

Parking Policy

Date Adopted	Next Review	Officer Responsible
March 25, 2026	March 25, 2029	Inner City Manager

Policy Purpose:

1.1 The Purpose of this Policy is to:

1.2 Ensure that the right amount of parking is available, in the right location and at the right price.

- Provide both a framework and guiding principles for decisions on parking management in Rotorua.
- Enable a performance-based parking management approach.
- To efficiently utilise the City's parking supply
- To improve parking user quality, convenience, service and information
- To ensure that the limited supply of public parking is allocated in an equitable way

1.3 Policy Scope

This policy applies to: The management of on and off-street public parking in Rotorua All types of public parking places (as defined in the Rotorua District Council Traffic Bylaw) including but not limited to, parking for: cars, motorcycles, bikes, micro-mobility devices, servicing and loading spaces, and mobility parking spaces

This policy does not apply to:

- Privately owned off-street parking; or
- Any parking outside of the Rotorua parking map boundary

1.4 Relevant Documents and legislation

The following documents are relevant to this policy:

- Rotorua Traffic Bylaw 2026
- Rotorua Parking Restrictions and Regulations
- Rotorua Urban Design Framework
- Rotorua Council Parking Management Guidelines
- NZTA National Parking Management Guidance
- Local Government Act 2002
- The Rotorua Future Development Strategy
- The Rotorua Lakes Council Transport Activity Management Plan
- Road Safety Action plan

In particular, the Rotorua Council Parking Management Guidelines set out guidelines that support this policy.

1.5 Policy

- a. The Council has a role in shaping the form and function of parking in Rotorua City as a provider, facilitator, regulator, and enforcer
- b. Council decisions about parking provision will be made in accordance with the guiding principles outlined in this policy and will support the efficient and equitable use of public parking
- c. Council parking decisions will include, but are not limited to, the development of integrated plans and management of parking places
- d. While this policy provides guidance to parking decisions, other requirements in relation to decisions under legislation or other policy – including consultation requirements - will continue to apply

1.6 Context

There is growing awareness of the important role played by parking in the transport system. Successful urban centres depend on having access to a well-managed parking supply. Therefore, it is essential that the local parking supply is managed in a way that contributes to the Council's strategic visions and goals. In the context of parking, this is to prioritise specific parking areas for short-stay parking, including visitors to the city centre, not long-stay parking. Suitable alternative areas are instead set aside to accommodate long-stay parking for CBD workers and similar.

The NZTA's National Parking Guidelines aim for a target occupancy of around 85%.

Current demand for parking in Rotorua is higher than the desired occupancy rate of 85% in some areas of the city centre. A 2006 study in relation to the high demand for all day parking by commuters is noted to be an ongoing issue.

Parking in the city centre is managed using a mix of time limited and free parking methods and is enabled through a pay by plate payment and enforcement system.

There are multiple payment options available including card, coins (in select locations), and via a parking app. Council also provides off-street parking in a parking building at the top of Pukuatua Street and an additional uncovered car park on Haupapa Street.

Moving away from a 'predict and provide' approach to parking (in which the demand for parking is predicted and provided for mainly through off-street parking requirements) to a parking management approach can have significant benefits for urban centres including:

- Improved public perceptions of parking
- More consumer choice
- Reducing unnecessary vehicle movements in the city centre

- 1.7** This policy may be amended, rescinded or reinstated by a further resolution of Council. The latest resolution of Council shall be deemed to be the operative resolution.

2 Principles Underlying the Policy

This section outlines the underlying principles that guide the management of on and off-street public parking. These principles support a performance-based approach to parking management.

Note that some of these underlying principles also have implications for, or in some cases, have more relevance to private parking areas. For example, principle 3 (sharing) is wholly applicable to non-public off-street parking areas.

Principle 1 - Choice

Parking management measures should be designed to influence people's travel choices in line with the aims of this policy, while also providing consumers with choices around where to park and how long to park for. Furthermore, policies must ensure that choices that reduce the demand for parking are rewarded. By way of an example of how people can be 'rewarded' see principle 2 which follows

Principle 2 – Pricing

Users should pay directly for the parking they use other than in free-time limited parking areas. This reduces the costs for those people who choose to use less parking, through substitution (i.e., changing transport mode) or conservation (reducing travel). The parking management should aim to create accurate price signals for consumers which will enable more informed transport decisions about transport modes and trip management.

Principle 3 – Sharing

Parking facilities should serve multiple users and destinations. This will allow parking resources to accommodate variations in peak demand associated with different land uses. Price signals should encourage all organisations, particularly the private sector, to consider opportunities to share parking more efficiently.

Principle 4 - User Convenience

Consumers should be able to find a park where and when they need it. Consumers should be able to easily find information confirming the location, prices, availability, regulations and penalties associated with the use of parking facilities. Parking information needs to be provided in a clear and legible way.

Principle 5 – Quality Design

An emphasis on the quality of parking facilities is as important as the quantity of parking provided. Parking facilities should be designed to support urban design principles, passive surveillance, pedestrian accessibility, convenience, security, and user information.

Principle 6 – Peak Demand Management

Special measures will be implemented for large and infrequent events to deal with peak demands to attempt to reduce driver frustration, illegal parking, and traffic congestion. Special events should be managed using travel demand management measures such as free public transport and/or providing suitable areas to accommodate over-flow parking.

Principle 7 – Simplicity

The aim of parking enforcement is not to raise revenue, but to encourage compliance and parking availability. Parking regulations can be seen as difficult to understand or confusing, which leads to poor public perceptions of parking. It is important to regulate parking in a way that is as simple and legible as possible therefore contributing positively to user experience.

Principle 8 - Prioritisation

The most convenient parking spaces should be managed to support regular turnover and high-priority users. This principle effectively seeks to establish a hierarchy of parking users based on their specific needs and support inner city vibrancy.

A hierarchy of users will include provision for:

- - Shoppers and Visitors
 - Mobility
 - Taxis
 - Buses
 - Workers
 - Recreational reserve users

Principle 9 – Effective Utilisation

Parking should be managed and enforced so that spaces are frequently occupied according to desired occupancy rates, encouraging frequent turnover and suitable availability of parking. By doing so, parking in each area is more likely to be occupied by the intended user base.

Principle 10 - Comprehensive Analysis

All costs, impacts and benefits should be considered when managing parking resources, with the most cost-effective strategy implemented first. Expansions in parking supply are not usually the most cost effective of future focused approaches when compared to demand management measures and effective enforcement.

3 Document History

Version	Adopted	Approved by
Version 1	September 2016	Council meeting
Version 2	March 26 2026	Council meeting