FRASER COAST REGIONAL COUNCIL MARYBOROUGH & HERVEY BAY PARKING STRATEGY 2019-2038

STAGE 3: PARKING STRATEGY REPORT



FOR

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1. INTRODUCTION

1.1 CONTEXT

Bitzios Consulting (Bitzios) has been commissioned by Fraser Coast Regional Council (Council) to prepare the "Maryborough and Hervey Bay Parking Strategy 2019-2038" (MHBPS).

The MHBPS has been prepared in three (3) stages, including:

- Stage 1: Existing Situation, Site Analysis and Review of Existing Demand;
- Stage 2: Assessment of Future Demand and Identification of Potential Sites; and
- Stage 3: Parking Strategy Report.

This is the Stage 3 report.

1.2 FOCUS AREAS

Fraser Coast Regional Council was formed in 2008 by the amalgamation of Hervey Bay City, Maryborough City, Woocoo Shire, and the northern part of Tiaro Shire. The local government area (LGA) includes two (2) major built up areas of Hervey Bay and Maryborough, as illustrated on Figure 1.1 below.

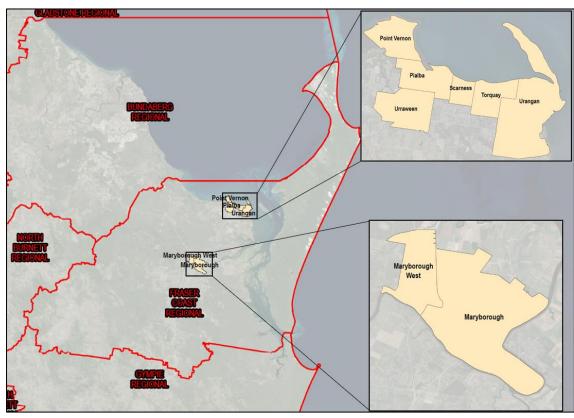


Figure 1.1: Fraser Coast Regional Council LGA Boundary and Key Cities

Council identified a total of eight (8) "focus areas" within the two (2) built up areas, including:

- Focus Area #1: Maryborough Commercial Core;
- Focus Area #2: Maryborough Hospital Precinct;
- Focus Area #3: Point Vernon;
- Focus Area #4: Pialba;
- Focus Area #5: Scarness;
- Focus Area #6: Torquay;
- Focus Area #7: Urangan; and
- Focus Area #8: Hervey Bay Hospital Precinct.

The location of each focus area is illustrated on Figure 1.2.



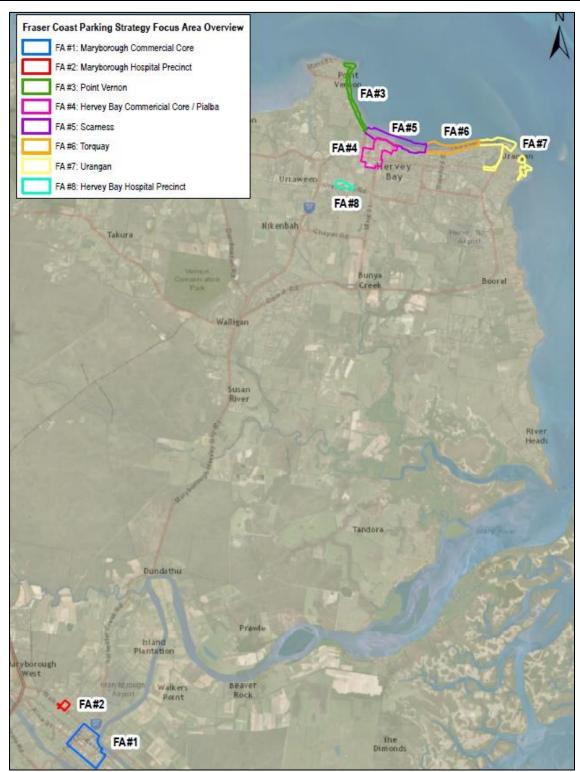


Figure 1.2: Focus Area Overview Map

1.3 **K**EY **O**BJECTIVES

The key objectives of the Stage 3 report are listed below:

- review the feasibility of each previously identified potential future parking site;
- finalise concept plans and cost estimates for each potential future parking site;
- document broad LGA wide strategies to guide Council's decision making in the future;
- document short, medium, and long-term strategies for each focus area; and
- present an action plan for the delivery of the focus area strategies in the short, medium, and long term.



1.4 SCOPE OF WORKS

Table 1.1 provides a summary of the scope of works for Stage 2.

Table 1.1: Scope of Works

ID	Task	Scope of Works
Task 3.01	Opportunities and Constraints	 undertake a desktop assessment of potential opportunities and constraints at each candidate site, to confirm feasibility
Task 3.02	Concept Plans and Cost Estimates	 create AutoCAD concept plans for each candidate site; and prepare a high-level cost estimate for each site.
Task 3.03	Short, Medium, and Long- Term Schedule of Sites	 prepare an action plan for the delivery in the short, medium, and long-term strategies for each focus area.
Task 3.04	Review and Rank Future Parking Sites	 facilitate Workshop #3 with PCG to present the concept plans and estimates; and discuss and agree on priority sites and potential action plan.
Task 3.05	Draft Final Parking Strategy Report	prepare Draft Stage 3 Report to summarise key findings / recommendations.
Task 3.06	Final Parking Strategy Report	 update Draft Stage 3 Report incorporating feedback from Council; and issue Final Stage 3 Report.

1.5 REFERENCES

The following material has been referenced in preparing the MHBPS:

- Fraser Coast Parking Strategy 2031;
- Maryborough CBD Revitalisation;
- Hervey Bay CBD Urban Renewal Master Plan 2015;
- Hervey Bay Car Parking Study 2008; and
- Hervey Bay Esplanade Tourist Precinct Master Plan 2015.



2. OVERVIEW OF PARKING DEMAND ASSESSMENT

2.1 EXISTING PARKING DEMANDS

Table 2.1 provides an overview of the parking occupancy results from the 'spot surveys' undertaken within the nominated focus areas. Spot surveys were undertaken on a typical Thursday between 8:30AM and 4:00PM and a typical Saturday between 9:00AM and 1:00PM. Survey dates were as follows:

- Survey Round 1: Thursday the 14th February 2019 and Saturday the 16th February 2019; and
- Survey Round 2: Thursday the 28th March 2019 and Saturday the 30th March 2019.

A copy of the raw parking survey data is included in the Stage 2 report.

Thematic maps for each focus area are also included in the Stage 2 report.

Table 2.1: Parking Survey Results

ID	Focus Area	Supply (spaces)	Demand (vehicles)	Occupancy	Rank (Demand)	Rank (Occupancy)
1	Maryborough Commercial Core	2,033	1,354	67%	1	3
2	Maryborough Hospital Precinct	404	311	77%	5	2
3	Point Vernon	No Data Recorded (due to very low parking demands)				
4	Pialba	1,238	532	43%	3	6
5	Scarness	660	351	53%	4	4
6	Torquay	637	286	45%	6	5
7	<u>Urangan</u>	375	153	41%	7	7
8	Hervey Bay Hospital Precinct	1,258	1,020	81%	2	1
-	TOTAL	6,605	4,009	61%	-	-

Key points to note:

- no parking surveys or further investigations were undertaken for Focus Area #3, as per Stage 1;
- two (2) focus areas recorded a parking occupancy greater than 75%, including:
 - Focus Area #2: Maryborough Hospital Precinct; and
 - Focus Area #8: Hervey Bay Hospital Precinct.
- two (2) focus areas recorded a parking occupancy between 50% and 75%, including:
 - Focus Area #1: Maryborough Commercial Core; and
 - Focus Area #5: Scarness.
- the remaining three (3) focus areas recorded a parking occupancy less than 50%; and
- both hospital precincts recorded high parking occupancy, with the Maryborough Hospital Precinct recording an occupancy of 77% and the Hervey Bay Hospital Precinct recording an occupancy of 81%.

2.2 ADOPTED GROWTH FACTORS

Table 2.2 provides a summary of the adopted 'growth factors' for each focus area in the short (2023), medium (2028) and long term (2038), based on a combination of forecast population growth and visitor growth.

Note: residential growth rate of 3% p.a. has been adopted for each focus area, based on advice from Council.



Table 2.2: Parking Growth Factors

		Residents		Visitor		Linear	Linear Growth Factors		
ID	Focus Area	Rate	Proportion	Rate	Proportion	Growth Rate (p.a.)	2023	2028	2038
1	Maryborough CBD	3.00%	89.36	2.15%	10.64	2.91%	112%	126%	155%
2	Maryborough Hospital	3.00%	89.36	2.15%	10.64	2.91%	112%	126%	155%
3	Point Vernon	3.00%	89.36	2.15%	10.64	2.91%	112%	126%	155%
4	Pialba	3.00%	89.36	2.15%	10.64	2.91%	112%	126%	155%
5	Scarness	3.00%	89.36	2.15%	10.64	2.91%	112%	126%	155%
6	Torquay	3.00%	89.36	2.15%	10.64	2.91%	112%	126%	155%
7	Urangan	3.00%	89.36	2.15%	10.64	2.91%	112%	126%	155%
8	Hervey Bay Hospital	3.00%	100.00	2.15%	0.00	3.00%	112%	127%	157%

2.3 POTENTIAL FUTURE PARKING DEMANDS

A review of the existing and forecast future parking demands in key focus areas within Maryborough and Hervey Bay indicates that parking demands across the region are moderate. Typically, high parking demands are localised to key 'hotspots' within the region, near key trip attractors and / or destinations.

Table 2.3 provides a summary of the key findings from this study.

Table 2.3: Potential Future Parking Occupancy by Focus Area

			<u> </u>				
ID	Focus Area	Surveyed Occupancy	Forecast Occupancy			Key Findings	
		2019	2023	2028	2038		
1	Maryborough Commercial Core	67%	74%	84%	103%	Focus Area #1 will likely start exceeding demands in the short term near key attractor locations. These issues are predicted to become more widespread in the medium and long term.	
2	Maryborough Hospital Precinct	77%	86%	98%	120%	Focus Area #2 will exceed off-street capacity in the medium term. Both on-street and off-street will exceed capacity in the long term.	
3	Point Vernon			No Invest	igations Co	onducted (due to low parking demands)	
4	Pialba	43%	48%	54%	67%	On-street parking near the industrial precinct will exceed capacity in the short term. Parking demands at the Hervey Bay Library will exceed capacity in the medium term.	
5	Scarness	53%	59%	67%	83%	On and off-street demands near Charlton Esplanade / Queens Road will exceed capacity in the medium term. Roads further from the shorefront will maintain capacity in the long term.	
6	Torquay	45%	50%	57%	70%	Off-street parking at Bill Fraser Car park is at capacity now, and in the long term on-street capacity may be exceeded near the foreshore. Roads further from the foreshore maintain spare capacity in the long term.	
7	Urangan	41%	46%	51%	63%	Minor sections of on-street parking may exceed capacity, however, roads further from the foreshore maintain spare capacity in the long term.	
8	Hervey Bay Hospital Precinct	81%	91%	103%	125%	Off-street capacity will exceed capacity in the short term with parking undersupply both on and off-street in the long term.	

Based on the above, a range of short, medium, and long-term options were identified to increase or improve parking supply in each focus area. These options were identified in consultation with Council.



3. PARKING STRATEGIES

3.1 OVERARCHING PRINCIPLES

The recommended parking strategies have been developed based on the following overarching principles:

- 1) optimise the use of existing parking supply;
- 2) implement a parking access and location hierarchy based on the shortest stay demands being in the most accessible locations and longest stay demands being off-street or further away locations;
- manage demand through encouraging alternative transport modes or alternative parking locations;
- 4) work in partnership with the major parking generators to plan for future parking requirements; and
- 5) build more parking supply where there are major shortfalls, utilising Council owned land.

3.2 Broad LGA-Wide Strategies

3.2.1 Overview

Broad LGA wide strategies have been identified to guide Council's decision making in the future, including:

- technology investment;
- demand management policies; and
- supply management policies.

3.2.2 Technology Investment

It is recommended that Council investigate opportunities to utilise technology to help optimise the use of the existing parking supply. 'Smart parking initiatives' utilise technology (e.g. GPS technology, smart phones, Bluetooth equipped devices, parking sensors equipment, and way finding signage) to notify users of available parking in order to reduce vehicular circulation and searching for parking spaces, and also maximise use of existing infrastructure. This technology can also assist with targeted enforcement (and therefore reduced enforcement costs) and also provide additional information to the public via apps and websites.

3.2.3 Demand Management Policies

Potential parking demand management policies are noted below for Council's consideration:

- encourage the use of alternative transport modes to single occupant private vehicles;
- investigate potential metered parking opportunities in the future to help regulate turnover of short-stay spaces for bona-fide customers / visitors, generate a revenue stream to fund other initiatives, and help 'push' all-day parking off-street or further away locations; and
- provide bonuses (plot ratio or parking credits) for innovative development design that encourages public transport and active transport modes.

3.2.4 Supply Management Polices

Potential parking supply management policies are noted below for Council's consideration:

- limit future supply of parking within centres that have high public transport accessibility;
- progressively convert long-stay parking to short-stay. Areas closest to high-demand activities, public
 transport hubs and essential services should be the priority for conversion to short-stay parking, with
 remaining long-stay parking progressively moved towards the outer-boundary of the activity centres;
 and
- apply maximum (not minimum) parking rates to encourage public transport usage, in locations where the adequate public transport services are provided.

It is acknowledged that the above strategies are long-term, and more applicable to metropolitan regions.



3.3 Focus Area #1: Maryborough Commercial Core

3.3.1 Future Challenges

Key findings from the Stage 2 report are summarised below:

- Peak Parking Period = Thursday 10:00am;
- Short Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Bazaar Street and Ellena Street (near Bazaar Street); and
 - Off Street: C6 (Alan & June Brown Car Park), C7 (McDowell Car Park) and C14 (Retail Parking).
- Medium Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Bazaar Street, Ellena Street (near Bazaar) and Kent Street; and
 - Off Street: C6, C7, C8 (Woolworths), C13 (Neighbourhood Centre), C14 and C17 (City Hall).
- Long Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Bazaar Street, Richmond Street, Ellena Street, Sussex Street, Adelaide Street, Kent Street and Lennox Street; and
 - Off Street: C6, C7, C8, C10 (Paid Parking), C13, C14, C16 (TAFE) and C17.

In summary, Focus Area #1 will likely start to exceed capacity in the short term at specific locations (i.e. near key attractors), with the shortfalls becoming more widespread in the medium and long-term.

3.3.2 Strategy Overview

The recommended strategies to address the potential future parking issues are outlined below:

- construction of additional at-grade parking near C6 (Alan & June Brown Car Park);
- construction of additional at-grade parking on the fringe of the commercial core; and
- construction of one (1) new multi-storey car park on the fringe of the commercial core.

3.3.3 Review of Potential Sites

Figure 3.1 illustrates the potential locations identified for additional car parking within Focus Area #1.



Figure 3.1: Focus Area #1: Potential Parking Locations



Relevant details for each site are summarised below:

- Location 1.1: Alan & June Brown Car Park | At grade parking | Council owned;
- Location 1.2: Lot 2 and 3 on SP239114 Richmond Street | multi-storey parking | Council owned;
- Location 1.3: Lot 2 and 3 on RP91956 Ellena Street | multi-storey parking | Council owned;
- Location 1.4: Lot 1 / RP73682 & Lot 11 / M2056 Lennox Street | multi-storey parking | Council owned;
- Location 1.5: Lot 7 on M140914 Kent Street | multi-storey parking | Council owned.

A copy of the high-level concept plans prepared for each potential is included at **Appendix A**.

Table 3.1 summarises our review of each potential site, including identification of key constraints.

Table 3.1: Review of Potential Sites: Focus Area #1

ID	Ownership	Parking Type	Constraints	Additional Supply	Viable?
1.1	Council	At-grade	Station Square Development Application	100	Yes
1.2	Council	Multi-Storey	- Nil	240	Yes
1.3	Council	Multi-Storey	Inefficient layout due to adjacent buildings	150	Yes
1.4	Council	Multi-Storey	Site is a detention basin that is utilised to reduce flooding risks at Station Square	300	No
1.5	Council	Multi-Storey	No pedestrian link to the wharf precinct	240	Yes

In summary:

- there is potential for Council to expand the existing Alan & June Brown Car Park to provide short-term relief within Maryborough. Whilst the Station Square development approval includes an easement over part of the existing car park, it has limited impact on potential options to expand the car park;
- expansion of the Council owned car park adjacent to Woolworths is not viable due to flooding impacts;
 and
- there are three (3) Council owned sites on the southern side of the CBD which could be utilised for a potential future parking station. However, further investigations are required to identify a preferred site.

In addition to the above, it is understood that the Council administration building on Kent Street will be redeveloped at some stage in the future. Given the location of the building, it is recommended that Council investigates opportunities to incorporate additional public parking into the design.

3.3.4 Recommended Strategies

Short Term Strategies

- Strategy Item #S.1.1: expand the existing Alan & June Brown Car Park; and
- Strategy Item #S.1.2: commence planning for a new multi-storey car park within Maryborough. This should include identifying a preferred site.

Medium Term Strategies

- Strategy Item #M.1.1: look for opportunities to provide additional at-grade car parking on the preferred
 multi-storey car park site in the interim, until the multi-storey car park is required / constructed; and
- Strategy Item #M.1.2: look for opportunities to provide additional public parking on-site as part of the future redevelopment of the Council administration building on Kent Street.

Long Term Strategies

- Strategy Item #L.1.1: construct one (1) multi-storey car park within Maryborough; and
- Strategy Item #L.1.2: provide additional public parking on-site as part of the redevelopment of the Council administration building in Maryborough.



3.4 FOCUS AREA #2: MARYBOROUGH HOSPITAL

3.4.1 Future Challenges

Key findings from the Stage 2 report are summarised below:

- Peak Parking period = Thursday 11:30am;
- Short Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Walker Street and Neptune Street; and
 - Off Street: C19 and C26 (i.e. public parking at the hospital) and some areas of staff parking (C18).
- Medium Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Walker Street and Neptune Street; and
 - Off Street: C19 and C26 (i.e. public parking at the hospital) and some areas of staff parking (C11, C12, C18) Off-street parking exceeds capacity (104%).
- Long Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Walker Street and Neptune Street; and
 - Off Street: C19 and C26 (i.e. public parking at the hospital) and some areas of staff parking (C11, C12, C18) Off-street parking exceeds capacity (128%).

In summary, Focus Area #2 will likely start to exceed parking capacity in the medium term with an increasing parking undersupply both off-street and on-street in the long-term.

3.4.2 Strategy Overview

The recommended strategies to address the potential future parking issues are outlined below:

- formalise on-street parking along Yaralla Street and Walker Street, and provide additional short-stay on-street parking along the Walker Street frontage of the hospital;
- construct additional on-street parking along Aberdeen Street; and
- construct additional parking within the Maryborough Hospital site (to be provided by the hospital).

3.4.3 Review of Potential Sites

Figure 3.2 illustrates the potential locations identified for additional parking or formalised on-street parking.



Figure 3.2: Focus Area #2: Potential Parking Locations



Relevant details for each site are summarised below:

- Location 2.1: Yaralla, Neptune and Walker Street | formalised on-street parking | Council owned land
- Location 2.2: Aberdeen Street | construct indented parking | Council owned land
- Location 2.3: Maryborough Hospital | construct additional parking | Privately owned land.

High level concept plans for each potential site is included at **Appendix B**.

Table 3.2 summarises our review of each potential site, including identification of key constraints.

Table 3.2: Review of Potential Sites: Focus Area #2

ID	Ownership	Parking Type	Constraints	Additional Supply	Viable?
2.1	Council	On-street	Additional footpaths are required on Yaralla Street and Neptune Street	230*	Yes
2.2	Council	On-street	Pedestrian connectivityPotential infrastructure within the verge	25	Yes
2.3	Private	N/A	Private property	N/A	N/A

^{*}Parking spaces are provided by formalising on street parking, therefore, there is no net increase in parking

In summary:

- there are limited opportunities for Council to provide additional parking in proximity to the hospital.
 Nevertheless, on-street parking around the hospital could be formalised to maximise the supply; and
- the hospital will need to provide additional on-site parking to cater for future demands and as such, it is recommended that Council commence discussions with the hospital to confirm their plans.

3.4.4 Recommended Strategies

Short Term Strategies

- Strategy Item #S.2.1: formalise on-street parking on Yaralla Street, Neptune Street and Walker Street;
- Strategy Item #S.2.2: extend the short-stay parking along the Walker Street frontage of the hospital;
- Strategy Item #S.2.3: commence planning for additional indented parking along Aberdeen Street;
- Strategy Item #S.2.4: liaise with the hospital regarding the provision for additional disabled parking spaces on-site, in proximity to Walker Street; and
- Strategy Item #S.2.5: liaise with the hospital regarding their plans to manage parking into the future.

Medium Term Strategies

Strategy Item #M.2.1: construct indented parking along Aberdeen Street.

Long Term Strategies

Strategy Item #L.2.1: construct additional parking within hospital site (to be provided by the hospital).



3.5 FOCUS AREA #4: PIALBA

3.5.1 Future Challenges

Key findings from the Stage 2 report are summarised below:

- Peak Parking period = Thursday 11:30am;
- The industrial precinct will record a total parking shortfall of 13 on-street car parking spaces in 2038.
 Note: This does not consider potential overflow from surrounding over capacity off-street parking areas
- Short Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Old Maryborough Road, Liuzzi Street and Carlo Street; and
 - Off Street: nil.
- Medium Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Old Maryborough Road, Liuzzi Street and Carlo Street; and
 - Off Street: C2 (Hervey Bay Library).
- Long Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Old Maryborough Road, Liuzzi Street, Carlo Street, Islander Road and Beach Road; and
 - Off Street: C2 (Hervey Bay Library).

In summary, Focus Area #4 near the industrial precinct will exceed capacity in the short term whilst parking demands at the Hervey Bay Library will exceed capacity in the medium term.

3.5.2 Strategy Overview

The recommended strategies to address the potential future parking issues are outlined below:

- construct additional car parking near the industrial precinct; and
- construct additional parking near the Hervey Bay Library.

3.5.3 Review of Potential Sites

Figure 3.3 illustrates the potential locations identified for additional parking or formalised on-street parking.

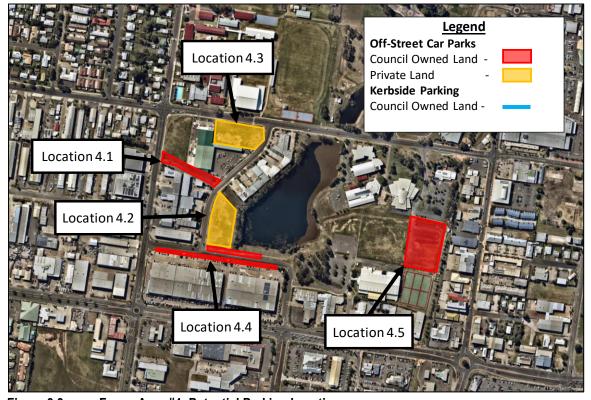


Figure 3.3: Focus Area #4: Potential Parking Locations



Relevant details for each site are summarised below:

- Location 4.1: Lot 501 on RP894298 | at-grade car parking | Council owned land
- Location 4.2: 20-24 Liuzzi Street | at-grade car parking | Privately owned land
- Location 4.3: 129-141 Old Maryborough Road | at-grade car parking | Privately owned land
- Location 4.4: Carlo Street | at-grade car parking | Council owned land
- Location 4.5: Lot 1 on RP906436 near the Hervey Bay Library | at-grade parking | Council owned land.

High level concept plans for each potential site is included at **Appendix C**.

Table 3.3 summarises our review of each potential site, including identification of key constraints.

Table 3.3: Review of Potential Sites: Focus Area #4

ID	Ownership	Parking Type	Constraints	Additional Supply	Viable?
4.1	Council	At-grade	The site is an existing stormwater drainSignificant construction costs	100	No
4.2	Private	Private	The site is made up of four (4) privately owned parcels	200	No
4.3	Private	Private	The site is made up of four (4) privately owned parcels	200	No
4.4	Council	On-street	Proximity to waterAdditional footpaths required	49	Yes
4.5	Council	At-grade	- Nil	250	Yes

In summary:

- there are limited opportunities for Council to provide additional parking near the industrial precinct; and
- there is an opportunity for Council to provide additional parking in proximity to the Hervey Bay Library, by formalising the existing overflow parking area. However, this is subject to the "Hervey Bay CBD Urban Renewal Master Plan" which nominates the existing at-grade car park at the Hervey Bay Library as a potential site for a future multi-level parking structure.

3.5.4 Recommended Strategies

Short Term Strategies

- Strategy Item #S.4.1: construct kerbside parking along Carlo Street; and
- Strategy Item #S.4.2: confirm status of the parking recommendations outlined in the Hervey Bay CBD Urban Renewal Master Plan.

Medium Term Strategies

 Strategy Item #M.4.1: Construct additional at-grade parking near the library if required, and subject to the outcomes of the Hervey Bay CBD Urban Renewal Master Plan.



3.6 FOCUS AREA #5: SCARNESS

3.6.1 Future Challenges

Key findings from the Stage 2 report are summarised below:

- Peak Parking period = Thursday 8:30am;
- Short Term: parking demands are likely to reach / exceed capacity at:
 - On Street: sections of Charlton Esplanade; and
 - Off Street: C9 (Beach House Hotel) and C10 (Enzo's).
- Medium Term: parking demands are likely to reach / exceed capacity at:
 - On Street: sections of Charlton Esplanade and Queens Road; and
 - Off Street: C3 (Seafront), C9 and C10.
- Long Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Charlton Esplanade, Queens Road, McKean Street; and
 - Off Street: C3, C9 and C10.

In summary, on-street and off-street demands near Charlton Esplanade / Queens Road will exceed capacity in the medium term. Roads further from the shorefront maintain spare capacity in the long term.

3.6.2 Strategy Overview

The recommended strategies to address the potential future parking issues are outlined below:

- line marking additional on-street parking back from the foreshore and install wayfinding signage along the foreshore to direct visitors to parking opportunities; and
- provide improved pedestrian links between on-street parking and foreshore.

3.6.3 Review of Potential Sites

Figure 3.4 illustrates the potential locations identified for additional parking or formalised on-street parking.



Figure 3.4: Focus Area #5: Potential Parking Locations

Relevant details for each site are summarised below:

- Location 5.1: Freshwater Street, Frank Street, Queen Street, and McKean Road | on-street parking |
 Council owned;
- Location 5.2: McKean Road | at-grade car parking | Council owned; and
- Location 5.3: Charlton Esplanade | at-grade parking | Private owned.



High level concept plans for each potential site is included at **Appendix D**.

Table 3.4 summarises our review of each potential site, including identification of key constraints.

Table 3.4: Review of Potential Sites: Focus Area #5

ID	Ownership	Parking Type	Constraints	Additional Supply	Viable?
5.1	Council	On-street	 Additional footpaths required on McKean Road and Freshwater Street Lack of direct pedestrian connections 	130*	Yes
5.2	Council	At-grade	The site is an existing stormwater drain	40	No
5.3	Private	At-grade	Privately owned landMature trees	15	Yes

^{*}Parking spaces are provided by formalising on street parking, therefore, there is no net increase in parking.

In summary:

- there are limited opportunities for Council to provide additional parking in proximity to the foreshore.
 Nevertheless, on-street parking one (1) street back could be formalised to maximise supply;
- to maximise the utilising of on-street parking one (1) street back from the foreshore area, Council will need to provide additional pedestrian infrastructure and look for opportunities to provide direct pedestrian linkages to the foreshore as sites redevelop over time; and
- there is an opportunity for Council to work with the Fraser Coast Beachfront Tourist Parks (caravan park) to provide additional public parking at the entrance, adjacent to Charlton Esplanade.

3.6.4 Recommended Strategies

Short Term Strategies

- Strategy Item #S.5.1: line mark on-street parking along McKean Road, Queens Road, Freshwater Street and Frank Street, and provide additional footpaths and wayfinding signage as required;
- Strategy Item #S.5.2: liaise with the caravan park regarding the provision of additional public parking in proximity at the entrance, adjacent to at Charlton Esplanade'; and
- Strategy Item #S.5.3: identify potential sites that could provide direct pedestrian linkages to the foreshore area as redevelopment occurs over time.

Medium Term Strategies

- Strategy Item #M.5.1: construct a new public at-grade car park at the caravan park, adjacent to Charlton Esplanade; and
- Strategy Item #M.5.2: provide direct pedestrian linkages to the foreshore area.



3.7 FOCUS AREA #6: TORQUAY

3.7.1 Existing Parking Allocation

Key findings from the Stage 2 report are summarised below:

- Peak Parking period = Thursday 2:30pm;
- Short Term: parking demands are likely to reach / exceed capacity at:
 - On Street: minimal; and
 - Off Street: C1 (Bill Fraser Car Park).
- Medium Term: parking demands are likely to reach / exceed capacity at:
 - On Street: minimal; and
 - Off Street: C1 (Bill Fraser Car Park).
- Long Term: parking demands are likely to reach / exceed capacity at:
 - On Street: sections of Charlton Esplanade and Freshwater Street; and
 - Off Street: C1 (Bill Fraser Car Park).

In summary, the Bill Fraser Car Park is at capacity now and in the long term, on-street capacity may be exceeded near the foreshore. Roads further from the foreshore maintain spare capacity in the long term.

3.7.2 Strategy Overview

The recommended strategies to address the potential future parking issues are outlined below:

- line marking additional on-street parking back from the foreshore and install wayfinding signage along the foreshore to direct visitors to parking opportunities; and
- provide additional on-street car parking on Freshwater Street.

3.7.3 Review of Potential Sites

Figure 3.5 illustrates the potential locations identified for additional parking or formalised on-street parking.



Figure 3.5: Focus Area #6: Potential Parking Locations

Relevant details for each site are summarised below:

- Location 6.1: Campbell Street and Truro Street | On-street parking | Council owned; and
- Location 6.2: Freshwater Street | At-grade parking | Council owned

High level concept plans for each potential site is included at **Appendix E**.



Table 3.5 summarises our review of each potential site, including identification of key constraints.

Table 3.5: Review of Potential Sites: Focus Area #6

ID	Ownership	Parking Type	Constraints	Additional Supply	Viable?
6.1	Campbell Street = nil Truro Street = nil. Although works are required within the verge Freshwater Street = nil. Although a new footpath would be required		140*	Yes	
6.2	Council	At-grade	TreesAccess to private properties	80	Yes

^{*}Majority of parking spaces are provided by formalising on street parking, therefore, there is no net increase in parking.

In summary:

- there are limited opportunities for Council to provide additional parking in proximity to the foreshore.
 Nevertheless, on-street parking one (1) street back could be formalised to maximise supply;
- to maximise the utilising of on-street parking one (1) street back from the foreshore area, Council will
 need to provide additional pedestrian infrastructure and look for opportunities to provide direct
 pedestrian linkages to the foreshore as sites redevelop over time; and
- there is an opportunity for Council to extend the existing central car parking area on Freshwater Street.

3.7.4 Recommended Strategies

Short Term Strategies

- Strategy Item #S.6.1: formalise on-street parking spaces along Campbell Street, Truro Street, and Freshwater Street, and provide additional footpaths and wayfinding signage as required;
- Strategy Item #S.6.2: identify potential sites that could provide additional direct pedestrian linkages to the foreshore area as redevelopment occurs over time; and
- Strategy Item #S.6.3: investigate opportunities to extend the at-grade car park on Freshwater Street

Medium Term Strategies

- Strategy Item #M.6.1: if feasible, extend the at-grade car park on Freshwater Street; and
- Strategy Item #M.6.2: provide additional direct pedestrian linkages to the foreshore area.



3.8 FOCUS AREA #7: URANGAN

3.8.1 Summary of Results

Key findings from the Stage 2 report are summarised below:

- Peak Parking period = Saturday 10:30am;
- Short Term: parking demands are likely to reach / exceed capacity at:
 - On Street: sections of Charlton Esplanade near Urangan Pier; and
 - Off Street: nil.
- Medium Term: parking demands are likely to reach / exceed capacity at:
 - On Street: sections of Charlton Esplanade near pier; and
 - Off Street: nil.
- Long Term: parking demands are likely to reach / exceed capacity at:
 - On Street: sections of Charlton Esplanade and Pier Street near Urangan Pier; and
 - Off Street: C6 (Sporties Club).

In summary, minor sections of on-street parking may exceed capacity, however, roads further from the foreshore maintain spare capacity in the long term.

3.8.2 Strategy Overview

The recommended strategies to address the potential future parking issues are outlined below:

- line marking additional on-street parking back from the foreshore and install wayfinding signage along the foreshore to direct visitors to parking opportunities;
- provide additional formalised on-street parking back from the foreshore.

3.8.3 Review of Potential Sites

Figure 3.6 illustrates the potential locations identified for formalised on-street parking.



Figure 3.6: Focus Area #7: Potential Parking Locations

Relevant details for each site are summarised below:

Location 7.1: Hibiscus Street, Beulah Street, Charlton Street and Johnson Street | On-street parking |
 Council owned land.



High level concept plans for each potential site is included at **Appendix F**.

Table 3.6 summarises our review of each potential site, including identification of key constraints.

Table 3.6: Review of Potential Sites: Focus Area #7

ID	Ownership	Parking Type	Constraints	Additional Supply	Viable?
7.1	Council	On-street	 Hibiscus Street = nil Johnson Street = insufficient road width Beulah Street = insufficient road width Charlton Street = impact on verge / path 	150*	YesYesYesNo

^{*}Majority of parking spaces are provided by formalising on street parking, therefore, there is no net increase in parking.

In summary:

- there are limited opportunities for Council to provide additional parking in proximity to the foreshore.
 Nevertheless, on-street parking one (1) street back could be formalised to maximise supply;
- to maximise the utilising of on-street parking one (1) street back from the foreshore area, Council will
 need to provide additional pedestrian infrastructure and look for opportunities to provide direct
 pedestrian linkages to the foreshore as sites redevelop over time; and
- there appears to be limited benefit for providing on-street parking along Beulah or Johnson Street when considering the potential cost versus the limited additional parking that would be provided.

3.8.4 Recommended Strategies

Short Term Strategies

- Strategy Item #S.7.1: line mark on-street parking spaces along Hibiscus Street and provide wayfinding signage as required
- Strategy Item #S.7.2: investigate opportunities to widen Johnson Street and Beulah Street
- Strategy Item #S.7.3: identify potential sites that could provide additional direct pedestrian linkages to the foreshore area as redevelopment occurs over time.

Medium Term Strategies

- Strategy Item #M.7.1: if feasible and warranted, widen Johnson Street and Beulah Street and provide additional on-street parking spaces
- Strategy Item #M.7.2: provide additional direct pedestrian linkages to the foreshore area.



3.9 Focus Area #8: Hervey Bay Hospital Precinct

3.9.1 Future Challenges

Key findings from the Stage 2 report are summarised below:

- Peak Parking period = Thursday 11:30am;
- Short Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Hershel Court; and
 - Off Street: C1, C3, C4, C7 and C9
- Medium Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Hershel Court; and
 - Off Street: C1, C2, C3, C4, C7 and C9
- Long Term: parking demands are likely to reach / exceed capacity at:
 - On Street: Hershel Court, Medical Place and Village Court; and
 - Off Street: C1, C2, C3, C4, C7 and C9, C11.

In summary, off-street parking within Focus Area #8 will exceed capacity in the short term with an overall parking undersupply focus area wide in the medium term.

3.9.2 Strategy Overview

The recommended strategies to address the potential future parking issues are outlined below:

- formalise on-street parking along Bayswater Drive;
- provide additional at-grade parking within walking distance to the hospitals; and
- construct a multi-storey car park.

3.9.3 Review of Potential Sites

Figure 3.7 illustrates the potential locations identified for additional parking or formalised on-street parking.



Figure 3.7: Focus Area #8: Potential Parking Locations



Relevant details for each site are summarised below:

- Location 8.1: C2 carpark | multi-storey | Council owned;
- Location 8.2: Hervey Bay Hospital | multi-storey | Privately owned;
- Location 8.3: Lot 300 on SP177741 | at-grade parking | Council Owned;
- Location 8.4: Lot 53 on SP259680 | at-grade parking | Council owned;
- Location 8.5: Bayswater Drive | on-street parking | Council owned; and
- Location 8.6: Nissen Street road reserve | at-grade parking | Council owned.

High level concept plans for each potential site is included at **Appendix G**.

Table 3.7 summarises our review of each potential site, including identification of key constraints.

Table 3.7: Review of Potential Sites: Focus Area #8

ID	Ownership	Parking Type	Constraints	Additional Supply	Viable?
8.1	Council	Multi-Storey	 pedestrian access between hospitals left-in / left-out access arrangement 	500	Yes
8.2	Private	Multi-Storey	pedestrian access between hospitalsprivate property	N/A	N/A
8.3	Council	At-grade	proximity to intersectionpedestrian safety crossing the road	15	No
8.4	Council	At-grade	 subject to a development application access arrangement proximity to intersection 	40	Yes
8.5	Council	At-grade	 location of driveways residential opposition to catering for medical centre parking on-street 	15*	Yes
8.6	Council	At-grade	the site is an existing stormwater drainlimited access options	200	Yes

^{*}Majority of parking spaces are provided by formalising on street parking, therefore, there is no net increase.

In summary:

- there are limited low cost opportunities for Council to provide additional parking in this precinct; and
- a multi-storey car park will ultimately be required, and this should be delivered by the hospital.

3.9.4 Recommended Strategies

Short Term Strategies

- Strategy Item #S.8.1: formalise on-street parking spaces on the southern side of Bayswater Drive;
- Strategy Item #S.8.2: liaise with the Hervey Bay Hospital regarding their plans to manage parking;
- Strategy Item #S.8.3: investigate opportunities to convert Council's car park into a multi-storey;
- Strategy Item #S.8.4: investigate opportunities to incorporate at-grade parking within the mobility corridor adjacent to Madsen Road, as part of the subject development application; and
- **Strategy Item #S.8.5**: investigate opportunities to provide at-grade parking within the drainage corridor.

Medium Term Strategies

- Strategy Item #M.8.1: if required, construct at-grade car park over the existing drain within the Nissen Street road reserve. This could be staged, with the southern section delivered first; and
- Strategy Item #M.8.2: if required, construct at-grade car park within the mobility corridor.

Long Term Strategies

- Strategy Item #L.8.1: Hervey Bay Hospital to construct a multi-storey carpark; and
- Strategy Item #L.8.2: if required, convert Council's car park to a multi-storey car park.



4. ACTION PLAN & COST ESTIMATES

The recommended next steps to implement the Fraser Coast Parking Strategy are:

- adopt the recommended parking strategies;
- initiate discussions with the Maryborough and Hervey Bay Hospitals regarding their plans to manage parking in and around the hospitals into the future, including provision or additional parking;
- undertake detailed evaluation and business case studies for candidate sites for parking stations;
- progressively implement the strategies and actions in Table 4.1.

Table 4.1 provides a summary of the recommended action plan. The action plan lists all recommended strategies including recommended trigger / timing, responsibility, and indicative costs.

The type of action has been categorised as one (1) of the following:

- Infrastructure Action; and
- Planning Action.

Cost estimates are based on the following rates:

- planning: \$10,000;
- signs: \$150 per sign;
- line markings: \$5 per linear metre;
- pathways: \$500 per linear metre;
- at-grade parking spaces: \$7,000 per space; and
- parking structure: \$20,000 per space.

It is important to note that the costs estimates are **high level** ball park estimates to assist Council with decision marking, prioritisation, and future planning.

The actions have been prioritised based on the following:

- low / no cost actions to occur in the short term;
- planning / feasibility investigations for major infrastructure items to occur in the short term;
- delivery of 'low cost' infrastructure items to occur in the medium term; and
- delivery of 'high cost' infrastructure items to occur in the long term.



Table 4.1: Recommended Action Plan

	l able 4.1		Recommended Action Plan			
Timing / Trigger	ID	Focus Area	Description	Type of Action	Responsibility	Indicative Cost
			Short Term (2019 to 2023)			
	S.2.4	2	Liaise with the Maryborough Hospital regarding the provision of additional disabled parking	Planning Action	FCRC / Hospital	\$0
2019	S.2.5	2	Liaise with the Maryborough Hospital regarding their future plans to manage parking	Planning Action	FCRC / Hospital	\$0
2019	S.4.2	4	Confirm status of parking recommendations from Hervey Bay CBD Urban Renewal Master Plan	Planning Action	FCRC	\$0
	M.8.2	8	Liaise with Hervey Bay Hospital regarding their plans to manage parking	Planning Action	FCRC / Hospital	\$0
	S.5.2	5	Liaise with the Scarness Tourist Park regarding opportunities to provide additional parking	Planning Action	FCRC / Caravan Park	\$0
	S.5.3	5	Identify sites that could provide direct pedestrian linkages to the Scarness foreshore area as redevelopment occurs	Planning Action	FCRC	\$0
	S.6.2	6	Identify sites that could provide direct pedestrian linkages to the Torquay foreshore area as redevelopment occurs	Planning Action	FCRC	\$0
2020	S.7.4	7	Identify sites that could provide direct pedestrian linkages to the Urangan foreshore area as redevelopment occurs	Planning Action	FCRC	\$0
	S.2.2	2	Extend the short-stay parking along the Walker Street frontage of the hospital	Infrastructure Action	FCRC	\$1,000
	M.8.1	8	Formalise on-street parking on the southern side of Bayswater Drive	Infrastructure Action	FCRC	\$1,000
	M.8.5	8	Investigate opportunities to provide at-grade parking within the drainage corridor on Nissen Street	Planning Action	FCRC	\$10,000
	S.1.2	1	Commence planning for new multi-storey car park within Maryborough	Planning Action	FCRC	\$10,000
	S.2.3	2	Commence planning for additional indented parking along Aberdeen Street	Planning Action	FCRC	\$10,000
	S.6.3	6	Commence planning to extend the existing at-grade car park on Freshwater Street	Planning Action	FCRC	\$10,000
2021	S.7.2	7	Investigate opportunities to widen the pavement on Johnson Street and Beulah Street	Planning Action	FCRC	\$10,000
	M.8.3	8	Investigate opportunities to convert Council's car park into a multi-storey car park	Planning Action	FCRC	\$10,000
	M.8.4	8	Investigate opportunities to incorporate at-grade parking within the mobility corridor adjacent to Madsen Road	Planning Action	FCRC / Developer	\$10,000
	S.1.1	1	Expand the existing Alan & June Brown Car Park	Infrastructure Action	FCRC	\$595,000
2022	S.2.1	2	Formalise on-street parking on Yaralla Street, Nepture Street, and Walker Street, and provide additional footpaths	Infrastructure Action	FCRC	\$297,000
2022	S.4.1	4	Construct kerbside parking along Carlo Street	Infrastructure Action	FCRC	\$306,000
	S.5.1	5	Formalise on-street parking on McKean Road, Queens Road, Freshwater Street, and Frank Street, plus footpaths and signage	Infrastructure Action	FCRC	\$266,000
2023	S.6.1	6	Formalise on-street parking on Campbell Street, Truro Street, and Freshwater Street, plus footpaths and signage	Infrastructure Action	FCRC	\$286,000
	S.7.1	7	Formalise on-street parking on Hibiscus Street, plus footpaths and signage	Infrastructure Action	FCRC	\$175,000
Total	Total					\$2M

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ID		Focus Area	Description	Type of Action	Responsibility	Indicative Cost
			Medium Term (2024 to 2028)		'	
2024	M.8.1	8	Construct at-grade car park over existing drain within the Nissen Street road reserve	Infrastructure Action	FCRC	\$4,020,000
	M.8.2	8	Construct at-grade car park within the mobility corridor adjacent to Madsen Road	Infrastructure Action	FCRC / Developer	\$259,000
2025	M.1.2	1	Investigate opportunities to incorporate additional parking into the redevelopment of Council's admin building in Maryborough	Planning Action	FCRC	\$0
	M.1.1	1	Construct at-grade car park at preferred multi-storey car park site within Maryborough	Infrastructure Action	FCRC	\$595,000
0000	M.2.1	2	Construct indented parking along Aberdeen Street	Infrastructure Action	FCRC	\$210,000
2026	M.6.1	6	Extend at-grade car park on Freshwater Street	Infrastructure Action	FCRC	\$595,000
2027	M.4.1	4	Formalise the existing overflow parking area at the Hervey Bay Library	Infrastructure Action	FCRC	\$1,701,000
0000	M.5.1	5	Construct a new public at-grade car park at the entrance to the Scarness Tourist Park	Infrastructure Action	FCRC	\$119,000
2028	M.7.1	7	If feasible and warranted, widen Johnson Street and Beulah Street to provide additional on-street parking	Infrastructure Action	FCRC	\$325,000
n/a	M.5.2	5	Provide direct pedestrian linkages to the foreshore area as redevelopment occurs in Scarness	Infrastructure Action	FCRC / Developer	\$0
n/a	M.6.2	6	Provide direct pedestrian linkages to the foreshore area as redevelopment occurs in Torquay	Infrastructure Action	FCRC / Developer	\$0
n/a	M.7.3	7	Provide direct pedestrian linkages to the foreshore area as redevelopment occurs in Urangan	Infrastructure Action	FCRC / Developer	\$0
Total	Total					\$8M
			Long Term (2029 to 2038)			
2030	L.8.2	8	Construct one (1) multi-story car park adjacent to the Hervey Bay Hospital	Infrastructure Action	FCRC	\$10,360,000
2032	L.1.1	1	Construct one (1) multi-storey car park within Maryborough	Infrastructure Action	FCRS	\$6,240,000
n/a	L.1.2	1	Construct additional public parking as part of the redevelopment of the Council Administration Building in Maryborough	Infrastructure Action	FCRS	n/a
n/a	L.2.1	2	Construct one (1) multi-storey car park at the Maryborough Hospital	Infrastructure Action	Maryborough Hospital	n/a
n/a	L.8.1	8	Construct one (1) multi-story car park at the Hervey Bay Hospital	Infrastructure Action	Hervey Bay Hospital	n/a
Total	Total					\$16.5M
						\$26.5M

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5. CONCLUSION

A review of the existing and forecast future parking demands in key focus areas within Maryborough and Hervey Bay indicates that parking demands across the region are moderate. Typically, high parking demands are localised to key 'hotspots' within the region, near key trip attractors and / or destinations.

Based on the above, Council should focus its parking investment in the Maryborough CBD, and around the Maryborough and Hervey Bay Hospitals where parking data has confirmed parking capacity issues.

In the **Maryborough CBD**, there is a need for additional at-grade parking in the short term. This could be facilitated through an expansion of the existing Council-owned Alan & June Brown Car Park. In the long term, it appears that Council will need to invest in a multi-storey parking structure on the fringe of the commercial core to accommodate increased parking demands. There are three (3) Council-owned sites that could potentially be utilised for a parking station, including on Richmond Street, Ellena Street, and Kent Street. However, further investigations are required to confirm feasibility and identify a preferred site. Importantly, the preferred site could be utilised for at-grade parking in the interim until the parking station is delivered.

At the **Maryborough Hospital**, the off-street parking supply is at practical capacity now with overflow parking demands occurring on Walker Street, Neptune Street, and Yaralla Street. Whilst this typically occurs at hospitals, it is recommended that the on-street parking around the hospital is formalised to maximise the supply. Furthermore, long-stay on-street parking along the Walker Street frontage of the hospital should be converted to short-stay parking for bona-fide visitors. In the long term, the hospital will need to provide additional off-street parking to accommodate increasing demands and as such, it is recommended that Council commence discussions with the hospital to confirm their plans to manage parking into the future.

At the **Hervey Bay Hospital**, there are significant parking demands and a need for additional parking now. Unfortunately, there are limited low cost opportunities for Council to provide additional parking in this precinct. Further investigations are required to confirm the feasibility of constructing at-grade parking within the mobility corridor adjacent to Madsen Road and / or within the drainage corridor on Nissen Street, with potential delivery in the medium term. In the long term, the hospital will need to provide additional off-street parking to accommodate increasing demands and as such, it is recommended that Council commence discussions with the hospital to confirm their plans to manage parking into the future.

In **Pialba**, there are parking 'hot spots' around the industrial area with overflow parking currently occurring on vacant private property. Unfortunately, there are limited low cost opportunities for Council to provide additional parking in this precinct. Whilst there is an opportunity for Council to provide additional parking in proximity to the Hervey Bay Library, by formalising the existing overflow parking area, this area is subject to the "Hervey Bay CBD Urban Renewal Master Plan" which nominates the existing at-grade car park at the Hervey Bay Library as a potential site for a future multi-level parking structure.

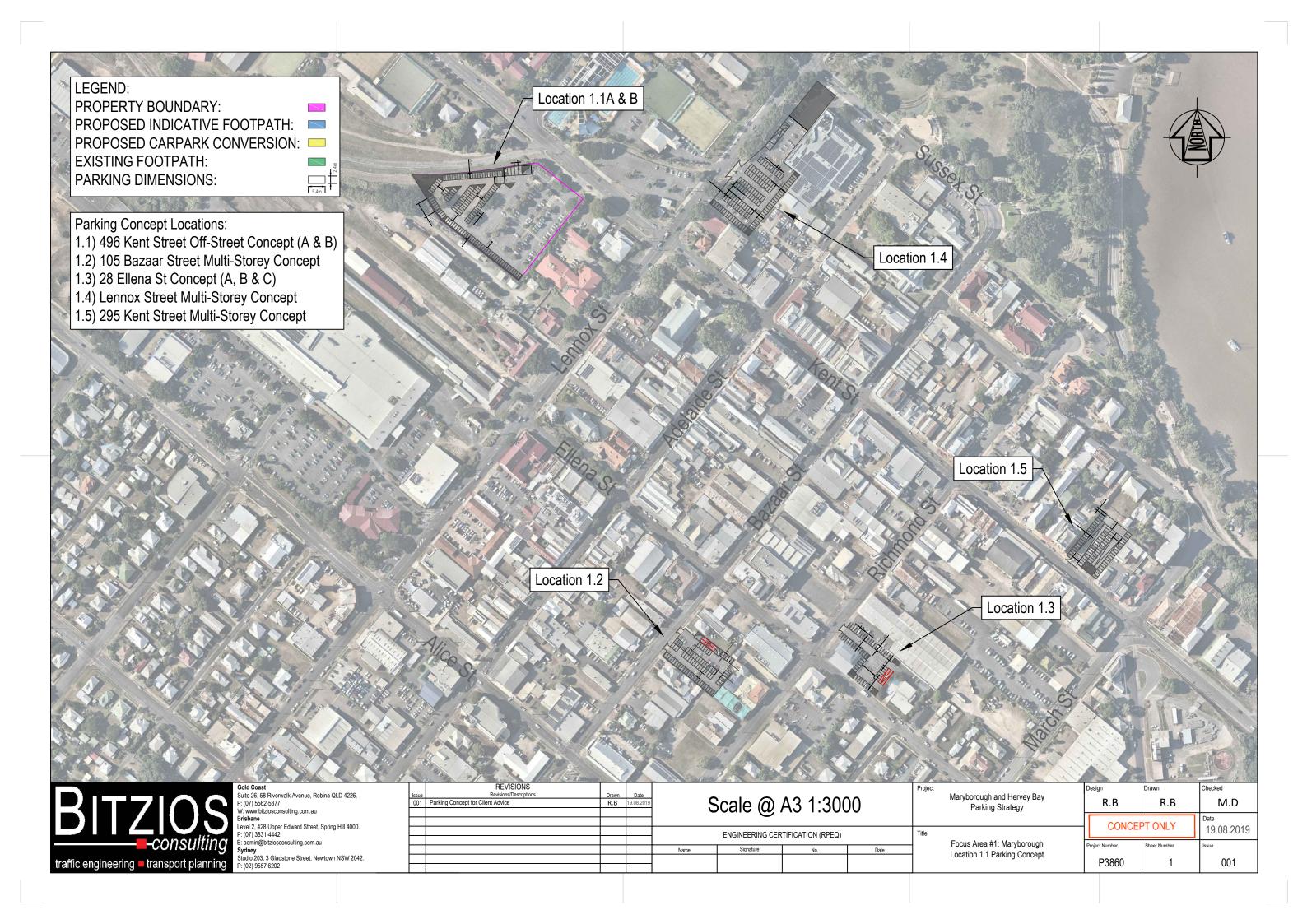
Around the foreshore areas of **Scarness**, **Torquay**, **and Urangan**, it is recommended that Council formalises and encourages parking one (1) street back from Charlton Esplanade (i.e. McKean Road / Freshwater Street in Scarness, Freshwater Street / Campbell Street and Truro Street in Torquay, and Hibiscus Street in Urangan). To maximise the utilisation in these areas, Council will need to provide additional pedestrian infrastructure, potentially install wayfinding signage, and look for opportunities to provide direct pedestrian linkages to the foreshore as sites along Charlton Esplanade redevelop over time.

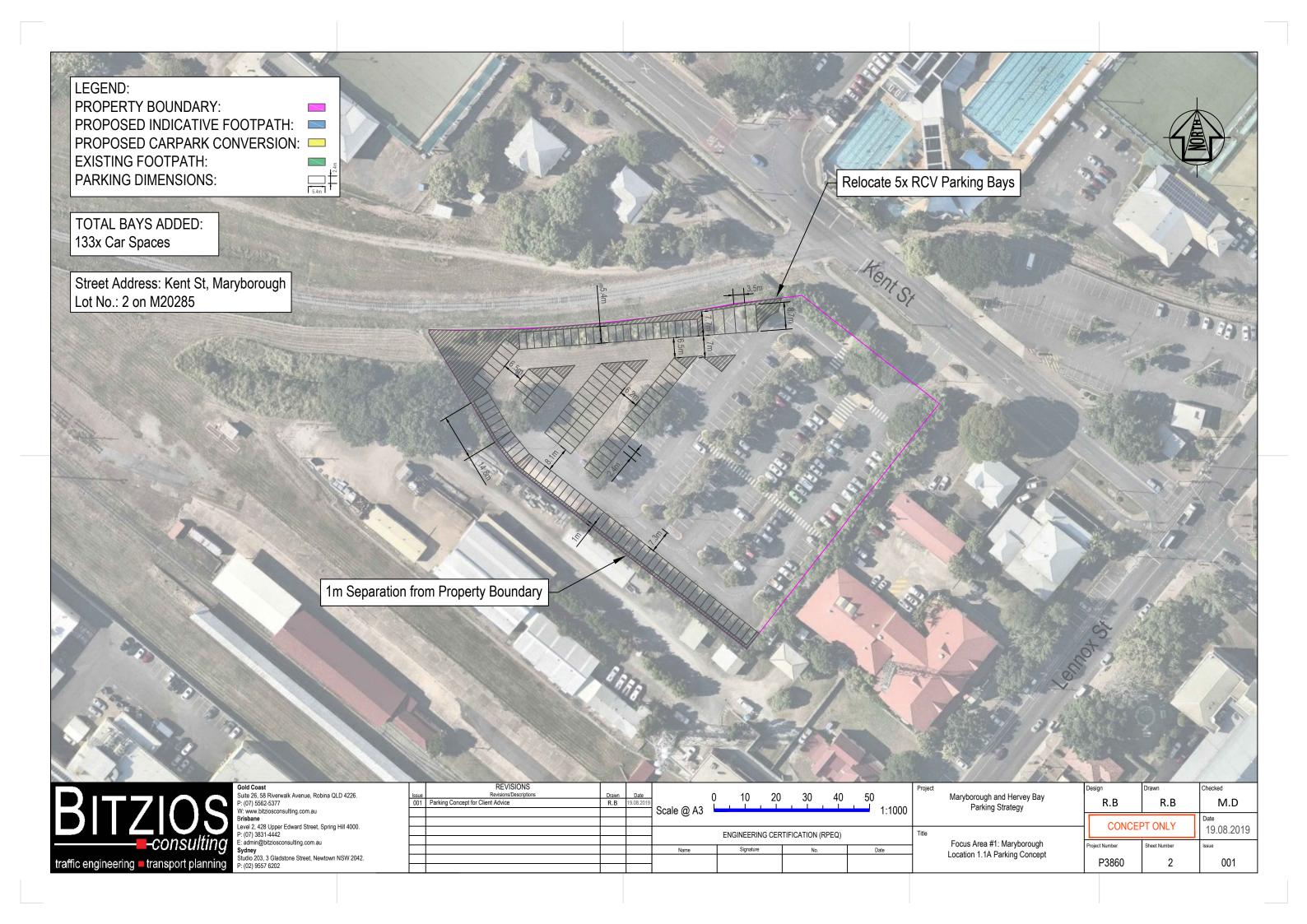
APPENDIX A

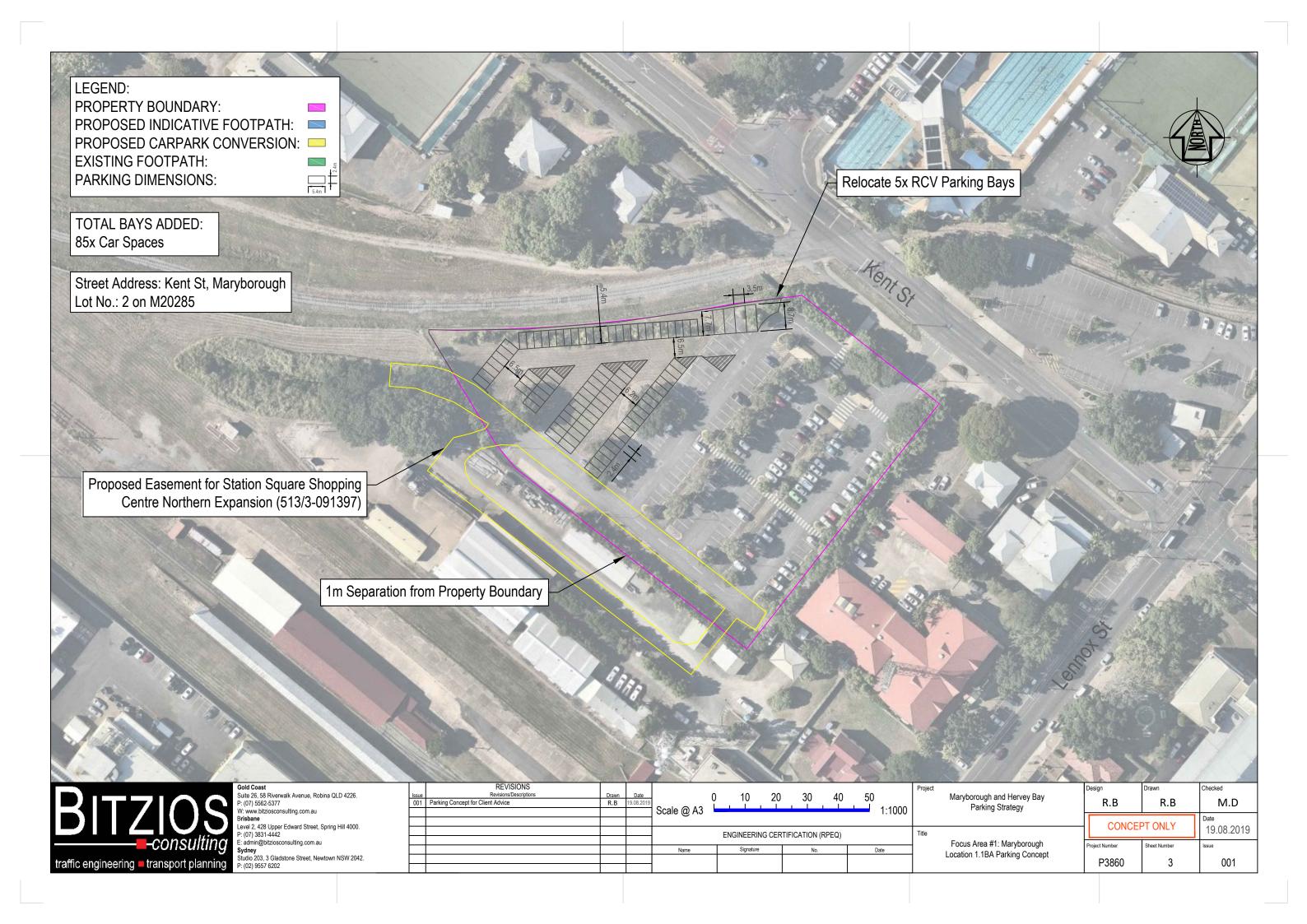
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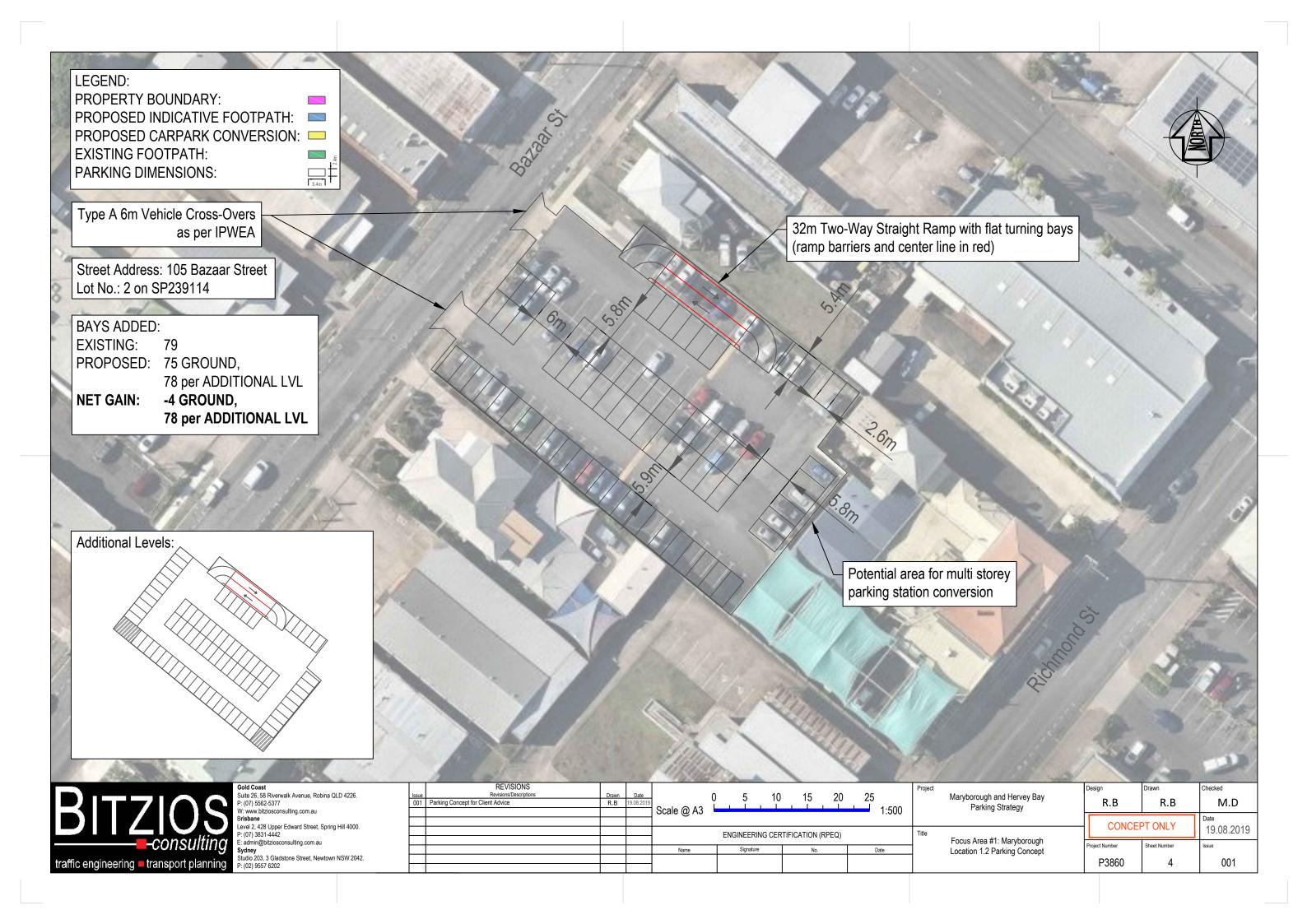
MARYBOROUGH COMMERCIAL CORE

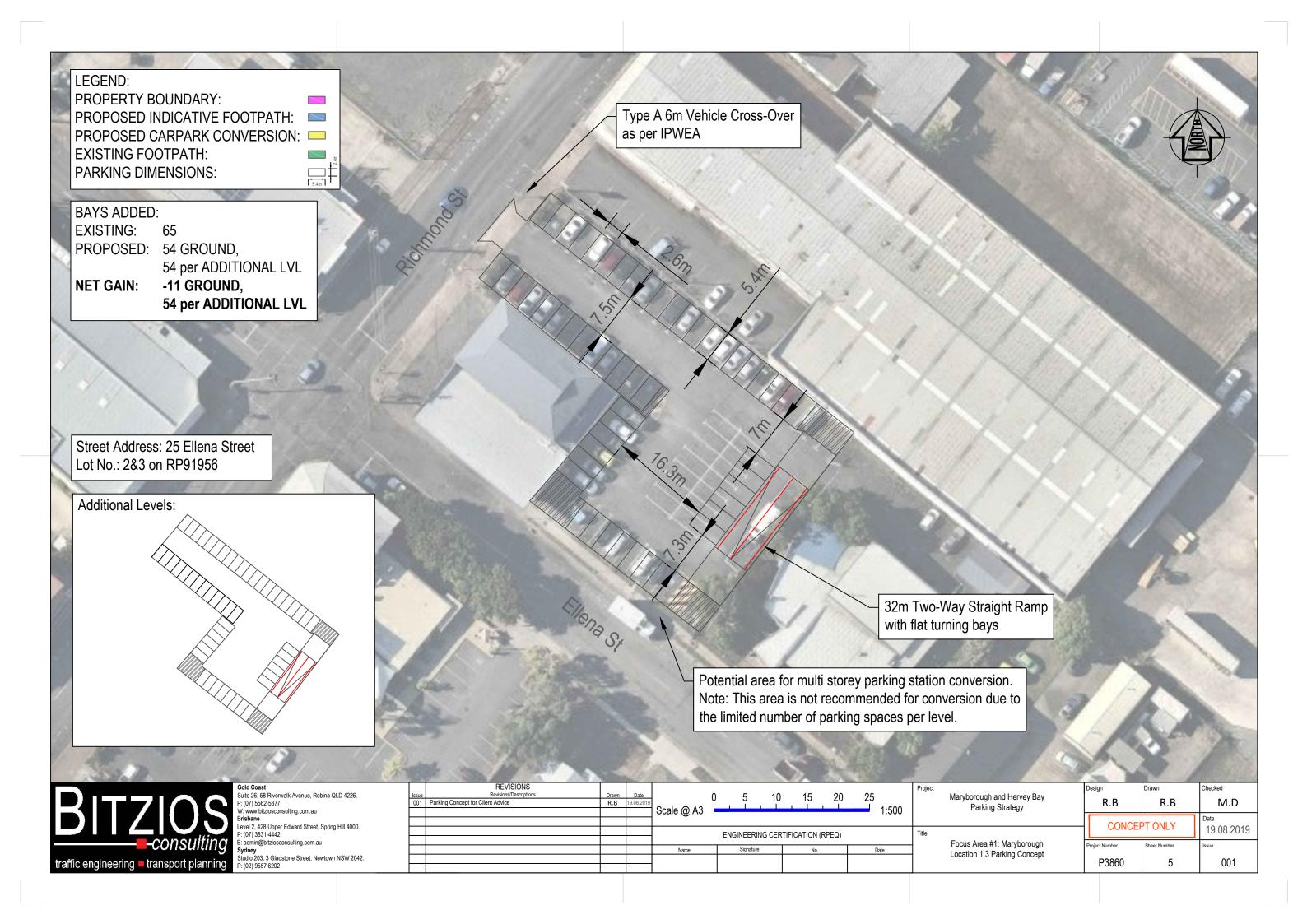


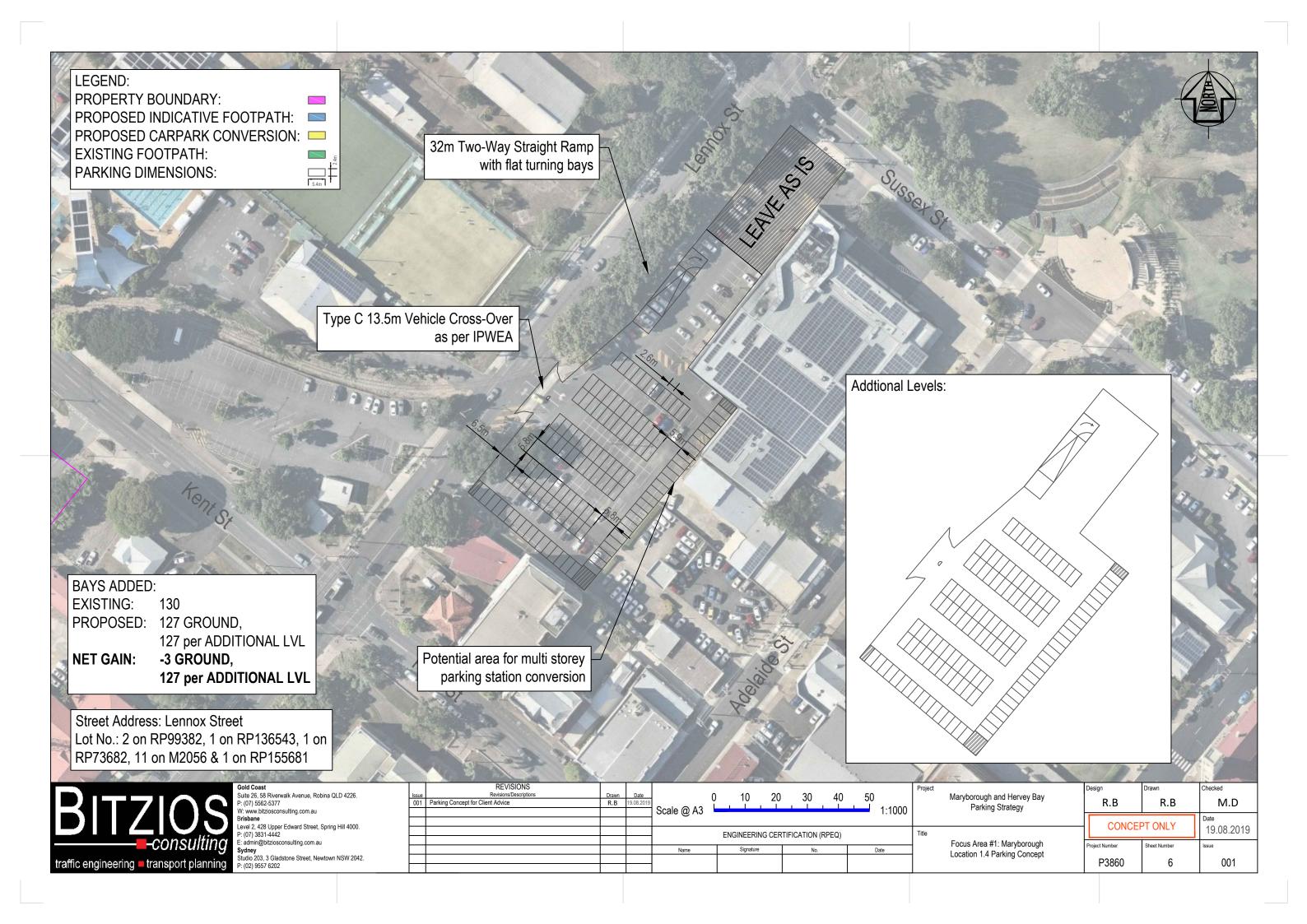


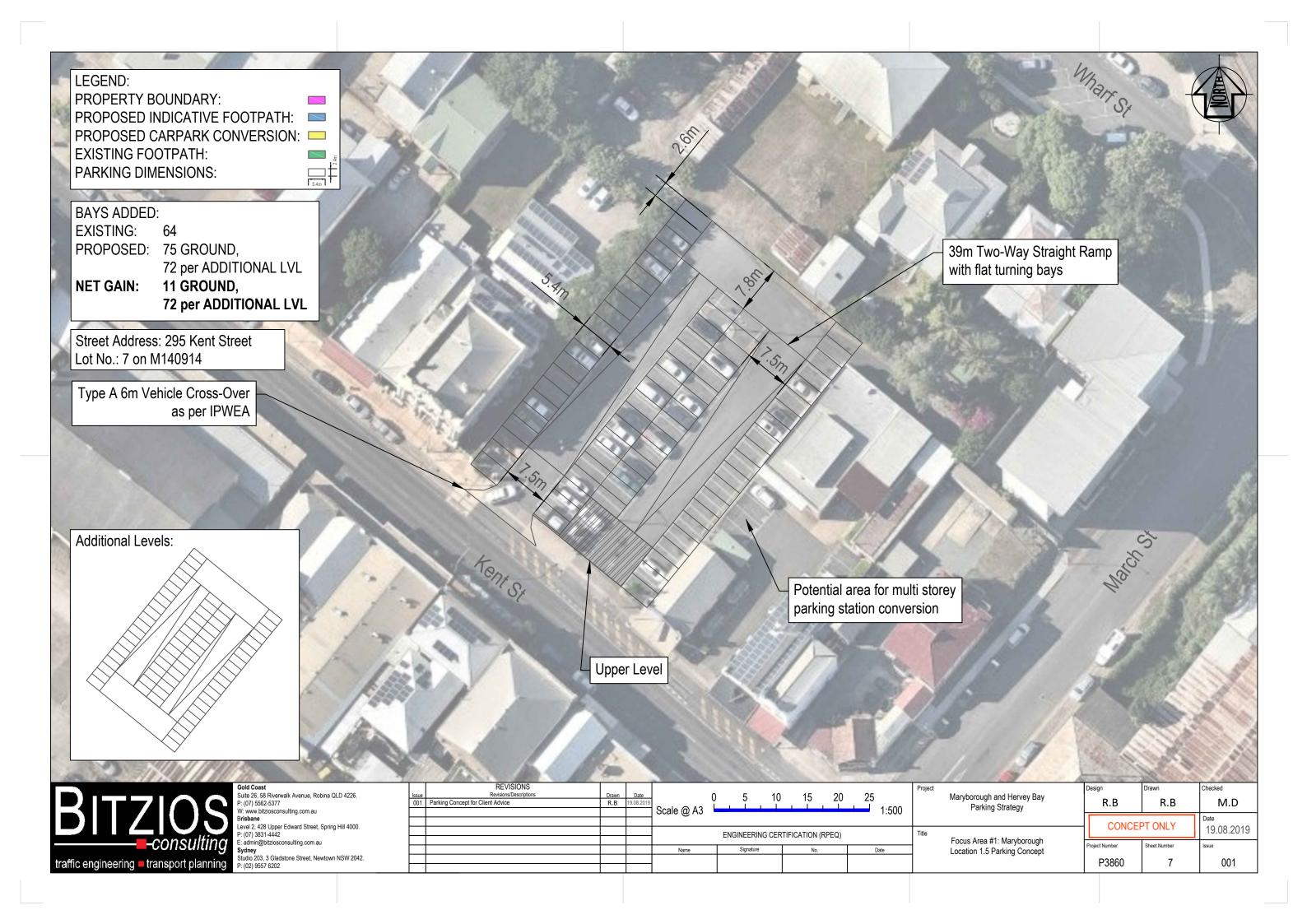










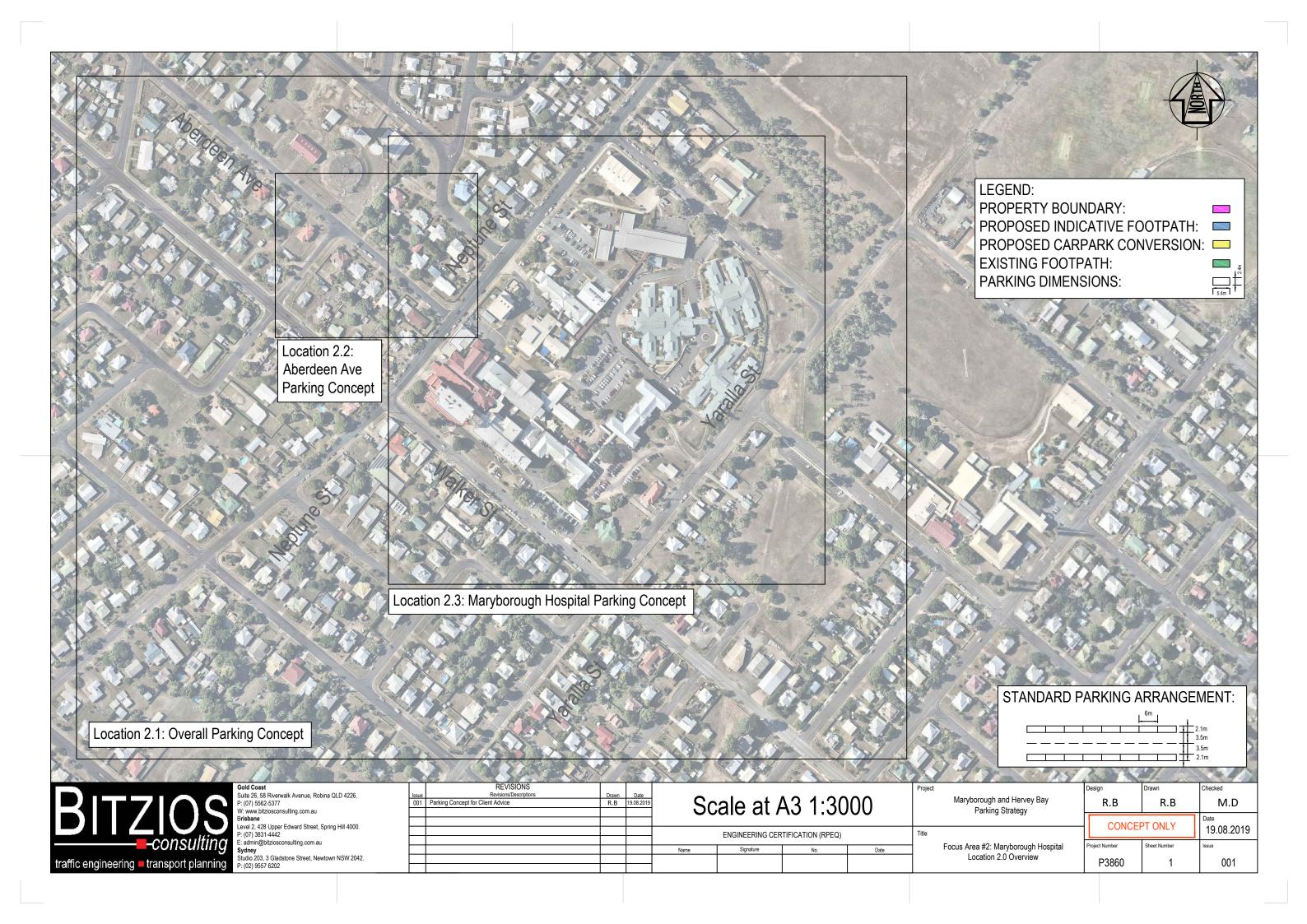


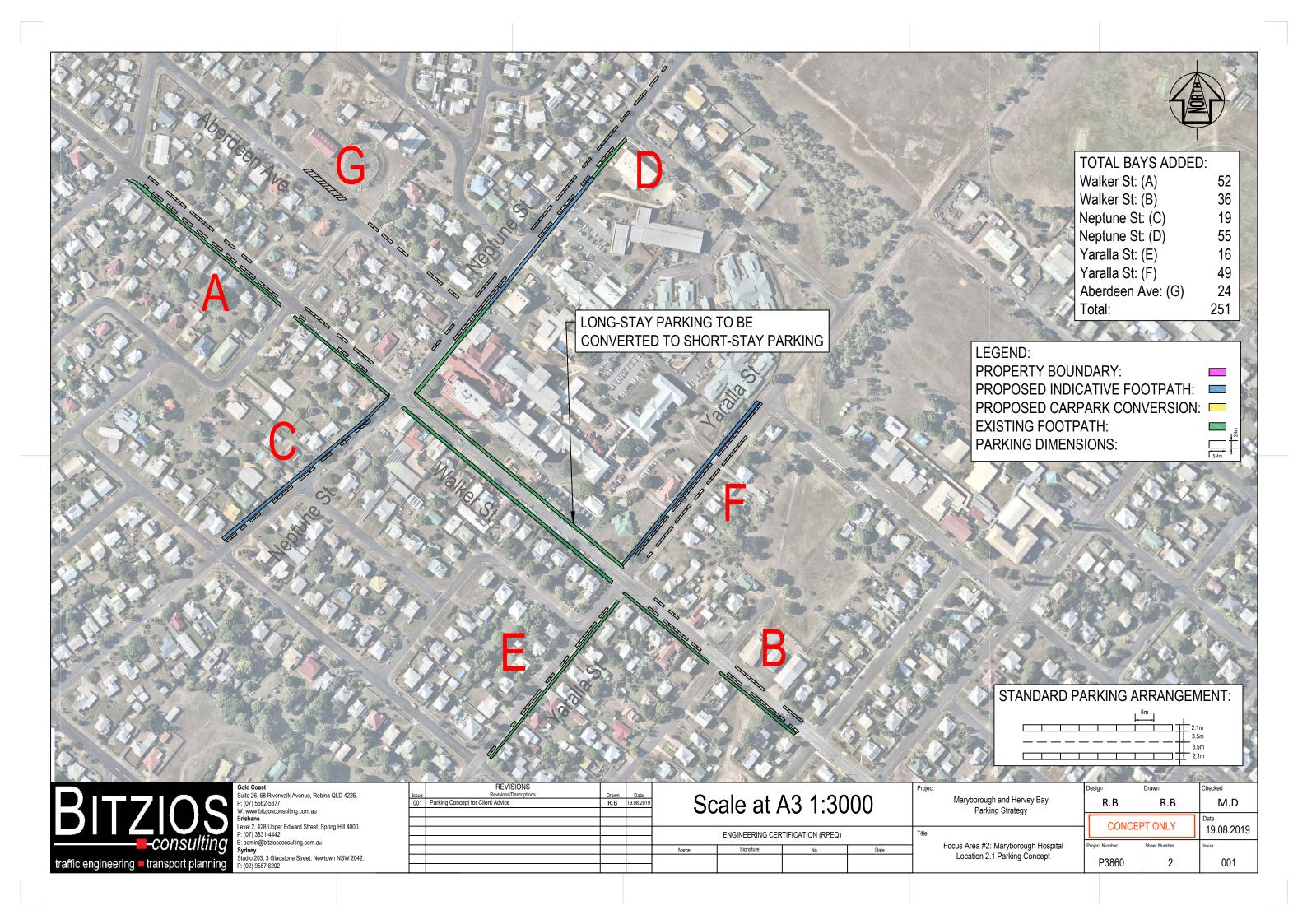
APPENDIX B

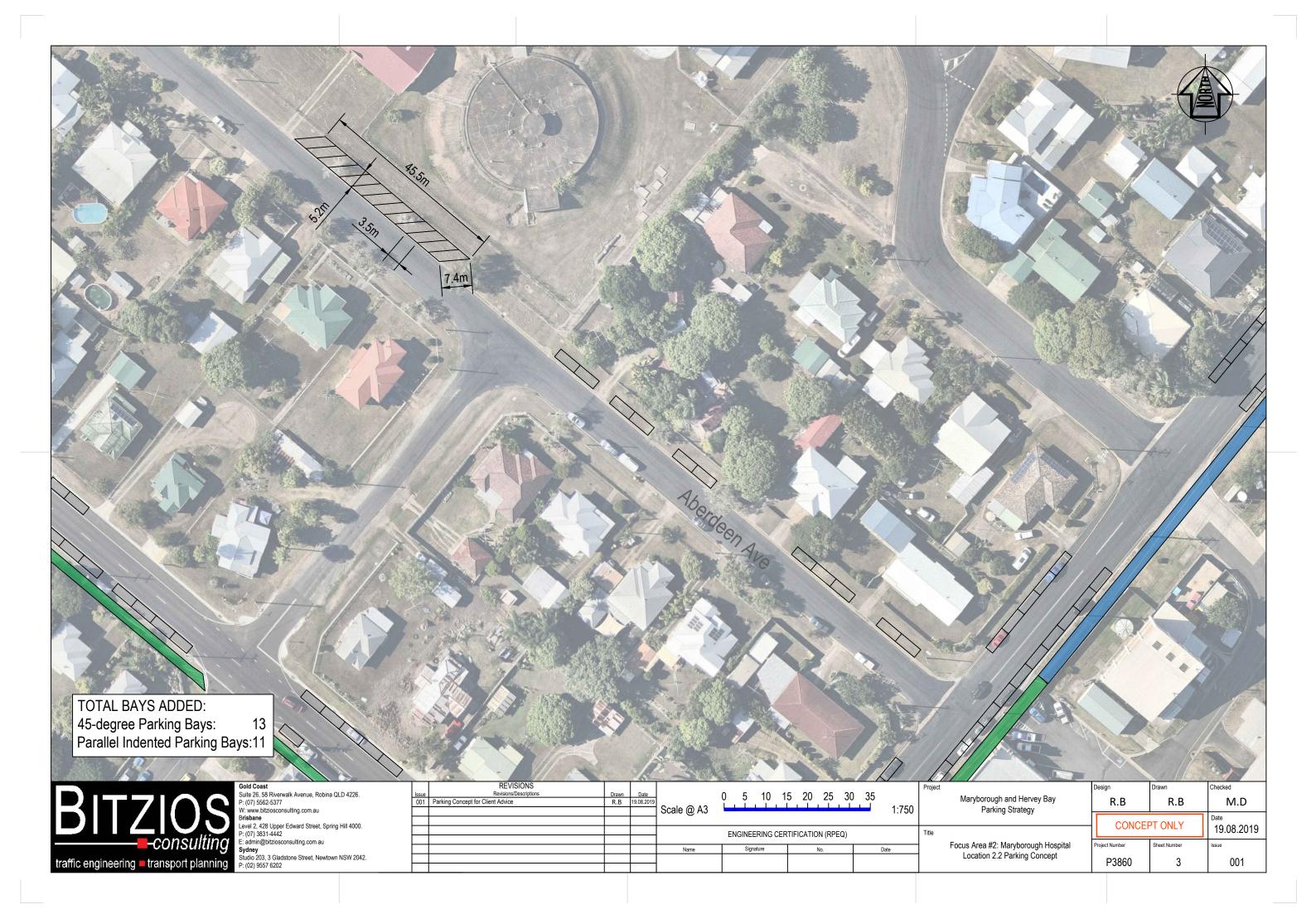
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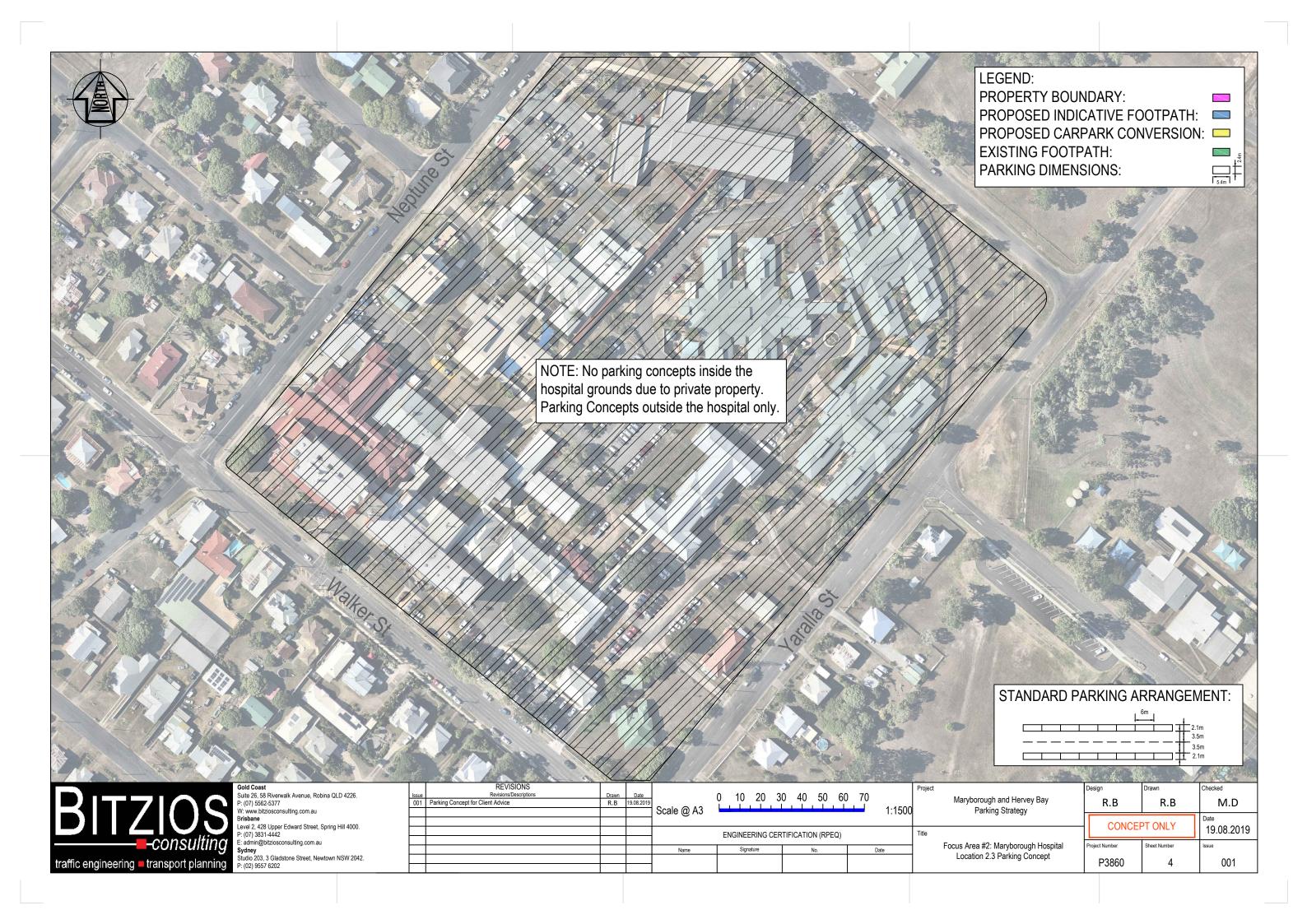
MARYBOROUGH HOSPITAL PRECINCT









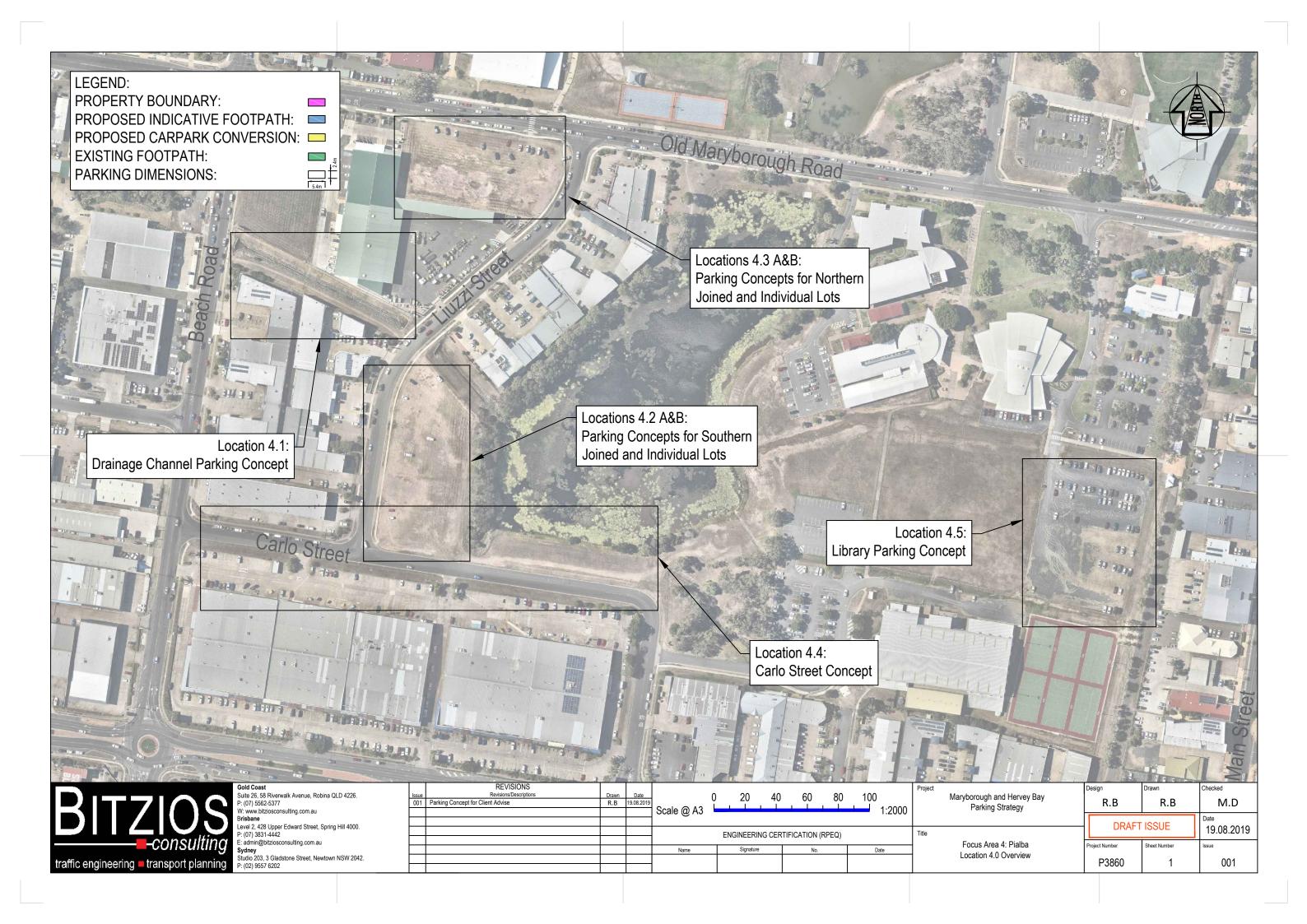


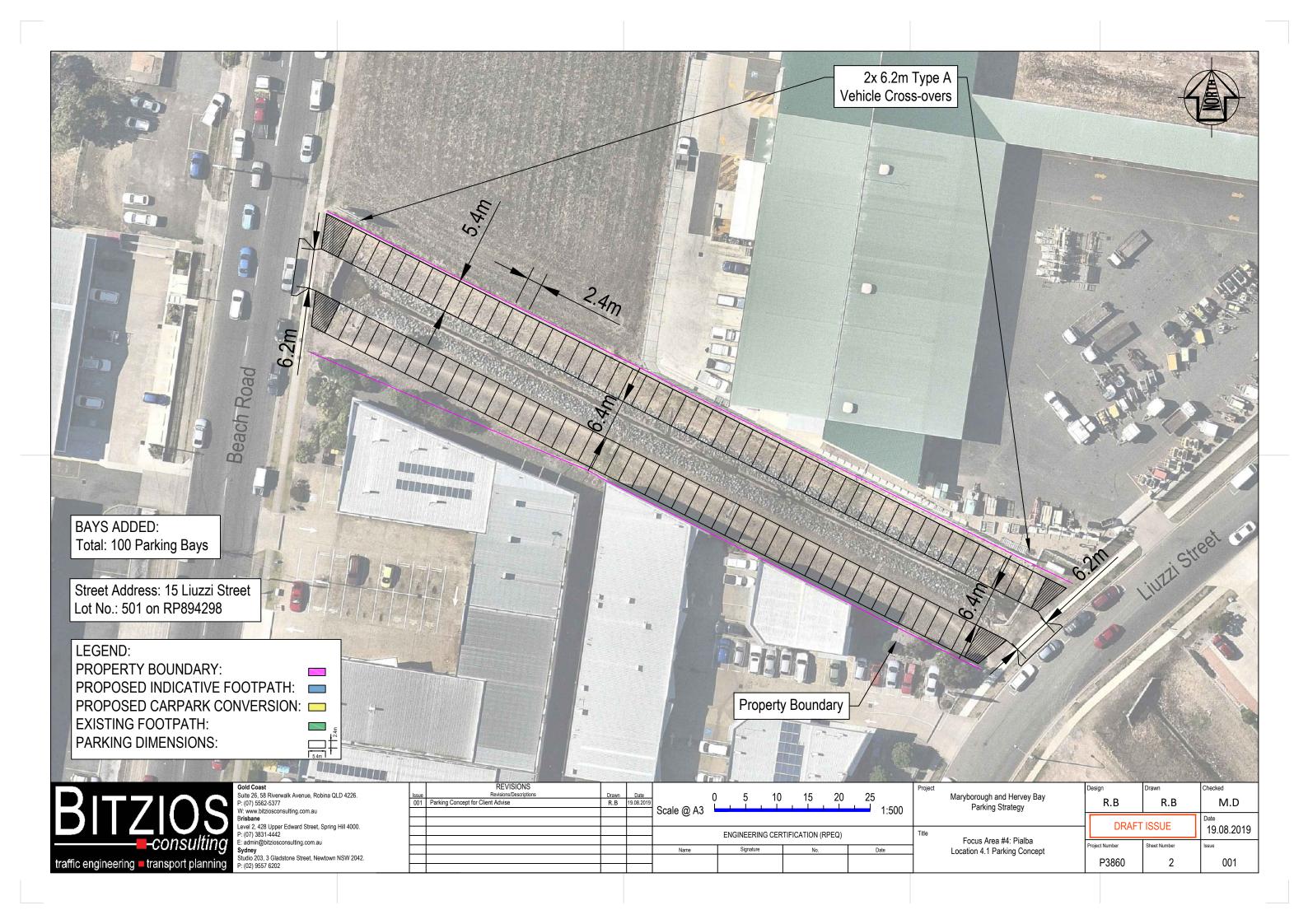
APPENDIX C

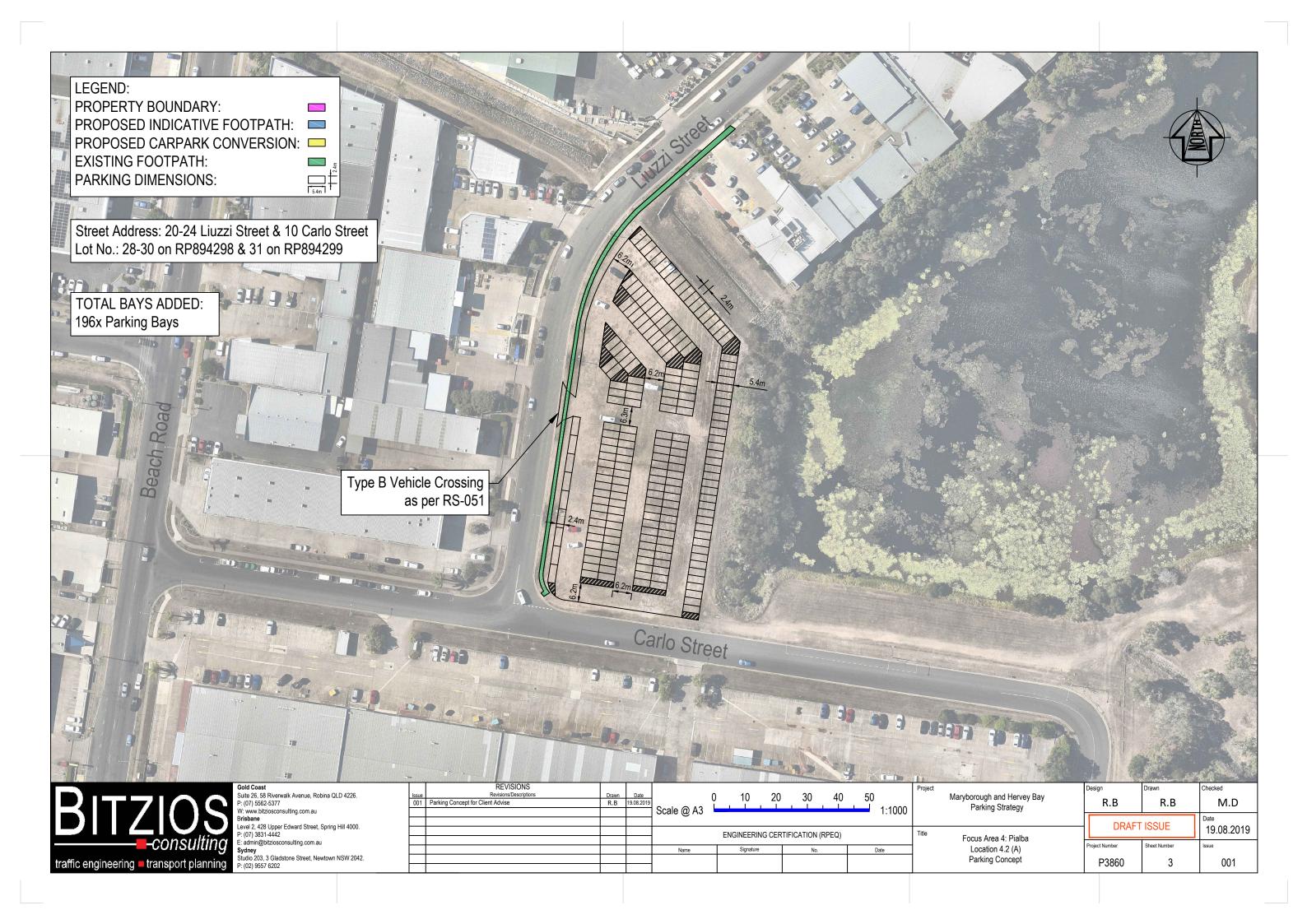
FOCUS AREA #4 CONCEPT PLANS:

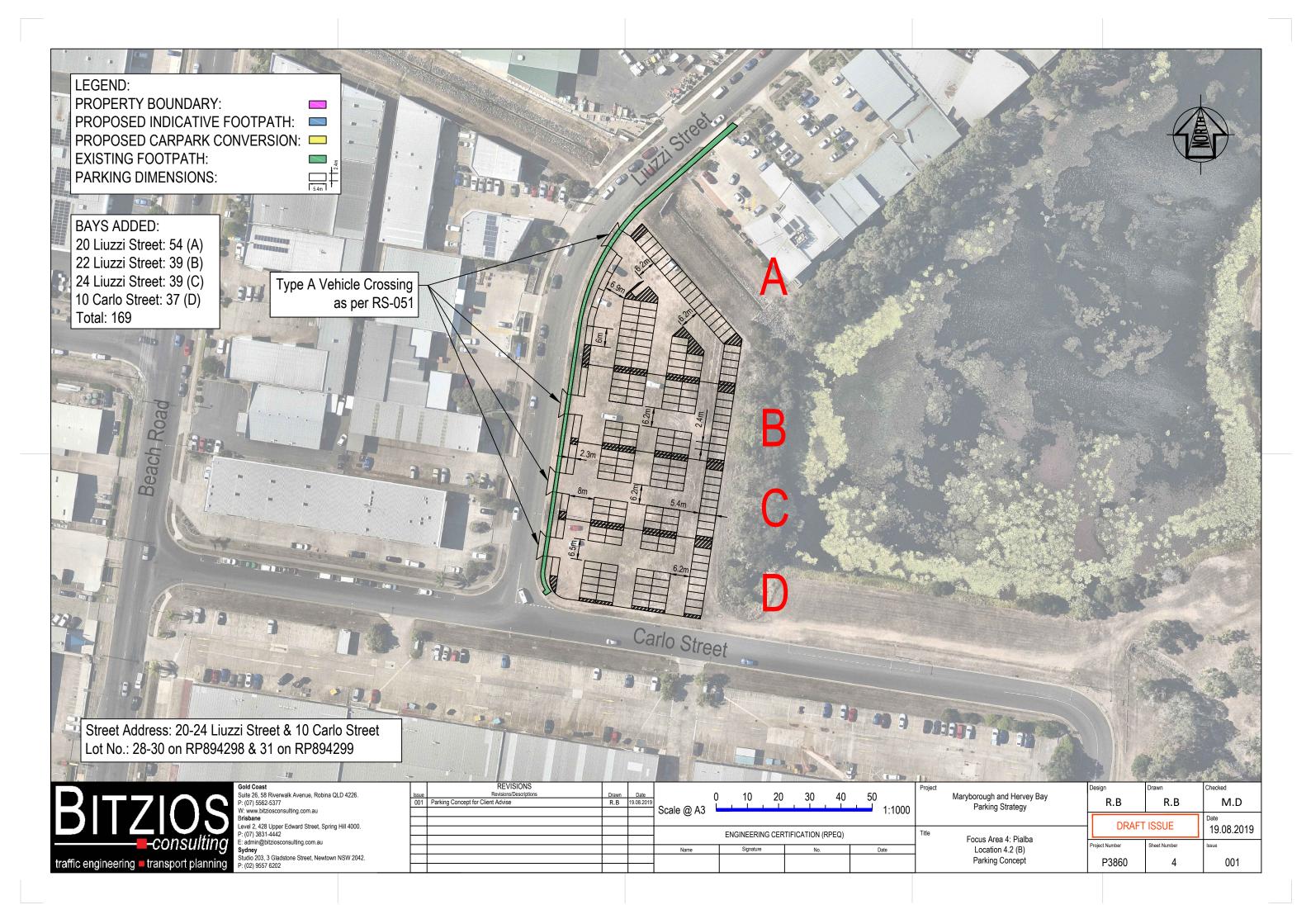
PIALBA

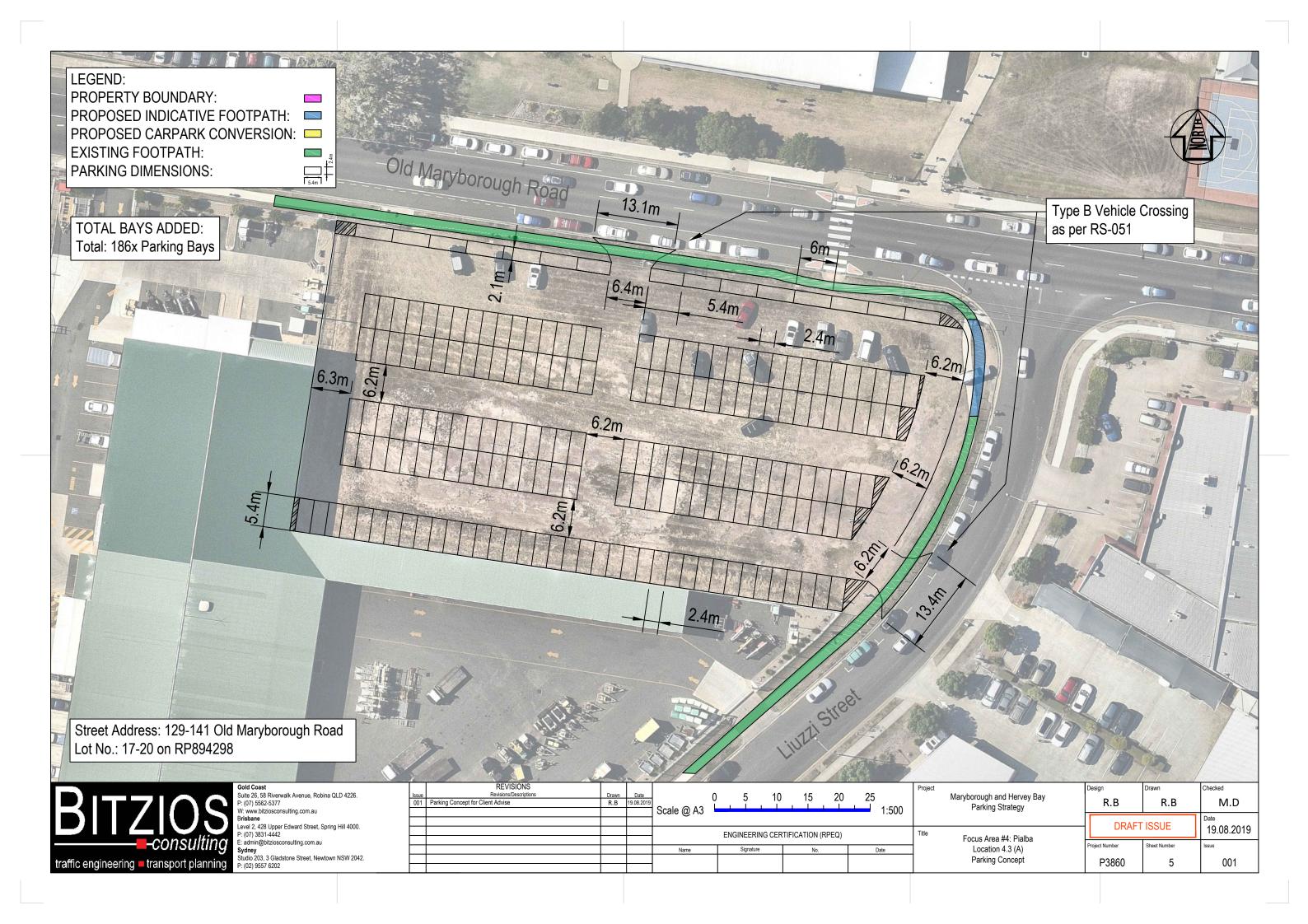


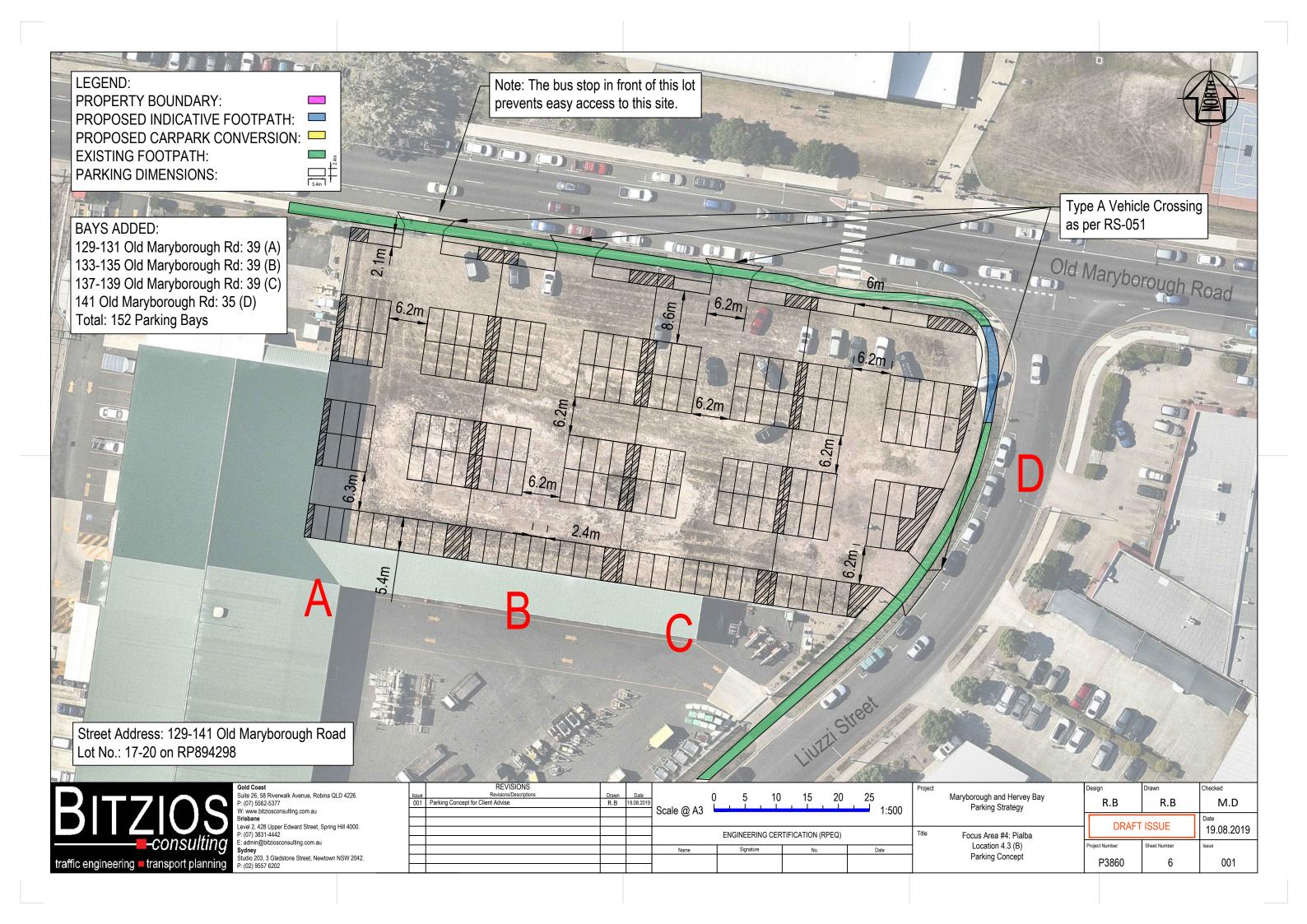


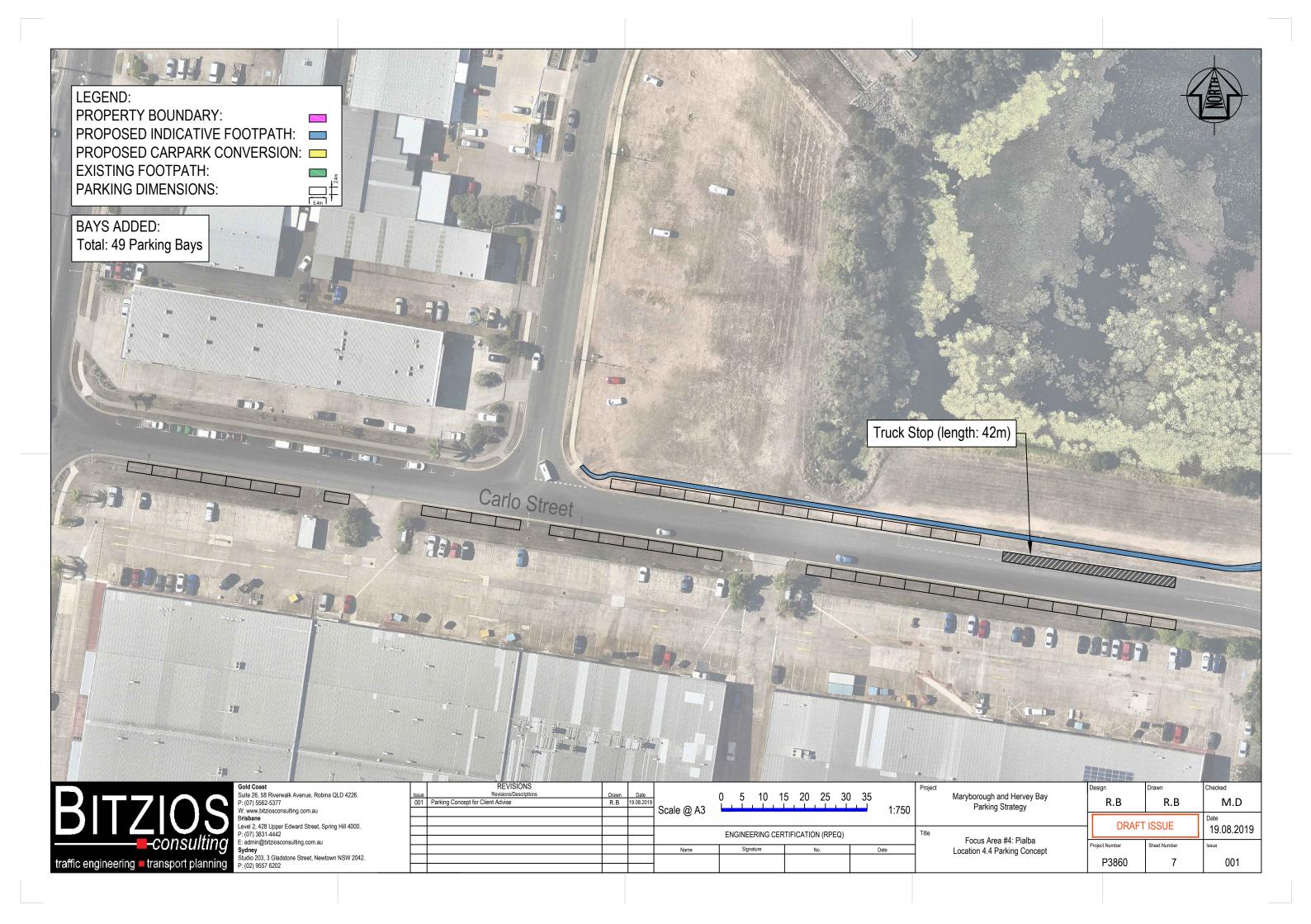


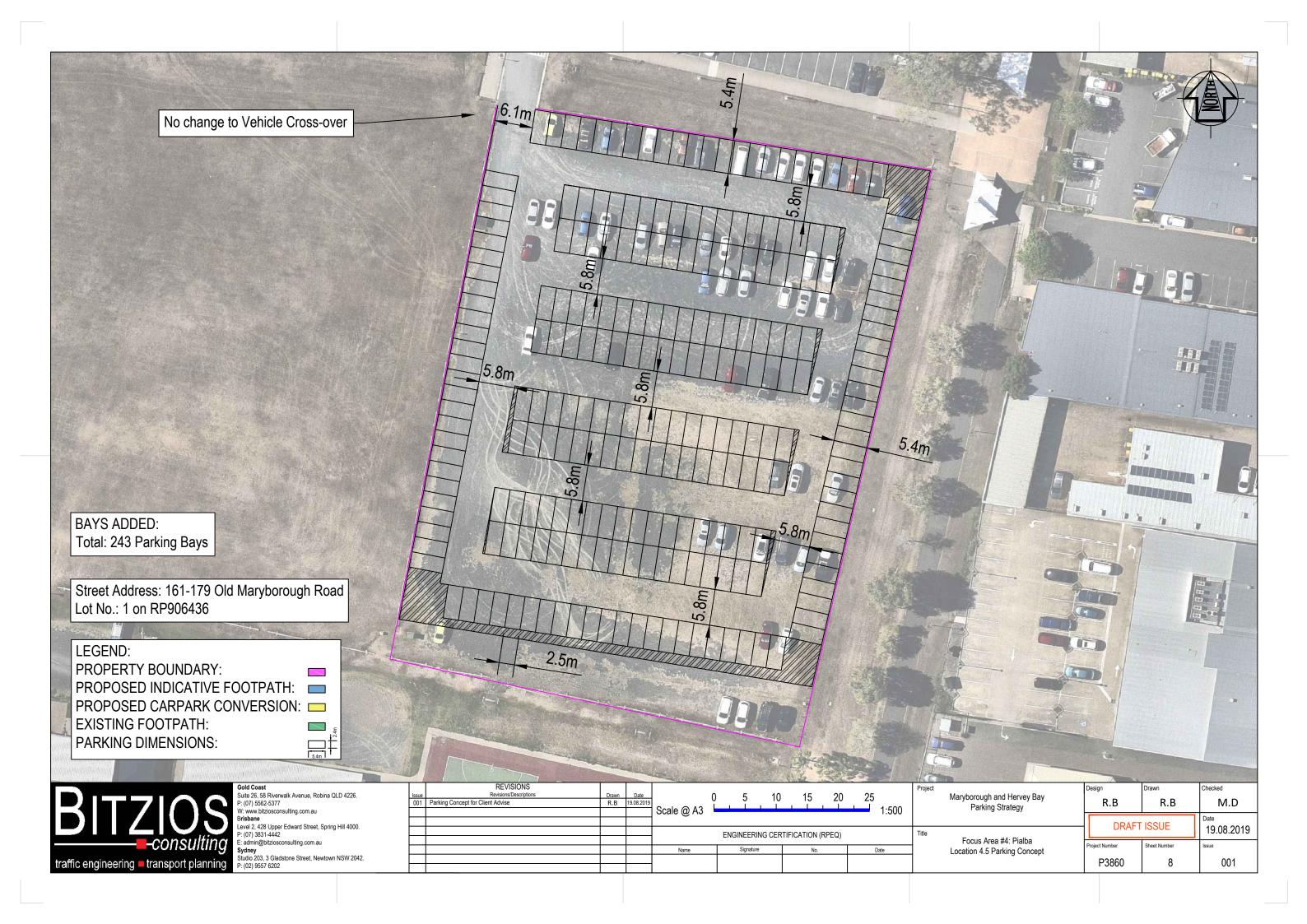










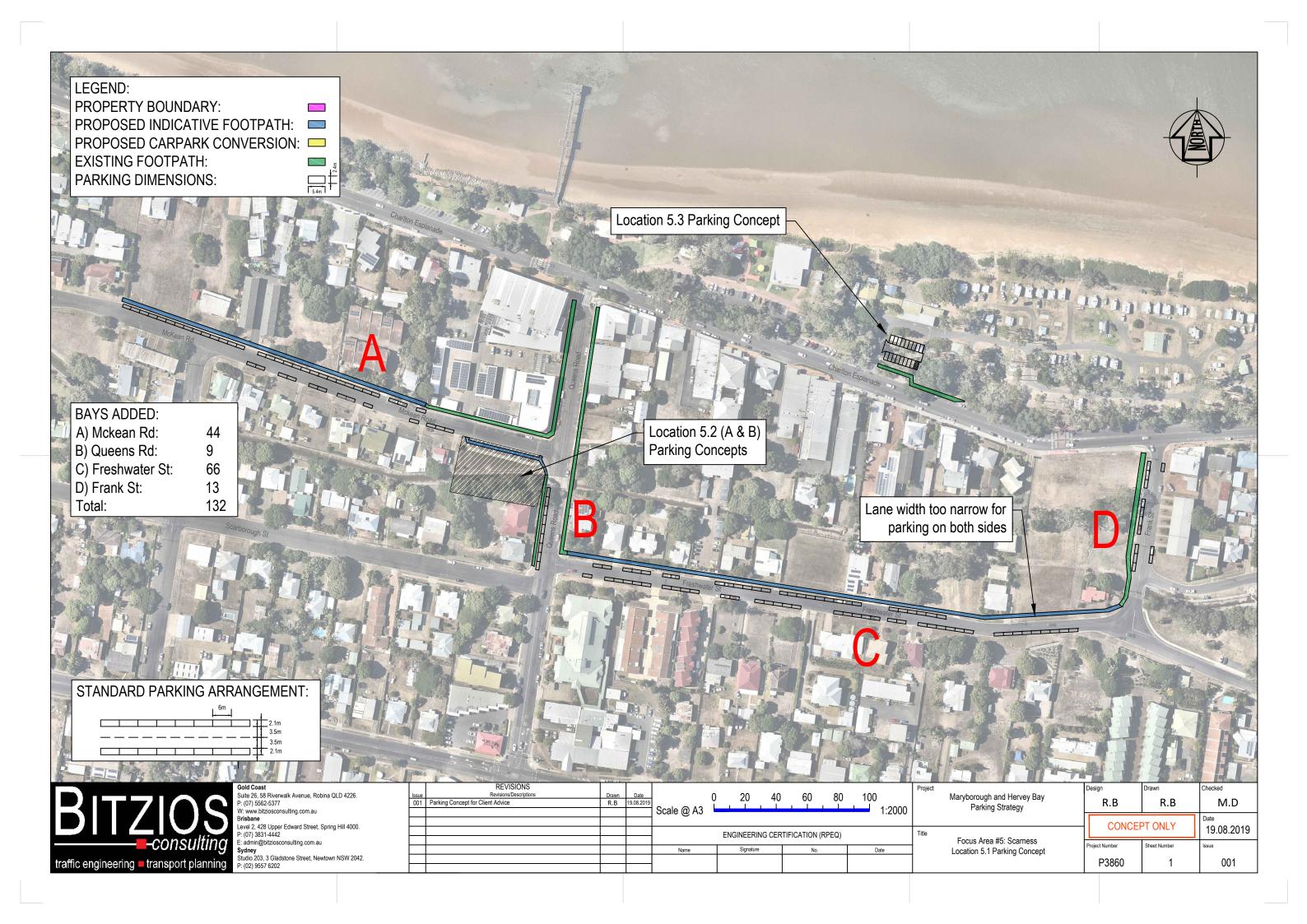


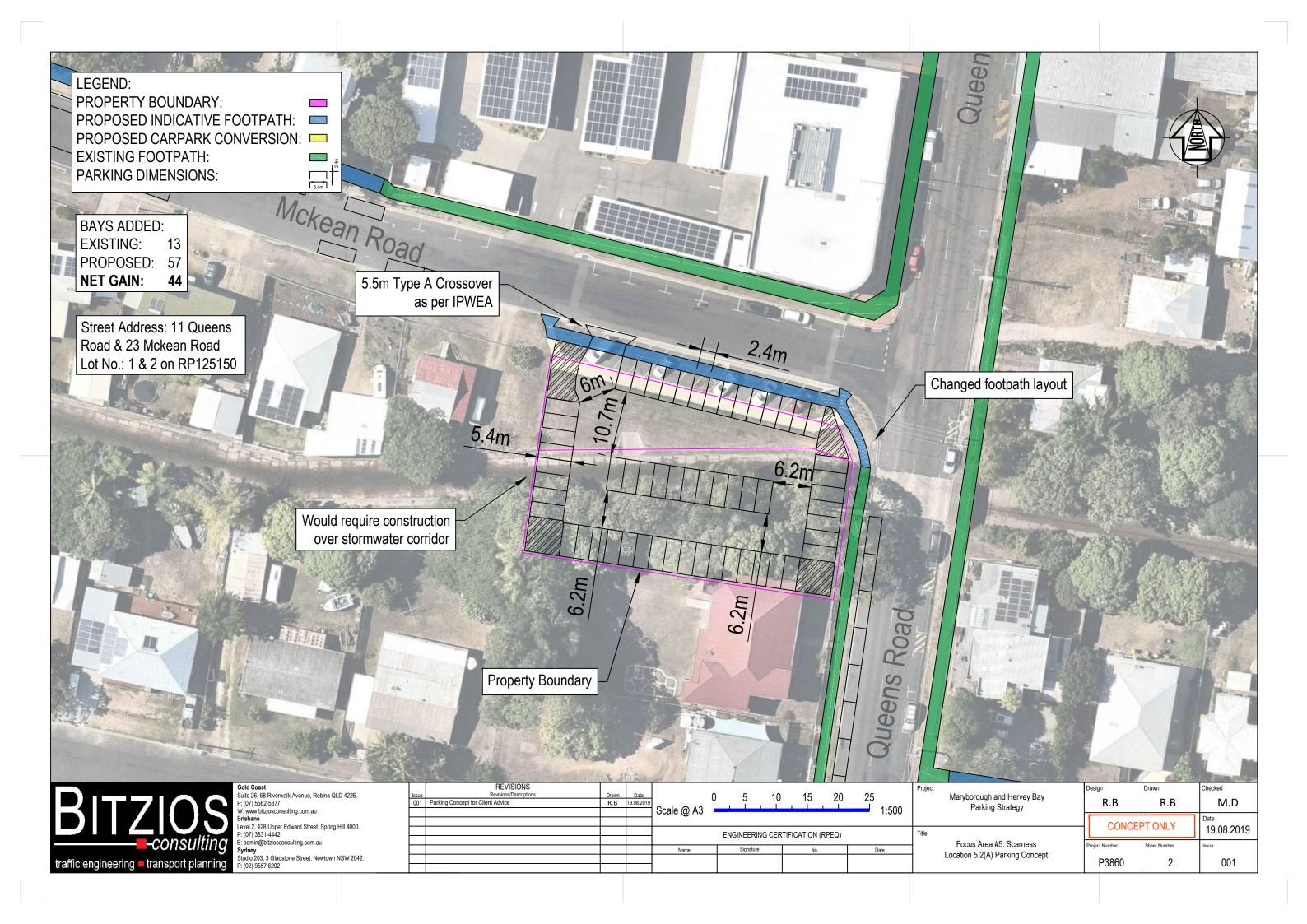
APPENDIX D

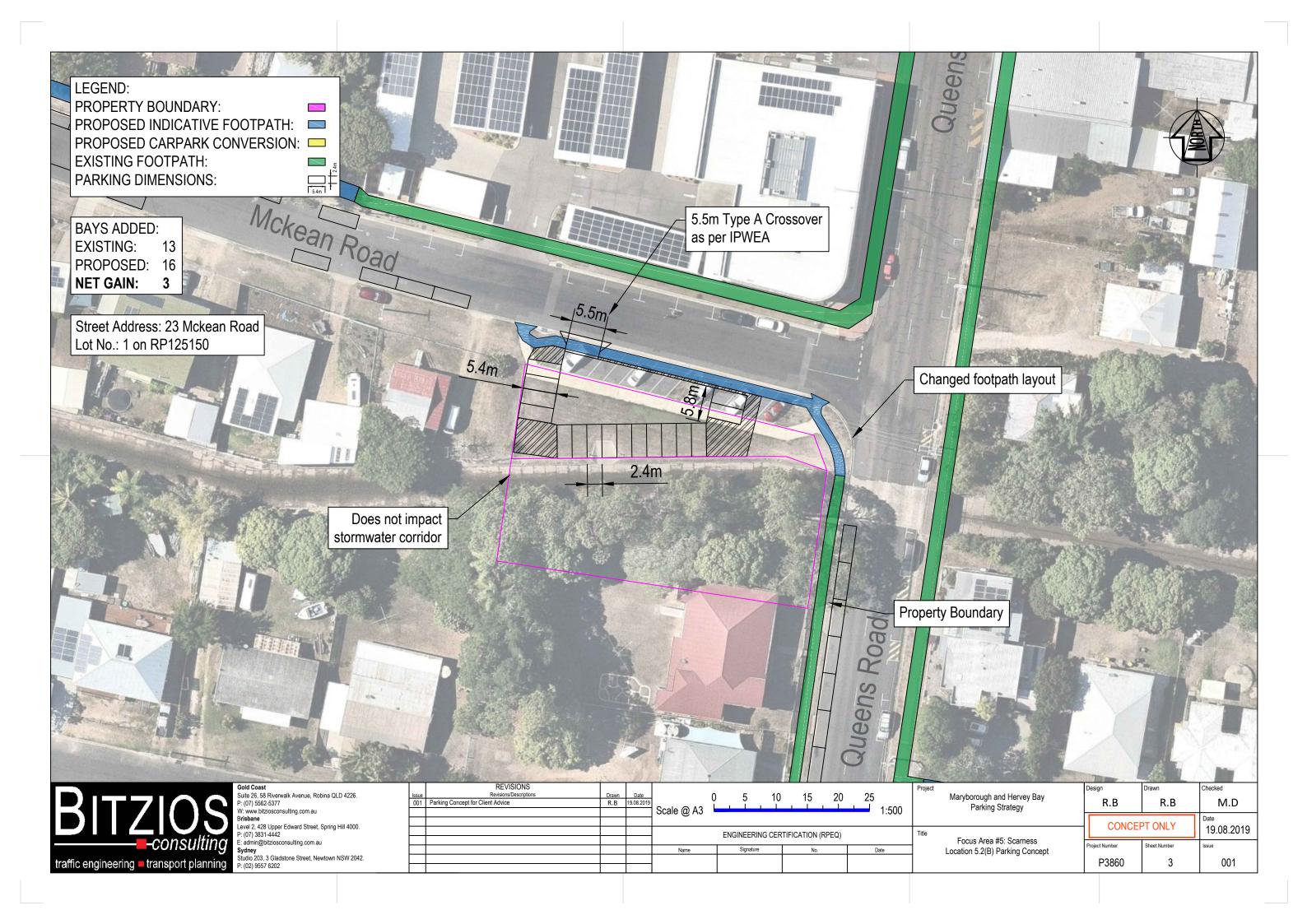
FOCUS AREA #5 CONCEPT PLANS:

SCARNESS









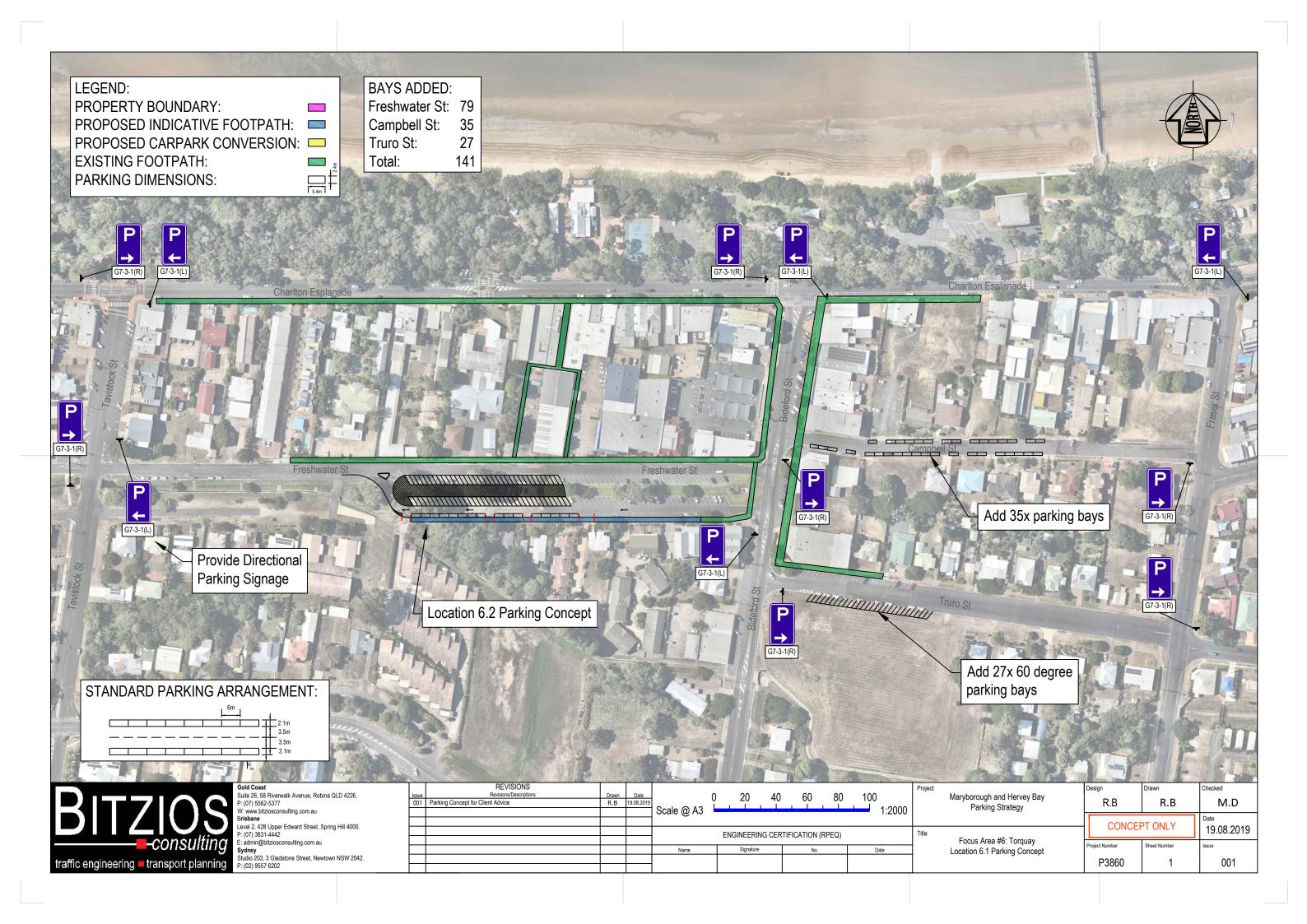


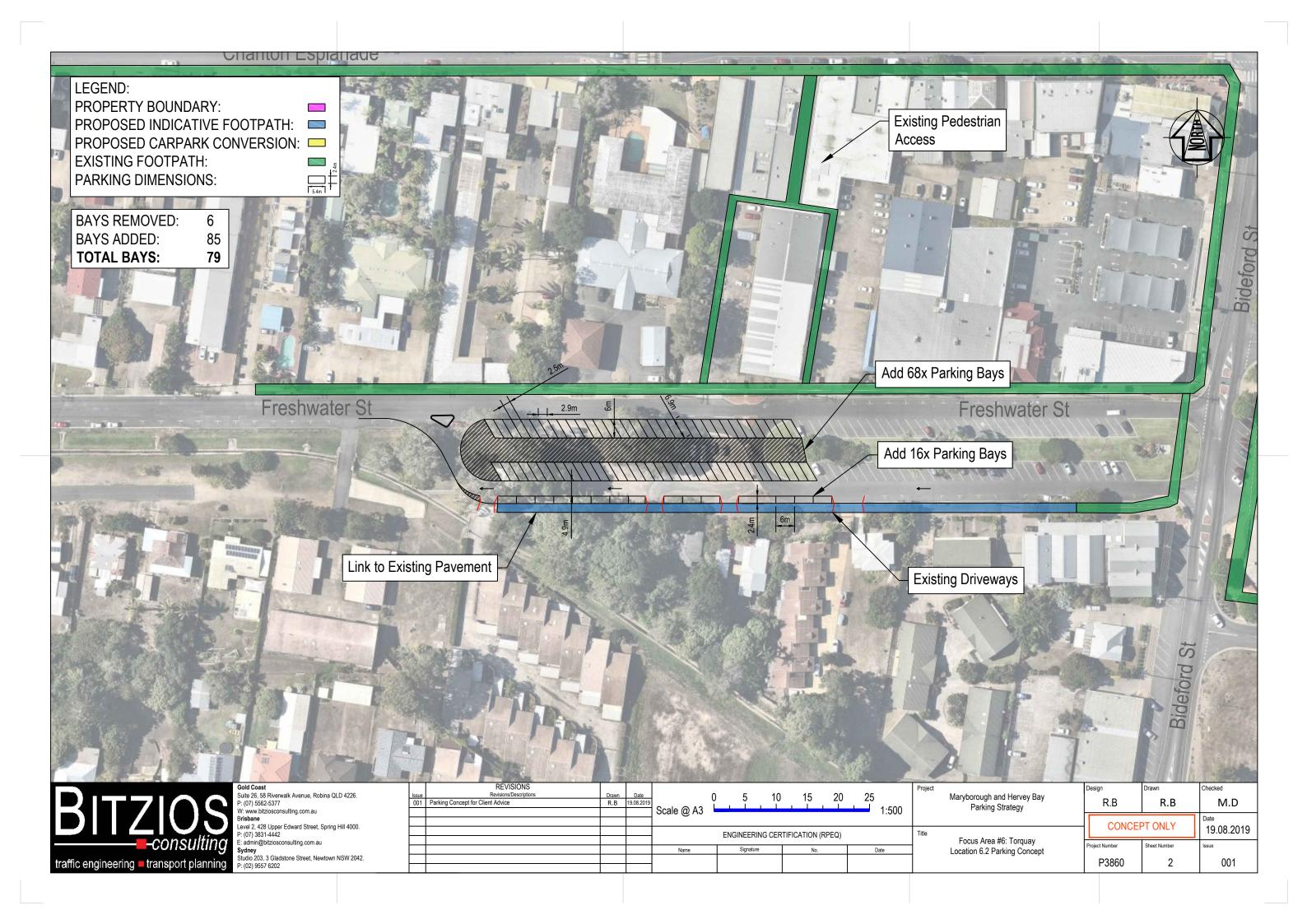
APPENDIX E

FOCUS AREA #6 CONCEPT PLANS:

TORQUAY





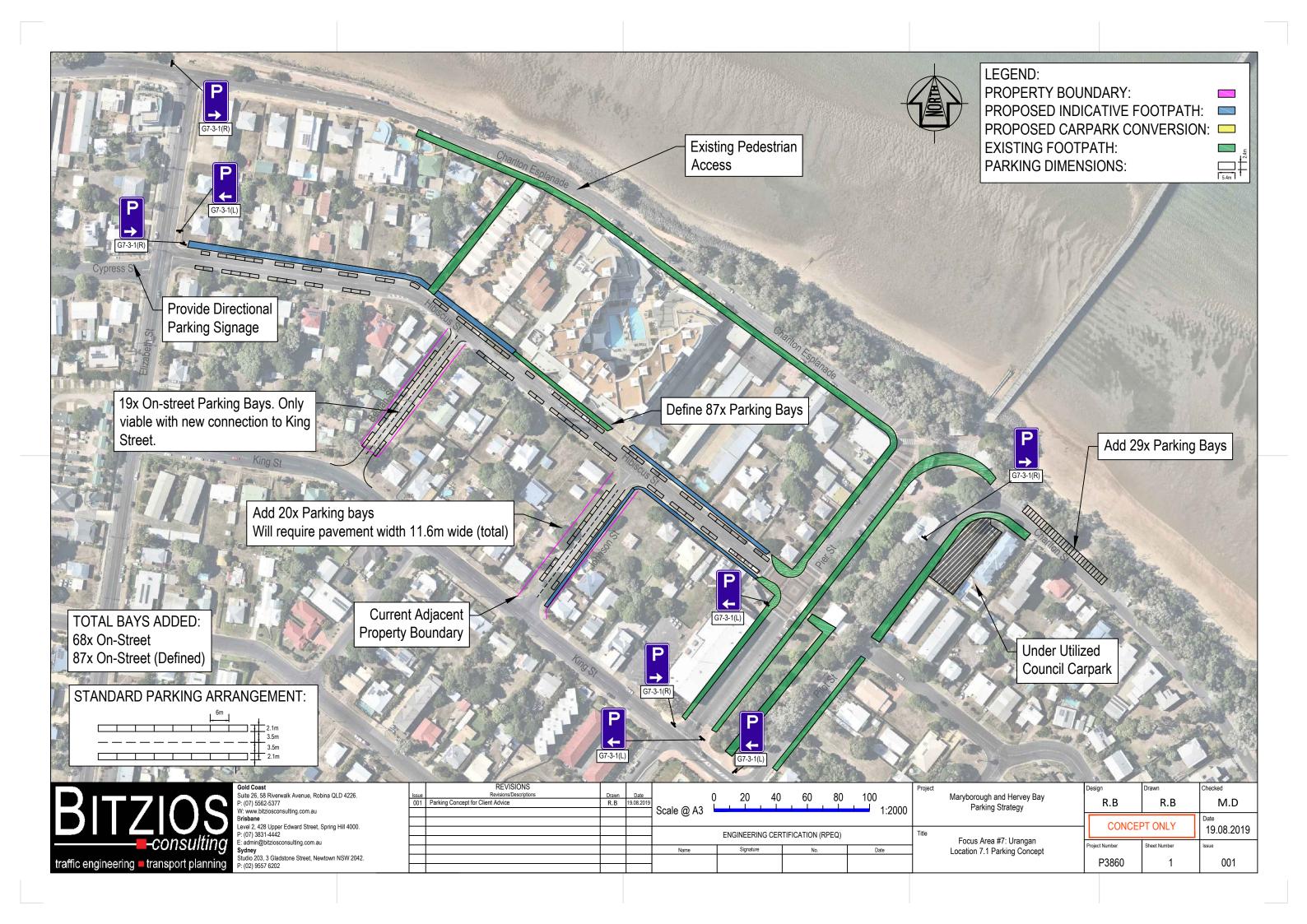


APPENDIX F

FOCUS AREA #7 CONCEPT PLANS:

URANGAN





APPENDIX G

FOCUS AREA #8 CONCEPT PLANS: HERVEY BAY HOSPITAL PRECINCT



