.

Duration

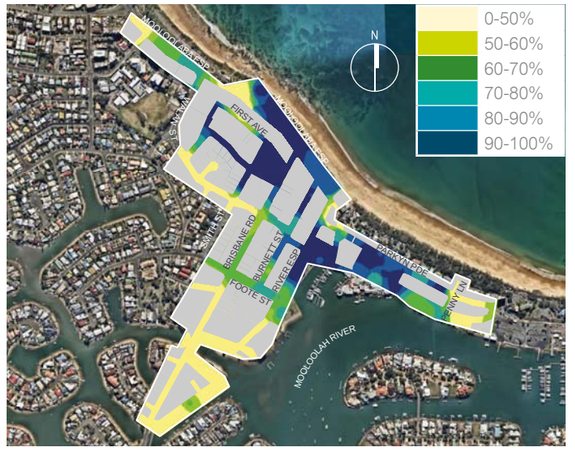
The majority of on-street public parking bays were observed to have a duration of stay less than 2 hours. This indicates that parking bays with or without a time restriction currently experience regular turnover needing limited intervention.



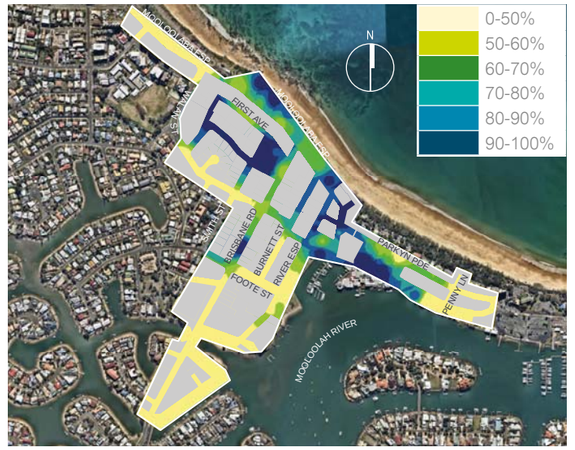
HIGH SEASON weekday parking occupancy (typical peak)



LOW SEASON weekday parking occupancy (typical peak)

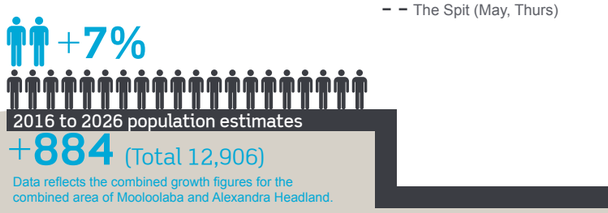


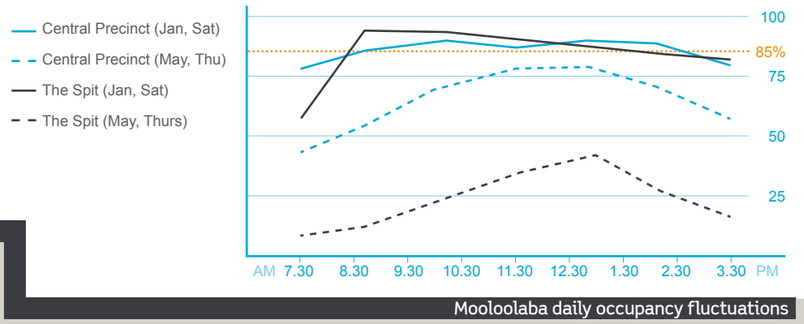
HIGH SEASON weekend parking occupancy (typical peak)



LOW SEASON weekend parking occupancy (typical peak)

Aerial Imagery supplied by NearMap





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Mooloolaba parking Actions and interventions

Mooloolaba

The aim is to deal with future demand in Mooloolaba by increasing the parking supply, making better use of existing car parking infrastructure and applying travel demand management especially at peak holiday periods.

PARKING STRATEGY

- Investigate and construct additional parking supply in a staged approach
- Investigate opportunities for temporary parking sites to assist with peak period demands
- Investigate and implement value for money technologies to optimise local parking management
- Introduce time limited and paid parking in the core area of Mooloolaba experiencing extended periods of high demand
- Ensure future development provides for its generated parking demand
- Undertake travel behaviour change activities to modify parking demand

BENEFITS

- Increases parking capacity and availability in Mooloolaba
- Supports Mooloolaba's role as a popular coastal destination
- Takes a staged approach in catering for future parking demand, keeping pace with population and economic growth
- Encourages return visits and manages the perception of parking
- Balances local amenity and supports a quality urban environment
- Improves management of a highly variable parking demand
- Increases council's ability to adjust to shifting trends and demographics

ONGOING STRATEGIC ACTIONS

Parking demand in the greater Mooloolaba area must be managed in order to maintain the activity of the centre. The following actions will occur as required or on a regular repetitive basis:

- Conduct a review of signage, wayfinding and line marking to inform users and support enforcement
- Implement ongoing travel demand management to reduce parking demand, particularly during peak holiday periods
- Investigate and implement temporary parking opportunities to ease pressure during peak holiday periods
- (1) Incorporate value for money technology in line with an integrated parking system, including smart parking meters and real time parking signage
- Enforce parking regulations across Mooloolaba
- Advocate to TransLink for improved public transport to and around Mooloolaba including a local shuttle service during peak holiday periods
- Promote the use of the active transport network and investigate potential for a bicycle share scheme
- Ensure that new development provides for its generated parking demand
- Encourage adjoining development sites to explore and realise shared and consolidated parking arrangements
- Ensure the public has easy access to parking information via a parking map and interactive apps to facilitate journey planning
- Promote public transport as a viable travel alternative for visitors
- The proposed sequence for providing additional off-street car parking recognising a potential need for an additional 1,000 spaces in the long term is:
  1. Brisbane Road multi-storey car park facility coincidental with an at-grade 'park and ride' site at Incana Street
  2. A new multi-storey car park, with increased capacity, on The Wharf site
  3. A possible, future site to be investigated for need, capacity and location
- Engage with property owners to ensure that private off-street car parking remains available and accessible for staff and customers.

TARGETED ACTIONS

Mooloolaba is fast approaching its practical parking capacity for periods of the year, which triggers 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)

(2) Review and introduce time-restricted parking in targeted core locations experiencing prolonged periods of high occupancy

(3) Construct a new off-street multi-storey public car park on the Brisbane Road car park site, incorporating a mixture of timed and un-timed parking to maximise additional supply

(4) Introduce paid parking throughout the central /core area of Mooloolaba in line with the opening of the Brisbane Road multi-storey car park

(5) Review time restrictions and introduce paid parking at the Wharf/SeaLife off-street facility in line with the opening of the Brisbane Road multi-storey car park

(6) Redevelop the existing multi-storey car parking area at the Wharf site to accommodate additional car parks (after Brisbane Road car park site redevelopment)

(7) Introduce real time parking advisory signs at targeted locations

(8) Investigate and implement opportunities for temporary at-grade parking locations on council-owned vacant land, as well as Penny Lane and Mooloolaba State School

(9) Create a new 'park and ride' facility near the Sunshine Motorway with connections between active and public transport networks.

Medium to long term (5+ years)

- Construct an additional multi-deck car park with a mixture of timed and un-timed parking (location to be determined)
- Introduce use-restricted bays where need is demonstrated
- Monitor and, if required, identify options for additional parking supply.

Parking actions and possible future outcome – Mooloolaba