



CITY OF ROCKINGHAM

Community Plan Strategy

Rockingham Strategic Centre Public Parking Strategy
2026 - 2036



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The Seven Outcome Areas of the DAIP	Will the Key Element be impacted by this strategy? "Y" or "N"	If "Y", please explain how the actions under this element will be impacted by this strategy
1. Access to City services and events		
2. Access to City buildings and facilities (including outdoor spaces)		
3. Access to information		
4. Access to quality service from City staff		
5. Access to equal complaints procedures		
6. Access to participation in public consultation		
7. Access to City employment opportunities		

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1. Acknowledgement of Country

Rockingham, ngala kaaditj moondang-ak kaaradjiny nidja boodja, Binjareb wer Whadjuk Nyoongar moort, wer baalabang kalyogool dandjoo boodja, kep wer moort.

The City of Rockingham acknowledges the Traditional Owners and Custodians of this land, the Binjareb and Whadjuk Nyoongar people and their continuing connection to the land, waters and community.

We pay our respects to all members of Aboriginal communities and their cultures; and to Elders past and present.

2. Executive Summary

The Rockingham Strategic Centre Public Parking Strategy 2026-2036 (**Parking Strategy**) sets the direction for how public parking will be managed and delivered over the next 10 years across the City Centre and Waterfront Village sectors of the Rockingham Strategic Centre (**RSC**). The Parking Strategy supports the ongoing growth, accessibility and economic success of the RSC by managing parking as a limited, shared and valuable community resource.

Since the adoption of the original Parking Strategy in 2017, the strategic and policy context has evolved significantly. Key changes include:

- Adoption of the Rockingham Strategic Centre Precinct Structure Plan (**City Centre Plan**), which sets the long-term vision for growth, land use intensity and place outcomes.
- Adoption of the Payment in Lieu of Parking Plan (**PILPP**) in 2024, providing a framework for accepting cash payments from developers in lieu of providing on-site parking and guiding where public parking infrastructure will be provided.
- Ongoing foreshore and public-realm upgrades, strengthening Rockingham's role as a coastal destination.
- Increased development interest, including higher-density, mixed-use and tourism-related proposals with the RSC.

Collectively, these changes require a more integrated and evidence-based approach to parking management that supports growth and reduces reliance on the provision of new parking supply alone.

Parking surveys undertaken regularly between 2020 and 2025, in line with actions identified in the previous Strategy, show that the RSC does not experience an actual or ongoing shortage of public parking.

Instead, demand is increasingly concentrated in the most convenient, highly visible on-street and waterfront-proximate locations, which regularly reach high occupancy

during peak periods (especially on weekends and during events). In contrast, off-street City managed public parking facilities, particularly those located south of Kent Street (i.e. behind Gary Holland Community Centre and the Rockingham Museum), remain consistently underutilised.

This Parking Strategy sets the direction for the next decade in alignment with the statutory timeframe of City Centre Plan. It builds on the approach set out within the 2017 Parking Strategy and responds to current policy settings, survey data and community expectations.

The primary purpose of the Parking Strategy is to recognise public parking as a shared and finite resource by maximising the use of existing supply and providing new parking only where supported by evidence, demand, and funding. It improves the use of underutilised infrastructure, supports targeted supply in high-demand areas, and aligns parking provision with the City Centre Plan and PILPP.

Over the next 10 years, the Parking Strategy aims to:

- Improve the efficiency, turnover and utilisation of existing on-street and off-street parking.
- Support future development by providing certainty and flexibility in how parking demand is accommodated.
- Align parking planning, funding and delivery with the PILPP to guide when, where and how public parking investment is prioritised and delivered.
- Introduce technology, demand-management, wayfinding and behaviour-change initiatives to influence parking choice and improve use of underutilised parking facilities.
- Explore opportunities for the provision of additional public parking supply.
- Identify targeted, staged infrastructure solutions, including at-grade and longer-term decked parking in priority locations, where supported by demand and funding.

The Parking Strategy will guide both short-term operational improvements and long-term framework for infrastructure planning, funding and delivery, ensuring public parking continues to support the evolving role of the RSC as a connected, accessible and vibrant destination.

3. Strategic Objective (objective, goal or aspiration)

The purpose of this Parking Strategy is to guide the management and provision of public parking within the RSC to support accessibility, economic vitality and high-quality place outcomes, while ensuring it is well planned, appropriately located and sufficient to cater for current and future needs.

The key objectives of this Parking Strategy are to:

1. Improve utilisation, turnover, and distribution of parking, particularly in high-demand foreshore and activity areas, before considering additional supply.

2. Improve accessibility and visitor experience through improved wayfinding, information, technology and parking management initiatives.
3. Support behavioural change that encourages greater use of underutilised parking areas and increased consideration of alternative transport modes.
4. Ensure all public parking management and provision are consistent with the broader strategic objectives for the City Centre and Waterfront Village, including place quality, walkability and efficient land use.
5. Plan for future parking needs in a staged, evidence-based manner that reflects development and growth.
6. Prioritise accessibility and inclusion outcomes for people with disability, older people and those with mobility limitations in future parking planning.

The Parking Strategy addresses the Community's vision for the future and specifically the following Aspirations and Strategic Objectives contained in the Strategic Community Plan (2025-2035):

Aspiration: 1. Social - A family-friendly, safe and connected community

Outcome/Objective: *Connected community - Provide opportunities for community engagement and participation*
Accessible services - Adapt services to meet changing community need

Inclusive community - Build connectivity with our diverse community

Aspiration: 2. Natural Environment - A place of natural beauty where the environment is respected

Outcome/Objective: *Sustainable natural green spaces - Improve community open spaces*

Aspiration: 3. Built Environment - A built environment carefully planned for today and tomorrow

Outcome/Objective: *Built infrastructure meets current and future community needs - Plan build and maintain current and future assets*
Plan for sustainable growth - Create vibrant coastal foreshore
Accessible and connected - Plan and advocate for transport solutions

Aspiration: 4. Economic - A vibrant economy creating opportunities

Outcome/Objective: *Local employment - Support existing and new businesses to increase local employment opportunities*
A visitor destination - Promote the City as a place to visit

Aspiration: 5. Leadership Aspiration - Transparent and accountable leadership and governance

Outcome/Objective: *Quality Leadership - Ensure accountable and transparent governance*
Quality Leadership - Promote the City as a place for the future
Sustainable Local Government - Optimise City resources
Sustainable Local Government - Continual improvement

4. Background

4.1 Strategic Context

The RSC is identified as a Strategic Centre under *State Planning Policy 4.2 - Activity Centres*. Strategic Centres are 'high-order' centres that are intended to accommodate a mix of retail, commercial, residential, entertainment and community uses that support the needs of the community within its catchment.

Public parking within the Strategic Centre must therefore be planned and managed in a way that supports this role. Parking is an enabling element that influences:

- Access to destinations;
- Development feasibility;
- Land-use efficiency;
- The quality of the public-realm; and
- User behaviour.

The City Centre Plan provides the primary local planning framework for the RSC. It sets out the long-term land use vision, development intensity and movement structure for the City Centre Sub-Precinct, Waterfront Village, surrounding foreshore areas (extending along Rockingham Beach Road to Victoria Street) and adjoining precincts including the City Park area between Market Street and Chalgrove Avenue.

The City Centre Plan establishes the following strategic parking principles and directions for the Strategic Centre:

- Reduce demand for parking across the RSC through increased use of alternative, non-private vehicle, transport modes.
- Encourage carpark designs to reduce the amount of ground-level space required and the impact upon the urban form.
- Maximise reciprocal parking opportunities.
- Provide pedestrian links within parking areas that are safe, legible and connect with surrounding activity uses.
- Provide formalised on-street parking in appropriate locations as a traffic calming tool.
- Require land uses that generate parking demand to manage their impact and promote access through alternative transport modes.
- Provide centralised and controlled parking.

This Parking Strategy operates within and supports the City Centre Plan by:

- Prioritising short-stay access in high-activity areas;
- Directing longer-stay parking to appropriate off-street locations;
- Integrating parking decisions with land-use, movement and public-realm outcomes; and
- Supporting the staged evolution of parking infrastructure as the centre develops.

Since adoption of the original Parking Strategy in 2017, the strategic policy and development context for parking within the RSC has evolved significantly. Key changes include:

- The PILPP, adopted in 2024, provides a mechanism to collect and apply developer contributions toward shared multi-deck public parking infrastructure. It enables payments in lieu of on-site car parking for development in the RSC's two (2) primary commercial areas - 'P1 - City Centre' and 'P2 - Waterfront Village'.
- An added focus for the City to promote the development of a more vibrant foreshore and coastal strip, including the consideration of infrastructure, pedestrian traffic, and parking.
- Implementation of foreshore and public realm improvements together with improved accessibility for visitors, including Stage 1 of the Rockingham Beach Foreshore Master Plan, which involved improvement works to Railway Terrace and resulted in the loss of public parking bays.
- Increasing development interest, including mixed-use and tourism-related proposals in response to investment in significant government initiatives.
- Changes in community expectations regarding access, convenience and amenity, informed by analysis of customer service requests (CRM data), community feedback, and recurring themes raised through the City's social media and communications channels.

These changes require a more coordinated, flexible and evidence-based approach to parking management and provision.

Historic parking provision has largely followed a 'predict-and-provide' approach, particularly in high-activity areas such as the City Centre and Waterfront Village (shown in the figures below). While significant investment in on-street and off-street parking has supported visitation and local activity, this approach has resulted in uneven utilisation, with high demand in some locations and under-utilisation in others.

Regular parking surveys undertaken between 2020 and 2025, consistent with actions identified in the previous Strategy, demonstrate that the Strategic Centre does not experience an actual shortage of public parking. Instead, demand is highly concentrated in the most visible and convenient locations, particularly foreshore-adjacent and on-street bays, while several public off-street facilities remain generally underutilised.

These findings confirm the need to improve active parking management and increase utilisation before considering the provision of additional parking supply. There is also a broader City objective to promote the development of a more vibrant foreshore and coastal strip, which has implications for access, movement and parking planning.

Several future development catalysts within the Strategic Centre, including a marina at the Waterfront Village and major vacant or under-developed sites, particularly for mixed-use, residential and tourism purposes, have the potential to significantly increase parking demand if realised. In this context, the Strategy reinforces a traditional and well-established parking approach for activity centres, whereby short-term parking is prioritised close to key destinations, supported by longer-term parking within off-street carparks, particularly those located south of Kent Street, with users walking to their destination.

The Waterfront Village experiences fluctuating parking demand driven by events, weekends and peak summer periods. While these periods can create localised pressure, they do not justify a permanent, centre-wide increase in parking supply that would undermine land use efficiency and place quality for the remainder of the year.



Figure 1 - City Centre and Waterfront Village Sub Precinct Parking Areas

Parking within the RSC, including both the City Centre and Waterfront Village sectors, broadly remains sufficient to address current demand. The average occupancy for all on-street parking was generally below 75% across the entire day. Several streets reached a peak occupancy of over 80%. The average occupancy for the off-street public carparks was above 60% for almost all carparks, with the peak occupancy being above 80%.

The provision and demand for parking will increase as development of large vacant sites occurs within the RSC.

The strategic context for this Strategy therefore acknowledges that:

- Short-term and seasonal parking pressures are best addressed through management, event-based responses and targeted interventions;
- Parking provision must remain adaptable over time; and
- Decisions about new infrastructure must be supported by clear evidence, staging and funding pathways.

4.2 Accessibility and Ageing Population

With more than one in five Rockingham residents aged over 60, and population ageing expected to continue, accessible parking and transport infrastructure will remain an important consideration for future planning. Consultation feedback from the City's Disability Access and Inclusion Plan 2026-2031 and the Seniors Strategy 2025-2029 identified continued concerns regarding the availability of ACROD and seniors' parking, alongside challenges for people using mobility scooters and other mobility aids.

Incorporating universal design and age-friendly principles into parking and access planning can support broader objectives relating to accessibility, inclusion, community participation and access to activity centres and public spaces.

Planning Considerations

- The City's ageing population will increase demand for accessible parking, convenient drop-off areas and barrier-free access to key destinations.
- Parking provision should consider not only the quantity of ACROD and accessible bays, but also their location in relation to services, public spaces and activity centres.
- Accessibility and age-friendly principles should be incorporated into the planning, design and review of parking infrastructure to support equitable access for all community members.
- Parking planning should recognise that equitable access contributes to broader City objectives relating to inclusion, community participation, place activation and economic activity.

4.3 Legislative, Policy and Guidance Framework

This Parking Strategy has been prepared in accordance with relevant State and local planning policies, legislation and guidance.

Legislation

- [Land Administration Act 1997](#)
- [City of Rockingham Parking Local Law 2018](#)
- [Road Traffic Act 2000](#)

Policies

- [State Planning Policy 4.2 - Activity Centres](#)
- [City of Rockingham Payment in Lieu of Parking Plan](#)

Guidance

- [Rockingham Strategic Centre Precinct Structure Plan \(Section 2.3.6 Car Parking Requirements\)](#)
- [Department of Transport - Parking Guidelines for Activity Centres \(2016\)](#)
- [WA Planning Manual Non-Residential Car Parking rates in Perth and Peel November 2024](#)
- [Rockingham Beach Foreshore Master Plan](#)

4.4 Role of the City and other Stakeholders

The City of Rockingham plays a central role in the planning, provision and management of public parking within the Strategic Centre. This includes:

- Planning and delivery of new public parking infrastructure.
- Management of on-street and off-street parking assets.
- Implementation of parking controls, enforcement and technology.
- Administration of the payment-in-lieu parking funds.
- Integration of parking with broader land use, transport and public realm planning.
- Preparation of the planning framework (i.e. City Centre Plan) that contains on-site parking requirements, for different land uses, for consideration in applications for Development Approval.

Developers and landowners also play a key role through:

- Provision of on-site parking in accordance with the City Centre Plan.
- Contributions to the provision of public parking infrastructure by the City, through payment-in-lieu, as required.
- Delivery of integrated parking solutions as part of new developments

The community, businesses and visitors are key users of the parking resources, whose behaviours, expectations and travel choices directly influence parking demand and performance. The effectiveness of parking is therefore dependent on coordinated action between the City, private sector stakeholders and users.

4.5 Parking Surveys

Regular parking surveys are a critical evidence base for understanding parking performance and for informing both short-term management responses and long-term planning decisions.

Consistent with actions identified in the previous Parking Strategy, the City has undertaken public parking occupancy surveys at the Waterfront Village in:

- December 2020/January 2021
- February 2022
- January and February 2025

The most recent on-street and off-street surveys covered 934 public parking bays across 26 zones (shown in red in Figure 2), including on-street bays and the Flinders Lane (foreshore), Wanliss Street (foreshore), Gary Holland Community Centre and Rockingham Museum car parks. Surveys were conducted on both weekdays and weekends.



Figure 2 - Public parking zones surveyed in Foreshore area

The key findings from the 2025 Rockingham Beach Foreshore surveys are as follows:

- Parking demand was highest on a Sunday with 81% - 86% total occupancy, particularly between 10am and 12pm.
- Demand for on-street was always higher than off-street parking, reflecting user preference for convenience and proximity to destinations.
- Demand for on-street parking was generally the same in January (57% - 86%) as in February (40% - 88%).
- 100% occupancy occurred in several streets (on-street parking) on Sundays.
- In both January and February, occupancy above 85% regularly occurred in the Flinders Lane and Wanliss Street off-street foreshore carparks, and also the on-street bays at Florence, Harrison, Kent, May and Val Streets, Railway Terrace and Rockingham Beach Road.
- Despite peak pressures, the surveys demonstrate that there is no technical shortage of public parking.
- Even at times of peak demand on Sundays, there were always more than 64 bays available on-street, and despite the loss of 144 bays for the Rockingham Rotary Markets (held on portion of the Gary Holland Community Centre carpark on Sundays between 6am to 1pm) on the two (2) Sundays surveyed, there were never less than 132 bays available across the entire surveyed area.

- The Gary Holland Community Centre carpark with 216 bays (23% of the total Foreshore bays), is underutilised at less than 58% occupancy except on Rockingham Rotary Market days (Sundays) and some Saturdays.
- Parking demand has increased steadily over time, with peak occupancy rising from approximately 58% in 2020/21 to over 80% in 2025.

The survey results indicate that parking issues within the RSC are primarily location-specific and perception-driven, rather than the result of an overall shortage of supply. Demand is highly concentrated in the most visible, foreshore-proximate and on-street locations, while several purpose-built public carparks remain underused for much of the year.

These findings reinforce the need for a strategic shift away from automatic expansion of parking supply and toward active parking management, improved information, clearer controls and better integration with pedestrian access and the public realm.

4.6 Current Situation - What is working well?

Analysis of available data and stakeholder feedback indicates several strengths in the current approach to parking:

1. **Adequate overall supply:** Parking surveys undertaken in December 2020/January 2021, January/February 2022 and January/February 2025 indicate that overall public parking supply is generally sufficient on aggregate, including during peak periods.
2. **Established public parking assets:** Significant public parking assets exists including off-street carparks across both the City Centre and Waterfront Village sectors.
3. **Strategic land ownership:** City management of key sites provides flexibility to respond to future parking needs and to deliver additional infrastructure where justified by evidence and demand.
4. **Protection of foreshore amenity:** Recent foreshore improvements have prioritised public space, walkability and place quality over the expansion of at-grade parking. Most key destinations remain within a short and walkable distance of available parking.
5. **Statutory mechanisms in place:** Payment-in-lieu arrangements provide a framework to fund future parking infrastructure where on-site provision is not appropriate.

4.7 Current Challenges and Gaps

Notwithstanding the overall adequacy of supply, several challenges remain:

1. **High concentrated demand:** Parking demand within the Waterfront Village is highly concentrated in foreshore-adjacent and on-street locations. On some event days and popular weekends during summer, parking demand exceeds

the supply available in preferred locations. These short-term pressures disproportionately shape perceptions of overall parking adequacy, despite being limited in duration.

2. **Underutilised areas:** Several public off-street carparks remain underutilised for much of the year. In particular, the Gary Holland Community Centre carpark (bounded by Kent Street and Patterson Road) and the Rockingham Museum carpark operate well below capacity outside of market days and peak periods.
3. **Community perception:** Despite evidence that parking is generally available within a short walking distance (typically less than 5 minutes) of most destinations, community perception continues to be that parking supply is insufficient at the Waterfront Village.

Notably, the City receives relatively few formal complaints about parking availability, indicating a disconnect between lived experience, perception and measured demand.

4. **Wayfinding, Information and Legibility:** Wayfinding to off-street public carparks are ineffective and inconsistent. Information about parking locations, restrictions and availability, particularly online, is not user-friendly or intuitive. This contributes to unnecessary circulation, congestion and reliance on high-demand on-street bays.
5. **Parking Controls:** Parking controls are difficult to interpret due to the wide mix of short term (5 minute – 2P), medium term (2P – 4P) and longer term (4P and above) parking, particularly within high-activity areas. The current arrangement reduces clarity, affects compliance, and limits effective parking turnover.
6. **Pedestrian Access, Safety and Accessibility:** Pedestrian connections between some off-street car parks and key destinations contain gaps in lighting, passive surveillance and wayfinding that reduce safety and comfort, particularly after dark.
7. **Funding Streams for New Public Parking Infrastructure:**
The City's Business Plan does not identify the funds needed to significantly increase public parking supply which will primarily be in the form of decked parking on City-managed land. Unless the City introduces paid parking, there will not be a regular revenue stream dedicated to parking provision nor will there be an appetite for a private entity to build and manage parking.
8. **Future Demand:** Future development within the RSC, and improvements planned for the Rockingham foreshore, will drive additional parking demand that needs to be progressively planned for and accommodated over time.

4.8 Current Activities (Business-as-Usual)

Currently, the City undertakes a range of business-as-usual activities to manage parking. These include:

- Maintenance and management of parking infrastructure;
- Implementation of parking controls;
- Parking enforcement and compliance;
- Management of parking impacts associated with events and peak periods;
- Undertaking periodic parking surveys to monitor demand, occupancy and usage patterns;
- Administration of the PILPP; and
- Integration of parking within broader public realm and infrastructure projects.

4.9 Opportunities

1. Shift focus from increasing supply to improving utilisation, turnover and distribution of existing parking assets.
2. Explore opportunities to provide short-term additional, targeted public parking interventions to support visitation to the Waterfront Village, where demand cannot be effectively addressed through improved utilisation of existing parking.
3. Establish a clear, consistent and evidence-based approach to parking management across the Strategic Centre.
4. Improve wayfinding and user information to help easily locate available parking and reduce 'cruising'.
5. Review and streamline time restrictions and parking areas to improve clarity, compliance and effectiveness.
6. Ensure parking supports broader objectives such as walkability, public realm quality, economic activity and foreshore activation.
7. Review current public parking management arrangements to identify opportunities to improve utilisation, clarity and efficiency, consistent with contemporary parking management practices
8. Establish a clear, evidence-based framework to determine strategic parking priorities and guide how parking initiatives are considered, staged and funded through the City's Business Plan and capital works program.
9. Investigate opportunities such as shared parking, partnerships and multi-use facilities to maximise efficiency and reduce reliance on standalone parking infrastructure.

4.10 Key elements

Based on the issues identified above, the Parking Strategy focuses on two (2) key elements:

1. **Element 1 - Public Parking Management:** Improving the efficiency, accessibility and utilisation of existing parking through demand management, technology and behaviour change.
2. **Element 2 - Public Parking Provision:** Ensuring that future parking infrastructure is planned, funded and delivered in a staged and targeted manner aligned with growth and demand.

5. The Way Forward

In light of the above, it is evident that the RSC does not experience a consistent or an actual shortage of public parking. Parking demand is highly concentrated in the most convenient and visible locations, particularly within the Waterfront Village and key on-street areas, while several public parking facilities continue to operate below capacity.

Experience from comparable Western Australian coastal and activity-based local governments demonstrates that effective parking outcomes are achieved not through continual increases in supply, but through optimising existing assets, influencing travel behaviour and aligning parking controls with broader place objectives.

The focus for parking within the Strategic Centre is therefore not defined by the ongoing provision of additional parking in response to perceived shortfalls, but by a more coordinated, place-based and evidence-led approach. This approach should focus on improving the management, distribution and user experience of parking, while ensuring it is appropriately integrated with the wider strategic objectives of the RSC.

A significant proportion of the Waterfront Village Sector (estimated at approximately 50-60%) remains undeveloped or underutilised. Over time, this land is expected to transition to higher-intensity uses, including tourism, hospitality, commercial and mixed-use development, supported by enhanced public-realm and foreshore activation.

As this development occurs, parking demand will increase incrementally and unevenly, shaped by land use mix, staging, transport choices and visitation patterns. Importantly, this growth is expected to occur progressively over time rather than simultaneously.

Improved parking management presents an opportunity to enhance accessibility to the foreshore while encouraging use of alternative transport modes such as public transport, cycling and walking. Over the longer-term, as patronage increases on these modes, reductions in overall parking demand could be expected.

Over the next 10 years, the focus of the Parking Strategy is to:

- Provide additional formalised parking;
- Optimise the performance of existing parking assets;
- Improve access and visitor experience during peak periods;
- Support behavioural change and alternative transport use; and

- Ensure any future parking infrastructure is targeted, staged and justified by demand

5.1 Strategic Directions

The following directions guide the implementation of the Strategy:

1. A transition from a 'predict-and-provide' approach model to an asset optimisation and demand management framework.
2. Clear prioritisation of short-stay parking in high-activity and foreshore locations, supported by longer-stay parking in peripheral areas.
3. Simplification and consistency of parking controls to improve legibility, compliance and turnover.
4. Improved wayfinding, signage and user information to reduce unnecessary 'cruising' (for parking) and improve awareness of available parking.
5. Encourage carpark design outcomes that reduce the amount of ground-level space required and the impact upon the urban form.
6. Maximise reciprocal and shared-use parking opportunities within the public parking system, and where appropriate with adjoining land uses, to ensure parking supply is used efficiently across different times of day and days of the week.
7. Integrate parking with public-realm and access outcomes, ensuring parking supports pedestrian safety, connectivity, walkability and overall place quality.
8. Use parking management tools strategically, including time restrictions, technology and, where appropriate, pricing, to influence parking behaviour and improve turnover and accessibility.
9. Delivery of new parking infrastructure where:
 - Demand consistently exceeds target occupancy thresholds;
 - Optimisation measures have been exhausted;
 - Funding is available through the Payment in Lieu of Parking Plan or third-party partnerships; and
 - Provision of new parking improves streetscapes and increases accessibility.

The Strategic directions are addressed through the following key elements

5.2 Element 1 - Public Parking Management

Objective

To optimise the performance, accessibility and user experience of existing public parking through coordinated management, targeted interventions and behaviour change.

This element recognises that the key challenges across the RSC relate to how parking is distributed, accessed and used. The nature of these challenges differs between the Waterfront Village and City Centre.

Within the Waterfront Village, parking demand is highly concentrated in foreshore-adjacent and on-street locations, particularly during peak and seasonal periods. While overall supply is generally adequate, several public off-street car parks operate below capacity for much of the year, highlighting opportunities to improve utilisation through better management, wayfinding and access.

Within the City Centre, parking demand varies across the precinct and throughout the day, influenced by land use mix and duration of stay. Improved coordination of parking controls and information present opportunities to optimise existing parking assets and support City Centre activity.

The following initiatives outline how the City will actively manage parking to improve efficiency before considering additional supply.

5.2.1 Parking Demand Management and Controls

Parking demand management is a key mechanism for improving the efficiency and performance of existing public parking. Rather than increasing supply as a first response, demand management focuses on influencing where, when and how long people park, while maintaining access to key destinations.

Key demand-management considerations include:

1. The use of performance-based occupancy thresholds to inform when management changes may be required in the form of a 'Parking Demand Management Framework'. As a general guide:
 - parking operating efficiently is considered to be within an 80 - 85% peak occupancy range (refer Figure 3 - illustrative example of occupancy-based parking demand management responses); and
 - sustained occupancy beyond this range may trigger additional management responses.
2. Application of a 'Parking Hierarchy' prioritising short-stay parking close to destinations and long-stay parking directed to off-street parking facilities, parking stations or locations outside core demand areas.
3. Review and simplification of parking controls to improve clarity, turnover and accessibility.

	UNRESTRICTED OR TIME-LIMITED PARKING AREAS	EXISTING PAY-PARKING AREAS
>90% SPACES OCCUPIED	Introduce shorter time limits (eg: from 2P to 1P) or parking fees	Increase parking fee by 20%
>85% SPACES OCCUPIED	Introduce shorter time limits or permit parking	Increase parking fee by 10%
45% - 85% SPACES OCCUPIED	Periodic monitoring	Periodic monitoring
<45% SPACES OCCUPIED	Increase time period for parking (eg: from 2P to 4P)	Reduce parking fee by 10%
<20% SPACES OCCUPIED	Remove all parking restrictions	Reduce parking fee by 20% or consider removing charges.

Figure 3 - Example of a Parking Demand Management Framework
(Source: City of Wiloughby Parking Strategy)

5.2.2 Technology, Monitoring and Data-driven Decision Making

The City should strengthen its use of technology, data and ongoing monitoring to support informed decision-making, adaptive management and continuous improvement in parking outcomes. Technology and data will be used as enablers to improve the effectiveness of parking demand management and monitoring

Key technology and monitoring considerations include:

1. The use of appropriate smart parking monitoring technologies, such as sensors, in-ground systems and digital tools should be investigated to improve the collection of parking occupancy and utilisation data
2. Continuing regular parking occupancy surveys to monitor demand, utilisation, turnover and trends over time, providing a consistent evidence base for parking management decisions.

5.2.3 User Behaviour, Wayfinding and Accessibility

Recognising that parking challenges are strongly influenced by user behaviour and perception, the City will implement initiatives to improve parking legibility, encourage more balanced use of parking assets and support alternative transport choices. Key actions include:

1. Promoting the use of underutilised off-street parking facilities;
2. Developing clear, consistent and user-friendly parking information through maps, signage and digital platforms; and
3. Investigating real-time wayfinding and availability information.
4. Ensuring that parking information and wayfinding signage is accessible for people with disability, including the incorporation of inclusive design elements and provision in a range of formats.
5. Recognising that while close proximity parking to amenities is convenient for most users, it is essential for people with disability and older people with mobility limitations.

5.3 Element 2 - Public Parking Provision

Objective:

To ensure that any future provision of public parking within the RSC is evidence-based, strategically located and staged, and delivered in a manner that supports walkability, activity-centre outcomes and place quality.

The Strategy does not seek to limit the provision of public parking. Rather, it aims to ensure that new parking is delivered in the right locations, at the right time, and in the right form, so that investment maximises community benefit and supports the long-term role of the RSC.

This includes recognising and progressing public parking projects that are already programmed, such as the Wanliss Street carpark expansion, while also identifying opportunities for the short-term delivery of more parking supply on City managed land (on-street and off-street) in an effort to respond to the feedback from sections of the community that seek greater, convenient parking availability.

The following initiatives outline how the City will manage the provision of public parking.

5.3.1 Evidence-led and Staged Implementation

The City will adopt a staged and evidence-based approach to the provision of additional public parking within the RSC. Decisions regarding new parking supply will be informed by ongoing monitoring occupancy data and demand forecasts, consistent with the framework established under Element 1.

Through maintenance of a 'Parking Demand Management Framework', consideration of new public parking supply should only occur where:

- peak occupancy consistently exceeds target thresholds (i.e. 80 - 85%); and
- demand management measures have been implemented and exhausted.

The timing and sequencing of new public parking provision should also respond to demonstrated and emerging demand and be aligned with future development (e.g. marina, tourism growth), changes in land use intensity and loss or displacement of existing parking supply resulting from redevelopment or public-realm improvements.

5.3.2 Location and Access Outcomes

The location of new public parking will be planned to support the Strategic Centre's role as a walkable, mixed-use activity centre. Priority will be given to locations that support broader centre access, walkability and place objectives. The plans shown in Figures 4 and 5 illustrate indicative parking locations to be investigated in the Waterfront Village and City Centre.

New public parking provision (i.e. off-street parking) should be located within walkable catchments (typically 2 - 5 minutes) of key destinations. Location decisions should reinforce the Parking Hierarchy by directing long-stay parking away from high-activity frontages.

New parking locations should be planned and designed to minimise traffic congestion and mitigate vehicle 'cruising' to find a car parking bay. They should also be integrated effectively with surrounding land uses and built form that do not compromise pedestrian priority streets, plazas or key walking routes.



Figure 4 - Indicative parking arrangements within Waterfront Village Sector



Figure 5 - Indicative parking arrangements within City Centre Sector

5.3.3 Funding and Delivery Pathways

Future public parking within the Strategic Centre will be delivered through a range of funding and delivery pathways, providing flexibility and recognising that not all parking supply will be delivered directly by the City.

Key funding and delivery considerations include:

1. Leveraging PILPP contributions to support:

- delivery of new at-grade public parking infrastructure;
 - upgrades, reconfiguration or capacity improvements to existing public parking facilities; and
 - longer-term structured or multi-deck parking where supported by evidence, demand and business-case assessment.
2. Aligning parking provision with broader City investment programs, including:
- capital works planning;
 - integrated infrastructure, streetscape and public-realm projects; and
 - delivery of major development or renewal initiatives
3. Exploring alternative delivery and ownership models, such as:
- public/private partnerships;
 - shared-use or shared-parking arrangements with private landowners; and
 - joint-use facilities that support multiple users and time-of-day demands.
4. Investigation (i.e. Business Case) for the delivery of major parking infrastructure, including multi-deck or structured parking, addressing:
- cost-benefit and value-for-money considerations;
 - operational and maintenance implications; and
 - opportunities for revenue generation and cost recovery.
5. Investigating user-pays mechanisms (i.e. paid parking, permits or time-based charges) where appropriate, to support both capital investment and ongoing management costs for car parking. Any such mechanisms would be informed by evidence, staging and community considerations.

6. Measuring Success

Monitoring will focus on identifying changes over time, rather than one-off snapshots, to ensure parking within the RSC is efficiently utilised, accessible and supportive of broader objectives.

Performance will be assessed through a combination of quantitative data, qualitative feedback and periodic reporting, enabling adaptive management and evidence-based decision-making. This will be reported on an annual basis reviewing:

- The function of on-street parking (looking at traffic volume indicators, dwell times and turnover rates etc).
- The ongoing capacity of the City managed off-street parking assets.

6.1 Parking Performance

Key measures:

- Peak occupancy maintained within the target range of 80-85% across key locations;
- Reduction in instances where parking demand consistently exceeds capacity in high-demand areas;
- Increased utilisation of off-street and underutilised parking facilities; and
- Improved turnover of parking spaces in high-activity areas.

Reporting mechanisms:

- Technology-based monitoring (e.g. sensors, LPR, digital occupancy data);
- Regular parking utilisation surveys and audits;
- Annual or biennial parking performance Reports; and
- Dashboards to support internal operational decision-making.

6.2 User Experience and Behaviour

Key measures:

- Improved community and visitor satisfaction with parking availability and ease of access;
- Reduction in search time for parking in key destinations;
- Increased awareness and use of alternative parking locations;
- Greater distribution of parking demand across the network; and
- Increased uptake of walking, cycling and public transport.

Reporting mechanisms:

- Analysis of complaints, enquiries and customer service data;
- Evaluation of communication and wayfinding initiatives following implementation; and
- City's annual community perception survey.

6.3 Operational Effectiveness

Key measures:

- Improved compliance with parking restrictions;
- Effective use of technology and data to support decision-making; and
- Reduction in parking-related complaints over time.

Reporting mechanisms:

- Enforcement and compliance data reporting;
- Regular internal reviews of parking operations to assess enforcement coverage, response times, resource efficiency, use of technology and compliance targets;

- Integration of enforcement data with parking utilisation and demand analysis; and
- Periodic review of parking controls and enforcement approaches.

6.4 Infrastructure and Strategic Delivery

Key measures:

- Delivery of parking infrastructure in line with identified staging and priorities;
- Alignment of parking provision with the Rockingham Beach Foreshore Master Plan and City Centre Plan outcomes; and
- Effective and timely utilisation of PILPP funds to deliver public parking outcomes consistent with this Strategy.

Reporting mechanisms:

- Project and capital works reporting;
- Review of PILPP revenue, expenditure and outcomes;
- Post-implementation reviews of major parking infrastructure; and
- Alignment reporting with broader transport, land-use and place strategies.

7. Risk Management

Risk	1773	If funds generated by the PILPP do not deliver public parking within 10 years of collecting the funds, the money may be refunded to the proponent		
Overall risk level		Medium	Impact area	Financial
Action Required		• Update PILPP to provide additional locations where funds can be spent on the provision of public car parking for new funds collected. • Identify projects to be delivered for the expansion of public car parking in the Rockingham Strategic Centre within the City Business Plan.		

8. Strategic Actions

8.1 Public Parking Management

No	Action	Type	Budget	Responsible Team	Commence	Complete
1	Maintain a Parking Demand Management Framework with clear parking performance triggers (80-85% peak occupancy range) to guide when parking management change is warranted	New	Officer Time	<i>Compliance and Emergency Liaison</i>	<i>2027/28</i>	<i>2028/29</i>
2.	Review and simplify parking controls and time restrictions across the Strategic Centre	New	Officer Time	<i>Compliance and Emergency Liaison (Lead) Technical Services</i>	<i>2027/28</i>	<i>2028/29</i>
3.	Establish and apply a Parking Hierarchy to provide guidance for the location of short-stay, long-stay, drop-off parking etc	New	Officer Time	<i>Technical Services Planning and Development Services Directorate</i>	<i>2027/28</i>	<i>2028/29</i>
4.	Investigate the relocation of the rotary markets from the carpark at the Gary Holland Community Centre	New	Officer Time	<i>Economic Development and Tourism Planning and Development Services Directorate</i>	<i>2027/28</i>	<i>2028/29</i>
5.	Investigate the benefits and implications of introducing paid parking, in high-demand locations, at the Waterfront Village	New	\$20,000	<i>Planning and Development Services Directorate Economic Development and Tourism Strategic Asset Management</i>	<i>2029/30</i>	<i>2031/32</i>

No	Action	Type	Budget	Responsible Team(s)	Commence	Complete
6.	Develop and implement a parking wayfinding strategy (signage + digital) in the Waterfront Village with a parking data and reporting platform.	New	\$300,000	<i>Compliance and Emergency Liaison</i> <i>Customer and Corporate Support</i> <i>Economic Development and Tourism</i> <i>Infrastructure Project Delivery (Lead delivery)</i> <i>Technical Services</i> <i>Strategic Asset Management</i> <i>Planning and Development Services Directorate (Lead planning)</i>	2029/30	2030/31
7.	Review bus stop and layover locations within the Waterfront Village sub-precinct in consultation with relevant stakeholders.	New	Officer Time	<i>Technical Services</i> <i>Planning and Development Services Directorate</i>	2029/30	2030/31
8.	Explore providing extended time limits in time-limited parking for ACROD permit holders, and free parking in any future paid-parking areas (if implemented).	New	Officer Time	<i>Compliance and Emergency Liaison (Lead)</i>	2029/30	2030/31

8.2 Public Parking Provision

No	Action	Type	Budget	Responsible Team(s)	Commence	Complete
1.	Expand Wanliss Street carpark	Existing	\$2.3M (funded)	<i>Infrastructure Project Delivery (Lead)</i> <i>Parks Services</i> <i>Strategic Asset Management</i> <i>Technical Services</i>	2026/27	2027/28
2.	Investigate opportunities for additional on-street parking supply within the Waterfront Village and City Centre Sectors along with the associated implementation cost	New	Officer time	<i>Planning and Development Services Directorate (Lead)</i> <i>Technical Services</i>	2027/28	2027/28
3.	Complete a 15% design, and identify costings, to provide on-street parking at the following locations: - Esplanade between Val Street and Florence Street. - Rockingham Beach Road between Wanliss Street and Alexandra Street. - Rockingham Beach Road between Alexandra Street and Victoria Street. - Wanliss Street between Kent Street to Emma Street and Smythe Street.	New	\$200,000	<i>Planning and Development Services Directorate</i> <i>Technical Services (Lead)</i> <i>Operation and Fleet Services</i> <i>Economic Development and Tourism</i>	2028/29	2030/31

No	Action	Type	Budget	Responsible Team(s)	Commence	Complete
4.	In accordance with the Rockingham Beach Foreshore Master Plan and City Centre Plan, investigate potential reconfiguration of Rockingham Beach Road between Railway Terrace and Wanliss Street to provide: - Additional on-street parking; - ACROD parking; - Drop-off parking bays; and - Pedestrian access.	New	Part of Action 3	<i>Planning and Development Services Directorate</i> <i>Technical Services (Lead)</i>	2027/28	2028/29
5.	Investigate the provision for additional parking within the Rockingham Bowling Club abutting Empress Court	New	Officer Time	<i>Planning and Development Services Directorate</i> <i>Strategic Asset Management</i> <i>Technical Services</i>	2028/29	2030/31
6.	Review the Payment in Lieu of Parking Plan to expand the location where funds collected can be used to provide new public car parking.	New	Officer Time	<i>Statutory Planning</i>	2026/27	2026/27
7.	Investigate opportunities to utilise City-owned land within the Waterfront Village to support additional public parking outcomes, including consideration of an Expression of Interest (EOI) process to facilitate temporary or longer-term parking provision, shared-use arrangements, or innovative parking solutions where appropriate	New	Officer Time	<i>City Property Services</i> <i>Planning and Development Services Directorate</i> <i>Statutory Planning</i>	2032/33	2034/35

8.3 Ongoing Actions

No	Action	Type	Budget	Responsible Team	Commence	Complete
1	Deliver communication and behaviour-change campaigns promoting underutilised parking resources and alternate transport options	Ongoing	Officer Time	<i>Compliance and Emergency Liaison</i>		
2	Update community-facing parking information regularly to reflect changes in availability	Ongoing	Officer Time	<i>Compliance and Emergency Liaison</i>		
3	Undertake regular public parking utilisation audits and occupancy surveys	Ongoing	\$10,000 P/A	<i>Compliance and Emergency Liaison</i> <i>Planning and Development Services Directorate.</i> <i>Technical Services (Lead)</i>		

9. Stakeholder Engagement

Key Stakeholders invited to participate	Contributed ? (Yes/No)	Engagement method used
Community consultation	Yes	• Share Your Thoughts Website • Rockport • Newspaper Public notice • Social Media posts and • Direct correspondence to relevant stakeholders.

References

SKM (for City of Rockingham) 2004, Rockingham Beach Car Parking Strategy

UDLA (for City of Rockingham) 2015, Rockingham Beach Foreshore Master Plan

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City of Rockingham 2026 - Rockingham Strategic Centre Precinct Structure Plan

Draft Parking Strategy 2025–2028: Demand Management Initiatives, Town of Cottesloe, Western Australia.

City of Willoughby 2019, Parking Strategy, City of Willoughby Council, New South Wales.

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