



Cambridge connections

Moving forward together



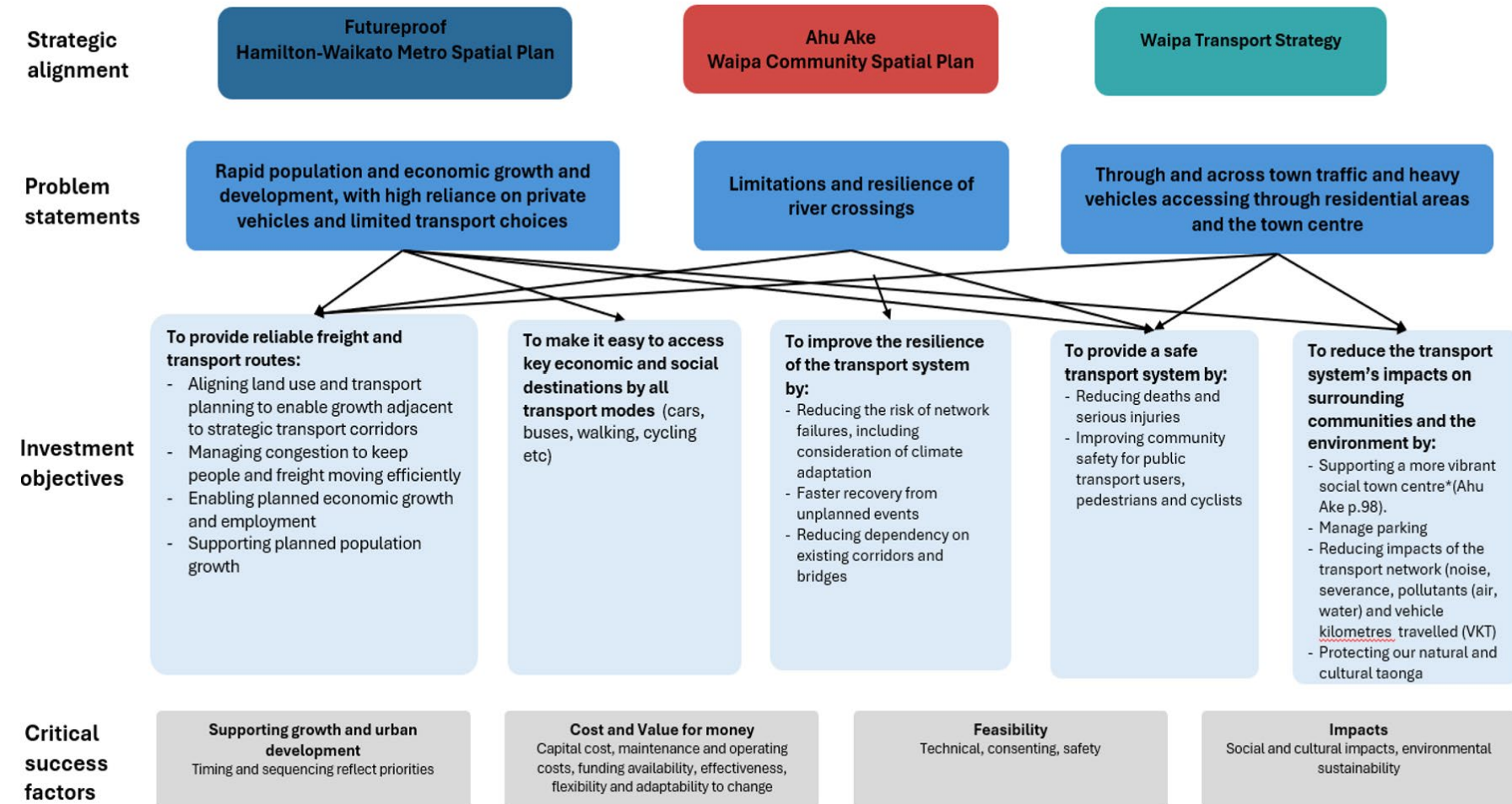
Parking Management

Context

- **There is no single plan** to manage parking in Cambridge.
- Waipa operates a **predominantly free parking system** with some time restrictions.
- **Critical connections across the town are constrained**, limiting access and ease of movement.
- **Growth in people and town centre activity** will increase pressure on the transport network overtime.
- **People value their town centre environment** and urban qualities.
- We need to get the **right people, on the right roads and modes, at the right times.**



Cambridge Connections Strategic Framework



Effective parking management supports agreed transport investment objectives by helping to:

- Improve access to key destinations
- Support Cambridge's local business activity and town centre vitality
- Manage congestion so people and goods move efficiently
- Encourage more people to use public transport, walking, cycling and micromobility
- Reduce impacts on surrounding communities and the environment.

Parking management as a key tool

Parking management is an integral part of managing Cambridge's transport system and network goals.

Effective parking management can help:

- **Support better travel choices** by influencing when and how people get to the places they need to go.
- **Make best use of limited transport routes and urban space** so the network performs best overall.
- **Support people to travel differently and reduce congestion** by managing well-connected long-stay parking and encouraging a mix of different travel choices.
- **Enhance access and town centre vitality** by prioritising convenient parking for high-value, short-stay trips.
- **Provide a cost-effective demand management tool** that helps achieve wider transport outcomes without relying on major infrastructure expansion.



Parking management as a key tool (cont.)



- Parking management objectives and a parking management hierarchy approach ensure a consistent approach is taken to parking, based on the role and function of the street/road within the wider transport network.
- Specific hierarchies can then be developed for different places that have different roles and functions.
- We have started by developing a draft hierarchy for the Cambridge town centre as this is where the greatest need exists and we have supporting evidence. Hierarchies for other key locations will be developed in the next stage of the project.

Current constraints

- **Inconsistent parking management approach** leads to unclear expectations and outcomes.
- **Competing demand for space**, particularly between short-stay customer parking and long-stay employee parking.
- **Insufficient loading and service access**, impacts deliveries, operations, and essential services.
- **Lack of clear and consistent enforcement**, results in inefficient use of high-demand parking spaces.
- **Poor wayfinding and user information**, leads to confusion, circulation traffic, and unnecessary congestion.



Making the most of what we've got

The proposed parking management approach ensures we make the best use of existing assets and network performance, before investing in new infrastructure (aligning with NZTA's 'optimisation' approach).

The Cambridge Connections Transport Plan will be guided by the following overarching themes:

1. Make the most of what we already have

Make the best use of existing transport networks and services through better network management, strong enforcement, demand management, and supporting more people to use public transport, walking, biking and micromobility.

2. Consider new infrastructure and services where needed

Only after making the best use of what we already have, assess whether additional infrastructure or service improvements are required.

3. Respond to and influence wider system changes and external decisions

Recognise, respond to, and influence projects and network decisions led by others, i.e., NZTA and WRC, to ensure local solutions are integrated with, and supported by, the performance of the wider transport system.



Current vehicle parking supply in Cambridge





Cambridge

1,682
total car park
spaces



Public on street
over 1,300 car spaces

- 336 Time restricted
- 35 Mobility parking
- 8 Motorcycle parking
- 7 Loading zones



Public off street
382 car spaces

- 103 Time restricted
- 9 Mobility parking
- 0 Motorcycle parking
- 2 Loading zones



Private off street
No. of spaces currently unknown
but important to consider.

Source: based off markings in AWM

Cambridge CBD parking trial

We are currently trialling 90-minute parking limits in the CBD.

The trial commenced 13th March 2025.

Aim is to give people more time to shop, dine and socialise in Cambridge, while still ensuring sufficient turnover of car parking spaces.

Current public vehicle parking supply in Cambridge



Draft parking management objectives



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Draft parking management objectives



1. We have vibrant town centres
2. We have the right parking in the right places
3. We have travel choices that reduce parking demand
4. We have safe and accessible parking facilities
5. We have a consistent and easy-to-understand parking system

1. Champion vibrant town centres

- **Prioritise short-stay parking** in key town centre areas to support local business and high turnover.
- **Protect town character and amenity** by ensuring parking complements the heritage streetscape and public spaces.
- **Match parking to the role of each street** so key routes keep traffic moving and people-focused streets support places to spend time.

What we want to achieve

Ensure parking enables easy access to shops, services and public spaces so the town centre remains lively, attractive and successful.

Why this matters

Parking is a key enabler of economic activity. Convenient drop off zones and short-stay parking supports customer turnover, local spending and business vitality, while good design ensures parking complements Cambridge's heritage character and people-focused streets.



2. Put the right parking in the right place

- **Optimise existing on-street and off-street parking** to improve turnover, manage long-stay demand, before expanding capacity.
- **Prioritise short stay parking** in key town centre areas.
- **Support access** through appropriate time restrictions, enforcement, wayfinding, demand management and pricing.
- **Direct long-stay and worker parking** to areas close to the town centre, that have sufficient capacity and are well-connected and safe, to free up prime spaces.
- **Use clear and consistent time limits**, supported by effective enforcement, to ensure fair access to parking in high-demand areas, reflecting the convenience and opportunity value of these spaces.
- **Manage parking on key arterial and high-frequency corridors**, particularly during peak periods, to prioritise movement, support network reliability and maintain efficient traffic flow.

What we want to achieve

Use existing public and private parking spaces better and prioritise the most convenient spaces for the people who need them most, supported by clear time limits and strong, consistent enforcement.

Why this matters

Town centre space is limited and valuable. Managing parking demand, encouraging turnover and directing long-stay parking to close, well-connected and safe locations ensures the best use of existing supply before expanding capacity. Clear time limits and consistent enforcement helps ensure fair access to parking and prevents long-stay use from occupying the most high-demand spaces.



3. Encourage travel choices that reduce parking demand

- **Support more people to use** public transport, walking, biking, shared travel options and micromobility, to reduce reliance on private vehicles for short trips.
- **Stage changes to parking management** to align with improvements in walking, biking and public transport, to ensure communities have good travel choices.
- **Manage increased visitor and event-related parking demand** through temporary or shared parking solutions supported by public transport, walking or biking options.

What we want to achieve

Encourage walking, biking, public transport and shared travel so parking demand grows slower over time.

Why this matters

Providing more parking alone cannot solve future growth. Supporting a mix of travel options gives people real choices, reduces congestion and emissions, and ensures parking changes are introduced alongside improved travel alternatives.



4. Provide safe and accessible parking facilities

- **Provide inclusive access** for mobility users, service and trades vehicles, short-stay visitors and pick-up/drop-off users.
- **Ensure long-stay and worker parking** is located close to the town centre and is well-connected, safe and easy to access.
- **Improve safety and design quality** through lighting, visibility, safe pedestrian connections and CPTED principles.
- **Reduce conflicts** between vehicles, cyclists and pedestrians.

What we want to achieve

Ensure parking works for everyone and is designed to be safe, well-connected and easy to use.

Why this matters

Parking must serve a wide range of users including mobility permit holders, trades and service vehicles, visitors and pick-up/drop-off trips.

High-quality design improves safety, reduces conflicts between users and strengthens the overall town centre experience.

5. Create a consistent and easy-to-understand parking system

- **Develop a clear policy and rules** for how parking is managed, prioritised and enforced, so that the community understands and knows what to expect.
- **Provide clear time limits, signage, and wayfinding** so users know where and how long they can park.
- **Provide strong, consistent enforcement** to improve compliance, fairness, and confidence in the parking system.
- **Use fit for purpose technology** to monitor demand and provide evidence to enable flexible, responsive parking management over time.

What we want to achieve

Deliver a consistent, transparent and well-enforced parking system that is fair, easy to understand, and supported by modern technology.

Why this matters

Clear policy, rules, signage, wayfinding and consistent enforcement help people understand how the system works and what to expect, reducing confusion and improving fairness and compliance.

Technology enables better monitoring and more flexible, responsive parking management as the town grows and travel behaviour changes.



Draft parking management hierarchy



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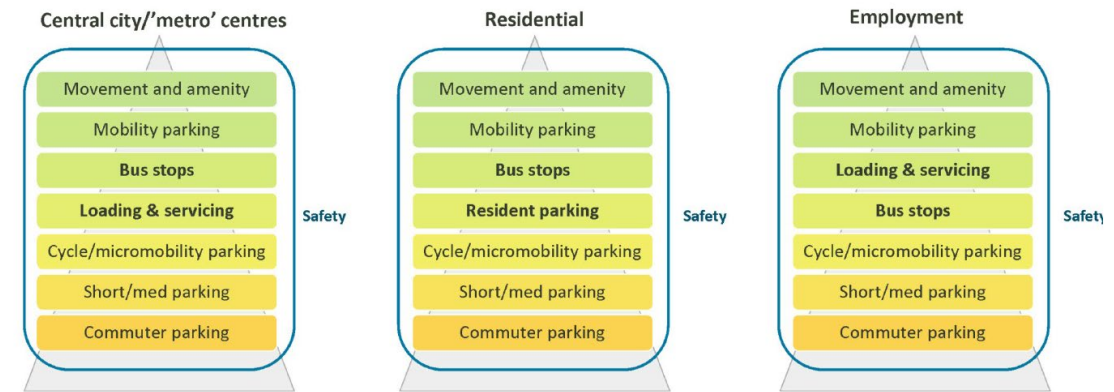
Parking management hierarchy

A parking management hierarchy ensures a consistent approach based on the **role and function** of the street/road within the wider transport network.

It supports:

- Prioritising competing demands for limited street space
- More efficient use of supply and space across the network
- Improves consistency and predictability for people
- Better enforcement and compliance.

Examples of hierarchies for different functions



“Manage better → Reallocate smarter → Build only when needed”

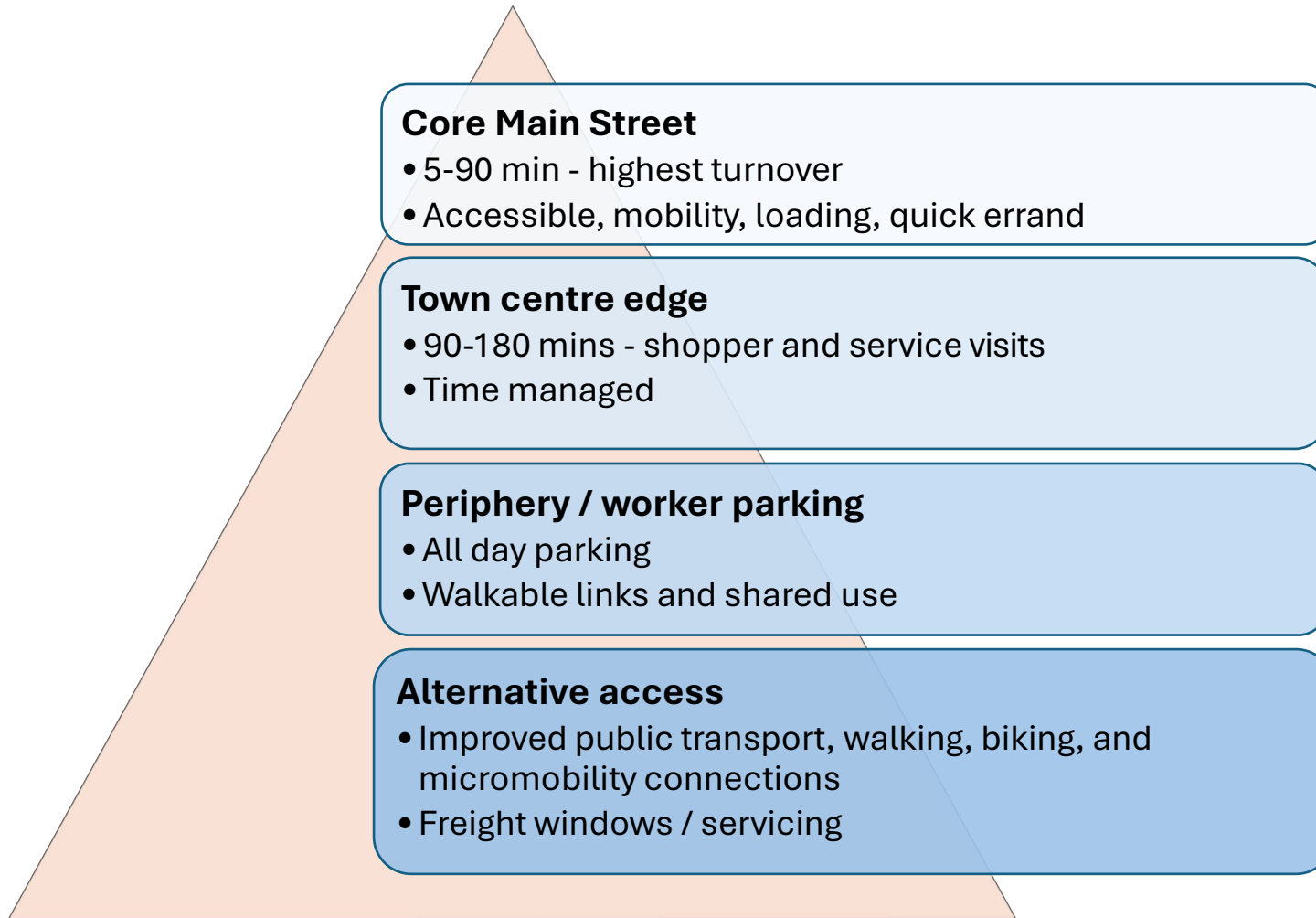
The hierarchy is what connects your parking management objectives to how streets/roads will function on the ground.

Specific hierarchies are developed for different places that have different roles and functions, using a consistent approach.

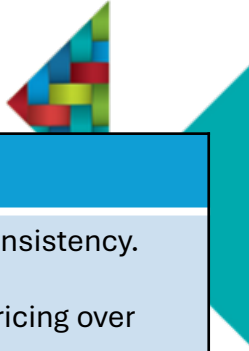


Draft hierarchy for Cambridge town centre

“Manage better → Reallocate smarter → Build only when needed”



Next step - apply the hierarchy to Cambridge town centre



Classification	Application	Management
Core Main Street Provide and protect high-demand spaces	- Introduce short-stay time limits (5–90 min) across core retail streets. - Prioritise emergency access and mobility, accessible, loading and quick-errand spaces. - Remove all-day parking where it exists in prime locations. - Note that pricing may be used as a future demand management tool, but is not currently required.	- Increase enforcement presence and consistency. - Improve signage and wayfinding. - Monitor and adjust time limits and/or pricing over time based on occupancy and supply. - Implement technology to support monitoring and parking management.
Town centre edge Provide convenient medium-stay parking	- Introduce standardised 90–180 min parking zones around centre edges. - Use time limits where demand is high. - Provide clear signage directing visitors to edge parking.	- Monitor and adjust time limits over time based on 85% occupancy and supply. - Implement parking wayfinding (gateway signage + digital maps/apps).
Periphery / worker parking Shift long-stay parking out of high demand areas.	- Establish all-day parking areas on the edge of town centre. - Identify locations that are close to the town centre and are well-connected, safe and easy to access. - Introduce permit schemes for workers, if appropriate.	- Improve walking routes from town edge areas to main streets. - Provide bike parking and micromobility links. - Consider shuttle or park-and-ride options if growth warrants.
Alternative Access Provide alternatives to private vehicle travel and parking demand	- Improve footpaths, crossings to make short trips safe and accessible for both walking and biking. - Improve public transport services, infrastructure, access and priority where appropriate. - Increase secure bike parking and micromobility access in key areas.	- Introduce freight/service time windows where appropriate. - Provide designated loading zones in each centre, including for drop-offs/pick-ups.

Enable across all programmes	Planning and Policy - Adopt parking hierarchy approach as guiding principle. - Confirm 85% occupancy and turnover targets. - Apply hierarchy to key locations. - Develop a parking management plan to ensure consistent approach across all key locations.	Monitoring - Monitor in real-time and adjust where applicable (timing and/or pricing). - Report outcomes to council and community.	Community engagement - Communicate the “why” of the hierarchy. - Consult as part of Cambridge Connections Transport Plan. - Provide clear public education and wayfinding materials.
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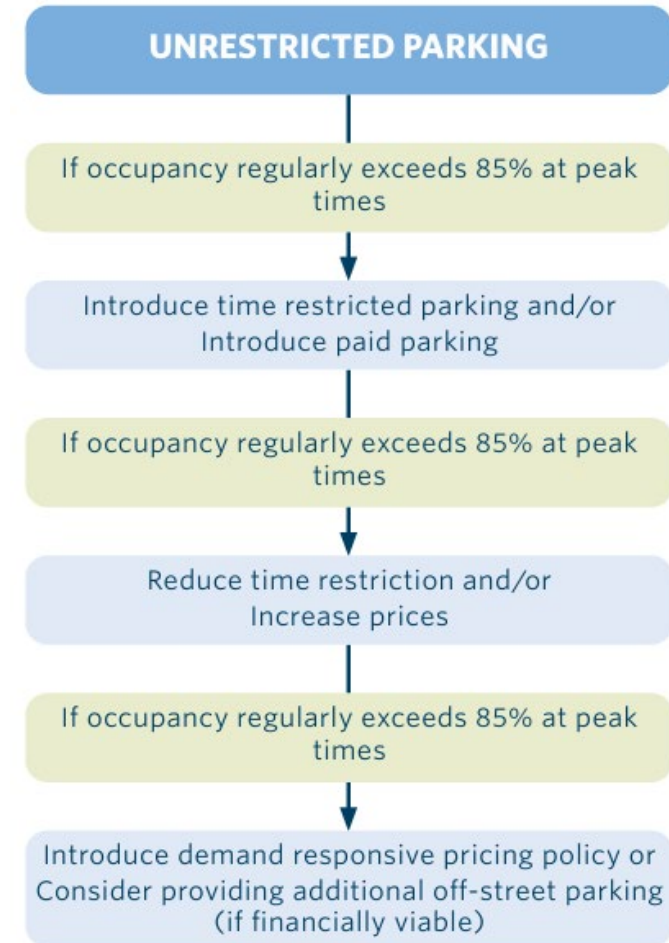
Monitoring

A 'real-time' monitoring framework will be developed to ensure parking management responds to actual demand rather than assumptions.

By regularly tracking peak occupancy against an 85% trigger (in line with national guidance), council can confidently move from one stage of parking management to the next.

This evidence-based approach ensures restrictions are only introduced when justified, helping the community understand why changes are needed, and avoiding unnecessary or premature regulation.

Triggers for parking restrictions and/or pricing changes



Source: [National parking management guidance](#)

Next steps

1.	Continue community and stakeholder engagement Ongoing	- Workshops planned with the Community Reference Group and Community Board, and engagement with Cambridge Chamber of Commerce. - Consult through the Draft Cambridge Connections Transport Plan.
2.	Parking objectives, parking hierarchy approach, and hierarchy for Cambridge town centre approved Complete in June 2026	Seek approval of parking objectives, parking hierarchy approach for Cambridge and hierarchy for Cambridge town centre at Strategic Planning & Policy Committee on 3 June.
3.	Apply the parking hierarchy approach to inform consistent application of the parking objectives Complete by October 2026	- Develop specific hierarchies as required and apply to relevant streets and roads in Cambridge to determine implementation. - Once applied, determine the gap between current and future state for each road/street. - Where there are critical gaps, apply the parking objectives to guide different intervention choices to achieve the future desired state. - Determine how best to stage interventions, including aligned improvements in multi-modal networks (public transport, walking, biking, shared use, micromobility).
4.	Develop a technical paper to support decision making Complete by October 2026	- Technical paper to clearly outline the rationale, key evidence, and supporting national practice. - Include Cambridge technology trial - to assist with supporting base information on parking turnover to assist future policy decisions.
5.	Develop a Parking Plan for Cambridge Complete by October 2026	As part of the Cambridge Connections Transport Plan: - Develop a Parking Plan that is public facing, visual and succinct. - Plan to clearly outline overall approach, rationale and outcomes sought, staged pathway to implementation and triggers for monitoring of next steps.

