Horowhenua DISTRICT COUNCIL

LEVIN TOWN CENTRE TRANSFORMATION

# Levin Town Centre Access & Parking Strategy

Adopted 27 May 2026

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# 1. Summary

The Levin Town Centre Access & Parking Strategy provides a practical framework for managing parking and access within Levin's town centre. It supports the town's broader transformation goals by creating a more vibrant, accessible, and sustainable urban environment.

The strategy recognises parking and kerbside spaces as shared public assets that must support community, business, and visitor needs. It outlines how smarter management—through evidence-based parking supply of various types, improved access for all transport modes, and better integration with public transport, walking, and bike riding—can strengthen the local economy and enhance the town centre experience.

By aligning with the Levin Town Centre Strategy, this document ensures that parking and access decisions contribute to a welcoming, people-focused environment that encourages activity, supports local businesses, and enables future growth.

# 2. Introduction

The strategy proposes a practical, best-practice approach to parking management, recognising that kerbside space is a shared public resource that meets community needs, local businesses, and enable future growth. The strategy acknowledges the high use of private vehicles in Levin driven by limited congestion and convenient cheap parking. This in-turn reduces participation in walking and bike riding as well as limits the motivation for any future public transport services. Effective parking management is intended to improve access to services, support local businesses, reduce congestion and emissions, and encourage active transport options like walking and cycling. It also induces longer town centre visits, more vibrancy, and a stronger sense of welcome.

Parking management plays a vital role in supporting economic vitality within the town centre. Retailers and service providers rely on a vibrant street environment to attract customers. Poorly allocated or managed parking can discourage potential visitors from 'stay' type behaviour, resulting in lost revenue for local businesses. Currently, there is some valuable public space in Levin's town centre often used for free all-day parking, primarily by employees, which limits opportunities for other uses.

Additionally, there is a significant parking supply that induces too many short stay small spend trips, which is also detrimental to local small business. By integrating parking with potential public transport, bike riding, and walking infrastructure, the strategy aims to reduce car reliance, free up space for other uses (such as more generous shopping/promenading spaces, outdoor and hospitality seating, public art, and landscaping), and create inviting environments that encourage social interaction and longer visits.

Clear policies—such as prioritising parking for people who really need it in prime locations and creating well-designed parking zones for employees, and long-term stays—will help balance accessibility, equity, and the evolving needs of the town centre.

# Parking Strategy purpose

The Levin Town Centre Access & Parking Strategy outlines a practical approach to managing parking and access, aiming to create a more vibrant, accessible, and sustainable town centre strategy seeking to support the needs of residents, businesses, visitors, and all transport users to foster economic growth and create a vibrant, welcoming community.

# Scope

This strategy addresses parking management and planning within the Levin Town Centre and immediate surrounding areas. It primarily focuses on street and off-street parking managed or owned by the Horowhenua District Council. The strategy does not explicitly cover private parking facilities owned by individuals or private businesses unless directly related to public parking management or town centre accessibility.

For the purpose of this strategy a kerbside space can be used as a carpark, but not always. Here is the distinction:

**When a kerbside space is a carpark:**

- It is designated for parking vehicles.
- Marked with painted lines, signage, or parking meters.

Examples:

Street parking, metered parking bays, residential parking zones.

**When a kerbside space is not a carpark:**

- It is used for loading zones, bus stops, bike lanes, no stopping, or clearways.
- Marked with signage prohibiting parking or indicating other uses.

## Strategic Context

Council's parking management documentation is organised as follows:


FIGURE 1 – LEVIN TOWN CENTRE - AREA IN-SCOPE

# Levin Town Centre Transformation

## Vision

The Levin Town Centre Strategy, developed by Horowhenua District Council in 2018, aims to:

- Create an attractive and vibrant urban town centre
- Support economic growth
- Foster community engagement activation and participation
- Promote sustainable development
- Enhance the quality of life for Levin's residents and visitors

The overarching vision is to create a **"vibrant town centre that supports economic growth."** This Parking Strategy supports this vision by enticing shopping, promenading, gathering, interacting, and of course spending in the town centre with evidence based contemporary parking management techniques, and providing the Council with clear guidance and tools to manage parking operations efficiently. This ensures optimal use of car parking supply to support local businesses, residents, and a thriving community.

This Town Centre Car Parking primarily covers the Levin central business district and surrounds, as show in Figure 1.

# 3. Objectives

The strategy adopts an integrated transport and land use planning approach with several key aims:

**Support Community and Business Needs**

- Acknowledge that doing nothing will lead to increased private car use and all the associated negative economic, social, and environmental impacts of this.
- Recognize the diverse needs of users, including workers, local shoppers and town centre users, regional visitors, and tourists.
- Ensure changes consider impacts on both current and future communities.
- Provide strong connections to community facilities and services.
- Ensure parking and transport facilities are accessible and attractive to everyone, including people with disabilities young people, families, and seniors.

- Maintain reasonable and affordable vehicle access and on-street parking for residents and visitors with limited travel options, acknowledging a continued strong dependence on private transport despite potential increased public transport offerings.
- Optimise the use of existing parking supply before considering expansion, ensuring demand is managed through redistribution, improved turnover, and better spatial allocation rather than increased provision.

**Promote Efficient Management of Streets and Parking**

- Manage growing demand within a largely unchanged street network and public space footprint.
- Address underutilized or over-supplied on-street and off-street parking.
- Prioritise short-term, equal access, loading and bicycle parking in busy areas and locate long-term parking further from the town centre.
- Explore converting surplus parking areas into public open spaces during low-demand periods.
- Recognise the multifunctional role of streets as movement corridors and places of exchange.

**Provide a safe transport network for all users**

- Address the pedestrian network to improve safety, capacity, comfort, and accessibility.
- Minimize conflicts between vulnerable road users (pedestrians and bike riders) and motor vehicles.
- Balance movement and place functions to support vibrant, people-centred activity hubs.

**Provide for sustainable and active transport**

- Plan for future regional rail connections, including managing the potential impacts of park-and-ride facilities.
- Develop safe, attractive, and connected walking, cycling, and e-scooter networks.
- Ensure the network is inclusive, accessible, and enjoyable for all users.

# 4. Guiding Principles

To ensure parking and access decisions align with Levin's aspirations, the following principles guide planning, design, and management:

**Equity and Accessibility**:
Parking and transport systems must be fair and inclusive, meeting the needs of all users, including young people, those with disabilities, families, seniors, and those without access to private vehicles.

**Efficiency and Turnover**:
Manage parking availability through smart controls like pricing and time limits, especially in high-demand areas.

**Sustainability and Mode Shift**:
Support sustainable travel choices by prioritizing walking, cycling, e-scooters, and public transport over private vehicles.

**Placemaking and Public Amenity**:
Treat streets, including the kerbside space as part of the town's public space, contributing positively to the look, feel, and function of streets and gathering spaces.

**Local Economic Vitality**:
Ensure parking supports business success by providing reliable access for customers, deliveries, and employees, encouraging longer visits and greater local spend.

**Adaptability and Future-Readiness**:
Design parking systems that can respond to changes in transport options, land use, or technology.

**Demand-responsive and spatially targeted parking management:**
Parking will be actively managed based on observed demand patterns, ensuring high-demand areas prioritise short-stay turnover and access, while lower-demand areas are used for long-stay, employee, or overflow parking.

# 5. Current Town Centre Parking

Parking enforcement is carried out under the Land Transport Act 1998 and Council's Land Transport Bylaw, focusing on consistency, transparency, and putting people first. Following Council's wider enforcement framework, voluntary compliance is encouraged through the VADE model (Voluntary, Assisted, Directed, Enforced). For parking, this means most people comply independently, supported by visible time limits, well-marked mobility spaces, and, in the Levin CBD, parking meter machines. Infringement notices are issued when non-compliance occurs.

Enforcement is currently managed by two staff members who monitor hundreds of spaces daily, covering all areas of parking enforcement, such as metered and time-restricted spaces, mobility parks, and loading zones. Customers receiving an infringement notice may request a review, which is assessed against Council's operational policy to ensure fair and consistent outcomes.

This approach maintains fair, mana-enhancing enforcement, supports turnover and availability, and upholds community confidence. While the current model provides a strong foundation, growing parking demand presents opportunities to review coverage, technology, and customer experience to ensure enforcement continues to meet community needs.

Council is on the verge of commencing use of Aero Ranger, a vehicle with a mounted camera and technology to read licence plates and monitor parking usage.

## Parking Data Analysis

To inform this Strategy, parking occupancy observations and vehicle counts were carried out over a six-week period between late March and early May 2025. This period was selected to reflect typical parking demand under normal operating conditions, excluding public holidays or major events that could skew results. This data helped to:

- Understand how different parking spaces are used (short-stay vs. long-stay).
- Identify patterns of overuse, underuse, and turnover.
- Highlight areas needing improvement or reallocation of space.
- Provide evidence for balanced, efficient, and user-friendly parking management.

These insights form the evidence base for the strategy's themes, actions, and recommendations, ensuring decisions are grounded in local context and real-world use, not assumptions.

As Levin Town Centre evolves and becomes a more vibrant destination, particularly with an expected increase in weekend events and community gatherings, the parking strategy has been developed to ensure the appropriate amount of parking is available in the right place, at the right price. Planned improvements will support both everyday use and future event-based demand, offering flexibility and accessibility across key locations.

## Spatial imbalance in parking supply and demand

Analysis shows that Levin has sufficient overall parking supply, but demand is unevenly distributed. Central retail areas experience high occupancy and low turnover, while peripheral streets and fringe locations remain underutilised. This imbalance results in reduced accessibility for short-stay users despite available capacity nearby.

## Weekday and Weekend Parking Patterns

To support this strategy, on-street parking surveys were carried out over a six-week period from late March to early May 2025. These surveys captured parking occupancy across weekdays and weekends during peak demand periods to understand how people use parking in Levin Town Centre across different times of the week.

The two maps below show peak parking occupancy:

- **Figure X: Weekday Peak Parking Occupancy**
- **Figure Y: Weekend Peak Parking Occupancy**

Each colour reflects how full the parking areas were during peak periods:

- **Red** – Very high occupancy (85%+): spaces are nearly always full
- **Orange** – High occupancy (70–85%)
- **Yellow** – Moderate occupancy (50–70%)
- **Green** – Low occupancy (below 50%): spaces often available

## Weekday Parking Patterns *(Figure X)*

- **Oxford Street**, **Bath Street**, and **Bristol Street** experience the highest weekday pressure, with very high occupancy in the core of town, especially around **Levin Shopping Centre, The Warehouse,** the **Police Station** and **Courthouse**.
- These areas serve as key retail and service destinations, but the low turnover limits access for customers.
- Fringe streets like **Durham Street**, **Queen Street West**, and parts of **Salisbury Street** have lower occupancy, indicating potential for long-stay or employee parking in these areas.
- There is clear evidence of **commuter-style use**, where all-day free parking is being used for private vehicle storage close to key destinations—reducing space for short-term customers.

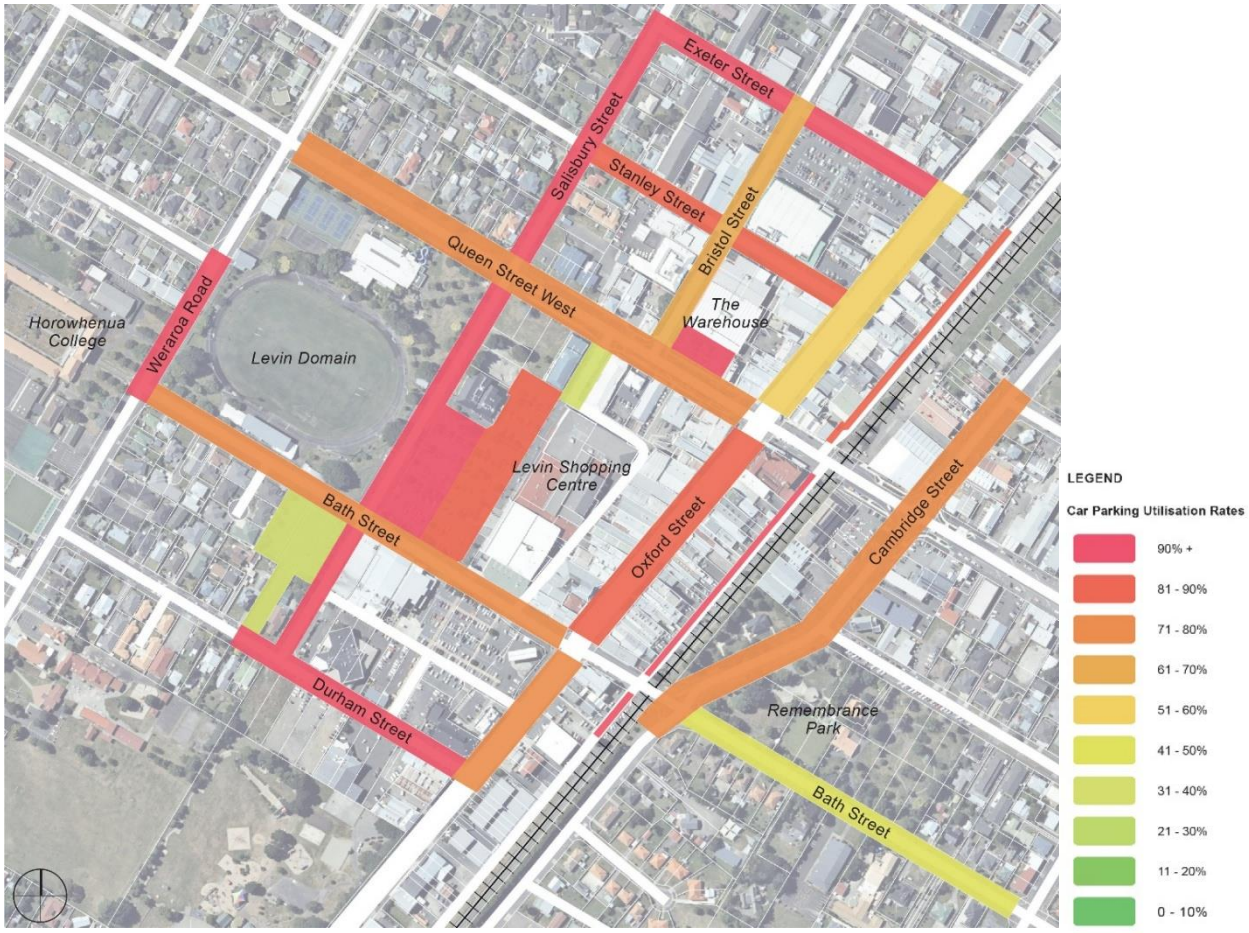



***Figure X**: Weekday Peak Parking Occupancy – Levin Town Centre (March–May 2025)*

## Weekend Parking Patterns *(Figure Y)*

- While demand remains focused around the central shopping core, overall occupancy is lower on weekends.
- Some previously high-pressure areas (such as Oxford Street and Stanley Street) drop from red/orange to yellow, reflecting more casual, short-term visits rather than all-day stays.
- Fringe streets continue to show underutilisation, particularly on the western and southern edges of the town centre.
- Weekend use is more evenly spread, suggesting opportunity for flexible use of kerbside space, including temporary public space, events, or loading zones.


*Figure Y: Weekend Peak Parking Occupancy – Levin Town Centre (March–May 2025)*

These patterns support a transition from uniform parking controls across the town centre to a zoned approach that reflects actual demand intensity. This enables more efficient allocation of kerbside space and reduces unnecessary pressure in high-demand retail areas.

# 6. What the Data Tells Us

Parking behaviours are shaped not just by supply and demand, but also by how parking is managed and controlled. In Levin, the Land Transport Bylaw sets the rules for parking, including time limits and access restrictions, while enforcement acts as a tool to give effect to these controls. This framework prioritises access and safety, and helps manage turnover in key retail areas, ensuring that short-term visitors can access high-demand spaces.

Analysis of recent parking data confirms that Levin has more than adequate parking supply, but it does lack the right mix of spaces and appropriate pricing in the right

locations. Many valuable kerbside and off-street spaces are occupied by long-stay vehicles, which reduces turnover and limits access for short-term visitors, particularly during weekdays. Increasing turnover in itself is not necessarily urgent, but all-day worker parking keeping shoppers and hospitality customers away can be harmful. Enforcement can also be a factor in ensuring 120m & 240m time limits are being adhered to.

Overall, the data shows that parking controls are consistent with demand. High occupancy in areas with controls indicates that turnover management is working as intended. However, some areas — notably the Salisbury Street carpark, Oxford Street North, and Bath Street West/East — show inconsistent patterns. These insights also pre-date the installation of new P120 signs on Cambridge Street between Bath and Queen, which are expected to further align controls with demand.

A smarter approach to parking management, rather than simply adding more spaces, can help address these imbalances by:

- Encouraging turnover in high-demand retail and service areas;
- Directing long-term or commuter parking to underused edge-of-centre locations;
- Reallocating underused spaces for other high value uses, such as bike parking, tree planting, outdoor dining, or loading bays.

Looking ahead, national policy changes that remove Council requirements for onsite car parking in new developments are likely to increase on-street parking demand over time. This reinforces the need for adaptable, well-managed kerbside space that can respond to changing residential and commercial needs.

# Summary of Observations

## Key Patterns

Analysis of parking activity across the town centre reveals a range of demand patterns, with some areas consistently full and others underutilised. These patterns can help inform a more strategic approach to managing town centre space.

## Parking Demand Zones

To support targeted parking management and optimise space utilisation, the Levin Town Centre has been divided into distinct parking demand zones based on observed usage patterns, land use, and parking behaviours. These zones provide a framework for tailored strategies that address the unique needs of different areas within the town centre.


FIGURE 2 - LEVIN PARKING ZONES

*Figure 4 Legend:*

- *Zone 1 (Teal): High-demand central retail zone, focused around Bath Street and Durham Street, including mall carparks.*
- *Zone 2 (Red): Mixed-use retail fringe including north Oxford Street and adjoining service lanes.*
- *Zone 3 (Blue): Business and commercial areas to the north-west of the town centre.*
- *Zone A (Yellow): Residential zone with lower parking demand, mainly along Cambridge Street and adjacent neighbourhood streets.*

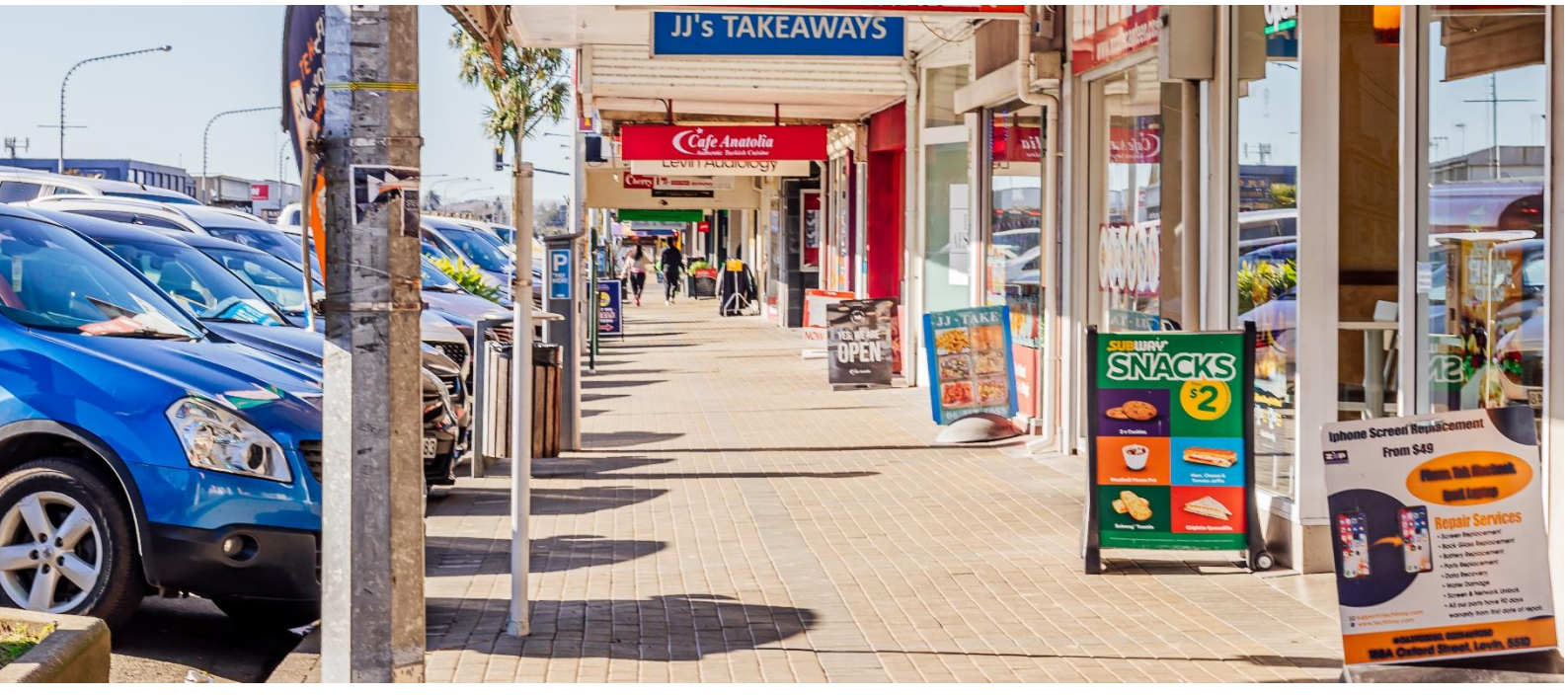
| Zone | Description | Demand Pattern | Key Streets / Areas |
|---|---|---|---|
| **Zone 1** | Central retail and mall area | High demand (70-100% occupancy) | Oxford Street (central), Bath Street (east of Weraroa), Durham Street, Salisbury Street (central and south), Mall Carparks |
| **Zone 2** | Retail fringe and mixed-use commercial | Moderate to high demand (30-70% occupancy) | Oxford Street (north), Exeter Street, Stanley Street |
| **Zone 3** | Business and light industrial precinct | Moderate demand (30-70% occupancy) | Bristol Street, Stanley Street (west), Exeter Street (west) |
| **Zone A** | Residential and lower-intensity areas | Low demand (<40% occupancy) | Cambridge Street (north and south), Queen Street East, Kent Street, Manchester Street |

These zones reflect distinct parking utilisation trends:

- **Zone 1:** Consistently high parking demand, servicing, hospitality and shopping needs rather than all day parking.
- **Zone 2 and 3:** Mix of short- and long-term parking, including employee parking and visitors to commercial businesses.
- **Zone A:** Primarily residential parking with low demand for visitor parking, offering opportunities for longer-term or overflow parking.

This zonal framework supports the strategic objectives of:

- **Prioritise Short-Term Parking**: In high-demand central areas, prioritise parking for shoppers, hospitality patrons and those conducting business. Time limited to 120 – 240m.
- **Direct Long-Term Parking**: Direct long-term and employee parking towards lower-demand peripheral zones to improve overall availability in prime locations.
- **Reallocate Underutilised Space**: Identify areas with excess parking supply (below 50% occupancy) that could be repurposed for walking, cycling, green spaces, or loading zones.
- **Implement Graduated Controls**: Apply time limits or pricing (e.g., P60, P120, or pricing after 2 hours) in high-demand areas, while allowing all-day or free (or cheap) parking in lower-demand areas for employees and long-stay visitors.
- **Manage On- and Off-Street Parking**: Coordinate management of both on- and off-street parking, ensuring pricing and time limits encourage efficient use.
- **Designate Loading and Servicing Zones**: Create dedicated zones for business deliveries (6-9 am), which revert to short-stay parking during business hours and unrestricted use at other times.



**Total parking spaces**: The following areas are included in the parking model, as recommended:

- Central Salisbury Street (48 spaces)
- Mall Car Park Short-Term (195 spaces)
- Mall Car Park Long-Term (132 spaces)
- Queen Street West (93 spaces)
- South Salisbury Street (24 spaces)
- Durham Street (46 spaces)
- Oxford Street Central (70 spaces)
- Stanley Street (48 spaces)
- Exeter Street (34 spaces)
- Central Service Lane (52 spaces)
- Southern Service Lane (13 spaces)

**Total Spaces**: 755 spaces across all parking areas.

## High-Demand Areas (often 70–100% full)

These locations experience consistently high use during peak times — mostly driven by visitors, shoppers, and customers:

- **Durham Street**
- **Central and South Salisbury Street**
- **Oxford Street Central**
- **Stanley Street**
- **The Mall carparks (short- and long-term)**
- **The Warehouse carpark**
- **Southern Service Lane**

These areas should be prioritised for shopping, hospitality patrons and people doing business (120-240max)

## Moderate-Demand Areas (typically 30–70% full)

These streets appear to balance short- and long-term use, with capacity available during peak times:

- **Queen Street West**
- **Exeter Street**
- **Bristol Street**
- **Cambridge Street**

These areas are well-suited to a **mixed approach**, offering flexible time limits or options for longer stays further from key destinations.

## Low-Demand Areas (often below 40% full)

These areas consistently show low occupancy, presenting opportunities to accommodate employees or future active transport initiatives:

- **South Oxford Street**
- **North Oxford Street**
- **Bath Street West and East**
- **Chamberlain Street**

Opportunities exist here to **reallocate surplus space**, such as introducing bike/scooter parking, green infrastructure, or widening footpaths.

## Variable or Situational Demand

Certain streets show demand linked to specific land uses or time periods, which may require tailored solutions:

- **Weraroa Road**
- **Central Service Lane**
- **North Salisbury Street**

Some areas were harder to assess due to the **absence of marked parking spaces**, impacting the accuracy of occupancy readings. These locations may benefit from better definition or formalisation of parking.

# 7. Ōtaki to North of Levin (Ō2NL) Project

The Ōtaki to North of Levin (O2NL) highway project will significantly impact Levin's town centre, both during construction and once operational:

- **Reduced Traffic Impact:** The expressway will divert through-traffic away from Levin's main street (Oxford Street), easing traffic volumes, particularly heavy vehicles, enhancing safety, and improving air quality in the town centre.
- **Town Centre Transformation:** Horowhenua District Council's Levin Town Centre Strategy is proactively planning for this shift, aiming to foster a vibrant, pedestrian-friendly urban environment. The town will now be able to better serve its local and business community, rather than be focussed on 'passing trade.'
- **Economic Development:** Stimulates commercial investment and residential growth, positioning Levin as a more attractive place to live, work, and do business.
- **Improved Connectivity:** Enhancements to passenger rail services are planned alongside the highway, improving access to Wellington and Palmerston North and reinforcing Levin's role as a regional hub.
- **Tolling Impacts:** May benefit local businesses by encouraging residents north of Levin to use local services but could influence land use patterns.
- **Reduced Passing Trade:** Businesses dependent on highway traffic may face reduced incidental visitation, necessitating adaptation, or relocation. This creates an opportunity for businesses to thrive in a pedestrian-friendly town centre, based on deliberate visitation.

# 8. Oxford Street / State Highway 1 Corridor

With the Ō2NL opening, Oxford Street's designation as State Highway 1 will be revoked, transferring responsibility to Horowhenua District Council as a local road. This change has several implications:

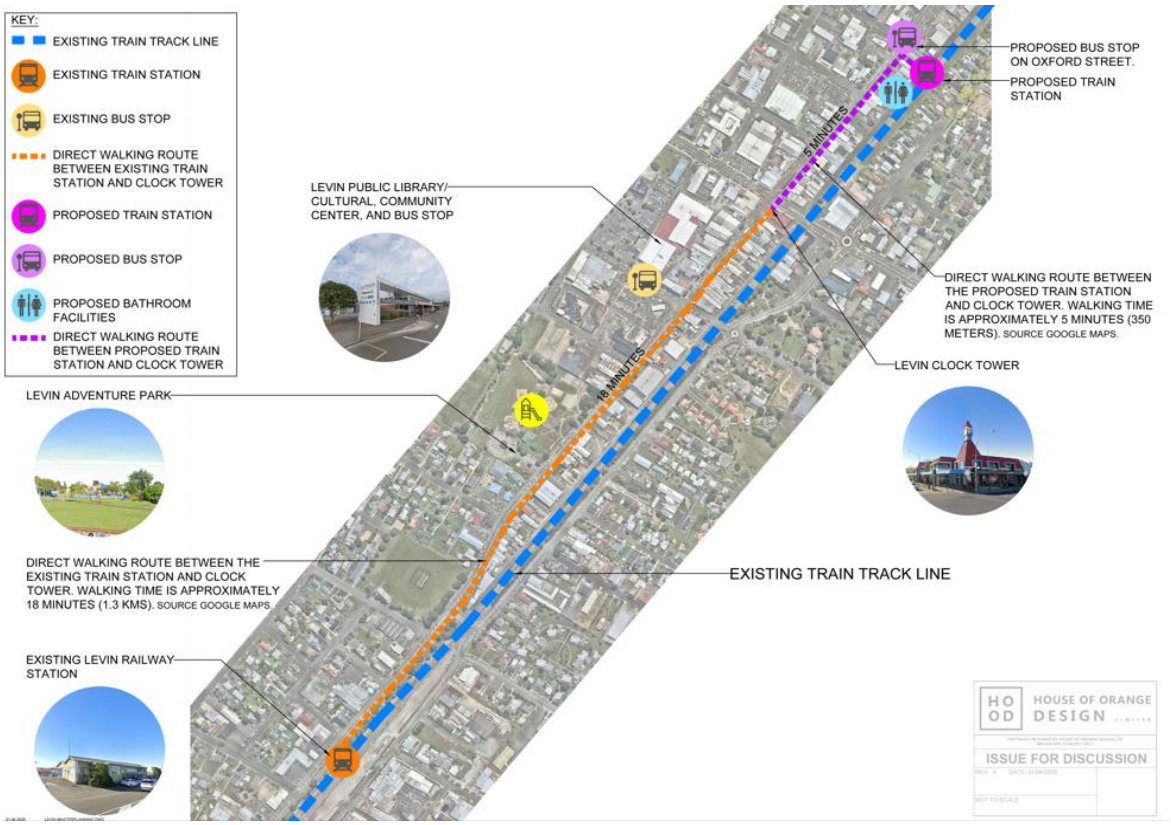
- **Reduced Through-Traffic:** Rerouting SH1 will significantly decrease heavy and long-distance traffic volumes on Oxford Street, enhancing safety and potentially creating a slower and more people-friendly environment.
- **Catalyst for Mixed-Use Development:** As Oxford Street transitions from a transit corridor to a local destination, it is expected to encourage mixed-use (business, retail, hospitality and residential) development and potential follow-on impact of revitalising the town centre.
- **Improved Connectivity and Safety:** Potential intersection changes to improve safe east-west traffic and pedestrian movement will help consolidate the town centre across both sides of Oxford Street, reinforcing its role as Levin's commercial, social, and economic hub.
- **Opportunities for Streetscape Enhancements:** Lower traffic volumes, particularly reducing heavy vehicle intrusion, will enable more contemporary street design prioritising public space improvements, for people to walk, promenade, shop, enjoy Levin hospitality and enliven the local economy.
- **Enhanced Business Environment:** Reduced traffic noise, odour (from stock trucks), and improved walkability will, especially when combined with street making improvements will make Oxford Street more attractive for retail and hospitality businesses.
- **Town Centre Gateways:** The transformation offers an opportunity to create clear points of arrival and gateways, signalling a welcoming sense of place.

# 9. Public Transport Connections

**Levin Rail Station**

In the short term, KiwiRail, Horizons Regional Council, and Greater Wellington Regional Council are progressing upgrades to Levin Railway Station as part of the Lower North Island Rail Integrated Mobility (LNIRIM) programme, focused on improving safety, accessibility, and the overall passenger experience. This includes consideration of park-and-ride provision in closer proximity to the existing Levin Railway Station.

Over the longer term, there is an aspiration to investigate the potential for a relocated transport hub closer to Levin's town centre. This would consider opportunities to enhance safety, improve accessibility, and better integrate rail with other transport modes, while supporting wider precinct improvements around Queen Street, North Service Lane, and Oxford Street. Under this future scenario, North Service Lane could evolve to accommodate park-and-ride facilities alongside a pedestrian-friendly plaza, with improved connections to bus stops and upgraded walking links along Queen Street.



**Local Public Transport (Bus)**
A new public transport interchange is proposed to service the relocated rail station platform. Local bus routes would be realigned along Queen Street, creating a dedicated public transport precinct integrated with the revitalized Oxford Street Town Centre These changes aim to improve connectivity, accessibility, and overall integration between local and regional transport modes — subject to final design, funding, and implementation decisions.

**Regional Rail Connections**
Long-term transport planning has identified the potential to extend the Kapiti Line from Waikanae to Levin, including the possible electrification of the North Island Main Trunk line. If delivered, this would bring Levin into the Wellington metropolitan rail network, significantly increasing regional connectivity and making it a more viable option for commuters. While the proposal could have wide-ranging impacts on property values, land development, and population growth, the scope and timing of these changes remain uncertain and will depend on future investment decisions and national-level transport priorities.

# 10. Managing Risk

Parking management in Levin, as in all centres, carries risks that need to be monitored and managed:

- Community being generically circumspect about change,
- Political adversity to risk – "I need a guarantee that it will work in this location"
- Perception of potential impacts on local businesses,
- Technology, equipment and enforcement challenges.

These risks stem from deeply embedded travel habits and expectations. For many years, the driving into town, expecting to find a park directly outside the destination, and driving the car between stops, has been facilitated to the point where it is now becoming detrimental. The risk if staying the same is now beginning to outweigh the risk of change. However any changes will need to be introduced with care, compassion and consideration.

To mitigate these risks, parking improvements must be treated as a change management process, involving early and transparent engagement with the community. Clear communication of rationale and benefits, alongside a staged

rollout with pilots or trials, if necessary, to build trust. Ongoing monitoring of parking usage, economic indicators, place experience (PX) and community feedback will support timely adjustments.

A flexible, data-informed implementation plan — grounded in continuous dialogue with all aspects of the existing community, and the degree of success in attracting new communities — will contribute to and support long-term success.

# 11. Parking Management

Car parking is more than a transport issue — it is an economic and land use challenge. How we manage parking in Levin's town centre has a direct impact on accessibility, economic vitality, and how public space is experienced and shared.

Like many regional towns, Levin faces a common set of challenges:

- Many town centre visitors travel from rural or outlying areas, where public transport or safe, connected cycleways are limited or unavailable.
- The street network is dominated by extremely cheap or free, on- and off-street car parking, often underutilised or poorly aligned with demand.
- Key destinations may be harder to reach on foot or by bike, especially for children, seniors, or those with mobility constraints.

As Levin grows and changes, smarter parking management presents an opportunity — not a compromise. It allows us to make better use of limited and extremely valuable street space, support local businesses, and create a more accessible, equitable and people-focused town centre.

Changes in local government via policies, programs and projects are a mandatory but challenging task. The community want and rightly expect their local government leaders, elected and non-elected to improve their community, but are hesitant to accept the change necessary to affect said improvements. So naturally to how parking is managed can raise concern in the community and among stakeholders. These reactions are natural and often stem from longstanding perceptions about car use and access. With clear communication, data, and inclusive engagement, we can reframe these perceptions and build understanding for more robust, future-focused solutions.

**Parking Myths and Realities**

The strategy addresses common misconceptions about parking management:

| Perception | Reality |
|---|---|
| **Cheap or free parking improves customer experience.** | Low-cost or unregulated parking leads to high occupancy, high traffic volumes, and frustration. Smart management ensures there is the right amount of parking in the right place at the right price. |
| **Relaxing parking controls supports businesses.** | Fair and consistent controls (pricing or time limits) will make induce a more equitable and efficient use of community assets, allowing more people to access local businesses, increase, foot traffic, and street vitality and prosperity. |
| **Councils just use parking fees and fines to make money.** | Pricing and enforcement are about equity, access, and safety, not revenue. Parking costs ratepayers a lot of money to supply and maintain. Charging users for some of the cost reduces that burden and can also spread the parking load more equitably. |
| **Retailers rely mainly on car drivers for customers.** | People are drawn to a town by a sense of welcome, safety, comfort, things to do, and places to enjoy. Walkable, attractive streets support businesses by encouraging longer stays. Retailers rely on people. Lots of people walking, gathering promenading, shopping and enjoying local hospitality. Town centres thrive on the joy people experience, not what cars experience. |

# Enforcement Considerations

Enforcement should be seen as a supportive tool, not a punitive measure. Its purpose is to promote equity, and confidence in the parking system.

Where resources are limited, smart enforcement approaches will be prioritised, including:

- Digital sensors and mobile enforcement tools
- Targeted patrols based on demand data
- Education campaigns to explain new rules

- Exploration of time enforcement by price and even dynamic pricing in some locations
- Partnerships with local businesses to encourage voluntary compliance

This Strategy sets the direction for how Council manages access and parking to support the Levin Town Centre Transformation Project. The Land Transport Bylaw provides the legal framework for parking controls such as time-restricted areas, priced parking, mobility spaces, loading zones, and areas where stopping or parking is prohibited.

The Strategy defines the vision, the Bylaw sets the rules, and enforcement ensures they are applied consistently. Without the Bylaw, enforcement has no legal authority; without enforcement, the rules cannot be upheld. Together, they form a connected system supporting effective parking management.

Effective implementation depends on adequate enforcement capacity, tools, and resources. Enforcement is critical for compliance and achieving desired behaviour changes but may require additional investment. Given Council's fiscal constraints, enhancements should be carefully planned. Options include targeted enforcement, technology solutions (e.g., automated monitoring), or phased implementation. Regular monitoring and review will ensure enforcement remains effective and responsive to community needs.

It is important to note that the Parking Strategy does not itself set parking rules. These are defined by the Land Transport Bylaw, and major changes may trigger public consultation, which could result in outcomes that differ from the Strategy's preferred direction. In this context, enforcement serves the Bylaw rather than the Strategy, though alignment between the Strategy, Bylaw, and enforcement is essential to achieving consistent and effective outcomes.

Community feedback through consultation may lead to adjustments in the Strategy, which will be carefully considered and integrated where appropriate.

**Transition to Parking Management Guide:**
The following Parking Management Guide outlines the recommended approaches for different parking types and locations in Levin Town Centre. It translates the Strategy's vision, the Bylaw's rules, and enforcement considerations into practical guidance for day-to-day parking management and decision-making.

## 12. Parking Management Guide

The following table summarises the key challenges facing Levin Town Centre and how effective parking management can support the revitalisation of the area. It serves as a reference to guide decision-making on the most appropriate future parking system for Levin.

| Challenge | Opportunity to better support the Transformation of Levin | Parking Management Response Options | Key considerations for decision making |
|---|---|---|---|
| *The town centre offers a substantial amount of off-street and on-street car parking space which could be more efficiently utilised*<br><br>*Making the most efficient use of existing parking supply* | Provide spaces to support Town Centre activity providing the right amount of parking in the right place at the right price.<br><br>Reimagine and repurpose underutilised parking space —particularly during off-peak times – into uses that could benefit to Town Centre transformation, such as:<br><br>• seating and planting areas,<br>• bicycle parking<br>• e-bike/e-scooter/vehicle charging facilities<br>• regional and local bus stop infrastructure.<br><br>Encourage most effective use of existing supply through parking management tools. | High demand / turnover areas subject to highest controls – graduating from time limits to pricing. Aiming for ev occupancy on average– supported through survey and regular monitoring of occupancy rates. If the occupancy is consistently averaging above 85% over the price will need to be adjusted.<br><br>Implement updated parking controls and time limits in areas of highest activity to encourage people to pay and stay or park further away and walk<br><br>Manage length of stay to allow people to stay and spend, but not such that prime spaces for shopping, hospitality, and business would be used all day by workers.<br><br>Longer term parking (4hrs +) will be available on the fringe of the activity centre.<br><br>In high demand areas, length of stay can be managed by price, and the price can be dynamic, providing cheaper parking in times or days of lower demand.<br><br>Consider areas of consistently low utilisation (less than 50% occupancy) for future conversion to alternate Town | Parking charges will generate revenue to relieve ratepayer subsidies for parking, it will also manage use and direct the right type of parking to the right places.<br><br>Potential impacts on retail and parking behaviours (e.g., how better managed parking and a more vibrant street will induce customers to stay longer and spend more).<br><br>Better managed parking will allow redundant parking space into additional space for walking, landscaping shopping, seating, gathering, and dining.<br><br>Supporting changes with investment in appropriate and effective enforcement tools. Parking revenue can offset the cost of technology and tools such as in-ground sensors, licence plate recognition tools, payment apps, and dynamic signage indicating where parking spaces are available to reduce vehicle circulation. |

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| | | Centre uses such as mixed-use commercial, retail, hospitality and residential. | |
| *There is on-street car parking supply immediately adjacent to off-street supply in areas of potentially higher place value in Town Centre* | Town centre parking supply could be consolidated, reallocating some street space from car storage to alternative uses which provide greater community and public place benefits such as open space or mixed-use housing. | Recognise value of off-street spaces as well as on-street and manage time and price structure accordingly.<br><br>Parking for visitors to the Town Centre be provided around the fringes of the business areas, a short walk from a future revitalised Oxford Street and other key destinations<br><br>Incorporate Prioritise streetscape improvements to deliver an elite main street. This would include more comfortable walking and safe crossings shade and landscaping, outdoor hospitality, integrated with loading, bike parking, equal access parking and paid car parking, prioritise safety, allow walking and cycling crossing and connection, slow traffic and improve access and amenity. To areas of longer term/all day parking.<br><br>Long / large vehicle parking – consider the provision of a dedicated area off Oxford Street/SH1 to minimise large vehicle intrusion circulation. | Connections between transport changes and community outcomes (e.g., economic, social, or environmental benefits).<br><br>Understanding the extent of land use change, consider how existing parking supply can be shared with future land residential use.<br><br>For example, the potential for off-street supply to accommodate some residential need given the demand profile of Town Centre residents' is opposite to local shopping, commercial/worker, and visitor users. |
| *Encouraging sustainable transport behaviour* | Improved Connectivity: Alongside the highway, enhanced passenger rail services are planned, improving access to Wellington and Palmerston North and supporting Levin's role as a regional hub.<br><br>Reduced general and heavy vehicle traffic in Oxford Street, creating a vastly improved walking environment | Encourage active and public transportation by managing parking supply linking parking facilities with and encourage bike-riding sharing, walking paths, and encouraging potential public transport services from the regional government. | Consider value of pedestrian flow from parking to all destinations, creating street vibrancy and footfall. More walking means activity, wellbeing and prosperity.to station and proximity of complementary land use like convenience services and retail.<br><br>Areas can be transformed to support a more vibrant, walkable environment that encourages foot traffic and community engagement. |

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| | | Improve walkability. How easily people can walk around. Map walking distances from key places — for example, within a 500 m or 10-minute walk — to plan for long-term and other parking areas. Mark off-street parking entry points to reduce conflict between cars and pedestrians<br><br>Include bike parking as part of street and public space improvements and look for opportunities to add it when repurposing existing car parking spaces.<br><br>Set up Park and Ride facilities connected to planned rail service upgrades. Consider how surrounding land and transport networks are affected, such as peak traffic flows and the large areas needed for car parking. | Consider health and other secondary benefits associated with physical activity across all members of the community. |
| | Considering the most appropriate location, supply, and price for parking to support a range of Town Centre users and transformation initiatives. | Determine the optimum supply underlying demand for visitor of parking within the Town Centre and the most appropriate location and price for this parking – including coaches, motorhomes, caravans, and other oversize vehicles<br><br>Parking for day visitors to the Town Centre Longer term parking will be provided around the fringes of the business areas, a short walk from key destinations in the town centre.<br><br>Provide accessible parking for people with disabilities and families with young children. | Prioritise public space to deliver the most public good.<br><br>Accessibility: Providing spaces for people with disabilities and ensuring clear signage |
| *Servicing and supporting local business needs* | Stimulate local business initiatives and investment through a high-quality public realm maximising vibrancy and footfall. | Servicing and loading zone locations – opportunity for dedicated loading (or servicing) areas both on and off-street 6- | The impact of short stays, in that they generate traffic, but small spends |

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| | Encourage long walks, long stays and larger incidental spends. | 9am reverting to short stay parking during business hours and unrestricted outside these times to support a range of Town Centre users.<br><br>Consider design and space requirements for coaches, motorhomes, caravans, and other oversize vehicles. | Encouraging loading at certain times can be beneficial to a more relaxed street environment. |
| *Event parking* | Events can play a key role in revitalising Levin Town Centre by attracting visitors, energising local businesses, and fostering a vibrant, connected community atmosphere.<br><br>The Domain provides an ideal open space near the Town Centre for larger outdoor events. | Utilising existing infrastructure (e.g., nearby lots or public transport hubs).<br><br>Implementing temporary parking zones with clear signage and staffing.<br><br>Offering shuttle services from remote lots.<br><br>Using digital tools for pre-booking and real-time updates. | Location and capacity: Ensuring parking areas are close enough to the venue and can accommodate expected attendance.<br><br>Traffic management: Coordinating entry and exit routes to avoid bottlenecks.<br><br>Accessibility: Providing spaces for people with disabilities and ensuring clear signage.<br><br>Sustainability: Encouraging public transport, carpooling, or active travel options to reduce demand.<br><br>Community impact: Minimizing disruption to residents and businesses. |
| *O2NL and revocation of Oxford St* | This brings opportunities to re-establish Oxford Street as commercial, social, and economic hub of Levin – to become a street (for people) instead of a road (for cars). | Maintain and recognise the access role of Oxford Street but provide greater priority for use of street space for people to support town centre businesses.<br><br>Reduced traffic volumes will allow for some important street making that prioritises local access, public space improvements, outdoor hospitality space, gathering space increased tree planting and urban greening, as well as an appropriate level of parking.<br><br>Transition short-term parking used by passing trucks to motorhome or tourist parking after opening of Ō2NL. | Businesses that currently rely on highway traffic may experience a change in visitation, requiring adaptation or relocation.<br><br>Attracting Visitors: The town centre will need to evolve to attract visitors and residents through destination appeal, rather than incidental traffic.<br><br>Reduced traffic noise and improved walkability will make Oxford Street more attractive for retail and hospitality businesses.<br><br>Changing street environment will invite the Levin business/retail/hospitality community to create a real stick, stop, stay, spend + smile environment, when people are no longer stopping into the centre because they need to, but visiting and spending time there because they want to. |

# 13. Who are we providing for?

Levin's kerbside space serves a diverse range of users, each with unique needs. An evidence based contemporary approach to parking and kerbside management will ensure that residents, businesses, visitors, and transport users can benefit from a revitalised and accessible town centre.

## Stakeholders and their needs

Parking management impacts a wide range of stakeholders, but its aim is to support a vibrant, future-ready town centre. The table below outlines the primary stakeholders and how they may be impacted.

(*Note: these are not listed in any order of priority.*)

| **Stakeholder** | **Their needs** |
|---|---|
| People with a disability | • Safe, accessible, and readily available spaces close to destinations.<br>• Parking controls that are fair, inclusive, and account for diverse needs. |
| Businesses | • Reliable access for delivery and goods movement.<br>• Convenient customer access via walking, bike riding car parking, or public transport.<br>• Option to repurpose parking space for business use (e.g. outdoor dining). |
| Residents | • Ability for car owners and their visitors to park near their home (especially where no off-street parking is available).<br>• Protection from illegal parking<br>• Opportunity to benefit from kerbside space used as green or communal space |
| Delivery companies | • Reliable access to loading zones near destinations.<br>• Enough time to complete deliveries efficiently. |
| Emergency and public service (including police, postal) | • Access to critical spaces to support rapid and uninterrupted service. |
| Public transport operators and users | • Well-located and appropriately sized bus stops that are in appropriate proximity to town centre destinations. |

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|---|---|
| Car share operators and users | • Vehicles that are visible and accessible,<br>• Infrastructure that supports uptake and ease of use. |
| Able-bodied people driving and parking a car | • Parking that is within a comfortable walking distance of their destination. The right amount, the right location and the right price.<br>• A simple, fair, and user-friendly parking operating and enforcement system. |
| People picking up or dropping off passengers (including taxis and tourist buses) | • Safe access to designated zones, located in high-pedestrian traffic areas. |
| People riding motorbikes or bicycles | • Motorcycle parking within comfortable walking distance to destinations.<br>• Secure and convenient bike parking central to the<br>• Deliver upgraded bike riding infrastructure particularly from new suburbs, to provide more options for people to access the town centre |
| Tradespeople | • Reliable access parking near job sites which may in some situations have to be done by arrangement and for a fee. |
| Caravans, large utility pickup vehicles and large Recreational Vehicles (RV's) | • Well-signed, clearly marked parking on the fringe the town centre, with comfortable walking access to the town centre. |
| Temporary users of space (events, construction etc) | • Flexible access to kerbside or off-street space to support short-term use. |
| Heavy Vehicle operators | • Short-term parking on SH1/Oxford Street corridor.<br>• Long-term parking on safe, accessible routes outside the Town Centre, with pedestrian links. |

# 14. What we propose to do

## On Street Parking

We propose a practical, best-practice approach to parking management that supports a more vibrant, accessible, and resilient Levin Town Centre. Our approach recognises that kerbside space is a shared public resource and must be managed in a way that recognises the needs of the community, supports local businesses, and enables future growth.

The strategy is guided by five clear directions for planning, allocating, and managing kerbside space, ensuring the parking system is efficient, user-friendly, and adaptable over time:

1. Allocate kerbside space appropriately
2. Use the right tools to manage demand
3. Adopt a strategic enforcement approach
4. Achieve well-managed kerbside space

Make evidence-based, community-informed decisions

## Off Street Parking

Our proposal is to make off-street parking more attractive than on street parking in most instances. We want people to park once, forget about their car and enjoy the town centre

# Allocate Space According to Function and Demand

Kerbside space in Levin is limited and must serve multiple users. Allocation will reflect the function of the street, nearby land use, demand patterns, and time of day — aligned with the Levin Town Centre Transformation.

**Actions include:**

- Prioritize space for walking, cycling, deliveries, promenading, gathering socialising shopping, eating and drinking in the Town Centre core.
- Provide long-stay parking for employees and visitors in off-street or fringe areas within a short comfortable walk (300-500m).
- Reallocate underutilised parking space (especially during off-peak times) for other public benefits like trees, bike parking, gathering space and outdoor hospitality.

# Make Evidence-Based, Community-Informed Decisions

- Decisions about parking supply and controls will be made using up-to-date data and meaningful local input and experiences from a broad range of centres to determine what will the best outcome for Levin and Horowhenua. This ensures changes are targeted, transparent, and tailored to Levin's evolving context.

**Actions include:**

- Set and monitor occupancy targets (e.g., aim for average 85% occupied)
- Undertake regular occupancy surveys and monitor parking behaviours to adjust controls (price, time limits, supply) as needed.
- Engage with residents, businesses, and service providers early and often building trust and refining solutions over time.

# Tailor Parking Controls to Local Context and Demand

- Parking controls should be appropriate for Levin. This includes managing time limits, pricing, and access to ensure space is used fairly and efficiently. Any proposed changes should align with the Land Transport Bylaw, as adjustments to parking management could necessitate a review or amendment of the existing bylaw.

**Actions include:**

- Apply time limits or pricing in higher-demand areas. Allow all-day or free parking in lower-demand areas for employees and long-stay visitors.
- Provide clear, consistent signage
- Regularly review parking controls

# Manage Demand Through Smarter Tools and Behaviour Change

Rather than simply adding more parking, that will probably be unnecessary in the fullness of time, the strategy focuses on smarter management more diverse access, including better walking, cycling, and public transport connections. Achieving this will allow a shift in travel behaviour, which is likely to be one of the biggest benefits for the community. It's important to acknowledge that not everyone will want to avail themselves of these changes, such as parking in a different location, paying for parking, or walking a little further, but these steps are essential to create a more efficient, accessible, and sustainable transport system for everyone as part of the Levin Town Centre Transformation.

**Actions include:**

- Promote park-and-walk options for longer-stay users using fringe parking areas. Enhance access and safety on key walking routes from car parks to destinations. Provide real-time signage, wayfinding, and digital tools to help users locate parking and reduce circulation.

Integrate parking improvements with other transport initiatives, including rail upgrades, better streetscapes, more seating and gathering areas and bike infrastructure.

## Enforce Fairly, Transparently, and Strategically

Enforcement plays a key role in equity, supporting compliance and access. It must be proportionate, fair, and effective.

**Actions include:**

- Use data and contemporary technology to support efficient and equitable enforcement. Focus on education and communication first, especially when introducing new controls.
- Monitor infringement data to understand where issues arise and adjust enforcement levels or operational conditions accordingly. .
- Reinforce enforcement as a tool to support equity.

Together, these directions form a practical and adaptable approach to managing parking in Levin. By using data, listening to the community, and planning for change, we can create a fair, efficient, and future-ready parking system that supports the Town Centre's continued transformation.

# Supporting our community through change

To ensure that Levin's parking management is part of a thriving, accessible, and resilient town centre, we will take a practical, user-focused approach. This includes five key areas of action, outlined below.

## Support Town Centre Businesses and Revitalisation

- **Manage high-demand areas** through updated controls such as time limits and pricing.
- **Designate loading and servicing zones** for business deliveries (6–9am), and short stay during business hours and unrestricted use at other times.
- **Enhance Oxford Street's role** not only as a key access corridor, but an elite main street for local business activity and public spaces
- **Extend the commercial area** beyond Oxford Street (Queen to Bath Streets), complementing Salisbury Street's emerging role as a pedestrian and cycling priority zone.
- **Plan for land use change** by exploring how off-street parking sites could support future residential needs.
- **Consolidate and reallocate parking** to create space for alternative uses — such as footpaths, planting, and public seating — especially where on-street parking is underutilised.

## Enhance Pedestrian Access to Long-Term Parking

- **Improve Pedestrian Access:** Enhance pedestrian access to long-term parking areas through upgraded walking routes, safe crossings, good lighting, wayfinding signage, and user-friendly design
- **Improve streetscapes** near long-term parking to prioritise pedestrian safety, comfort, and visibility.
- **Reduce unnecessary vehicle circulation** by strategically placing off-street car park entry points to minimise conflict with foot traffic and optimise access.
- **Support walkability and reduce congestion** by ensuring entry points to parking facilities are easy to find and close to key destinations.

## Deliver a Community Centred Parking Experience

- **Install cycle parking** in convenient public locations, particularly where car parks are being repurposed, to increase cycling access.

- **Provide Accessible Parking:** Ensure accessible parking is available for people with disabilities, families with young children, and others with specific mobility needs.
- **Encourage mode shift** through manging car parking demand, bike-sharing, and quality pedestrian routes.

## Improve Parking Management and Efficiency

- **Locate all day/long term parking** around the fringes of the Town Centre, with comfortable walking access to shops and services.
- **Apply the highest controls** (pricing and/or limits) in the most in-demand areas to maintain approximately 85% occupancy on average.
- **Manage both on- and off-street parking** in a coordinated way — ensuring pricing and time limits reflect actual demand and encourage efficient use.
- **Provide Large Vehicle Parking:** Offer dedicated areas for trucks and motorhomes off Oxford Street/SH1 to minimize circulation in the town centre
- **Set parking prices fairly**, reflecting demand while supporting equity and access for all user groups, as well as support the intentions of the Town Centre Transformation.

## Embed Sustainability and Environmental Goals

- **Align parking management** with Levin's wider urban development and transport objectives.
- **Design car parking to support urban form** and town centre identity, not detract from it.
- **Plan for future infrastructure**, including the O2NL highway realignment and electrified rail services.
- **Incorporate green infrastructure** into repurposed parking areas, such as raingardens, tree planting, and permeable paving.
- **Promote Mode Shift** by encouraging active transport and by bundling parking policies with incentives for walking, cycling, and public transport
- **Explore vertical parking solutions** (e.g., multi-story car parks) in areas with high demand and limited space, ensuring alignment with financial, mobility, urban design and sustainability goals.
- **Track environmental performance**, including place experience (PX), emissions and transport mode share, to inform future decisions.

# 15. Timeframes and Staging

## Quick Wins Across All Zones

To demonstrate early momentum and build community trust, the following low-cost, high-impact actions are recommended across all zones for immediate to short-term implementation. The action plan is currently proposed and will require formal approval from elected members before implementation. All actions are subject to community consultation and further assessment.

| Action | Description | Benefit | Applicable Zones | Timeline |
|---|---|---|---|---|
| Mark Unmarked Parking Bays | Clearly paint and define all unmarked parking spaces | Improves usability, data accuracy, and compliance | All zones with unmarked spaces (e.g., Zones 2, 3, 4) | Immediate to short term |
| Identify Free All-Day Employee Parking | Allocate low-demand or peripheral areas as free all-day parking for employees, long-stay visitors | Reduces pressure on prime spaces; supports town centre workers | Zones 1, 2, 3, 4 (e.g., Bath Street West, Oxford Street North) | Immediate to short term |
| Implement Paid Parking After 2 Hours | Introduce fees beyond 2-hour limit in short-term zones | Provide a level of convenience while enabling the opportunity to stay longer; increases availability for visitors | High-demand zones (Zones 1, 2, 3; Off-Street Mall Car Park) | Short term |
| Improve Signage and Enforcement | Update and standardise signage for time restrictions, paid parking, and campervan rules | Reduces confusion, supports compliance and management | All zones | Short term |

| Action | Description | Benefit | Applicable Zones | Timeline |
|---|---|---|---|---|
| Monitor Utilisation Regularly | Collect and analyse parking usage data across key locations | Enables data-driven decision-making; supports future adjustments | All zones | Ongoing |
| Promote Alternative Parking Areas | Raise awareness of low-demand areas to redistribute parking demand | Balances usage; reduces congestion in high-demand areas | Zones 1, 2, 3 (e.g., Bath Street West, Salisbury Street) | Short term |
| Enforce Parking Boundaries | Prevent unauthorised or grass verge parking | Protects infrastructure; improves safety and order | Locations such as Southern Service Lane | Immediate |

These quick wins will lay the groundwork for more substantial medium- and long-term interventions while immediately enhancing parking efficiency and community experience. Noting that some of these will require additional Council decisions where they involve changes to Council's current fees and charges or Bylaws.

# Appendix 1:

## Levin Town Centre Action Plan

The action plan outlines key priorities for parking management, phased across short (2026-2029), medium (2030-2035), and long term (2036-2044) to ensure flexibility and alignment with town centre revitalisation and transport infrastructure changes. The nature of the actions would require formal changes to current Council Bylaws and Fees and Charges and therefore would be subject to further Council decisions.

| Location | Short Term 2026 - 2029 | Medium Term 2030 - 2035 | Long Term 2036 - 2044 |
|---|---|---|---|
| **Off - Street** | | | |
| **Mall Car Park**<br>Short term 195 spaces<br>Weekday Utilisation: 77 - 84%<br>Weekend Utilisation: 52% | • Offer free P120 parking to support retail activity.<br>• Change the charge/hour after 2 hours to deter long-term use.<br>• Improve signage to clarify short-stay zones.<br>• Allocate space to campervan/flexible larger bays near the internal access road to reduce circulation.<br>• Retain existing loading zones adjacent to the mall. | • Retain for short-term retail parking.<br>• Monitor utilisation to maintain ~85% efficiency.<br>• If demand exceeds supply, consider charging for <2hr stays.<br>• If demand drops, consider reallocating unused space. | Explore long term divestment – it is one of the best redevelopment sites in all of Levin. |
| **Mall Car Park**<br>Long term 132 spaces<br>Weekday Utilisation: 90-95%<br>Weekend Utilisation: 33%, | • Offer free P120 parking to encourage short visits.<br>• Introduce an hourly charge after 2 hours to discourage all-day employee parking.<br>• Balance shopper/employee needs — retain all-day option for employees willing to pay.<br>• Explore reallocation of space for a green pedestrian link to the Domain.<br>Explore the opportunity and potential locations for more electronic vehicle charging stations. | • Convert to a flexible, dual-use space — e.g., weekday parking, weekend markets, or events. • Consider permanent conversion of part of the car park to a public boulevard connecting Oxford Street, the mall, and Levin Domain. | |
| **Salisbury St – Bath St**<br>Long term 163 spaces<br>Weekday Utilisation: 39%<br>Weekend Utilisation: 3% | • Continue to explore redevelopment options<br>• While it operates as a car park offer it as a free no limit parking<br>• Improve security and amenity — e.g., lighting, patrols. | • Anticipate partial or full redevelopment and associated reduction in off-street supply. | |
| **Warehouse Carpark**<br>Spaces 37<br>Weekday Utilisation: 95-100%<br>Weekend Utilisation: 93% | • Council to divest ownership — site to transition to private carpark.<br>• No public parking management changes required once sold. | • Not publicly managed — monitor adjacent parking demand to determine if further management or supply changes are needed elsewhere. | |

| On-Street | | | |
|---|---|---|---|
| **Zone 1** | | | |
| **Central Salisbury Street**<br>Spaces: 48<br>Weekday Utilisation: 83 – 94%<br>Weekend Utilisation: 19% | • Offer free P120 parking to support short-term visits.<br>• Introduce an hourly charge after 2 hours to deter long-stay use.<br>• Install parking technology and signage to enforce time limits.<br>• Monitor campervan parking and manage via space allocation. | • Reflect changing use patterns with evolving parking controls.<br>• Support transition of Salisbury Street into a key walking and cycling corridor.<br>• Potential removal of some on-street parking between Bath Street and the Cinema.<br>• Introduce Bath Street East and North Salisbury Street as short-term drop-off areas.<br>• Allow for temporary street closures during events or peak Domain activity. | |
| **South Salisbury Street**<br>Spaces: 24<br>Weekday Utilisation: 83 – 92%<br>Weekend Utilisation: 19% | • Offer free P120 parking.<br>• Introduce an hourly charge after 2 hours to encourage turnover.<br>• Coordinate with WINZ/Electra to provide alternative staff parking. | • Align parking with land use changes and active frontages.<br>• Manage demand as redevelopment progresses and encourage walking/cycling integration. | |
| **Queen Street West**<br>Spaces: 93<br>Weekday Utilisation: 71%<br>Weekend Utilisation: 29% | • Offer free P120 parking to encourage visits to pools, clubs, and Domain.<br>• Introduce an hourly charge after 2 hours to reduce long-stay parking.<br>• Improve signage to direct visitors.<br>• Provide coach parking for Domain events. | • Consider reallocating parking near Oxford Street for future PT bus stops.<br>• Reuse parking space for pedestrian, cycle, or plaza space linked to Oxford Street changes and Ō2NL impacts. | |
| **Durham Street**<br>Spaces: 46<br>Weekday Utilisation: 91%<br>Weekend Utilisation: 22% | • Offer free P120 parking for amenity access.<br>• Introduce an hourly charge after 2 hours.<br>• Direct employees to nearby all-day options like Bath Street West.<br>• Allow after-hours large vehicle parking due to proximity to SH1 and town centre. | • Review parking as land use transitions east of Salisbury Street.<br>• Tailor controls to future mixed-use residential and commercial patterns. | |
| **Bath Street West**<br>Spaces: 50<br>Weekday Utilisation: 6-76%<br>Weekend Utilisation: 11% | • Designate as free all-day parking for employees.<br>• Mark spaces for better usability.<br>• Use in conjunction with Weraroa Road for Domain event parking. | • Retain as key long-term employee parking supply.<br>• Coordinate with Weraroa Road supply and Domain activity. | |
| **Oxford Street South**<br>Spaces: 11<br>Weekday Utilisation: 73%<br>Weekend Utilisation: 14% | • Mix of short-term and free all-day employee parking.<br>• Promote as alternative to high-demand locations. | • Following revocation, introduce controls to maintain 85% occupancy.<br>• Implement P120 with hourly charge after 2 hours.<br>• Reallocate space to enhance gateway character from Durham Street. | |

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| **Weraroa Road**<br>Spaces: 34 (unmarked)<br>Weekday Usage: 38-41 cars<br>Weekend Usage: ~16 cars | • Mark spaces to improve usability and data accuracy.<br>• Designate as free all-day parking for employees (non-school hours).<br>• Coordinate with schools to manage peak use. | • Retain as key long-term employee supply alongside Bath Street West.<br>• Ensure pedestrian connections support use. | |
| **Chamberlain Street**<br>Spaces: 13<br>Weekday Utilisation: 31%<br>Weekend Utilisation: 31% | • Designate as free all-day parking for employees.<br>• Promote as a low-cost parking option. | | |
| **Zone 2** | | | |
| **Oxford Street North**<br>Spaces: 125<br>Weekday Utilisation: 54%<br>Weekend Utilisation: 31% | • Designate as free all-day parking for employees due to moderate demand and town centre proximity.<br>• Monitor campervan parking for compliance with space allocation. | • Upon Oxford Street revocation, monitor demand and introduce controls targeting 85% occupancy.<br>• Offer free P120 parking to attract visitors.<br>• Implement paid parking after 2 hours to reduce long-stay parking.<br>• Reallocate space near Devon Street for a gateway treatment to the Town Centre from the North. | |
| **Oxford Street Central**<br>Spaces: 70<br>Weekday Utilisation: 73 – 83%<br>Weekend Utilisation: 75% | • Offer free P120 parking to attract visitors.<br>• Introduce an hourly charge after 2 hours to discourage employees from parking there for the day. | • • Post-revocation, redesign parking to support town centre revitalization.<br>• Create a mix of zones including:<br>– Loading zones (6–9am) transitioning to short stay during business hours.<br>– Paid P60 zones to support business turnover.<br>– Paid P120 zones in highest demand areas to encourage turnover. | |
| **Northern Service Lane**<br>Spaces: 100 (unmarked)<br>Weekday Usage: 81 - 88<br>Weekend Usage: ~16 cars | • Designate as free all-day parking for employees.<br>• Mark spaces to improve usability and data accuracy. | | • Align with Levin Station platform relocation.<br>• Reallocate space near bus stops and create pedestrian pathways to enhance PT hub.<br>• Convert remaining parking to commuter all-day use, controlled by PT ticket access.<br>• Provide Kiss ‘n’ Ride parking near station drop-off/pick-up.<br>• Monitor demand and consider extending commuter parking north if needed. |
| **Central Service Lane**<br>Spaces: 52<br>Weekday Utilisation: 94%<br>Weekend Utilisation: 58% | • Offer free P120 parking to attract visitors.<br>• Introduce an hourly charge after 2 hours to reduce long-stay parking. | • After Oxford Street revocation and platform relocation, introduce P15 parking for commuter pick-up.<br>• Add campervan parking bays near Town Centre, avoiding Oxford Street. | |

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| **Southern Service Lane**<br>Spaces: 13<br>Weekday Utilisation: 115–123% (parking on grass)<br>Weekend Utilisation: 4% | • Expand parking by formalizing grass verge parking or adding spaces.<br>• Offer free P120 parking for visitors but discourage all-day parking.<br>• Introduce an hourly charge after 2 hours.<br>• Enforce parking boundaries to prevent grass encroachment. | | |
| **Zone 3** | | | |
| **Bristol Street**<br>Spaces: 44<br>Weekday Utilisation: 70%<br>Weekend Utilisation: 52% | • Offer free P120 parking to attract visitors to nearby amenities.<br>• Introduce an hourly charge after 2 hours to discourage long-term parking.<br>• Designate northern end as free all-day parking for employees due to moderate demand and town centre proximity. | | |
| **Stanley Street**<br>Spaces: 48<br>Weekday Utilisation: 85%<br>Weekend Utilisation: 47% | • Offer free P120 parking to attract visitors.<br>• Introduce an hourly charge after 2 hours to reduce all-day parking.<br>• Designate specific spaces for freight trucks to manage large vehicle parking.<br>• Assess freight truck use—delivery vs. stopover—as stopovers may reduce post-Ō2NL opening. | | |
| **North Salisbury Street**<br>Spaces: Unmarked<br>Weekday Usage: 24 – 28 cars<br>Weekend Usage: ~3 – 4 cars | • Mark spaces to improve data accuracy and usability.<br>• Designate as free all-day parking for employees. | • Salisbury Street North could become a key North–South cycling and walking link.<br>• Monitor demand and usage to adjust parking management reflecting changing user needs and active frontages. | |
| **Exeter Street**<br>Spaces: 34<br>Weekday Utilisation: 94%<br>Weekend Utilisation: 28% | • Designate as free all-day parking.<br>• Mark spaces to improve data accuracy and usability. | | |
| **Zone 4** | | | |
| **Cambridge Street**<br>Spaces: Unmarked<br>Weekday Usage: 54 - 60 cars<br>Weekend Usage: ~32 cars | • Mark spaces to improve usability and data accuracy.<br>• Designate as a free all-day parking area for employees, considering its distance from prime areas. | | |
| **Bath Street East** | • Designate as a free all-day parking area for employees and visitors. | • Upon redevelopment of Salisbury / Bath Street off-street parking, implement appropriate short-term parking adjacent based on | |

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|---|---|---|---|
| Spaces: Unmarked<br>Weekday Usage: 20 - 26 cars<br>Weekend Usage: ~22 cars | | ground level use.<br>• Consider reallocating parking space for other uses such as bicycle parking or expanded pedestrian space. | |