## Alexandra Headland

One of the Sunshine Coast's most popular beachfront destinations, with a strong local community, Alexandra Headland will continue to grow due to its coastal attraction and world class surf breaks. Future parking provision must maintain the existing amenity along the coastal frontage while accommodating growth in demand.

### KEY ISSUES

Alexandra Headland currently experiences high demand during peak holiday periods and events. The existing parking supply can accommodate typical demands and some growth over the next 5 years.

### Weekly demand variation

Demand in Alexandra Headland is primarily driven by beachfront attraction and occurs on the weekends.

### Seasonal demand

Alexandra Headland experiences its highest levels of short term demand during peak holiday periods as a key coastal beachfront destination. During the seasonal peak periods, on-street parking will extend further from the beach into the adjacent residential area or further along Alexandra Parade.

### Parking pressure points

Parking occupancy monitoring shows existing parking is most under stress within:

- Areas surrounding the Alexandra Headland Surf Life Saving Club
- Mari Street
- Areas with direct access to the beachfront.

Some public parking areas remain popular resulting in high occupancy and high turnover.

Future road corridor improvements and the potential introduction of the light rail may require the removal and/or relocation of some on-street parking to support this network improvement, particularly near intersections.

### Spillover

As demand increases, more on-street parking in nearby residential streets is likely to occur particularly during peak periods and is considered acceptable. Council will continue to monitor parking behaviour and identify long term additional parking locations.

### Duration of stay

Parking surveys show that year round, on both weekends and weekdays, approximately 80-90% of vehicles stayed less than two hours. Nearly all vehicles stayed less than four hours. This indicates that turnover of spaces is occurring.
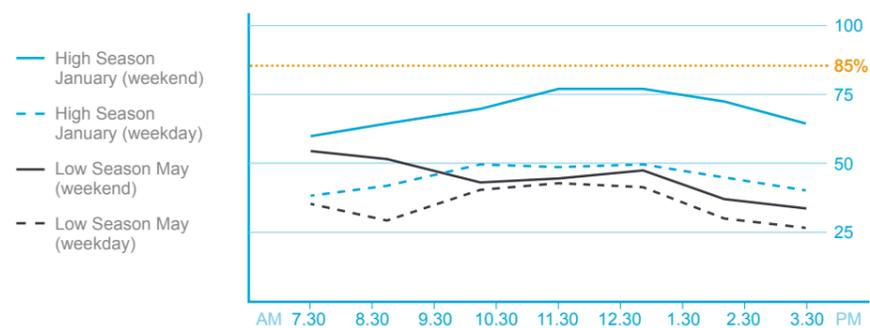
**+7%**

2016 to 2026 population estimates

**+884** (Total 12,906)

Data reflects the combined growth figures for the combined area of Alexandra Headland and Mooloolaba.

Legend:
— High Season January (weekend)
-- High Season January (weekday)
— Low Season May (weekend)
-- Low Season May (weekday)

AM 7.30  8.30  9.30  10.30  11.30  12.30  1.30  2.30  3.30 PM

85%

**Alexandra Headland daily occupancy fluctuations**

Legend:
0-50%
50-60%
60-70%
70-80%
80-90%
90-100%

Weekday parking occupancy (typical peak)

Legend:
0-50%
50-60%
60-70%
70-80%
80-90%
90-100%

Weekend parking occupancy (typical peak)

Aerial Imagery supplied by NearMap

# Alexandra Headland parking
## Actions and interventions

## Alexandra Headland

Alexandra Headland will continue to grow as a popular place to live, work and visit. The plan aims to better use existing car parking infrastructure and proposes a range of targeted initiatives to support demand and address observed parking 'hot spots'.

### PARKING STRATEGY

Expand short term parking in high demand locations to support high turnover in key destinations

Promote use of existing off-street parking sites and explore potential expansion to meet future growth

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

Track existing parking provisions, emerging demographics and trends to inform decision making

### BENEFITS

Increased parking availability and higher turnover adjacent to commercial activity areas

Increased legibility and availability of parking information to improve user experience

Encourage return visits

Increases Council's ability to adjust to shifting trends and demographics

### ONGOING STRATEGIC ACTIONS

Alexandra Headland will continue to experience growth in parking demand predominantly along the beachfront. The following actions will occur to reduce potential growth impacts.

- Create a parking map that clearly identifies parking locations and restrictions for local residents and visitors
- Support an interactive smart parking app to facilitate journey planning
- Advocate to the State Government for improved public transport along the Alexandra Parade/Aerodrome Road corridor to reduce traffic and encourage a modal shift that supports increased public transport patronage, walking and cycling
- Development and any re-development is to provide for its generated parking demand
- Monitor parking use in the area to reveal parking behaviour and emerging trends.

### TARGETED ACTIONS

The parking arrangement in Alexandra Headland has some capacity to cater for future needs. Intervention will eventually be required to provide for future demand if existing growth trends continue.
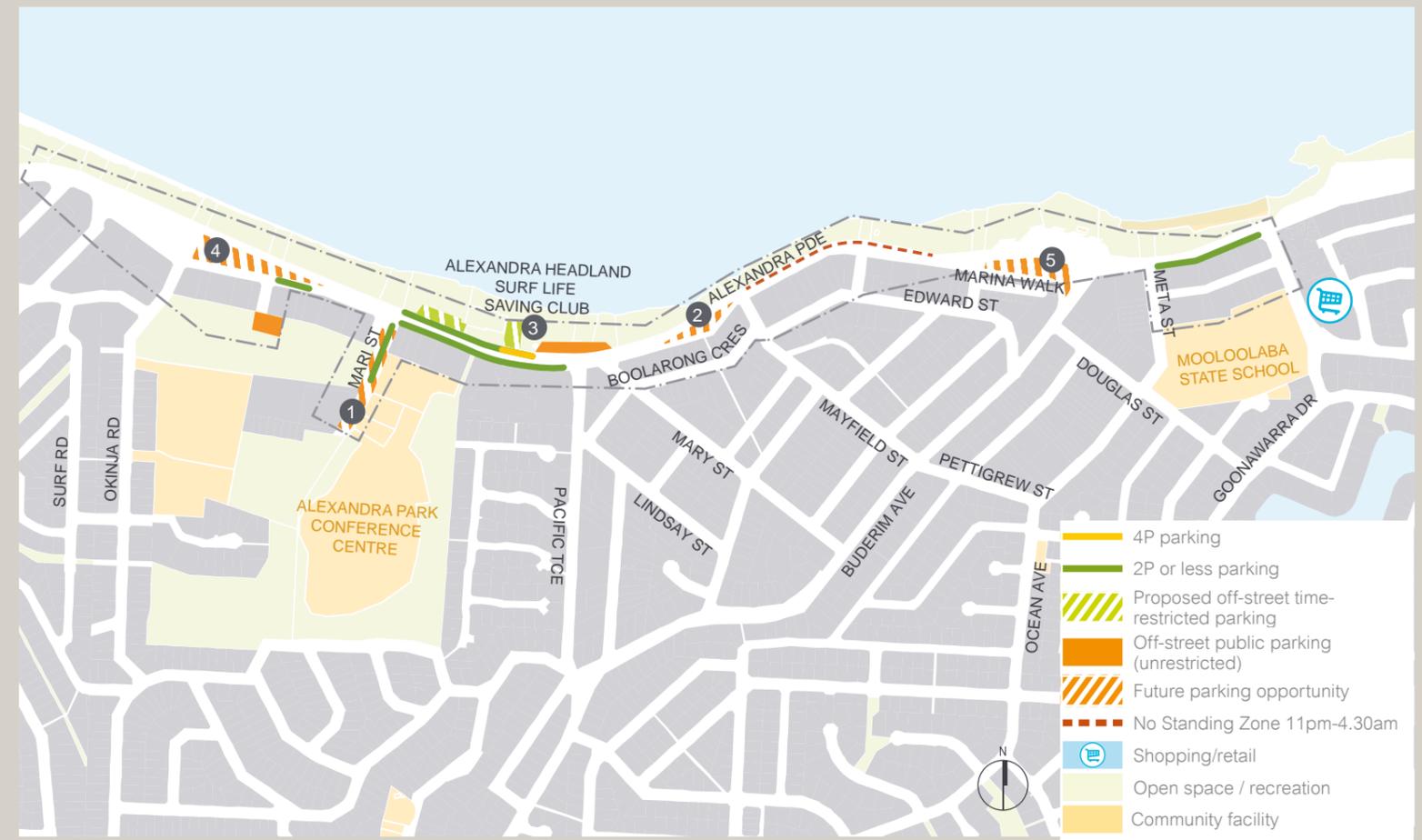
Some areas currently experience a higher concentration of parking demand in peak times. The following actions are to be implemented to reduce these impacts.

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

1. Investigate the reconfiguration of on-street car parking to increase capacity along Mari Street
2. Investigate options for additional parking along Boolarong Crescent while retaining the memorial and iconic palm tree
3. Introduce time-restricted parking to some of the parking areas around the Alexandra Headland Surf Life Saving Club.

#### Long term (5+ years)

4. Investigate opportunities for reconfigured and additional parking at the intersection of Alexandra Parade and Okinja Road
5. Investigate options to expand the existing car park on Marina Walk.



Parking actions – Alexandra Headland

Legend:
- 4P parking
- 2P or less parking
- Proposed off-street time-restricted parking
- Off-street public parking (unrestricted)
- Future parking opportunity
- No Standing Zone 11pm-4.30am
- Shopping/retail
- Open space / recreation
- Community facility