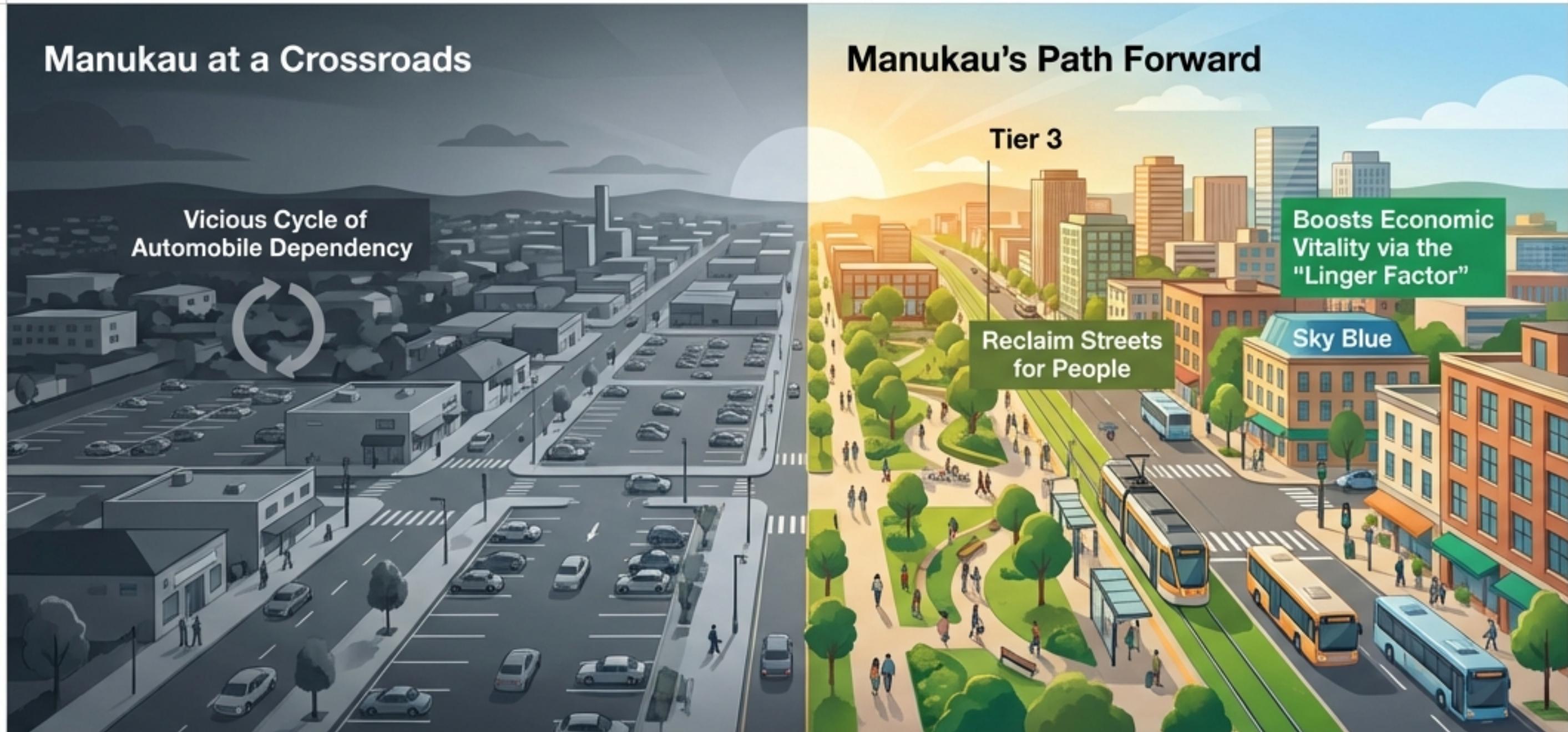


Awakening Manukau: The Tiered Parking Management Strategy

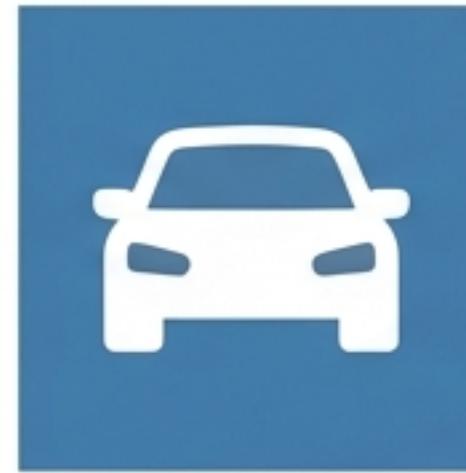
Unlocking Urban Value through Strategic Asset Management



From the "Grey Dawn" of surface parking stagnation to the "Full Daylight" of a high-density, 24-hour economy.

Strategic Executive Summary

The Problem



Manukau City Centre functions as an “Urban Island.” Approximately 33-45% of total land is consumed by surface parking, severing the urban fabric and suppressing land value.

The Policy



Auckland's Parking Strategy designates Manukau as Tier 3 (High Readiness). This mandates a proactive shift from vehicle storage to people movement.

The Payoff



Removing subsidies allows for “Market-Led Supply.” This “Market-Led Supply.” This unlocks land for housing, creates a “linger factor” for retail, and turns a 9-to-5 commuter hub into a living city.

Transitioning from Status Quo (Asphalt) → Tier 3 Mechanism (Policy) → ROI (Housing/Retail)

The Concrete Wasteland: The Cost of the ‘Black Friday Baseline’

33% - 45%

of Manukau City Centre land is surface car parking.

The Planning Fallacy: We build for the busiest day of the year (e.g., Boxing Day). For the other 364 days, prime urban real estate sits empty, generating no revenue while separating buildings into “Urban Islands”.



The Opportunity Cost of Stagnation

Scenario A: Current State



- 1 Acre of Surface Parking
 - 0 Housing Units
 - 0 Retail
 - Low Rateable Value

Scenario B: Future Potential

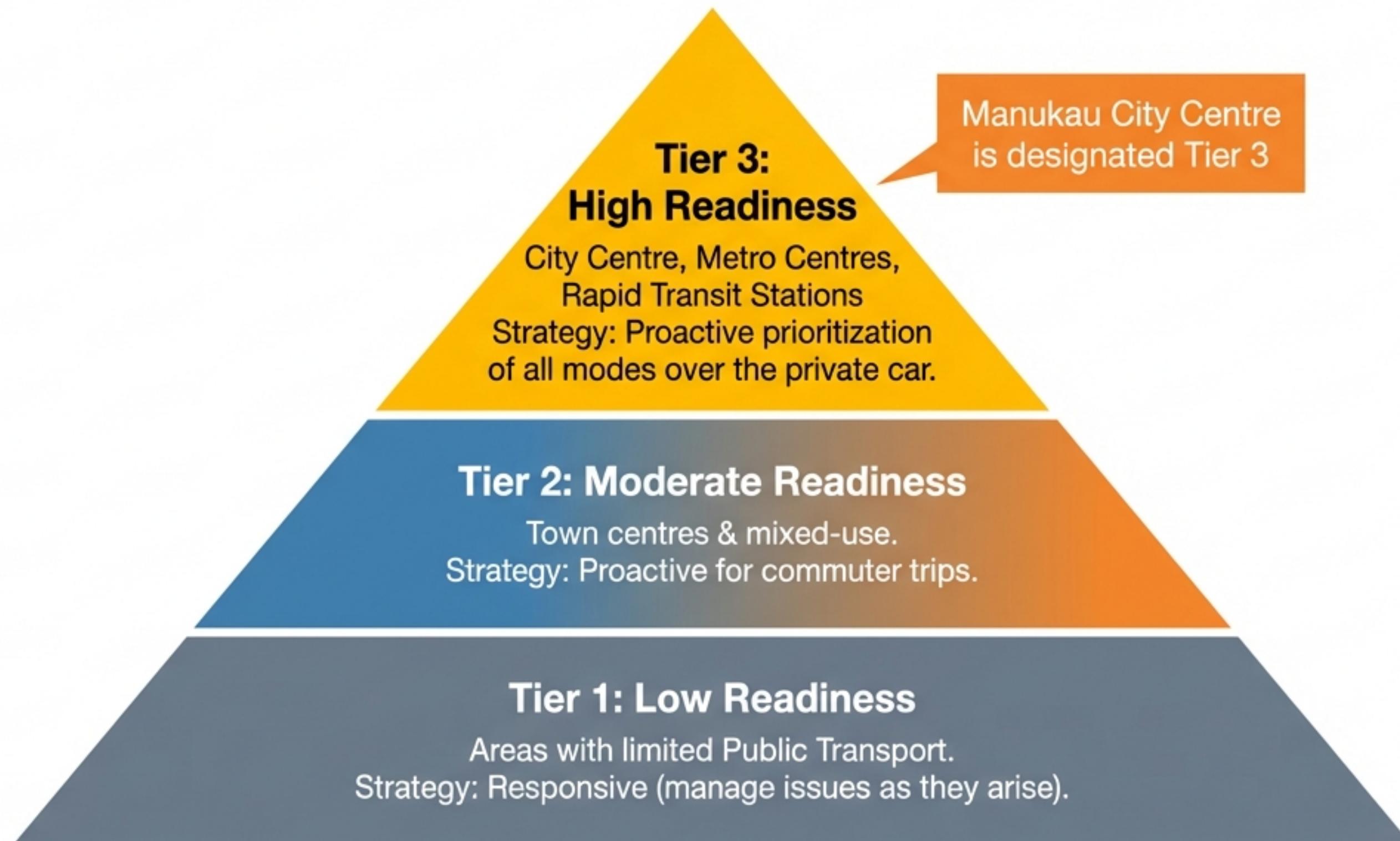


- 1 Acre of Walkable Neighborhood
 - ~40 Housing Units
 - Active Retail Frontage
 - High Rateable Value

The Vicious Cycle of Induced Demand



Auckland's Tiered Management System



Tier 3 Mandate: High Readiness for Change

Defining the Policy for Manukau

Definition: Applies to areas within 45 minutes of the City Centre by public transport and rapid transit stations.

The Strategy: Proactive Management. Shaping demand rather than waiting for congestion.

The Goal: Prioritize travel by modes other than the private car for all types of travel, not just commuting.



Repurpose Space

Convert on-street parking to bus lanes and cycleways.

Shift Tenure

Move off-street parking from Long-Stay to Short-Stay.

Pricing

Increase charges to match market rates; remove time-limit exemptions.

The Geometry of Efficiency

4x Capacity

A bus lane moves 4x as many people per hour as a general traffic lane.

Strategic Policy: Parking is the lowest priority use of kerbside space on the Strategic Transport Network. On arterial routes, parking removal is automatic for projects that improve movement.



Unbundling & Market-Led Supply

Removing distortions to optimize land value.

The Concept: Unbundling

Separating the cost of vehicle storage from housing and goods.

Removing parking minimums allows the market to determine supply based on actual demand.



Case Study

The Takapuna Development

Located near Northern Busway. Developer built fewer parking spaces than units.

Result: Lower construction costs passed to buyers, affordable housing for non-drivers.



Case Study

Trader Joe's Efficiency

Small parking lots by design. Sales of \$1,734 per square foot (double the competition).

Lesson: Optimize land for revenue (goods), not storage (cars).

The ‘Linger Factor’: Vitality and Hospitality

The Insight: Transit users and walkers are not constrained by driving logistics (meters) or legal limits (sobriety).

 **Driver:** 1 hour stay. 1 drink limit.
Transactional.

 **Transit User:** Multi-hour stay.
Multiple drinks/dining.
'Trip Chaining' (visiting multiple shops).

Local Evidence

Transit-adjacent venues like The Republic Bar generate high social activity, while car-dominated zones remain desolate at night.



Two Philosophies: Manukau vs. Tokyo



Manukau Model: Parking is a Mandated Right. Publicly subsidized storage on high-value land leads to urban islands.

Tokyo Model: Parking is a Private Responsibility. “Proof of Parking” keeps streets for movement. **Result:** High density, walkable streets.

Reclaiming the Streets: From Highways to Hubs

- **Context:** Manukau Station Road was formerly a State Highway—designed for speed, not people.
- **The Solution:** ‘Innovating Streets’ program.
- **Key Moves:**
 - **Active Edges:** Glazing and cafes replacing blank walls ('Eyes on the Street').
 - **Tactical Urbanism:** Trialing one-way access to widen footpaths.
 - **Shared Spaces:** Manukau Square activation.



Park & Ride: A Premium Service, Not a Free Entitlement

Managing demand through price signals.

The Issue



Free sites are abused by non-commuters (shoppers/locals), distorting the market and occupying spaces meant for transit users.

The Policy



- **Price Signal:** Modest fees (\$2 - \$4 per day) to manage demand.
- **Integration:** Linked to AT HOP cards to ensure exclusive access for genuine transit users.
- **Rationale:** Encourage “Feeder” behavior—those within walking/cycling distance leave spots for those with no alternative.

The Vision: A 24-Hour Ecosystem



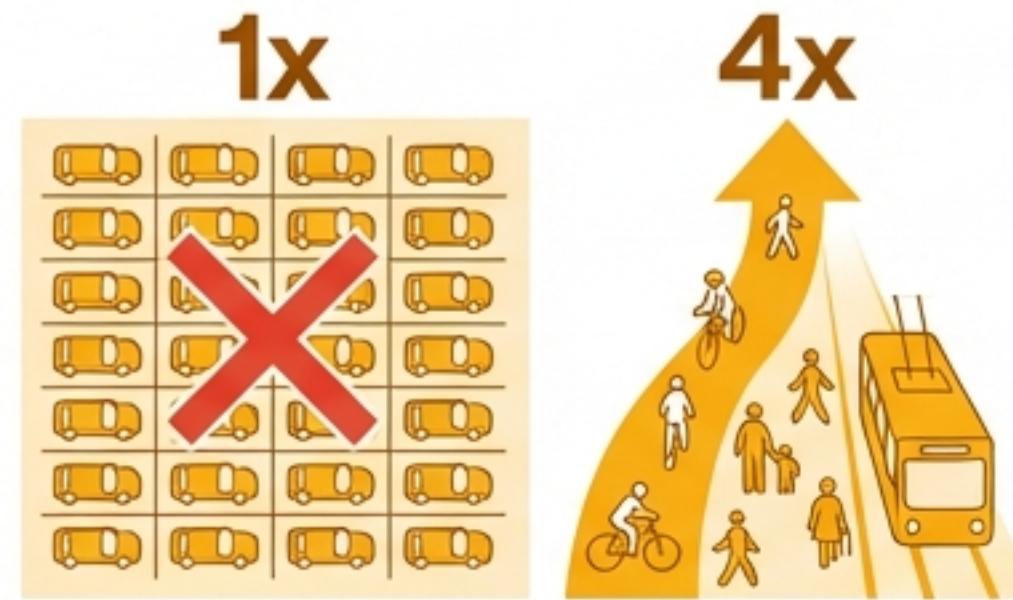
Mechanics of Density

1. Tier 3 Policy removes surface parking.
2. High density towers generate capital.
3. Capital funds underground/structured parking (\$20k-\$65k/space).
4. Surface is released for people, parks, and plazas.

Moving from Storage Yard to Living City

Efficiency

Prioritizing the movement of people over the storage of machines (4x capacity).



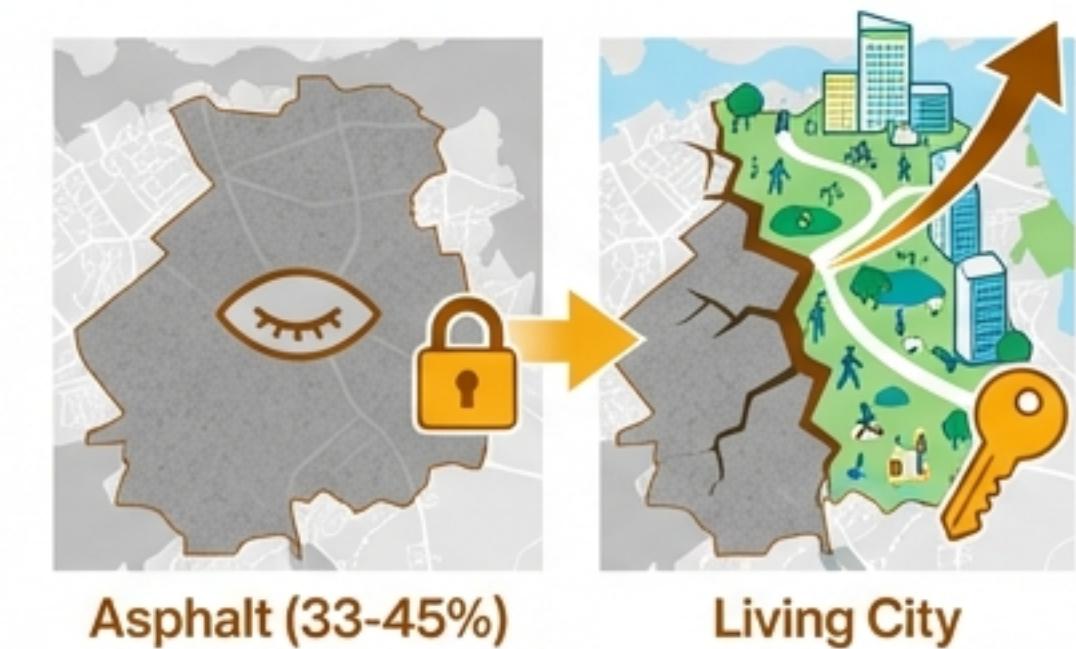
Equity

Removing hidden subsidies that force non-drivers to pay for parking.



Economics

Unlocking the 33-45% of land currently sleeping as asphalt.



“The transition to Tier 3 is not just about parking; it is about awakening the dormant economic engine of Southern Auckland.”

Sources & References

- Draft Auckland Parking Strategy (April 2022)
- Manukau Centre Innovating Streets: Traffic Routes
- Talking Southern Auckland: ‘Free Parking is NOT Free Parking’
- Auckland Transport: Parking Management Tier and Policy Overview

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