

# DRAFT STOKE PARKING MANAGEMENT PLAN

## 1.0 INTRODUCTION

The Stoke Parking Management Plan (PMP) aims to give effect to the objectives of the Nelson Parking Strategy, providing location-specific recommendations to improve how parking is managed in Stoke. The Stoke PMP considers:

- the current parking patterns in the town centre including supply and demand;
- reviews the current interventions used and the effectiveness of these;
- considers future transport and land use changes; and
- seeks to address some of the key issues and concerns raised through public consultation.

The PMP provides a list of recommendations for changing parking over the short, medium and long term.

## 1.1 SCOPE

The scope of the Stoke Parking Management Plan covers public on-street and off-street parking within the areas shown in Figure 1 below. Note that while the Countdown car park is a private car park, a portion of the land is Council owned and has been included within the parking inventory and data. The Stoke Memorial Hall car park is currently inaccessible to the public, as the hall was closed in 2020 pending earthquake strengthening.

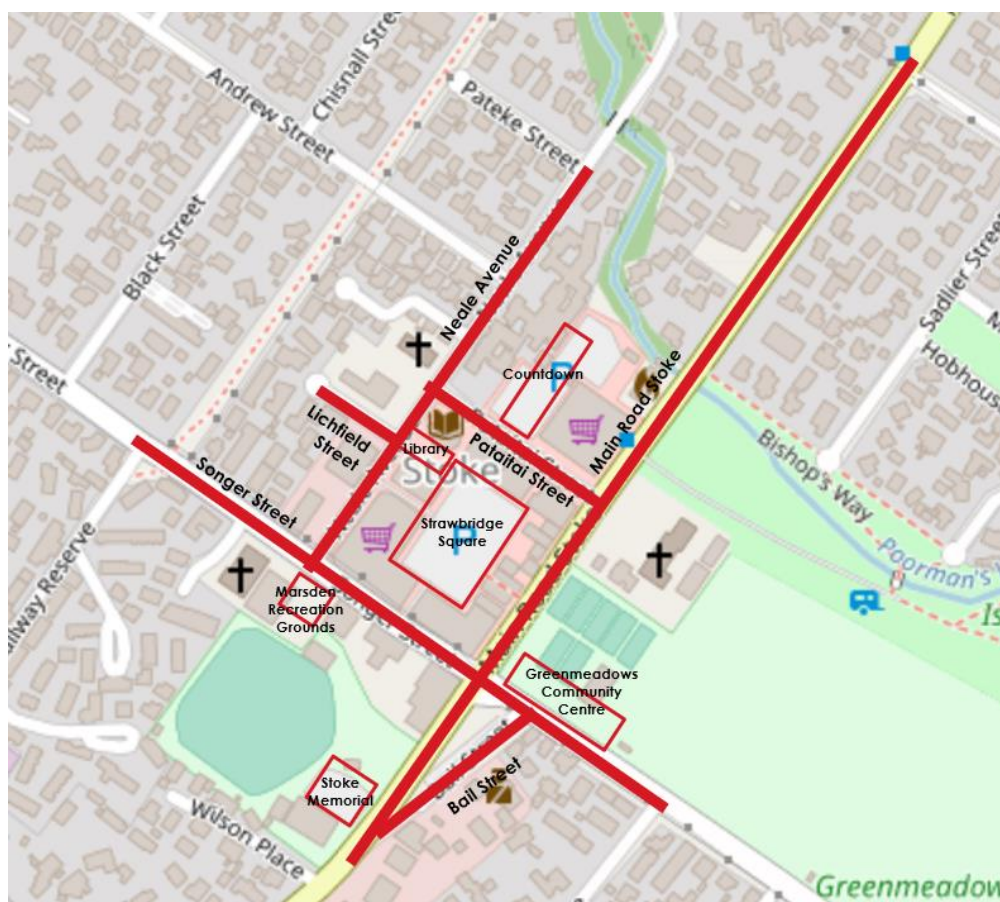


Figure 1: Scope of Stoke parking management study area

### 1.1.1 Engagement

NCC sought community feedback on parking in Stoke via the Shape Nelson online platform as well as a drop-in session held at Stoke on 28<sup>th</sup> October. Fourteen online and one written submission was received and three people attended the drop-in session. The following key issues about parking in Stoke were raised:



## Strawbridge Square

- Car parking spaces are tight (aisle widths, parking spaces and entrances).
- Two-way traffic on one-way accesses
- Issues with manoeuvring to/from angle parking on Putaitai Street – lots of crashes near Countdown
- Three hour parking restriction is too long – some staff park all day and move vehicles
- Mixed views on enforcement (some felt it was sufficient, others felt more was needed to enforce restrictions)

## Other locations / issues

- Parking during large events can be challenging e.g. Saturday rugby games, community centre events
- Some streets too narrow with parking on both sides
- Staff working in Stoke park their vehicles in surrounding residential streets making it challenging for residents and their visitors to park
- Suggestion for residents only parking on some streets
- Encourage non-car modes

## 2.0 CURRENT PARKING PATTERNS

### 2.1 SUPPLY

Within the surveyed area in the Stoke activity centre (refer to Figure 1) there are 612 public parking spaces, consisting of 269 on-street spaces and 343 off-street spaces. The main public off-street parking areas within Stoke activity centre are as follows:

- Strawbridge Square (156 spaces)
- Countdown (77 spaces)
- Greenmeadows Community Centre (51 spaces)
- Stoke Memorial (29 spaces)
- Stoke Library (15 spaces)
- Marsden Recreation Grounds (15 spaces)

Much of the parking restrictions in and around Strawbridge Square is time restricted to three hours, although some shorter restrictions and reserved parking (including mobility parking spaces and loading zones) are also designated to increase turnover and provide access for designated users and vehicles. Parking is currently provided free of charge in Stoke.

### 2.2 DEMAND

Parking surveys were undertaken in May 2021 using vehicle-mounted cameras. The survey was conducted at 30 minute intervals from 9am to 5pm on a Thursday, and from 9am to 2:30pm on a Saturday. Video footage from the surveys was analysed to determine parking occupancy and duration of stay.

#### 2.2.1 Parking occupancy

Parking occupancy surveys determine the proportion of parking spaces occupied at a given time. The figures below show the weekday and Saturday parking occupancy peaks; occurring on Thursday at 12:30pm (Figure 2), and on Saturday at 1:30pm (**Error! Reference source not found.**). Note that as the surveys were undertaken every 30 minutes it is possible that the occupancy was slightly higher than the figures presented, as some vehicles may have arrived and departed between survey periods meaning they would not be counted.

On a weekday, high peak parking occupancies (>80%) were recorded at Strawbridge Square (98%), Greenmeadows community centre (80%), and the central portion of Neale Avenue. While there were also some streets that recorded high on-street parking occupancies (Main Road Stoke and Lichfield Street) these streets have only a few parking spaces available. Across the study area the average weekday peak parking demand was 68%, occurring at 12:30pm. On the weekend, high peak parking occupancies were recorded at Greenmeadows community centre (100%), Marsden Recreation Grounds car park (120%<sup>1</sup>), as well as Bail Street and Songer Street. Across the study area the average Saturday peak parking demand was 57%, occurring at 1:30pm.



<sup>1</sup> Parking occupancy greater than 100% is when more vehicles were recorded than spaces provided meaning some were illegally parked.



Figure 2: Stoke parking occupancy - 12:30pm on a weekday



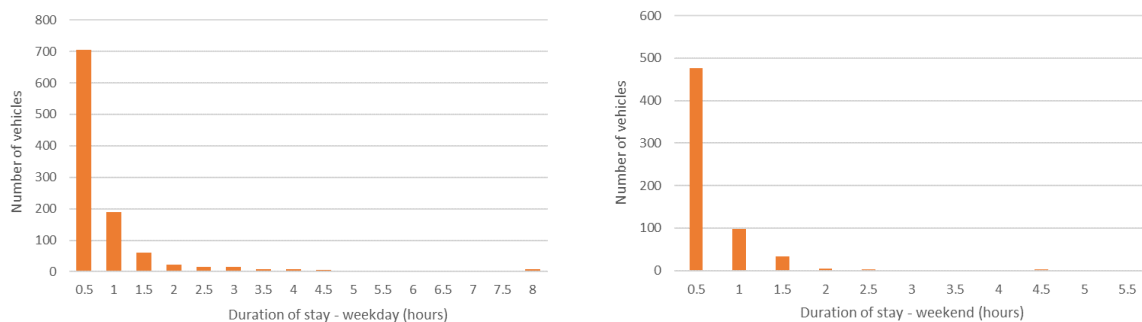
Figure 3: Stoke parking occupancy – 1:30pm on Saturday

## 2.2.2 Duration of stay

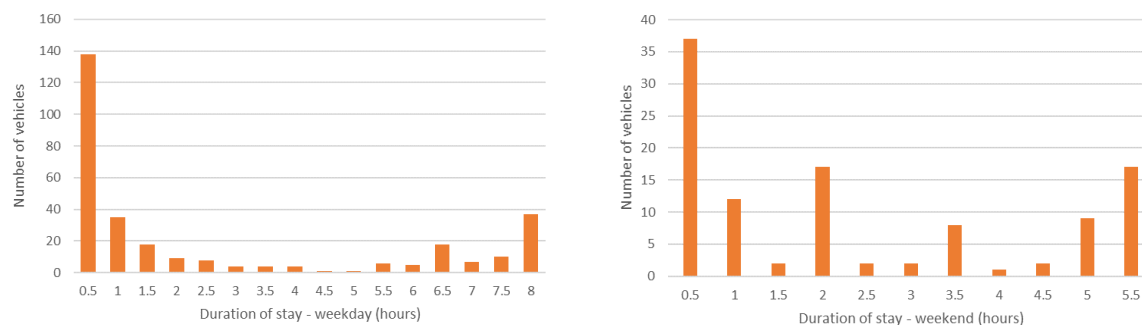
Duration of stay provides an estimate of the length of time a vehicle occupies a parking space. The figures below show duration of stay at Strawbridge Square and Neale Avenue/Lichfield Street/Putaitai Street on a weekday and Saturday. Note that as the surveys were undertaken every 30 minutes it is possible that some vehicles were not recorded.







**Figure 4: Duration of stay at Strawbridge Square (weekday and Saturday)**



**Figure 5: Duration of stay at Neale Ave/Lichfield Street/Putaitai Street (weekday and Saturday)**

The duration of stay data highlights that at Strawbridge Square (which serves New World and a variety of other retail and business activities) on a weekday, 67% of vehicles stay for less than 30 minutes, while a total of 85% of vehicles stay for less than one hour. On Saturday, 76% stay for less than 30 minutes, while 92% stay for less than an hour. Seven vehicles were recorded staying for at least eight hours even though a three-hour restriction applies. This highlights that a one or two hour time restriction in Strawbridge Square will meet most customers' needs and make it easier to enforce the restriction.

For Neale Avenue, Lichfield Street and Putaitai Street (combined) 45% of vehicles were recorded staying for less than 30 minutes on a weekday and 57% staying less than 1 hour. Around 12% of vehicles stay more than eight hours, although some sections of these streets are residential and have unrestricted parking. On Saturday, 34% of vehicles stay for less than 30 minutes and 45% stay for less than an hour.

## 3.0 CONTEXT OF PARKING IN STOKE

Stoke is the fastest growing area within Nelson City. Between 2013 and 2018 the population of Stoke<sup>2</sup> increased by 11.2%, to 18,672 people. By 2028, the forecast population is estimated to be 21,150, an increase of nearly 2,500 people. Changes to land use and a growing and ageing population will place increasing pressure on the transport network. Without access to quality transport choices, this will lead to increasing congestion and parking demand in the area. This section summarises some of the challenges in terms of transport in Stoke, and the key changes to land use and transport in and around Stoke.

### 3.1 CHALLENGES

Stoke town centre has a number of key challenges that will influence how parking is managed in the town centre.

**Competition with Richmond and Nelson** – Stoke is a small activity centre and does not have a large variety of businesses compared with Richmond and Nelson. Richmond town centre is only five kilometres from Stoke and currently does not charge for parking. Nelson is the region's largest City and many people travel there for work and to access key goods and services. Therefore, any significant changes to how parking is managed in Stoke may encourage people to shop in either of the two larger centres instead.



<sup>2</sup> Stoke has been defined by the following Census SA2 units: Aldinga, Broadgreen-Monaco, Enner Glynn, Maitland, Nayland, Omaio, Saxton and Suffolk.

**Limited alternative transport options** – it is difficult for many people in the region to meet their daily travel needs without a car. The local bus servicing Stoke offers a very poor level of service and the two other routes operate only between Nelson and Richmond. Similarly, the main cycle corridor servicing Stoke links Richmond to Nelson, largely serving north-south journeys only. For people wanting to access the Stoke town centre from residential areas to the east or west beyond walking distance, there are few safe and viable transport options other than driving.

**Older population** – parts of Stoke have an older than average population, with the Ngawhatu census area unit having a median age of 53, compared to 43.7 for Nelson. However, with significant new housing development planned for the area the demographics are anticipated to change with younger people and families continuing to move into the area.

**Poor amenity and place value** – Stoke town centre features a shopping square centred around the Strawbridge carpark, which provides parking for 156 vehicles. This configuration means the centre is dominated by vehicle access and manoeuvring and lacks the place value of other centres nearby. Main Stoke Road to the east of the town centre is a key arterial corridor linking Richmond and Nelson. It has high traffic volumes and severs pedestrian movements between the town centre and the community centre.

## 3.2 CHANGES TO LAND USE AND GROWTH

The Future Development Strategy (FDS) developed by NCC and TDC in 2019 supports Stoke as a suitable location for residential intensification, given the concentration of key transport routes and proximity to one of Nelson's main activity centres. The FDS estimates that a further 1,300 dwellings could be added to Stoke through residential intensification, focused on the town centre area, Main Road Stoke and Nayland Road. Expansion of development in greenfields areas, such as the Stoke Foothills is also proposed. An estimated 2250 dwellings are proposed for the Ngawhatu Valley and Marsden Valley alone. Growth in the area will increase demand for local goods and services, which may add pressure to expansion of the town centre as well as parking demand.

In addition to growth within Stoke, high levels of growth are also forecast for the Tasman District, including Richmond and Wakefield. With the region's main employment area focused on Nelson, residential growth in these areas will increase commuter demands through Stoke's town centre.

There is potential for redevelopment in Strawbridge Square which could be reconfigured on the site and include changes to existing access arrangements. This redevelopment will provide the opportunity to review and improve the layout of parking and access to and from Strawbridge Square.

## 3.3 TRANSPORT

Main Road Stoke, which carries approximately 16,000 vehicles per day, serves as a main arterial through Stoke town centre providing access to Richmond and Nelson. NCC is proposing to implement traffic calming on Main Stoke Road to reduce speed and improve pedestrian safety.

Stoke is currently served by two main bus routes. Routes 1 and 2 travel on Main South Road providing connections between Richmond and Nelson via Waimea Road and SH6/Rocks Road respectively. These services operate between 7am and 7pm on weekdays, offering a 30 minute frequency during peak times, and a 60 minute frequency during the off-peak. Weekend services run approximately every two hours. A third route (route 7) provides infrequent off-peak local loop services in Stoke, servicing Marsden, Nayland and Saxton on weekdays only. Route 7 had an annual patronage of around 5,700 passengers in 2019, making up just 1% share of the region's total patronage.

NCC and TDC are making significant investments in public transport to improve the level of service of bus routes in the region. For Stoke this will include increasing service frequency on routes 1 and 2 and replacing route 7 with a community on-demand service. A single low fare for anywhere in Nelson and Richmond will be introduced, as well as a bus 'superstop' (incorporating improved cycle parking) and the longer term provision of a bus terminal in Stoke. These and other improvements to bus operations in the region are expected to result in a substantial increase in patronage.

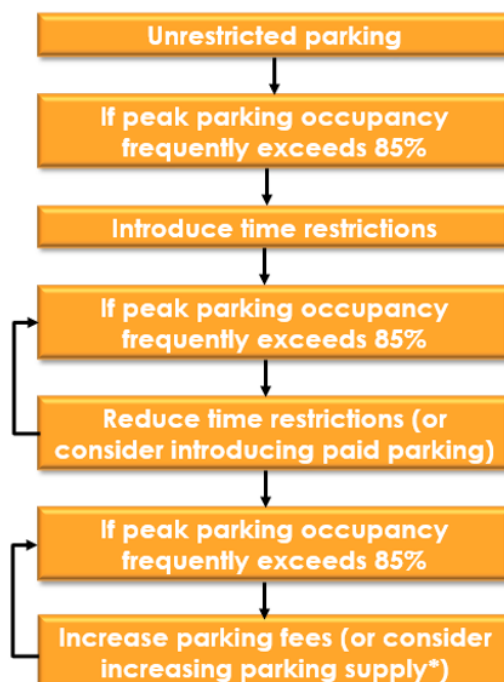
The railway reserve shared path provides a safe, quality walking and cycling route linking Richmond and Nelson. It passes through Stoke, crossing at Songer Street, east of the town centre. NCC is planning to provide a safe connection between the shared path and Stoke town centre and upgrade the Songer Street pedestrian refuge to a signalised crossing. Sections of shared paths are also provided along Orphanage and Poorman's Streams, however there is little provision for safe east-west cycle routes to support access between residential areas and key destinations within Stoke.



## 4.0 IMPLEMENTATION PLAN

Based on the objectives within the Parking Strategy and the level of parking activity in Stoke, it is recommended that no additional public parking spaces should be provided in Stoke. While there is planned growth in the surrounding area, increasing parking supply to meeting growing demand erodes the vibrancy of a town centre and encourages people to drive. Using parking management as well as travel demand management tools to optimise existing parking supply will ensure public parking resources are managed efficiently and equitably and encourage use of sustainable transport modes.

Increased enforcement will be needed to manage compliance with restrictions and support turnover in the face of continued growth in the area. Increasing commuter parking pressure in the fringe areas are likely to trigger further interventions to manage parking. Introducing or making changes to parking restrictions or paid parking follow the general principles provided in Figure 6, and will be informed by data and undertaken in consultation with the community (refer to the Nelson Parking Strategy for more information).



**Figure 6: Triggers for changing parking restrictions and pricing**

Specific recommendations for changes to parking and access arrangements at Strawbridge Square are provided in Table 1. The timeframe of these changes should be planned to coincide with the redevelopment of part of Strawbridge Sq. General recommendations for changes to parking in Stoke are provided in Table 2 below, based on the review of the parking data and community feedback received.



**Table 1: DRAFT Recommendations for specific changes to parking and access in Strawbridge Square**

No.	Strawbridge Square Recommendations	Benefit
1	Reduce existing P180 restrictions to P120	Provides sufficient time for customers visiting the centre while increasing turnover of spaces and minimising incidences of commuters/staff using these spaces.
2	Replace all P5 and P15 spaces with P10	Provides consistent time restrictions for locations where rapid transaction and high turnover is required.
3	Introduce taxi/PSV parking in Strawbridge square near New World	Provides convenient access for shoppers who may not have access to a vehicle or are unable to drive.
4	Introduce EV charging spaces in Strawbridge Square and Greenmeadows community centre car parks	Convenient locations for EV charging reduces stress about running out of power and encourages EV users to visit town centre.
5	Introduce motorcycle parking bay in Strawbridge Square	Providing dedicated motorcycle parking reduces the need for these vehicles to park in standard car parking spaces, improving the efficiency of parking resources.
6	Review the need for additional loading zones (e.g. within Strawbridge Square)	Dedicated loading zones improve access and safety for larger vehicles dropping off and picking up goods.
7	Upgrade Strawbridge Square to improve amenity and enhance pedestrian access across entrances	Improves safety and will contribute to improving enhancing economic activity in the centre
8	Review access arrangements to Strawbridge Square and consider implementing turn bans to reduce queuing within the car park.	Improves safety
9	Improve signage/linemarking on one-way accesses to Strawbridge Square	Improves safety by aiming to reduce wrong way traffic flows
10	Improve signage/linemarking on one-way accesses to Strawbridge Square	Contributes to reducing vehicle circulation and provides information to visitors to the area.



**Table 2: DRAFT Recommendations for general changes to parking in Stoke**

No.	Short term recommendations (1-2 years)	Benefit
1	Replace existing P180 parking spaces to P60 on Main Stoke Road (retain existing P10 parking spaces)	Improves efficiency and increases turnover of premium spaces on this key corridor.
2	Reduce remaining P180 parking spaces to P120 for on-street parking in vicinity of Stoke shopping area	Provides sufficient time for customers visiting the centre while increasing turnover of spaces and minimising incidences of commuters/staff using these spaces
3	Replace all P5 and P15 spaces with P10	Provides consistent time restrictions for locations where rapid transaction and high turnover is required.
4	Increase parking enforcement in Stoke	Encourages compliance with restrictions and turnover of parking spaces
5	Replace angle parking with parallel parking on Putaitai Street	Improves safety for vehicles travelling on Putaitai Street
6	Investigate providing mobility parking bays on Putaitai Street (outside Greypower)	Supports inclusive access for visitors to Greypower
7	Ongoing monitoring of parking occupancy and duration of stay (e.g. every 3-6 months).	Assesses demand of parking resources in the town centre and identifies trends that may trigger changes to parking management in the centre.
<b>Medium term recommendations (3-5 years)</b>		<b>Benefit</b>
8	Consider implementing parking meters (with free parking)	Pay and display meters can be used to monitor duration of stay, improve the efficiency of enforcement and minimise long stay parking by staff or commuters.
<b>Long term recommendations (5-10 years)</b>		<b>Benefit</b>
9	Consider introducing paid parking	Increasing demands on parking in the centre may require additional interventions if triggers are met (refer to parking intervention hierarchy within Parking Strategy). Reducing time restrictions further (e.g. to P60) could be considered, however this may not align with customer or business needs.





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