BEYOND THE CAR PARK

SHIFTING FROM STORAGE TO VIBRANCY

For decades, urban design has prioritized the stationary vehicle over the active human. This deck outlines the economic and social case for a paradigm shift—moving away from government-mandated parking minimums toward a dynamic, market-led management system that prioritizes access, efficiency, and livability.

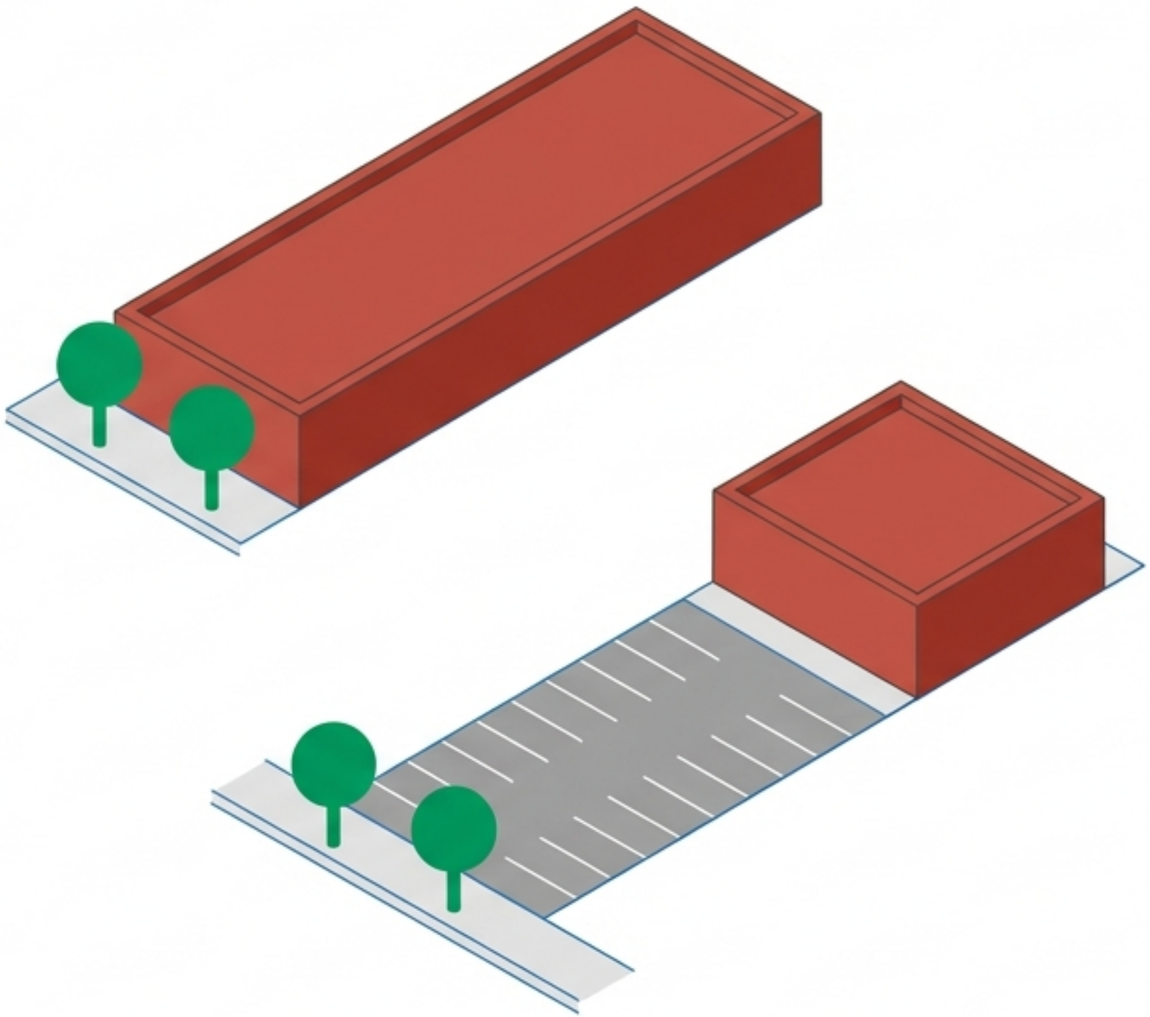
From 'Predict and Provide' to 'Manage and Price'

THE HIGH COST OF “FREE” PARKING

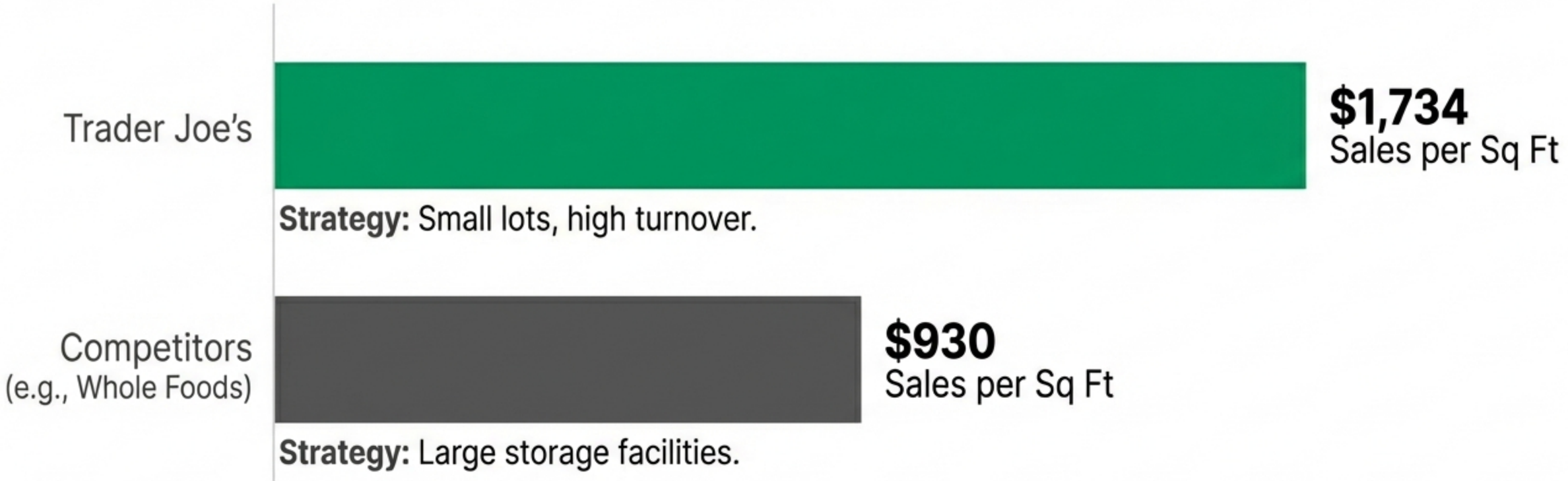
Parking is never truly free. Its cost is bundled into the price of goods, rent, and construction. Mandatory minimums distort the market and inflate the cost of living.

- **Housing Affordability:** Non-drivers subsidize car owners through inflated rents.
- **Construction Costs:** Structured parking costs up to **$37,000** per space. Surface spots cost **~$4,200** + land value.
- **Market Distortion:** Mandates force ‘Black Friday’ peak capacity sizing, leaving land underutilized for 360 days a year.

THE EFFICIENCY PENALTY OF ON-SITE MANDATES



THE EFFICIENCY GAP: WHY BIGGER ISN'T BETTER



"Sufficient parking supports business. Excessive parking dilutes value."

THE INTERNATIONAL STANDARD
PROOF OF OWNERSHIP

In Japan, motorists must prove they own or rent a private parking space to register a vehicle. There is no assumed right to store private property in public space for free.

Inviting Shared Spaces

No Cruising for Parks

User-Pays Storage

AUCKLAND'S STRATEGIC PIVOT

Aligning Parking Policy with Regional Goals

Climate Action (Te Tāruke-ā-Tāwhiri)

Goal to halve emissions by 2030. Currently, 43% of emissions come from private vehicles.

Vision Zero

Prioritizing safety by eliminating harm to people on the network.

Urban Growth (NPS-UD)

Removing minimums to enable intensification and housing affordability.

TAILORING THE APPROACH: THE TIERED FRAMEWORK

TIER 3

High Readiness

Context
City Centre, Metro Centres, Rapid Transit.

Proactive Management. Priorities shift away from private vehicle storage. Price and time restrictions increase.

TIER 2

Moderate Readiness

Context
Town Centres, Mixed-use.

Approach
Proactive. Focus on shifting commuter trips to sustainable modes while supporting short-stay retail.

TIER 1

Low Readiness

Context
Suburban / Rural.

Approach
Responsive. Intervene only when safety or demand issues arise.

THE HIERARCHY OF THE KERB

Priorities on the Strategic Transport Network (STN)

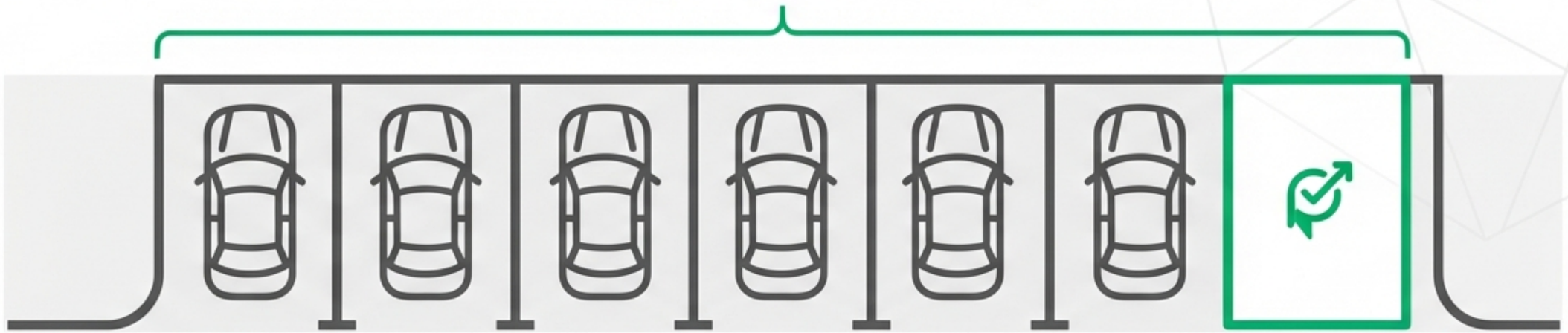
1. **SAFETY** (Vision Zero)
2. **PROPERTY ACCESS**
3. **MOVEMENT OF PEOPLE** (PT, Freight, Cycling)
4. **PUBLIC SPACE / PLACE-MAKING**
5. **LOADING & SERVICING**
6. **CYCLING & MICRO-MOBILITY PARKING**
7. **GENERAL VEHICLE PARKING**

Policy Mechanism: Automatic Repurposing

Parking on the STN is automatically removed to facilitate safety or movement projects unless exceptional circumstances apply.

THE 85% RULE: DYNAMIC DEMAND MANAGEMENT

85% Occupancy: The Sweet Spot



Occupancy > 85%

Prices rise. Discourages long-stays, increases turnover. Ensures availability.

Occupancy < 85%

Prices lower. Encourages utilization.

The goal is not revenue. The goal is availability—ensuring 1 in 7 spaces is always open.

MANAGED ASSETS

PARK & RIDES

Not free dumping grounds. Premium access points to the Rapid Transit Network. Priced ($2-$4/day) to recognize cost and discourage local walkers from driving.

RESIDENTIAL PARKING ZONES (RPZ)

Limited to Tier 2 & 3. Implemented only when occupancy > 85%. Moving to a User-Pays Model where permit costs reflect the market value of land.

A LEGACY OF CONCRETE: THE STORY OF MANUKAU

1980s - 2000s: Designed around the automobile.

Result: A ‘concrete wasteland’ disconnected from human scale.

Irony: High-value land used for low-value storage.

TRANSFORMING MANUKAU: FROM STORAGE TO PLACE

DEBUNKING THE "NO PARKING, NO BUSINESS" MYTH

Perception vs. Reality

Fact 1: Pedestrians and cyclists spend more money locally over time than drivers.

Fact 2: Density drives revenue. Trader Joe's "sufficient" parking yields higher **sales/sq ft than** competitors' "excessive" parking.

"People conclude parking scarcity... because many live elsewhere and only visit during peaks." — Strong Towns

THE DIVIDENDS OF BETTER MANAGEMENT

ECONOMIC

Reduced construction costs. Unbundled housing costs. Higher retail turnover.

TRANSPORT

Faster travel times (Bus/T3 lanes). Reduced congestion via dynamic pricing.

ENVIRONMENTAL

Lower carbon emissions (43% reduction goal). Less impervious concrete surface.

SOCIAL

Safer streets (Vision Zero). Public space for dining and community.

PARKING SUCCESS WITHOUT PARKING EXCESS

We are moving from a system that subsidizes empty space to one that invests in people, movement, and vibrancy.

SHIFT THE PARADIGM.