

THAMES COROMANDEL DISTRICT COUNCIL
MERCURY BAY COMMUNITY BOARD
PARKING STRATEGY – HIGH LEVEL ACTION PLAN

INTRODUCTION

The following is the high level action plan which has been developed to implement the Mercury Bay Parking Strategy. Resources and timing are yet to be assigned, but will follow after the overall strategy and high level action plan have been approved. This plan must be read and applied in conjunction with the overall strategy including the guiding principles outlined in the South Mercury Bay Parking Strategy . It addresses separately each area in South Mercury Bay and outlines the actions to help reduce parking congestion in the wider area.

RECOMMENDED ACTIONS FOR EACH AREA AND/OR SERVICE

- **Shuttle Bus / Park and Ride**
 - Provide a service that runs over the peak demand period for a minimum of 9am until 6pm and additional hours depending on demand and daily low tide timing;
 - Analyse needs during peak, shoulder and off peak seasons and customise the shuttle service to meet customer demand;
 - Expand the existing shuttle service to include multiple stops at new and existing points including: Ferry Landing, Cooks Beach central (motor camp), Purangi Crossing, Lee’s Road Carpark, Hahei Village Entrance Carpark, Hahei Shops, Hahei Beach and Hot Water Beach Carparks;
 - Ensure a level of service is provided to meet demand at Hot Water Beach low tides;
 - Promote the shuttle service as the first option for visitors and tourists to the South Mercury Bay area;
 - Ensure timetable, stop locations and costs are well-advertised via information centres, GPS applications and signage etc.
 - Promote Lee’s Road as the gateway to walk to Cathedral Cove;
 - Provide 24 and / or 48 hour “hop on hop off loop-type” bus passes for unlimited rides (\$10 adults / \$4 kids / \$25 family). Where a current car park ticket is presented the charge be reduced to \$8 / \$3 / \$20.
 - Aim for a service timetable that operates every half hour or on the hour depending

on feasibility and seasonal demand;

- Develop a business case to determine the feasibility of the service(s) being a private and commercial enterprise and to enable a decision on whether subsidy via the Waikato Regional Council Land Transport Plan is required. Ensure the provision of the service(s) is subject to an open tender process to enable all interested transport operators to submit proposals to operate the service;
 - Monitor the performance of the service and adapt routes and timetables as appropriate.
 - Revenue from this service to go towards ongoing operation / subsidy of this service as required or if a surplus is generated be applied in accord with the Mercury Bay Revenue Policy for Income Generating Activities.
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- **Tour Buses**
 - Work with Tour Bus companies to gauge the level of need for parking spaces at each car park;
 - Determine a reasonable commercial fee for tour bus parking and drop off and provide / sell monthly or annual passes / concessions to operators;
 - Facilitate promotion of Tour Buses to visitors as a desirable alternative to accessing the area;
 - Ensure sufficient parking spaces are made available for tour buses in the existing and proposed carparks;
 - Monitor tour bus parking and adapt facilities and pricing as needed.
 - Revenue from this service to be applied in accord with the Mercury Bay Revenue Policy for Income Generating Activities.
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- **Grange Road Carpark**
 - Discontinue the use of the Grange Road car park as a place for the long term parking for people visiting Cathedral Cove.
 - Provide parking for Tour Buses accessing Cathedral Cove and disabled persons only;
 - Work with Iwi to develop the car park area for other activities related to the

Cathedral Cove walk and the areas natural beauty;

- Retain the Carpark as a “drop off only” zone for cars once additional carparks (Lees Road and Village Entrance) have been completed;
 - Implement a time limit for disabled persons parking to encourage use of alternative carparks (e.g. 30 minutes maximum);
 - Implement and enforce appropriate Bylaws at the car park and to reduce parking on the roads leading towards Grange Road carpark in particular;
 - Monitor carpark usage and adapt strategy where needed.
 - Revenue from this service to be applied in accord with the Mercury Bay Revenue Policy for Income Generating Activities.
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- **Lee's Road Carpark**
 - Promote Lee's Road Carpark as the facility to use if walking to Cathedral Cove or the walks beyond it, to reduce traffic going to Hahei Village;
 - Implement a time limit for parking to increase the capacity of the carpark (e.g. 4 hour maximum);
 - Implement suitable pricing for the pay and display to encourage use of this carpark but maximising capacity - look to charge \$3/hr or \$10 per four hours for users then a premium of \$5/hr after 4 hours have elapsed;
 - Evaluate the cost/benefit of a barrier arm vs pay and display and enforcement costs for this car park;
 - Implement and enforce appropriate Bylaws and signage in the area to encourage use of the car park;
 - Restrict parking on Lee's Road;
 - Implement a clearway from Lee's Road Carpark to Stella Evered Reserve;
 - Monitor demand and expand this car park to its capacity of 500 parks in the future when needed.
 - Monitor traffic volumes up Lee's Road and tailor action plan as needed.
 - As development of this car park is from District Funds as a component of the Walks Project the funds derived from it will be utilised for the maintenance and further

development of the walks programme.

- **Hahei Village Entrance Carpark**

- Promote this carpark for visitors and tourists to visit Hahei Village, access Cathedral Cove if using water based services, the Hahei commercial area, the beach, the walking tracks to the south of Hahei e.g. the blowhole track (when completed) and to help shift car parking off the Hahei Village streets;
- Implement suitable pricing for the pay and display to encourage use of this carpark - look to charge \$2/hr or \$15 per day and free for Mercury Bay South residents. The method by which this is applied will need to be resolved to ensure equity and prevent abuse;
- Implement and enforce appropriate Bylaws in the area to reduce parking on the roads and beachfront in particular. If there was a desire from the community consideration will be given to introducing a residents only parking sticker on the roads in locations where it is warranted;
- Monitor demand and expand this car park to its capacity of 400 parks in the future when needed;
- Long term – close the beach front parking once alternative sites are established and known and work with Iwi to develop the car park area for other activities related to Hahei Beach and the areas natural beauty and cultural heritage;
- Long-term - Investigate the feasibility of promoting Hahei as a walking village with priority for pedestrians and possibly vehicle access for locals only;
- Long-term - Investigate future expansion into the 100 acre or similar blocks where feasible.
- Revenue from this service to be applied in accord with the Mercury Bay Revenue Policy for Income Generating Activities.

- **Hot Water Beach Carpark**

- Review existing car parking arrangements and implement appropriate charging rates to manage demand;
 - Pye Place pay and display – 60 spaces at \$4/hr or \$25 per day and free for Mercury Bay South residents with sticker;

- Taiwawe / Bull Paddock – 65 spaces – \$2/hr or \$15 per day for users and free for Mercury Bay South residents with sticker;
- Surfers Carpark – 57 spaces – Free currently, look to charge \$2/hr or \$15 per day for users and free for Mercury Bay South residents with sticker;
- Overflow Parking - 25 spaces – Free or possible community fundraiser at peak times;
- Implement time-limited parking where appropriate to increase carpark turn over and capacity. (e.g. 2 hours maximum);
- Review existing bylaws to ensure they encourage the desired behaviours. Evaluate the need and feasibility of a dedicated low-tide shuttle service for tourists;
- Long term – close the carpark on the beachfront once alternative sites and shuttle services have been established;
- Work with Iwi to develop the car park area for other activities related to Hot Water Beach and the areas natural beauty and cultural heritage;
- Monitor usage and adapt strategy as needed.
- Revenue from this service to be applied in accord with the Mercury Bay Revenue Policy for Income Generating Activities.

- **Summary of Charges**

The following is a summary of charges proposed:

Service	Adult \$	Child \$	Family \$	Hourly \$	Daily \$
Shuttle Bus	10.00	4.00	25.00		
Shuttle Bus (with car park ticket)	8.00	3.00	20.00		
Lees Road				3.00	10.00 - 4hours 5.00 per hour thereafter
Village Entrance				2.00	15.00
Pye Place				4.00	25.00
Taiwawe				2.00	15.00
Surfers				2.00	15.00

- **Future / Other potential sites**

- Purangi Reserve monitor usage and implement future pay and display system later if needed to ensure boaties have a place to park when all the walks are open. Consider ramp fee and sticker for boat ramp users;
- Purangi Estuary (old landfill) if the boardwalk crossing is developed for the Purangi Estuary;
- 100 acre block at Hahei;
- Work with Iwi and the community to identify other potential car park sites for future development at Hot Water Beach;
- Other council or DOC-owned land;