Shellharbour CITY COUNCIL

Shellharbour Parking Strategy

Shellharbour City Council

Revision D 28/11/2025

Tongarra Road, Albion Park

Quality Assurance

Project Details

Project	Shellharbour Parking Strategy		
Project Reference	P2367	Contract Number	N/A
Client	Shellharbour City Council	ABN	78 392 627 134
Prepared By	Crossley Transport Planning	ABN	18 632 881 602

Document Revision Register

Revision	Status	Prepared By	Checked By	Approved by
A	Initial Draft – Working for internal review only	Katrina Salter, Adrian Vuong, Sharon Chungpattana, Stephanie Crossley	Stephanie Crossley	Katrina Salter
		21/05/2025	02/06/2025	02/06/2025
B	Initial Draft – Internal review only	Katrina Salter, Sharon Chungpattana, Stephanie Crossley	Stephanie Crossley	Katrina Salter
		21/07/2025	25/07/2025	29/07/2025
C	Final Draft	Katrina Salter, Tom Speed	Stephanie Crossley	Katrina Salter
		01/10/2025	10/10/2025	15/10/2025
D	Final Draft	Katrina Salter	Stephanie Crossley	Katrina Salter
		27/11/2025	28/11/2025	28/11/2025

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Crossley have based this Report on information received or obtained on the basis that such information is accurate and complete. The information contained in this Report has not been subject to an audit.

Shellharbour City Council acknowledges the Traditional Custodians of Dharawal Country and recognises their continued connection to the land. We pay our respects to Elders past, present and emerging and the contribution they make to the life of this City.

"Burri Burri" by Jodi Edwards, Theresa Ardler, Julie Squires and Nicole Talbot, Reddall Reserve

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1. Introduction

"Dragonettes" by Vera Moller, Shell Cove

PURPOSE

This document sets out evidence-based parking strategies and actions to deliver fair and equitable parking provisions in urban town centres within the Shellharbour Local Government Area (LGA).

Shellharbour's population is projected to grow by 27% over the next 20 years, reaching approximately 101,000 residents. Currently, 62% of households in Shellharbour own two or more vehicles, contributing to traffic and parking pressures (Source: ABS, 2021).

SCOPE

The Shellharbour Parking Strategy provides a comprehensive framework to help Shellharbour City Council (Council) address the City's growing population and the increasing demand for parking. The Parking Strategy outlines a series of actions to guide Council's parking-related activities from 2026 to 2031. It is intended to be reviewed after five years or sooner if necessary.

The Parking Strategy establishes a strategic approach and key or specific actions across Council's functions related to parking management, provision, planning, and advocacy. While the primary focus is on motor vehicle parking, future considerations are identified for bicycle parking. The Parking Strategy aims to:

- **Assess and manage parking infrastructure** to meet the needs of the expanding population and economic growth.
- **Encourage sustainable transport options** to alleviate parking demand.
- **Enhance accessibility and inclusivity** in parking facilities.

APPROACH TO PREPARING STRATEGY

The Shellharbour Parking Strategy was developed by Crossley Transport Planning (CrossleyTP) on behalf of the Council through a comprehensive process including consultations with the community, Council stakeholders and staff. CrossleyTP provided independent expert advice, utilising both local and international best practices in parking management.

The Parking Strategy incorporates a variety of policy responses and strategic approaches, reflecting a consensus that considers the perspectives of Council, stakeholders, and the community.

ALIGNMENT WITH COUNCIL'S INTEGRATED PLANNING AND REPORTING FRAMEWORK

The Parking Strategy is a key component of its broader Integrated Planning and Reporting (IP&R) framework, aligning directly with the objectives outlined in the Community Strategic Plan 2025–2035. This framework ensures that all council initiatives, including transport and parking, are strategically coordinated to reflect the community's long-term vision and priorities.

The Parking Strategy supports the Community Strategic Plan by contributing to goals such as enhancing liveability, improving accessibility, and supporting sustainable transport options. It complements other strategic documents like the Delivery Program 2025–2029 and the Operational Plan 2025–2026, which translate the community's aspirations into actionable projects and services.

Through the IP&R framework, the Parking Strategy is integrated with Shellharbour's broader planning efforts, including infrastructure upgrades, town centre revitalisation, and active transport initiatives. This alignment ensures that parking solutions are not developed in isolation but are part of a cohesive approach to urban mobility, economic development, and environmental sustainability.

Moreover, the strategy reflects strong community input gathered during the public exhibition phase of the strategic planning process. This ensures that parking policies and infrastructure investments are responsive to local needs and contribute to making Shellharbour a more connected, accessible, and vibrant city.

Figure 1.1 shows how the Parking Strategy integrates into Council's IP & R framework.

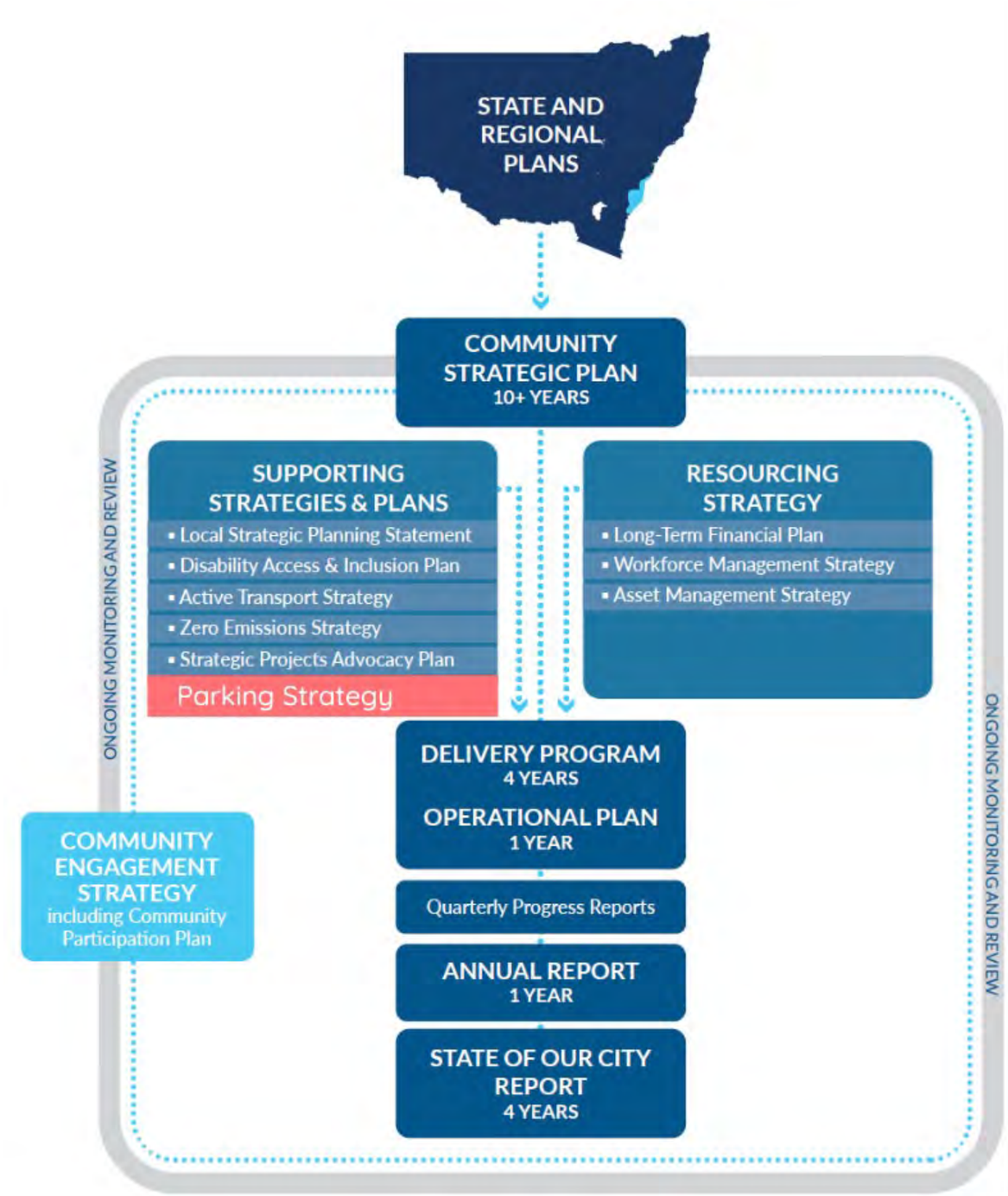
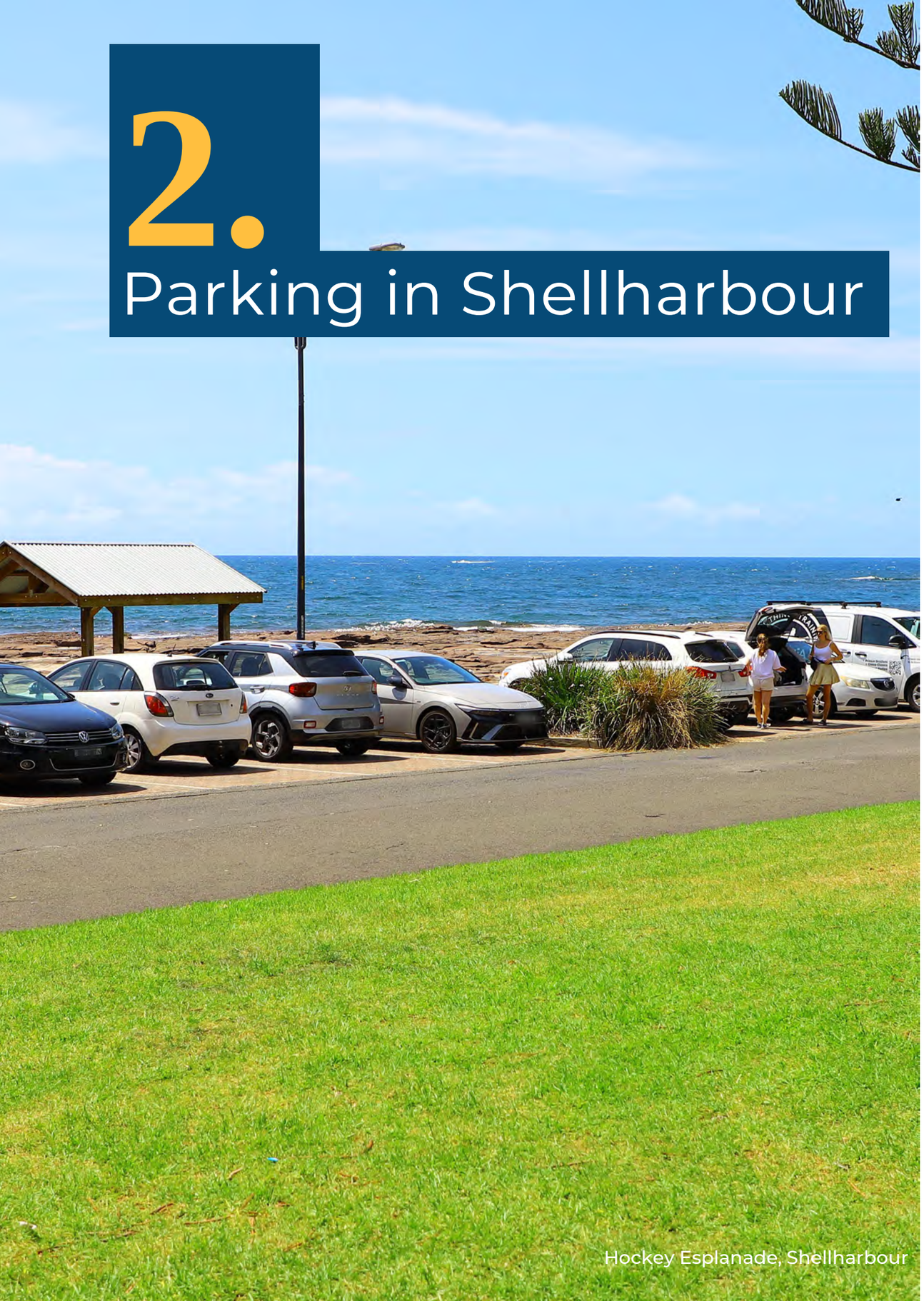


Figure 1.1: Shellharbour City Council's Integrated Planning and Reporting framework

2. Parking in Shellharbour



Hockey Esplanade, Shellharbour

PARKING IN OUR CITY

Parking is an essential part of Shellharbour's transport system. With limited provision of reliable public transport in many areas, private vehicles remain the main way people travel. As a result, convenient and fair access to parking is a key requirement for residents, workers and visitors to reach local destinations.

Parking space is a finite resource, especially in busy centres and at peak times. This Parking Strategy focuses on managing parking sustainably, allocating space based on how each location functions and who relies on it most. Good parking management helps Council support equitable access, reduce unnecessary traffic, and improve the performance of the overall transport system.

COUNCIL'S ROLE

Shellharbour City Council plays a key role in how parking is managed and experienced across the LGA. Under the Roads Act 1993 (NSW) and the Local Government Act 1993 (NSW), Council is responsible for regulating parking on local roads and managing publicly accessible off-street car parks.

Council uses parking management measures to support broader community goals of helping improve access, reduce traffic circulation, and enable more equitable and sustainable travel.

Shellharbour City Council is committed to:

- Optimising parking in a fair and equitable way
- Advocating for more reliable public transport to reduce parking demands for the community
- Maintaining access to businesses, services and amenities
- Balancing the needs of residents, workers, shoppers and commuters
- Managing the relationship between parking, transport choice and environmental amenity
- Identifying needs and opportunities for additional public off-street parking

These commitments are guided by Council's long-term vision and strategic objectives.

COUNCIL'S 2035 VISION

Council's Parking Strategy plays a vital role in achieving Council's vision:

"Growing together to create a connected and sustainable City."

The Parking Strategy supports this vision by promoting accessible, safe, and well-managed parking infrastructure that complements broader goals around connectivity, sustainability and liveability.

COUNCIL'S OBJECTIVES

Shellharbour City Council's objectives in Figure 2.1 focus on building an inclusive community, protecting the environment, supporting a diverse economy, and ensuring transparent leadership, all guided by long-term planning and community values.

GUIDING PARKING PRINCIPLES

By aligning parking principles with the broader goals of the Community Strategic Plan, Council can create a more liveable, sustainable, and economically vibrant community.

1. **Improving Accessibility**: Support an inclusive and connected community by ensuring parking is fair, equitable, and accessible to all. Well-managed parking enhances access to services, businesses, and public spaces, contributing to a vibrant and welcoming place.
2. **Enhancing Environmental Sustainability**: Protect and improve the natural environment by reducing vehicle congestion and emissions through smart parking management. Encourage low-impact travel choices and integrate green infrastructure into parking design to support Shellharbour's sustainability goals.
3. **Promoting Active and Public Transport**: Create a liveable city with sustainable transport options by coordinating parking supply with active and public transport networks. Prioritise walking, cycling, and transit access in parking design to reduce car dependency and promote healthier, more sustainable travel behaviours.
4. **Supporting Effective Governance**: Deliver responsible and transparent leadership by developing a parking strategy that is evidence-based, consultative, and clearly communicated. Ensure ongoing community engagement and data-driven decision-making to build trust and accountability in transport planning.

Figure 2.1: Shellharbour City Council's Objectives (Source: SCC Community Strategic Plan 2025)

INFLUENCES ON PARKING

Parking provisions within Shellharbour LGA are shaped by the dynamic relationship between supply, demand, and land use. Understanding this interplay is essential for developing a parking strategy that is both balanced and sustainable.

- **Land Use** plays a central role in shaping both supply and demand:
  - Commercial precincts typically generate high short-term demand due to frequent customer turnover.
  - Residential areas often require long-term parking, especially where off-street options are limited.
  - Transit-oriented and mixed-use developments aim to reduce parking demand by encouraging public and active transport, aligning with broader sustainability goals.
- **Supply** refers to the quantity and type of parking spaces available. It is influenced by planning schemes, zoning regulations, development controls (e.g. minimum parking requirements), and infrastructure investment.
- **Demand** reflects the need for parking at different times and locations. It is driven by factors such as population density, land use mix, travel behaviour, and the availability of alternative transport modes.

A well-informed strategy must consider how these elements interact to ensure parking provision supports accessibility, equity, and environmental sustainability across Shellharbour's diverse urban and suburban contexts.

CYCLE OF INDUCED DEMAND

When parking demand approaches capacity, the instinctive response is often to increase supply. However, this is a short-term solution that can worsen the issue over time.

Adding more parking makes driving more convenient, encouraging more people to drive. This leads to even greater demand for parking, creating a self-reinforcing cycle where supply struggles to keep up and available space continues to shrink.

To break this cycle, both supply and demand must be addressed. Existing parking should be optimised before expanding capacity, in parallel with managing demand.

IMPACTS OF SUPPLY-DEMAND IMBALANCE

An imbalance between parking supply and demand can create significant challenges for urban areas. In high-demand locations, insufficient parking often leads to congestion and increased vehicle circulation as drivers search for spaces, impacting traffic flow and safety. Conversely, areas with excessive parking provision can result in underutilised land, reducing opportunities for more productive uses such as green space or active transport infrastructure. When parking dominates the streetscape, it can diminish urban amenity, discourage walking, and undermine the character and vibrancy of public spaces. Addressing this imbalance is essential to support efficient land use, improve accessibility, and enhance overall liveability.

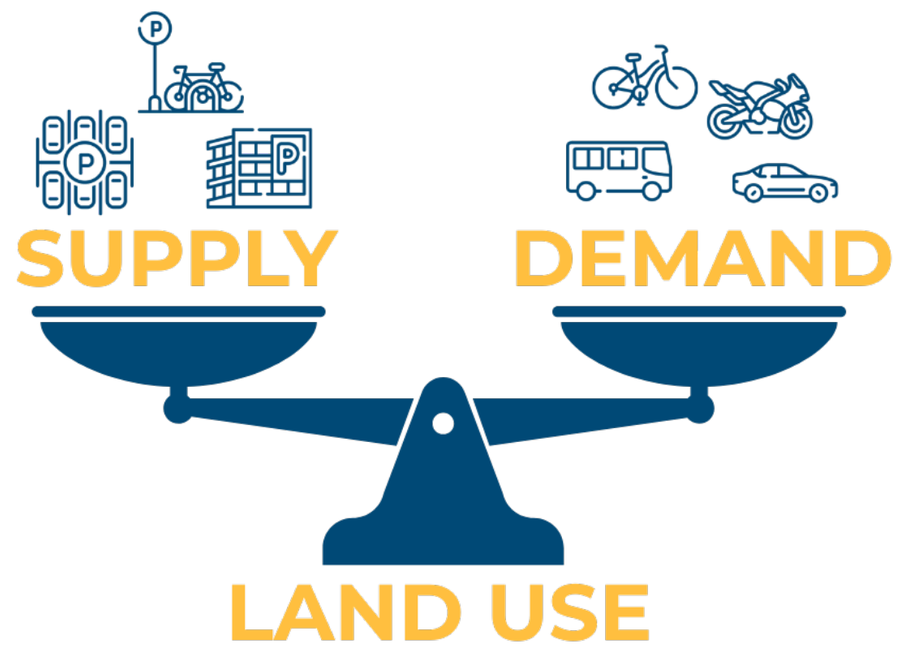


Figure 2.2: Balance between supply, demand and land use

EXTERNAL FACTORS

In addition to the core relationship between supply, demand, and land use, parking provisions are shaped by a range of external factors.

Integrated Transport Strategy & Policy

Integrated transport strategies in Shellharbour LGA reduce car use and promote alternative travel. Enhancing public and active transport links allows Council to better manage land use and accessibility. This enables short-stay, shared, and park-and-ride options that align with Shellharbour's sustainability and liveability goals.

Movement and Place

In Shellharbour, the NSW Movement and Place Framework informs parking strategies by balancing transport with vibrant public spaces. Integrating land use and transport planning allows Council to support both mobility and community life. This leads to parking approaches that focus on short-stay, shared use, and smart tech, improving access and urban liveability.

Sustainability

The Zero Emissions Shellharbour Strategy shapes parking policy by encouraging sustainable travel and less car use. It supports the more EV infrastructure and charging stations and encourages integrated solutions like park-and-ride facilities. Prioritising walking, cycling, and public transport allows Council to reduce parking demand and emissions for a healthier city.

Community Desires

Community preferences shape parking strategies in Shellharbour, reflecting values like liveability and sustainability. Support for walkable, bike-friendly areas often leads to less car parking and better active travel paths. Environmentally conscious residents also back EV stations and greener solutions. Council uses community input to create practical, connected and healthier parking outcomes.

Economic Activity

In Shellharbour LGA, areas with strong retail, commercial, and tourism activity generate higher parking demand. Town centres, waterfronts, and mixed-use precincts need flexible parking options to support short visits and local business access. Economic growth increases turnover and requires responsive parking strategies to maintain accessibility and support local economies.

Population growth

Population growth in Shellharbour is increaseing parking demand in space-limited centres. As the city expands, efficient parking becomes vital, prompting consideration of multi-storey, smart tech, and alternative transport to reduce congestion. Urban planning must also balance parking with green spaces and amenities.

Demographics

Demographics in Shellharbour play a key role in shaping parking needs and planning. Age, income, and car ownership shape travel habits. Younger or lower-income residents may rely more on public transport, while older or higher-income groups often own multiple vehicles. Work and commuting affect parking turnover, especially in business and transit areas. Density and culture guide parking types and locations, making demographic analysis essential for responsive, future-ready strategies.

Community Health

Health-conscious communities in Shellharbour shape parking strategies by prioritising walkability, cycling, and cleaner transport options. This shift leads to fewer car spaces, expanded active travel infrastructure, and improved public health outcomes through reduced emissions and increased physical activity.

Workplace Choice

Workplace location and flexibility affect parking needs in Shellharbour. Offices in car-dependent areas typically require more on-site parking, while those near public transport or active travel routes can reduce demand. The rise of remote and hybrid work models also eases peak parking pressure, enabling more efficient use of space and better long-term planning.

3. Policy Context

Council Office, Shellharbour City Centre

COUNCIL'S POLICIES AND STRATEGIES

The key principles guiding Council's approach to parking reflect its role as a tool to support broader outcomes for the City. Parking is shaped by people's travel behaviours and mode share choices, such as walking, cycling, driving or using public transport. It influences how local centres are accessed, how streets operate, and how Shellharbour plans for future growth. Effective parking management contributes to the success of local businesses, enhances the safety and appeal of public spaces, and supports the City's goals for sustainability and accessibility.

The documents reviewed to inform the development of this Parking Strategy are listed in Appendix A.

These strategies share common goals and themes. To reflect this, the content has been grouped under four key focus areas that underpin the Shellharbour Parking Strategy:

1. **Access and Inclusion:** ensuring parking supports equitable and convenient access for all members of the community
2. **Sustainable Transport and Mode Shift:** supporting a shift away from car dependency by integrating with walking, cycling and public transport
3. **Environmental Sustainability:** reducing emissions, congestion, and land consumption associated with car travel
4. **Economic Vitality and Placemaking:** supporting local businesses and high-quality public spaces through balanced parking management

Each theme summarises relevant strategic directions and identifies how parking can be used as a tool to support these shared goals.

Access and inclusion

Parking plays an important role in supporting people of all ages and abilities to reach services, shops, and social and recreational opportunities. It is especially important for older adults, carers, people with disability, and those travelling with children or mobility aids.

Well-managed parking ensures that short-term spaces are available where they are most needed, mobility parking is located close to key destinations, and access for all users is maintained.

Table 3.1 outlines parking priorities to support access and inclusion.

Table 3.1 Parking priorities to support access and inclusion

Strategic Direction	Parking Response
Healthy Ageing Strategy highlights the importance of accessible services and infrastructure to support independent mobility for older adults and carers.	Provide mobility parking bays near health services and retail strips; ensure safe and accessible drop-off zones; support carers and community transport through clearly designated spaces.
Community Strategic Plan (Objectives 1.1, 1.2 and 5.1) promotes inclusive and connected communities.	Maintain footpath access for users of wheelchairs, prams and mobility aids.
Active Transport Strategy prioritises pedestrian connectivity and access to town centres, schools, and key public facilities.	Locate parking outside core pedestrian areas and improve walkable access.
Town Centre Masterplans call for improvements to walkability and accessibility near main streets and community destinations.	Integrate short-stay accessible parking into upgraded main street designs.

Sustainable transport and mode shift

Parking is a powerful tool to support a transition to walking, cycling, and public transport. By limiting long-stay parking in activity centres and supporting active and shared modes, parking can help reduce car dependency.

This theme is about balancing supply to meet access needs while enabling healthier, more sustainable travel choices.

Table 3.2 outlines parking priorities to support sustainable transport and mode shift.

Table 3.2 Parking priorities to support sustainable transport and mode shift

Strategic Direction	Parking Response
Active Transport Strategy identifies walkable catchments and missing cycling links to key destinations.	Prioritise short-stay parking in centres; avoid excessive long-stay commuter parking.
Local Strategic Planning Statement promotes walkable neighbourhoods and land use integration.	Integrate parking with shared and active transport infrastructure.
Community Strategic Plan (Objectives 5.1 and 5.2) supports a transport system that connects people and places.	Provide secure bike parking and end-of-trip facilities.
Town Centre Plans propose shared streets and public realm upgrades.	Reduce parking encroachment on shared and public space.

Environmental sustainability

Parking policies can help reduce emissions and environmental impact by supporting mode shift, reducing unnecessary vehicle trips, and preparing for electric vehicles.

This theme recognises the need to and, avoid excessive land use for parking, and enable low-emission alternatives.

Table 3.3 outlines parking priorities to support environmental sustainability.

Table 3.3 Parking priorities to support environmental sustainability

Strategic Direction	Parking Response
Zero Emissions Shellharbour Strategy encourages EV infrastructure and reduced car dependence.	Deliver EV charging infrastructure in key centres.
Local Strategic Planning Statement highlights climate resilience and low-emission transport.	Avoid over-supplying parking in walkable areas; support compact, mixed-use development.
Strategic Projects Advocacy Plan includes EV charging as a priority.	Plan future upgrades with EV-ready capacity and support car sharing.

Economic vitality and placemaking

Parking supports the success of centres when it is designed to balance customer access with the quality and function of the public realm. This includes managing kerbside use to support street life, not just vehicle storage.

This theme reflects the importance of short-stay parking, turnover, and integrated design in supporting retail, service and hospitality activity.

Table 3.4 outlines parking priorities to support economic vitality and placemaking.

Table 3.4 Parking priorities to support economic vitality and placemaking

Strategic Direction	Parking Response
Zero Emissions Shellharbour Strategy encourages EV infrastructure and reduced car dependence.	Deliver EV charging infrastructure in key centres.
Shellharbour City Centre Masterplan: includes structured parking to support growth.	Plan for consolidated off-street parking in growth precincts.
Community Strategic Plan (Objectives 3.1 and 5.1): supports a strong local economy and vibrant centres.	Monitor usage and adapt parking controls to support local needs.

SUMMARY

Shellharbour City Council's strategic documents share common goals for improving access, supporting sustainability, and strengthening local centres. When well managed, parking supports each of these outcomes by shaping how people move, where they stop, and how public space is used.

By aligning the Shellharbour Parking Strategy with these broader goals, Council can ensure that parking decisions contribute to a more connected, liveable and resilient Shellharbour LGA.

4. Our Community

"Wake Up Call" by Krimsone & Scott Nagy , Warilla

ABOUT THE AREA AND COMMUNITY

This Parking Strategy applies across the Shellharbour LGA. It considers how parking works in different parts of the city and how it can better support the way people live, work and travel.

To inform the Parking Strategy and explore different needs, Council focused on a group of centres that reflect the mix of places and activities found across the city. These include Albion Park, Albion Park Rail, Albion Park Rail Industrial Area, Oak Flats, Shellharbour City Centre, Shellharbour Village, Shell Cove, Warilla, and Lake Illawarra (Warilla Grove). These centres, shown in Figure 4.1, provide a useful cross-section of Shellharbour's built environment and community life.

For the purpose of this study, developing town centres such as Tullimbar and Calderwood were considered but not assessed due to the changing and growing nature of these areas.

DEMOGRAPHICS

To design a parking system that works for Shellharbour, it is important to understand the people who live here and how their needs are changing. By examining population, travel patterns and lifestyle factors across the city, we can see where parking demand is highest and where it's likely to grow.

The following areas were examined:

- Population size and age groups to understand who needs access and where.
- Car ownership and income levels to highlight areas where people rely heavily on cars, sometimes out of necessity.
- Assistance needs to plan parking that supports inclusion and mobility for everyone.
- Employment and commuting patterns to understand the role of long-stay and commuter parking.
- Trip purpose to ensure parking supports access to everyday destinations like schools, shops, parks and community services.

These insights help shape practical actions that reflect the diverse needs of Shellharbour's neighbourhoods.

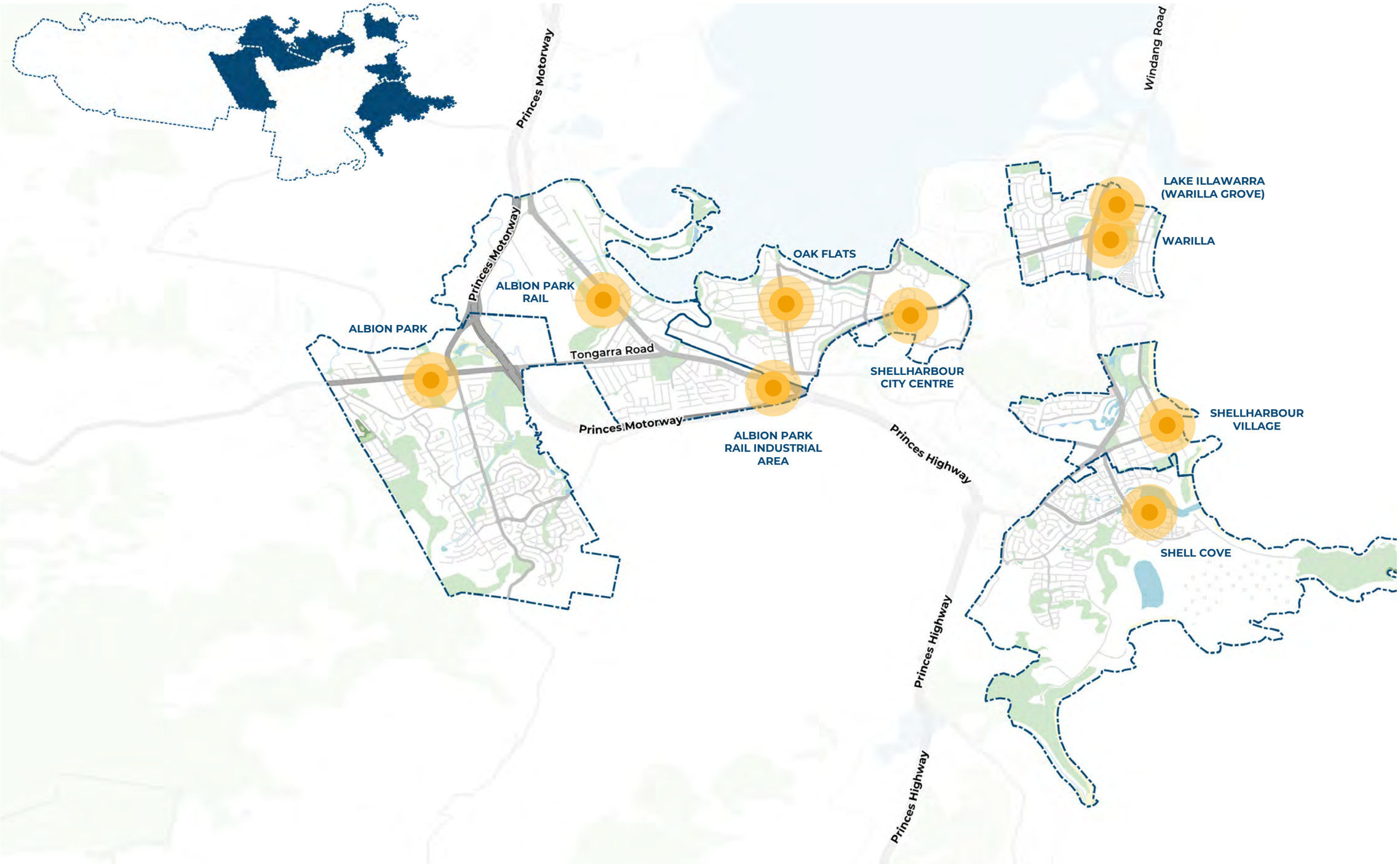


Figure 4.1: Study Area and Town Centre locations

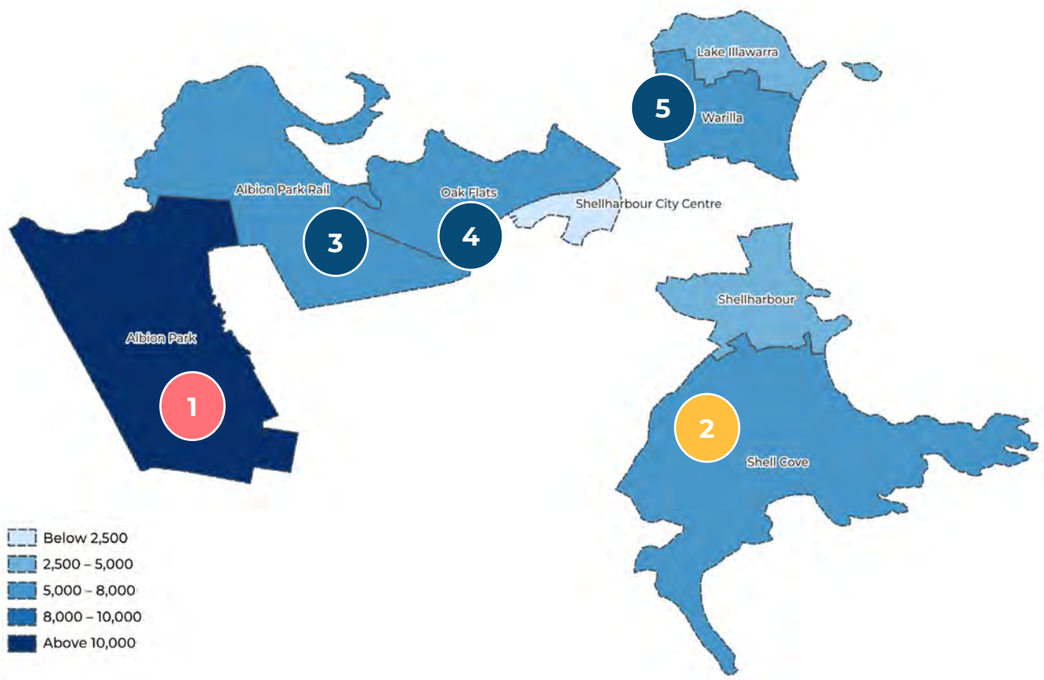
A diverse and growing city

Shellharbour's population is growing, and different parts of the city are changing in different ways. Some centres, like Albion Park, already have a large number of residents, while others are seeing growth as new homes are built. Between 2021 and 2036, the study area's population is expected to rise from 48,649 to 72,754. This growth aligns with the housing targets set out in Council's Local Housing Strategy and the Illawarra Shoalhaven Regional Plan.

Most of Shellharbour's population is made up of families, school-aged children, empty nesters and retirees; reflecting a broad range of access needs. These age groups are also expected to grow significantly over the next decade. Their needs influence how parking is used, where it's needed most, and the types of spaces required in different areas.

A growing number of children and young people means more households with carers escorting children to school or activities, and more young drivers entering the licensing age, contributing to higher car ownership in family households. Families often rely on larger vehicles to accommodate baby seats, prams and other equipment, which increases demand for longer parking spaces and convenient drop-off areas. These pressures can be especially noticeable around schools, playgrounds and community facilities, particularly in areas with limited provision of public transport.

At the same time, more older residents and retirees may require accessible parking close to services, or own additional vehicles such as caravans or trailers to support hobbies and increased leisure time. As Shellharbour grows, the parking system will need to adapt to make space for different users and to ensure parking remains fair, inclusive and fit for purpose.



48,649 residents live in study area.

49% Male | **51% Female**

+50% (72,754) from 2021 to 2036

Figure 4.2: Distribution of the resident population in the five centres (Source: ABS, 2021)

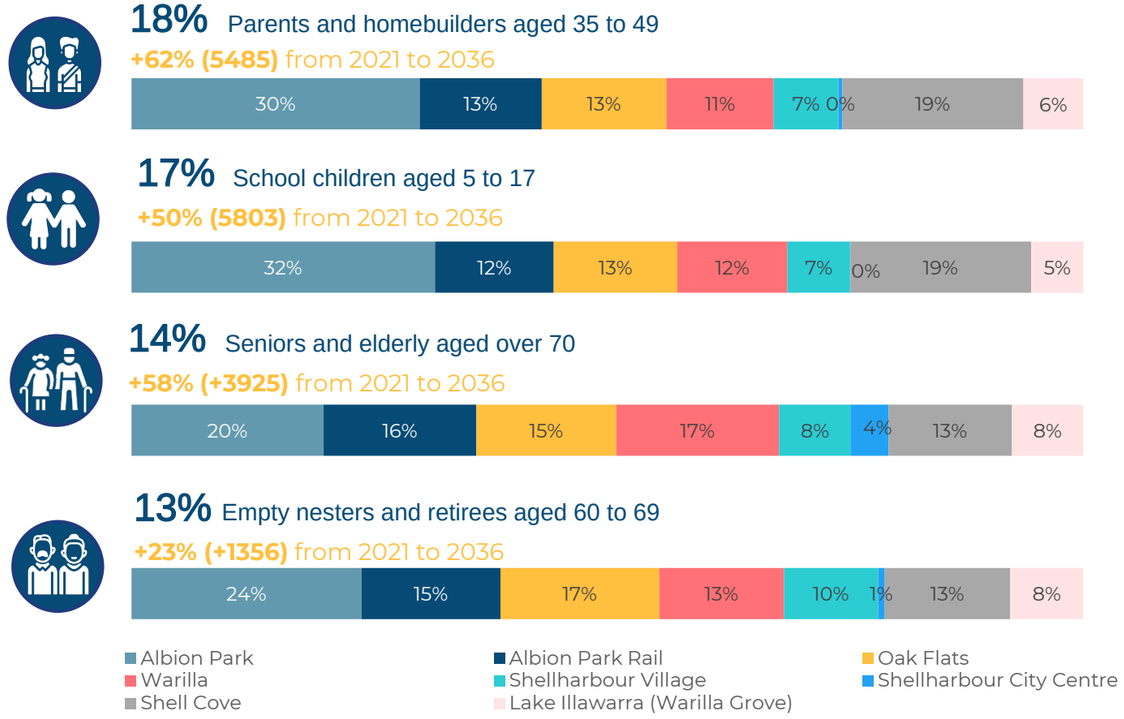


Figure 4.3: Age group in study area (Source: ABS, 2021)

Supporting access and inclusion

Household income, assistance needs, car ownership, and employment patterns help explain why many residents rely on private vehicles and where these groups are concentrated across Shellharbour. Only 45% of residents in the study area are in paid employment which may reflect part-time work, retirement, study or caring responsibilities earning under $65,000 a year. In households with lower incomes or fewer working adults, owning and maintaining a vehicle can place financial pressure on families, especially in areas with limited public transport, where driving is often essential.

Assistance needs also shape how parking is used. Around 7% of Shellharbour residents require support with daily activities due to age, health or disability, with the highest needs in Shellharbour City Centre (19%), Warilla (11%) and Albion Park Rail (11%). These areas should be prioritised for accessible parking near health services, shops and public facilities, and Council may consider increasing mobility parking more broadly to support inclusion citywide.

Car ownership provides further insight. Across Shellharbour, 58% of households own two or more vehicles, rising to 72% in Shell Cove and 69% in Albion Park. These areas have more families, higher employment rates and fewer public transport options, making car travel essential for work, school and daily life. In suburbs with higher-density housing, like Shell Cove, managing on-street parking is particularly important to accommodate demand and future growth.

While 45% of residents are employed, more than a third work within Shellharbour. This creates strong local trip patterns but, combined with high car ownership and limited alternatives, reinforces the need for efficient management of parking near key centres, jobs, and transport hubs.

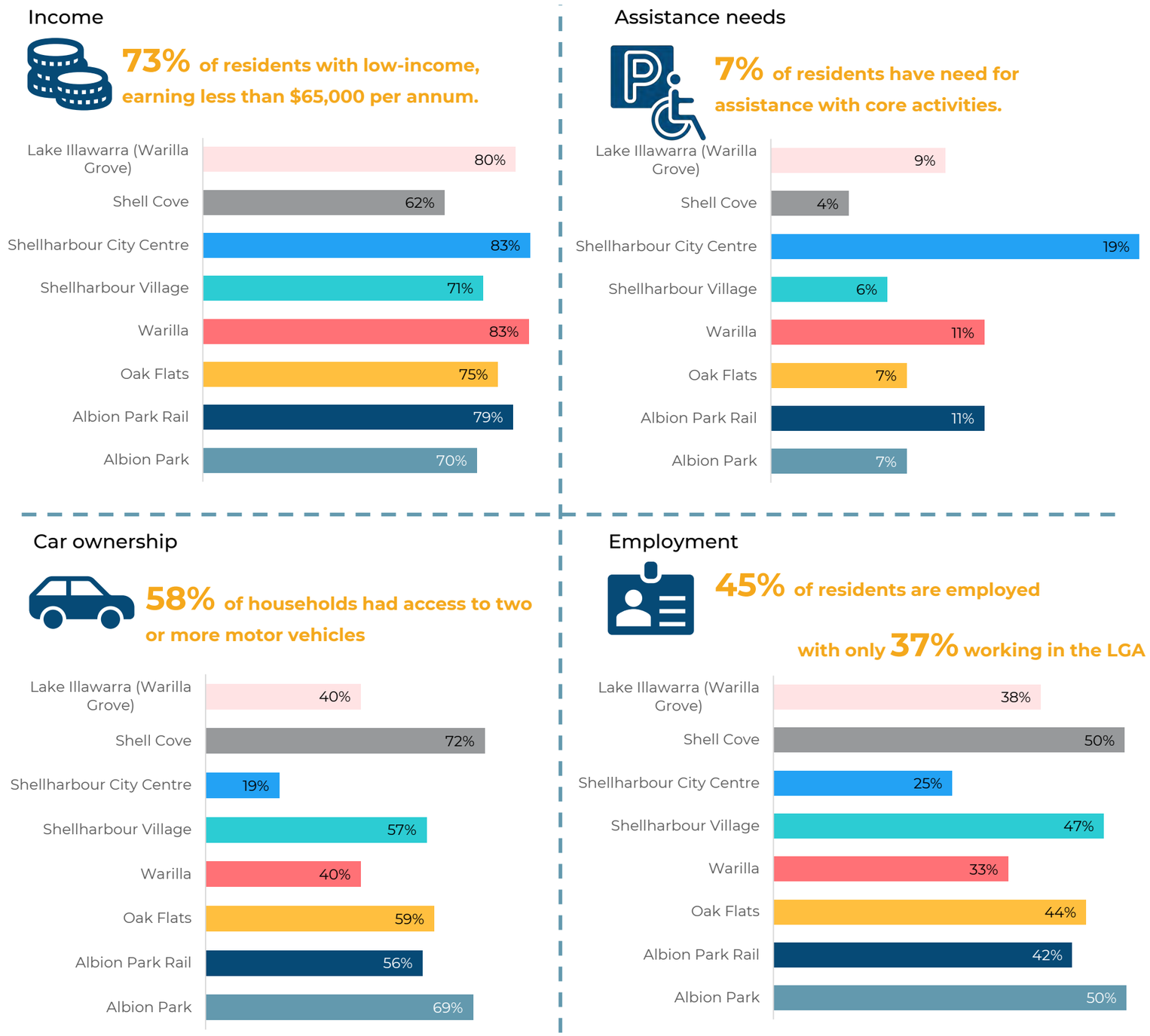


Figure 4.4: Conditions of income and car ownership, people who need to assistance, employment levels in study area (Source: ABS, 2021)

TRAVEL PATTERNS

Travel patterns in the Shellharbour LGA shape parking demand across the City. Most trips are local, driven by social and recreational activities (28%), shopping (18%), and accompanying others. These trips typically span six to eight kilometres, which are beyond walking range and not well supported by public or active transport.

Education and childcare trips account for 10% of travel, with relatively long average distances of nearly 10 kilometres. This may reflect limited access to nearby services or the need to combine school drop-offs with work commutes, increasing pressure on parking near schools, childcare centres and community facilities.

Commuting also makes up 10% of trips but involves the longest distances, averaging over 38 kilometres. With 58% of employed residents driving to work, demand for all-day parking is high near town centres, employment hubs and transport interchanges.

Car use dominates overall, with 78% of trips taken by drivers or passengers. Only 21% involve walking or public transport, highlighting gaps in infrastructure and limited alternatives to driving.

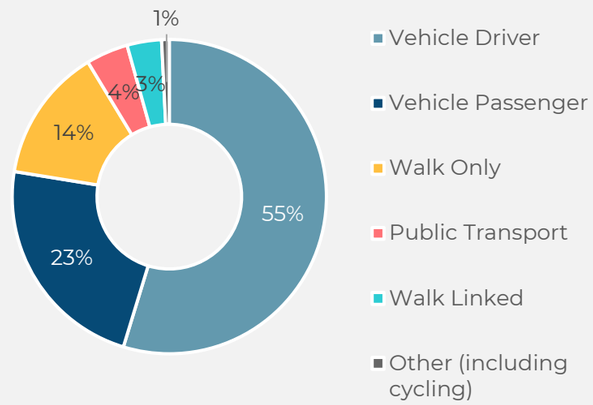
Effective parking management is essential to support these patterns, ensuring access to key destinations and balancing short-stay and long-stay needs across Shellharbour.

Covid-19 pandemic

It is important to note that this travel data was collected during the COVID-19 pandemic, a period that significantly influenced travel behaviour. Restrictions, remote work arrangements and changes in service availability may have temporarily altered trip patterns, mode choices and travel distances.

TRIP PURPOSES IN THE SHELLHARBOUR LGA

Trip Purpose	Total journeys	Average distance (KM)
Social/Recreation	28%	8.1
Shopping	18%	6.1
Serve Passenger	15%	5.8
Commute	10%	38.2
Education/Childcare	10%	9.7



Note: Due to data limitations at the suburb level, travel purpose data is only available at the Shellharbour LGA level.

TRAVEL TO WORK

Top 3 Workplaces (LGA)

1. **Wollongong (41%)**
2. **Shellharbour (37%)**
3. **Kiama (4%)**

Method Of Travel To Work

58% employed residents **drive** to work as drivers

3% employed residents travel to work by **as car passengers**

1% employed residents travel to work by **walking or cycling**

1% employed residents travel to work by **public transport**

18% **of residents work at home.**

Figure 4.5: Trip purpose and traveling to work (TfNSW Household travel survey, 2022/23 & ABS, 2021)

5. Consultation

"Seagulls" by David Boyle, Warilla

CONSULTATION AND COLLABORATION

Understanding how the community experience parking in the Shellharbour LGA is central to this strategy. Community and stakeholder engagement is a key component of the Shellharbour Parking Strategy development process. Consultation activities are embedded throughout all stages of the project to ensure that the final outcomes reflect local needs, values, and everyday experiences.

A variety of communication and engagement methods were used to inform, consult, and involve Shellharbour residents, businesses, and the broader community. The methods outlined in Figure 5.1 encourage the community to share their parking experiences, raise concerns, express aspirations, and contribute to shaping practical and inclusive parking solutions.

Figure 5.1: Methods of Consultation

COMMUNITY FEEDBACK

Council launched the “Tell Us About Parking” campaign via the Let’s Chat Shellharbour platform to gather community input for a city-wide Parking Strategy. The aim was to understand local parking experiences, identify key issues, and shape future planning to make parking more effective, inclusive, and accessible across Shellharbour.

What we heard

The community told us that they value parking that is free, easy to access, and available close to their destination. Many respondents praised the convenience of parking near Stockland Shellharbour Shopping Centre, Oak Flats, Shellharbour, and local beaches. Free parking was the most commonly mentioned positive feature, followed closely by ease of access and the perception that there are “lots of options” in most areas – outside of peak times.

However, this convenience isn’t consistent. Participants raised issues with congestion particularly during summer holidays and weekends. Shellharbour City Centre and Shell Cove were frequently identified as high-pressure areas, especially during Christmas and community events. A number of people expressed concern about the lack of mobility spaces, oversized bays, and safe access points, including visibility at driveways and exits.

Illegal parking was also a recurring theme, with many feeling that Council’s current compliance efforts are not keeping up with demand despite over $885K of parking infringements being issued in the 2024-2025 financial year. Of those who had reported an issue, 70% were dissatisfied with the response. Calls were made for more consistent enforcement, especially in residential areas where parking on nature strips, across driveways, or too close to intersections were reported as common issues.

Beyond vehicles, the feedback highlighted a growing desire for better walking and cycling access. Several residents called for improved footpaths, safer pedestrian routes between car parks and destinations, and more support for active transport as part of a long-term solution to reduce parking demands across the City.

Figure 5.2: Community’s likes about Parking

Figure 5.3: Community’s issues with Parking

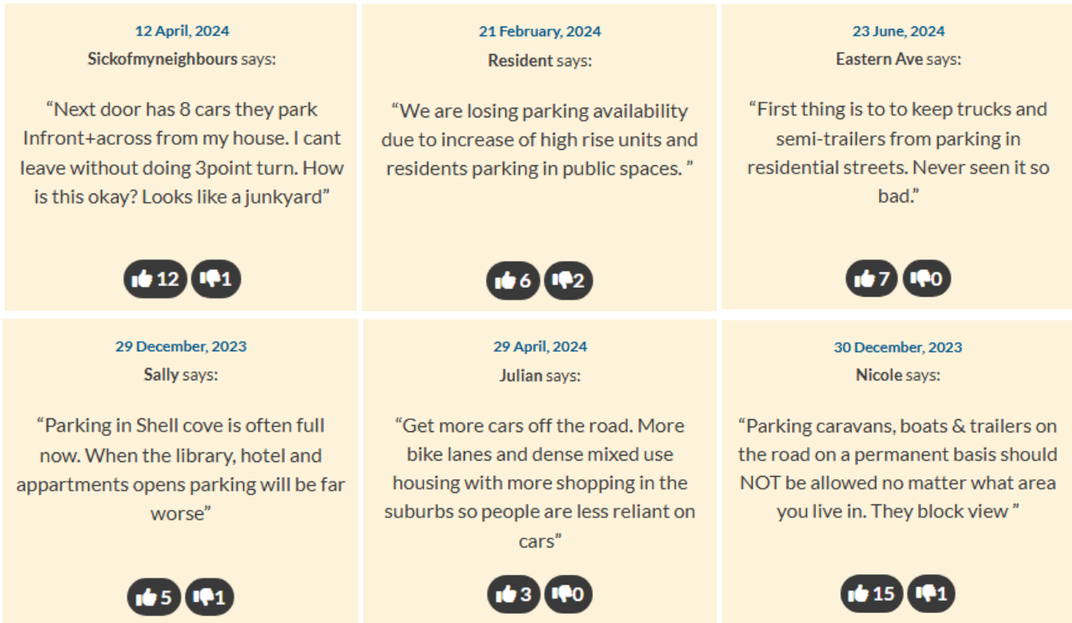


Figure 5.4: Voices of the Community

COUNCIL STAKEHOLDER CONSULTATION

What we explored

Shellharbour City Council plays a central role in shaping the provision, management, and strategic direction of parking across the LGA. Through responsibilities and involvement in urban planning, infrastructure delivery, policy development, and community engagement, Council influences how parking supports accessibility, safety, economic activity, and the overall experience of Place.

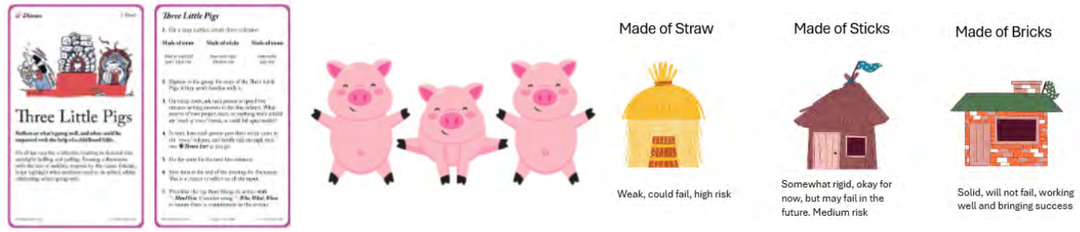
To inform future parking strategies, two interactive workshops were held with key Council staff who manage, operate, or influence parking. These sessions were designed to build a shared understanding of how parking functions in each town centre, identify challenges and opportunities, and begin shaping a place-based approach to future management.

In the first workshop, participants reviewed each centre individually, drawing on their operational insights to highlight localised issues such as safety concerns, under utilised areas, and demand hotspots. This helped map where parking was functioning well and where it was limiting movement or access.

The second workshop focused on developing tailored strategies for each centre. Staff explored the needs of different user groups – long-stay workers, residents, business patrons, and short-stay visitors – and discussed how to balance competing demands through design, policy, and technology. These conversations helped identify where access should be prioritised at different times of day and how parking could better support place success.

The outputs of these workshops directly informed the development of decision frameworks and strategic tools. These tools aim to manage demand while aligning with broader Council goals around equity, economic vitality, and community experience. Importantly, the strategies reflect both the functional and emotional drivers of place, ensuring that parking solutions are grounded in how people actually experience and use these spaces.

Workshop Summary details can be found in Appendix B.



ALBION PARK - Key Issues and Strengths

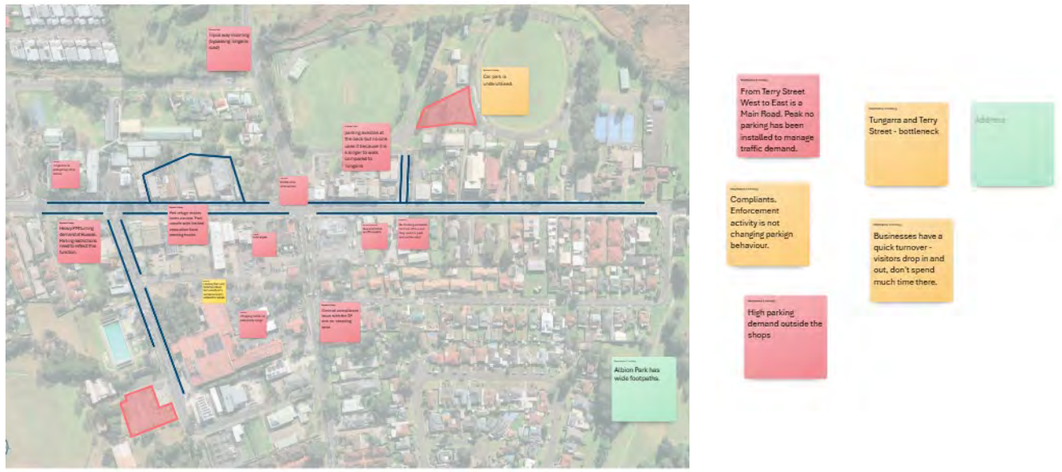


Figure 5.5: Stakeholder Workshop 1 activity for Albion Park

ALBION PARK – Kerbside Activities Based on Land Use

Figure 5.6: Stakeholder Workshop 2 activity for Albion Park

CONSULTATION OUTCOMES – PARKING ISSUES & OPPORTUNITIES

Table 5.1 provides a summary of the key issues identified by the community and council staff and opportunities to overcome them.

Table 5.1: Consultation Issues and Opportunities

Source	Issue	Opportunity
Council Staff	Business' staff parking on -street around industrial areas	Advocate for improved public transport options Carpooling/Rideshare options
Both	Confusing parking restrictions along streets	Simplify parking restrictions Zoned Parking restrictions
Both	Congested parking on narrow streets	Parking on Kerb arrangements Increased standard garage capacity One Side Parking Restrictions
Community	High density housing not having enough off-street parking	Review DCP on site parking requirements for High Density housing
Both	Illegal parking on verges and footpaths	Increased enforcement Standard Garage capacity Review DCP on site parking requirements for High Density housing
Both	Inadequate access/provision for alternative modes of transport	Advocate for improved public transport options Provision of active transport facilities Carpooling/Rideshare options
Both	Inadequate mobility parking close to amenities	Provide dedicated parking area
Both	Inadequate parking for special events or peak season	Advocate for improved public transport options Provision of active transport facilities Carpooling/Rideshare options
Council Staff	Inadequate EV charging Stations in parking areas	Identify locations for EV Charging stations
Community	Long term parking of trailers/caravans/boats/trucks on residential streets	Parking restrictions Alternative parking facilities
Council Staff	High number of vehicles per household	Increased driveway configurations Increased garage capacity requirements
Community	Overnight parking along foreshore in Shellharbour (Village)	Increased enforcement
Both	Over utilised off-street parking	Zoned Parking Restrictions Multi-Level/Underground parking facilities
Both	Over utilised on-street parking	Add zoned parking restrictions
Community	Parking around schools blocking roads and footpaths	Parking restrictions On Site school parking provisions
Both	Traffic congestion during peak times on Tongarra Rd	Parking Restrictions (Clearways or No Parking)
Both	Uncertainty of parking rules and applicable fines	Education of Rules
Council Staff	Under utilised off-street parking	Convert to EV Charging, Bike Parking, Mobility Parking

6. Site Investigations

Terry Avenue, Warilla

SITE INVESTIGATIONS

As part of Council's Parking Strategy, site investigations were undertaken to assess current parking conditions and usage patterns across key locations. This included identifying existing parking restrictions, conducting occupancy surveys, and undertaking on-site observations (see Figure 6.1) to understand how parking is used on both weekdays and weekends.

The investigations were delivered in two stages to capture seasonal and operational differences. The first round was conducted in November 2024, with a second round in February 2025. This approach provided a more comprehensive picture of parking demand, compliance, and user behaviour throughout the year.

The evidence gathered will inform planning decisions, help identify areas of high demand or low turnover, and support the delivery of a safe, efficient, and responsive parking network for residents, businesses, and visitors.

Figure 6.1: Site Investigation Activities

Parking Restriction Identification

As part of the parking occupancy survey process, both the location of parking signs and the specific restrictions applied at each site were recorded. This was first done through desktop analysis using available mapping and signage data, and then verified on site to confirm accuracy and identify any informal or missing signage. Capturing this level of detail helps Council understand how parking space and time are allocated, assess how many vehicles can reasonably share a space across the day, and identify any compliance issues arising from unclear or inconsistent sign placement.

Parking occupancy surveys and site observations

To build a comprehensive understanding of how parking is used across Shellharbour, Council undertook both structured parking occupancy surveys and targeted on-site observations. Together, these data sources inform how well the current parking system supports access, activity, and turnover across key locations.

On-site observations

On-site observations were conducted alongside the occupancy surveys to provide valuable contextual insights that cannot be captured through data alone. These observations helped identify informal parking behaviours, local access needs, and whether the location and delineation of signage supported or hindered appropriate use. This included identifying mismatches between restriction types and place function (e.g. short-stay near shops), spotting areas where signage may be missing or unclear, and capturing compliance issues in practice.

Parking Occupancy Surveys

Parking occupancy surveys were conducted using a "parking beat" approach to quantify demand and utilisation over time. This involved recording parked vehicles at regular intervals during the day:

- Hourly intervals in Shellharbour and Shellharbour City Centre
- Two-hour intervals in other town centres

Surveys were carried out between 7am and 5pm on weekdays, and 8am to 2pm on weekends during November 2024 and again in February 2025 to capture seasonal variations. Survey locations are shown in Appendix C.

These surveys offer a clear evidence base for decision-making by revealing patterns in parking demand. However, it should be noted they do not assess compliance with time limits, only the occupancy status at the time of observation. Separate compliance monitoring would be required to understand adherence and turnover within time-restricted areas.

As shown in Figure 6.2, parking occupancy is categorised into three strategic zones:

- Below 45%: under utilised, may be inefficient or misaligned with demand
- 45%–85%: optimal range, indicates a good match between demand and supply
- Above 85%: high demand areas where additional management (e.g. restrictions or pricing) may be required to avoid congestion and cruising (Shoup, 2005; Litman, 2023)

These ranges guide parking management interventions to improve fairness, accessibility, and efficiency across the network. The aim is to retain parking occupancy within the "adequate occupancy" range.

Figure 6.2: Optimal Parking Occupancy diagram (Source: Pierce, Wilson & Shoup, 2015)

ON-SITE OBSERVATIONS

Albion Park

Albion Park, located in the western part of the Shellharbour LGA, is a diverse and growing suburb that showcases a mix of land use types. Residential areas dominate much of the landscape, offering a range of housing options ideal for families and professionals. The town centre features commercial zones with shops, cafés, and essential services, while light industrial areas support local employment and logistics. Community facilities, schools, and recreational parks are well-integrated, and the nearby Macquarie Pass National Park adds a natural conservation element to the region. This blend of residential, commercial, industrial, agricultural, and environmental land uses makes Albion Park a well-rounded and liveable community.

It is common knowledge that Illawarra Highway/Tongarra Road between Hamilton Road and Terry Street in Albion Park experiences significant congestion, creating delays and frustration for commuters during peak hours, however, this was not observed during site observations. This stretch serves as a key arterial route linking residential areas with commercial zones and nearby suburbs, making it heavily trafficked during morning and afternoon rush hours. The bottleneck is exacerbated by multiple intersections, school traffic, and limited alternative routes, leading to slow-moving vehicles and frequent stop-start conditions. In an attempt to avoid these delays, some drivers divert through nearby residential streets such as Russell Street (Figure 6.3), Taylor Road and O'Gorman Street, contributing to rat running and raising safety concerns for local residents. Local businesses and residents are often impacted by the congestion, prompting calls for improved traffic management, road upgrades, and better public transport options to ease the pressure on this vital corridor.

Throughout the day, off-street car parks in Albion Park remained largely under utilised, with many spaces sitting empty even during peak business hours. Despite high traffic volumes on nearby roads, these parking facilities did not appear to absorb much of the demand, suggesting either a lack of awareness, accessibility issues, or a preference for on-street parking among drivers. Figure 6.4 shows the typical weekday parking in the local off-street car park.

Figure 6.3: Parking along Russell Street in Albion Park

Figure 6.4: Russell Street Car Park is under utilised in Albion Park

Albion Park Rail

Albion Park Rail is located in the central northern part of the Shellharbour LGA, it lies adjacent to the Princes Highway and is well-connected by rail, making it a key transport hub in the region. The area features a mix of residential land use, light industrial zones, and commercial developments, with community facilities and green spaces interspersed throughout. Historically shaped by its proximity to the railway line, Albion Park Rail has evolved into a diverse and growing suburb that supports both local employment and commuter lifestyles, while maintaining a semi-rural character in parts of its outskirts.

During peak hour, commuter traffic along the Princes Highway in Albion Park Rail can become heavily congested, particularly in the morning and late afternoon as residents travel to and from work in nearby centres such as Wollongong and Shellharbour. The highway serves as a major arterial route for both local and regional traffic, and its proximity to residential areas and transport infrastructure like the Albion Park railway station contributes to high vehicle volumes. Delays are common at key intersections and roundabouts, with traffic flow often slowed by school drop-offs, freight movement, and limited alternative routes. Despite ongoing upgrades and traffic management efforts, peak hour congestion remains a significant challenge for commuters in the area.

Parking activity was noticeably higher on the Princes Highway in front of the retail strip, reflecting a strong preference for convenient access to retail services. Additionally, the off-street parking facility located behind the shops was well used (Figure 6.5), indicating effective utilisation of nearby parking infrastructure.

Albion Park Rail Industrial Area

Albion Park Rail Industrial precinct, located within the Shellharbour LGA, is characterised by a mix of light industrial and service-oriented land uses, including automotive repair shops, mechanical workshops, and small-scale manufacturing businesses. The area is generally laid out with wide streets and generous verges, which often accommodate informal parking for customers and staff, particularly around car service-related businesses. On-street parking is common, with vehicles frequently seen parked along kerbs (Figure 6.6) and grassy verges due to limited designated parking bays. This industrial zone plays a vital role in supporting the local economy, offering essential services to residents and contributing to the broader functionality of the region's transport and logistics network.

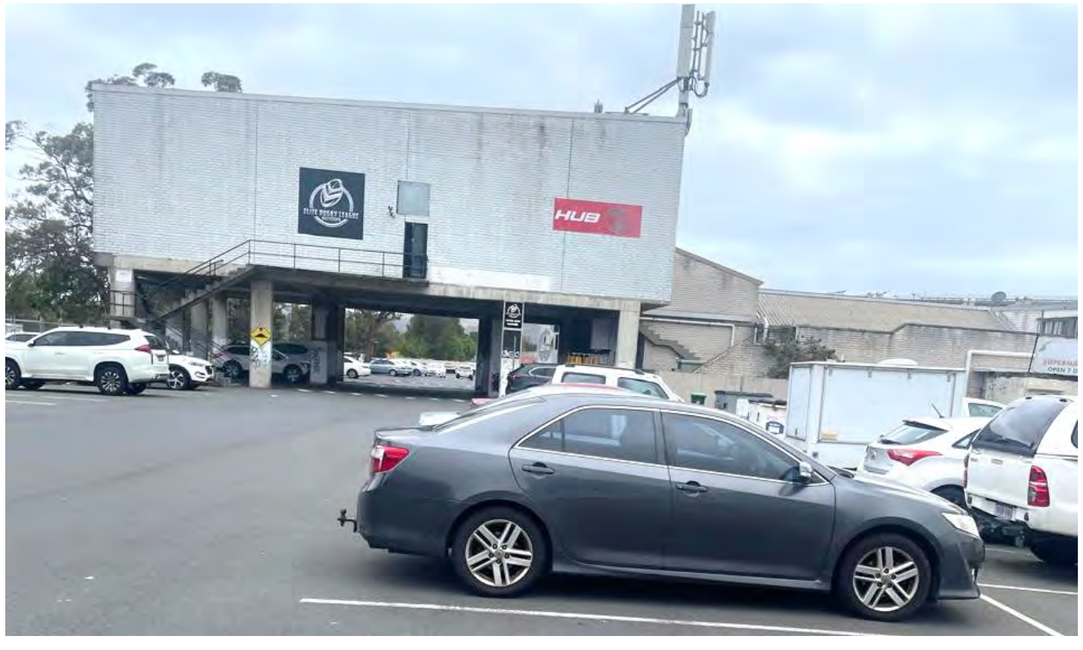


Figure 6.5: Off-street parking facilities behind the retail strip in Albion Park Rail

Figure 6.6: On-street parking along Durgadin Drive in Albion Park Rail Industrial Area

Oak Flats

Oak Flats, located in the central northern of Shellharbour, is a predominantly residential suburb with pockets of commercial and recreational land use. Its proximity to Lake Illawarra, combined with a mix of older homes and newer developments, contributes to a strong community feel and growing appeal for families.

The recent upgrade to the north end of Central Avenue has significantly improved the streetscape. Enhanced landscaping, safer pedestrian crossings and better connectivity have created a more inviting environment, particularly around Oak Flats Public School and the town centre. These improvements have supported a relatively well-connected active transport network in this part of the suburb.

Despite these upgrades, pedestrian access in some areas is still obstructed. Footpaths occasionally narrow near access ramps to businesses (specifically Hennikers Solicitors and Professional Real Estate), making movement awkward and less accessible for prams and mobility aids. Central Avenue can become quite busy, and while most footpaths are wide, these sections are difficult to navigate.

Traffic volumes are high during school drop-off and pick-up times, contributing to congestion around Oak Flats Public School. Parking near the library is limited, with only a few on-street spaces and one designated loading zone. These are often in high demand during school holidays and community events, creating challenges for visitors and service vehicles.

The surrounding residential streets are generally wide and open, but many lack formal footpaths. This limits safe pedestrian movement, especially for families, schoolchildren and people with mobility needs. Verge parking is common and further reduces walkability.

The suburb is experiencing increased density, with many single homes being replaced by multiple townhouses on a single block. This has led to a noticeable rise in the number of vehicles parked on residential streets. In addition, trailers, caravans and boats are frequently parked along kerbsides, reflecting the area's recreational lifestyle. While the wide streets can accommodate these vehicles, they can obstruct visibility, reduce available parking and contribute to a cluttered streetscape.

Figure 6.7: Central Avenue in Oak Flats

Figure 6.8: Morning school drop off along Griffiths Street in Oak Flats

Shell Cove

Shell Cove, situated in the southeast of the Shellharbour LGA, is a master-planned coastal suburb that has undergone significant transformation in recent years. Originally a quiet residential area, it has evolved into a vibrant and high-profile destination, blending residential, commercial, and recreational land uses. Its location near the ocean and adjacent to Bass Point Reserve makes it highly desirable for both lifestyle and tourism, with developments carefully designed to maximise waterfront access and scenic value.

Central to Shell Cove's growth is The Waterfront precinct, which includes the Shell Cove Marina, a retail village, dining venues, and public open spaces. These projects have attracted a steady influx of new residents and visitors, contributing to a dynamic and fast-paced urban environment. The suburb also features new housing estates, schools, and community facilities, all part of a broader vision to create a self-sustaining coastal community. The scale and ambition of these developments reflect Shellharbour Council's commitment to long-term planning and economic growth.

However, the rapid expansion has brought challenges, particularly in terms of traffic and infrastructure. Streets in and around Shell Cove have become increasingly crowded, especially during weekends and holiday periods when tourism peaks. Narrow residential roads, combined with limited parking near commercial hubs, often lead to congestion and frustration for both locals and visitors. The situation is further complicated by the frequent parking of caravans, trailers, and boats along these narrow streets (Figure 6.9), which reduces accessibility, visibility and manoeuvrability for other vehicles. The increased density has also placed pressure on public transport and pedestrian access, prompting calls for improved connectivity, traffic management, and more effective regulation of on-street parking.

Off-street car parks in Shell Cove are often at full capacity throughout the entire week, including weekends (Figure 6.10). With the suburb's growing population, increased visitor numbers, and ongoing development projects, demand for parking has surged well beyond available supply. Key locations such as The Waterfront precinct, the marina, and nearby retail and dining areas experience constant pressure, leaving limited options for both short-term and long-stay parking. This persistent overcrowding not only affects convenience for residents and tourists but also contributes to traffic congestion as drivers circulate in search of available spaces.

Figure 6.9: Narrow streets and Campervan parking in Shell Cove

Figure 6.10: The Tavern car park is full on a weekday in Shell Cove

Construction projects in Shell Cove have noticeably increased traffic, especially around active development zones and major access roads. Heavy vehicles, machinery transport, and contractor parking often occupy street space (Figure 6.11), reducing visibility and contributing to illegal parking on verges (Figure 6.12). Temporary road closures, detours, and construction signage (Figure 6.13) further disrupt traffic flow, affecting both residential and commercial areas. These issues are most evident during peak hours and weekends, when regular traffic combines with construction activity, leading to congestion and delays. While these impacts may ease once projects are completed, they currently pose ongoing challenges for mobility and access.

Electric bikes are increasingly visible throughout Shell Cove, reflecting a shift toward sustainable transport and active lifestyles. Residents and visitors use them for commuting, leisure rides along the coast, and navigating the suburb's growing network of shared paths. Their popularity stems from convenience and the ability to bypass traffic, particularly in areas with limited parking. However, the rise in electric bike usage highlights the need for better cycling infrastructure, clearer signage, and safety measures to support safe and efficient movement for all road users.

Figure 6.11: Construction and Trade's vehicles parking in prime locations in Shell Cove

Figure 6.12: Construction and Trade's vehicles illegally parking in Shell Cove

Figure 6.13: Construction projects and temporary traffic management in Shell Cove

Shellharbour (Village)

Shellharbour (Village), often referred to by locals as “The Village,” is a coastal township located in the east of Shellharbour LGA. Nestled between Shellharbour North Beach and the Illawarra escarpment, it is known for its charming village atmosphere, heritage buildings, and vibrant mix of land uses. The area features a blend of low-density residential housing, boutique retail, cafés, restaurants, and community facilities, all within walking distance of the coastline. Its compact layout and scenic setting makes it a popular destination for both residents and visitors seeking a relaxed, walkable environment.

In recent years, Shellharbour (Village) has experienced a wave of revitalisation projects aimed at enhancing public spaces and supporting local business growth. Streetscape upgrades, improved pedestrian access (Figure 6.14), and the development of new hospitality venues have contributed to a more modern and inviting feel, while still preserving the area’s historic character (Figure 6.15). The foreshore precinct has also seen enhancements, including upgraded parklands, shared paths, art trails (Figure 6.16) and recreational facilities that attract families and tourists year-round.

Figure 6.14: Pedestrian Crossing on Addison Street in Shellharbour Village

Figure 6.15: Revitalised Shellharbour Village town centre

Figure 6.16: Town centre art trail walk in Shellharbour Village

However, these improvements and the area's growing popularity have led to increased pressure on local infrastructure. Streets in and around the Village are often crowded, particularly on weekends and during events, with limited parking and narrow roads struggling to accommodate the volume of vehicles. The popularity of outdoor dining and coastal walks adds to the congestion, as foot traffic and vehicle movement compete for space in a compact setting. Delivery vehicles and service access can also be challenging due to the limited availability of loading zones.

All off-street car parks in Shellharbour (Villiage) are generally well used throughout the week, reflecting the area's popularity and steady flow of visitors. While the northern and southern car parks off Wentworth Street (Figures 6.17 and 6.18 respectively) have reasonable demand, the Little Park car park is frequently at full capacity (Figure 6.19), throughout the whole week. Its proximity to the foreshore makes it a high-demand location, often leaving drivers to seek alternative parking further afield. The southern car park tends to be more popular during the mornings on both weekdays and weekends, likely due to its proximity to cafés, the beach, and morning recreational activities.

Figure 6.17: Northern car park off Wentworth Street in Shellharbour Village

Figure 6.18: Southern car park off Wentworth Street in Shellharbour Village

Figure 6.19: Little Park car park on Shellharbour Village's foreshore

Parking along Hockey Esplanade is highly utilised throughout the week, with consistently high demands on both weekdays and weekends (Figure 6.20).

Streets around schools in the Village, especially near Stella Maris Catholic Primary School (Figure 6.21), are often congested during peak drop-off and pick-up times due to narrow roads and limited off-street parking. Parents frequently park along kerbsides or in informal spaces, creating safety concerns for children and reducing visibility. To address this, one public state school is enforcing the kiss and drop zones (Figure 6.22) to streamline traffic flow and improve safety, though their effectiveness depends on proper signage, enforcement, and community awareness. The ongoing congestion highlights the need for further improvements in school zone traffic management and pedestrian infrastructure.

Figure 6.20: Beach front parking along Shellharbour Reserve in Shellharbour

Figure 6.21: Parking on outside Stella Maris Catholic Primary School on Wilson Street

Figure 6.22: Public school Kiss & Drop zone outside Shellharbour Public School along Mary Street

Shellharbour City Centre

Shellharbour City Centre, located in the heart of the Shellharbour LGA serves as the commercial and administrative hub of the city. Strategically located on land formerly part of Blackbutt, the centre was purposefully developed in the 1970s to serve as the city's central business district. It now hosts a diverse mix of land uses including retail, civic, residential, and recreational spaces. The area is anchored by Stockland Shellharbour, one of the largest shopping centres on the South Coast, which features over 220 specialty stores, major retailers, and entertainment venues. Shellharbour City Centre adds cultural and community value, housing the council chambers, library, museum, and public square.

Land use in Shellharbour City Centre reflects a well-integrated urban planning approach. Retail and hospitality dominate the core, with dining precincts such as The Avenue offering a variety of cuisines and outdoor seating. Surrounding this are medium-density residential developments, office spaces, and public amenities. The centre is designed to be pedestrian-friendly, with wide footpaths, landscaped public areas, and accessible transport options. Civic and cultural facilities are centrally located to encourage community engagement and ease of access. The area also supports sustainable transport with bicycle racks and bus stops conveniently positioned near major entry points.

Shellharbour City Centre is situated on relatively flat terrain, which has facilitated its structured development. The area is surrounded by suburban neighbourhoods such as Blackbutt, Barrack Heights, and Oak Flats, and lies close to natural features like Lake Illawarra and the Tasman Sea. Streets within the centre are wide and well-maintained (Figure 6.23 & 6.24), with kerbs designed to accommodate a mix of uses including pedestrian crossings, loading zones, and accessible parking.

Parking in Shellharbour City Centre is subject to a range of on-street restrictions, which has led to considerable confusion among drivers. This issue is further exacerbated by signage that is often faded, damaged, or poorly positioned, making it difficult for motorists to clearly understand the applicable rules. The inconsistent and unclear presentation of parking information contributes to frustration and increases the likelihood of inadvertent breaches.

Figure 6.23: Street parking on Cygnet Avenue outside the Shellharbour Civic Centre

Figure 6.24: Indented street parking on Memorial Drive

Shellharbour City Council provides several off-street parking facilities within the City Centre that support access to civic, commercial, and community destinations. The Shellharbour Civic Centre car park offers around 100 free undercover spaces, including accessible bays and electric vehicle charging stations, with entry via Cygnet Avenue and time limits aligned with civic operating hours. Two additional council-managed car parks contribute over 500 spaces combined, strategically located to serve nearby public amenities and businesses (Figures 6.25, 6.26 & 6.27). These council-owned facilities are complemented by the extensive parking available at Stockland Shellharbour Shopping Centre, which offers over 3,000 free outdoor and undercover spaces, including monitored zones with time restrictions near key retail entries. Collectively, these parking options form a well-balanced and sufficient network that meets the needs of visitors, workers and residents in the City Centre.

While cars were observed parked in the Taxi Zone on Bimbala Place during the day, it could not be determined whether any vehicles were parked illegally during the nominated restricted times due to the timing of the site visit.

Figure 6.25: Car park off Remembrance Place outside Event Cinema in Shellharbour City Centre

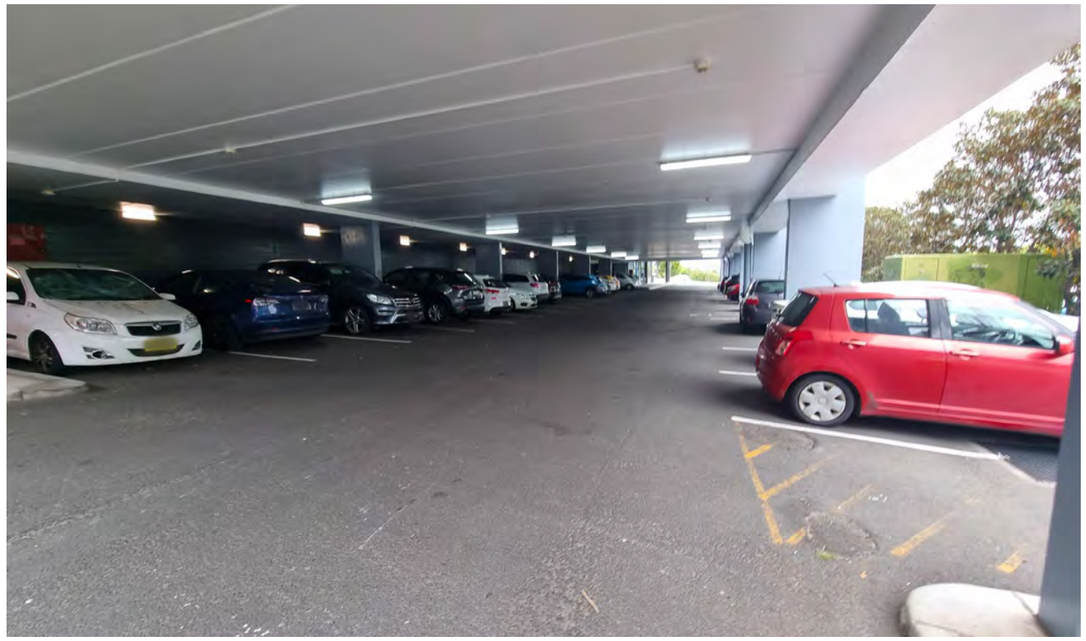


Figure 6.26: Car park under Event Cinema in Shellharbour City Centre

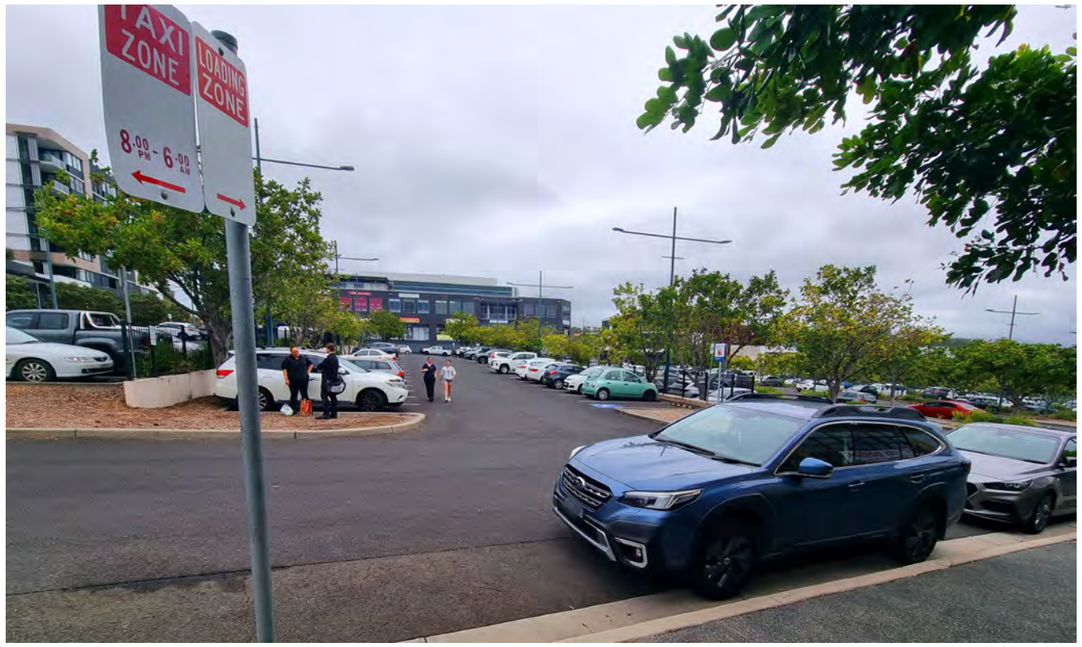


Figure 6.27: Car park off Bimbala Place in Shellharbour City Centre

Time-restricted parking spaces in Shellharbour City Centre are strategically located in close proximity to key amenities such as medical centres (Figure 6.28), dining venues (Figure 6.29) and civic facilities. These short-stay bays are designed to support quick visits and high turnover, ensuring convenient access for customers, visitors, and service users. The shorter stay restrictions help maintain availability and reduce congestion in high-demand areas, contributing to a more efficient and accessible parking environment throughout the precinct. Within council-managed car parks, timed restrictions are also applied to bays adjacent to retail shopfronts to prioritise access for short-term shoppers and improve turnover in prime location.

Several parking bays were identified that appear well-suited for time-restricted use (Figure 6.30). These bays are typically located adjacent to high-turnover businesses such as cafés, takeaway outlets, and convenience stores, where short visits are common. The nature of activity in these areas suggests that implementing or maintaining timed restrictions would support efficient turnover and improve access for a broader range of users.

Figure 6.28: Time restricted parking outside Shellharbour City General Practice in Shellharbour City Centre

Figure 6.29: Street parking on Bimbala Place outside Central Hotel Shellharbour

Figure 6.30: Parking adjacent to community services along Burra Place

Warilla

Warilla is a vibrant coastal suburb located in the northeast of the LGA. Nestled between Lake Illawarra and the Pacific Ocean, Warilla enjoys a prime location that offers both natural beauty and convenient access to nearby urban centres like Wollongong and Shellharbour City. The suburb is divided by Shellharbour Road, creating two distinct areas with varying residential and commercial characteristics. Its proximity to beaches, bays, and recreational facilities makes it a popular choice for families, retirees, and professionals seeking a relaxed lifestyle.

Land use in Warilla is predominantly residential, with a mix of older housing stock and newer developments reflecting the suburb's gradual transformation. There are also pockets of commercial activity which caters to everyday needs. Recreational land use is significant, with well-maintained parks, sports fields, and access to Warilla Beach and Lake Illawarra supporting a strong outdoor culture. The suburb also features boat ramps and fishing spots, making it a hub for water-based activities. While public transport is available, its limited frequency and reliability mean it does not efficiently support everyday movement, contributing to continued reliance on private vehicles.

The general view of Warilla is one of a laid-back, beachside community with wide streets, modest homes, and a strong connection to nature. Locals often engage in outdoor activities such as walking, cycling, fishing, and surfing, reflecting the town's coastal character. The presence of clubs, sports facilities, and nearby shopping centres adds to the convenience and vibrancy of the area.

Recent infrastructure upgrades have significantly improved accessibility throughout Warilla. Council has invested in upgraded kerb ramps (Figure 6.31), accessible parking spaces (Figure 6.32), and traffic calming devices such as a new roundabout and speed cushions to enhance pedestrian safety (Figure 6.33). These improvements are particularly evident around key public areas and shopping precincts, where safe and inclusive mobility is essential. The addition of speed cushions helps to reduce vehicle speeds, creating a safer environment for people with disabilities, older residents, and families with prams. These enhancements are part of a broader commitment to inclusive urban design and align with the Council's Active Transport Strategy, which promotes walkability and equitable access across the region.

Figure 6.31: Upgraded kerb ramps on George Street in Warilla

Figure 6.32: Upgraded accessible parking in Warilla

Parking along George Street in Warilla is primarily utilised by patrons visiting the local dining establishments (Figure 6.34). The street features a variety of cafés, takeaway shops, and casual restaurants, making it a popular spot for locals and visitors seeking a relaxed meal near the coast. As a result, the available parking is often concentrated around these venues, supporting short-term stays and easy access for diners. This setup contributes to the street's lively atmosphere, especially during mealtimes and weekends, when foot traffic increases and the community gathers to enjoy the local food scene.

Off-street car parks in Warilla, particularly those located near commercial and recreational areas, tend to be under utilised despite their convenience and capacity. These spaces offer ample parking options for longer stays and are ideal for visitors accessing nearby facilities, yet they often remain relatively empty compared to the busier on-street spots. Beverley Avenue car park (Figure 6.35) has become a focal point for community events such as Eco Beats and Eats, a popular gathering that celebrates sustainability, music, and food. These events help activate the space and foster a sense of community, showcasing the potential of underused infrastructure when integrated into local culture and programming.

Figure 6.33: Speed cushions on Susan Avenue in Warilla

Figure 6.34: On-street parking along George Street in Warilla

Figure 6.35: Beverley Avenue Car Park in Warilla

Lake Illawarra (Warilla Grove)

Warilla Grove, located within the northeast suburb of Warilla presents a mixed-use urban environment with a strong emphasis on retail and community services. The precinct is anchored by Warilla Grove Shopping Centre, which is surrounded by residential dwellings, light industrial facilities, and recreational spaces. The area reflects a transition from its original post-war residential character to a more integrated and commercially active zone.

The location of Warilla Grove within Shellharbour LGA places it in a strategic position between the coastal attractions of Warilla Beach and the broader urban infrastructure of Shellharbour City Centre. It benefits from proximity to major transport routes, including Shellharbour Road and Lake Entrance Road, which connect residents to nearby suburbs and regional centres like Wollongong. The area is also well-serviced by public transport, with bus routes facilitating access to schools, shopping centres, and recreational facilities.

Traffic behaviour in and around Warilla Grove has been one location of Council intervention. Several traffic calming measures have been implemented, in the form of speed cushions (Figure 6.36 and 6.37). While this measure has had a positive impact on reducing vehicle speeds, a recurring pattern of driver avoidance was observed. Specifically, a significant number of motorists were observed diverting around the sides of speed cushions rather than slowing down as intended. This behaviour undermines the effectiveness of the traffic calming infrastructure and has led to increased safety concerns, particularly for pedestrians and cyclists in adjacent areas.

Parking was well-utilised in light industrial zones (Figure 6.38) and extended across the verge along several light industrial streets, particularly near automotive service businesses. This practice obstructs pedestrian pathways and frequently forces individuals to walk on the roadway, increasing the risk of accidents. Notably, pedestrians using prams and mobility scooters were observed navigating these compromised conditions, highlighting the accessibility and safety concerns associated with verge parking in these areas.

Council's Active Transport Strategy is expected to help address these concerns. The strategy identifies locations where pedestrian access is currently impeded and proposes new footpath and shared path links and improved crossing facilities to enhance safety and accessibility in these areas (Figure 6.39).

Figure 6.36: Street parking and traffic calming cushions along Woolworths Avenue outside Warilla Library

Figure 6.37: Illegal parking on verge and traffic calming cushions on Commerce Drive in Warilla Grove

Surrounding residential streets were observed with a noticeable number of trailers, caravans, and boats parked along the kerbsides (Figure 6.40). Helen Street (parallel to the study area) was observed to have a particularly high number of caravans and boats. This trend is likely influenced by the suburb's proximity to Lake Illawarra and its popularity among residents with outdoor and recreational lifestyles. Their presence on the streets can at times obstruct sightlines for drivers and residents, reduce available parking for other residents, and contribute to a visually cluttered streetscape.

Figure 6.38: Parking along Commerce Drive in Warilla Grove

Figure 6.39: Missing footpaths and pram ramps across the car park access to the Warilla Grove Shopping Centre

Figure 6.40: Illegal parking on verges and Boats parked long term around Warilla Grove

PARKING OCCUPANCY SURVEY RESULTS

Study Area Level

Parking occupancy surveys conducted across the study area indicate that, overall, utilisation remains within the optimal range of 45% to 85% for both weekdays and weekends (Figures 6.41 & 6.42). This suggests that most precincts maintain a balanced supply and demand for parking, with no widespread issues of oversupply or congestion. This level of occupancy is typically associated with a well-functioning network, where parking supply meets local needs and supports access without excessive pressure.

However, Shellharbour and Shell Cove emerged as higher-demand precincts. These areas recorded peak utilisation levels between 75% and 80%, approaching the upper threshold of the target range. While still within acceptable limits, these higher figures indicate pressure points that warrant closer monitoring. The elevated demand likely reflects the combined influence of local factors such as coastal tourism, commercial uses, and growing residential density.

To provide further insight into user preferences and infrastructure performance, occupancy patterns were assessed separately for on-street and off-street spaces (Figures 6.43–6.46).

Shellharbour shows a marked preference for on-street parking, with weekday and weekend utilisation consistently higher than for off-street options. This suggests users are favouring convenience and proximity to destinations particularly near the beachfront and high-activity areas. In contrast, underutilisation of off-street parking in this precinct presents an opportunity to improve signage, accessibility, or promotion to shift demand away from busy kerbsides.

In Shell Cove, the reverse trend is observed. Off-street parking exceeds the 85% threshold on both weekdays and weekends, indicating an over-occupancy issue. This could reflect a limited off-street supply or intense demand from nearby destinations. In either case, the findings point to a need for intervention potentially through demand management measures or expansion of facilities to restore accessibility and circulation.

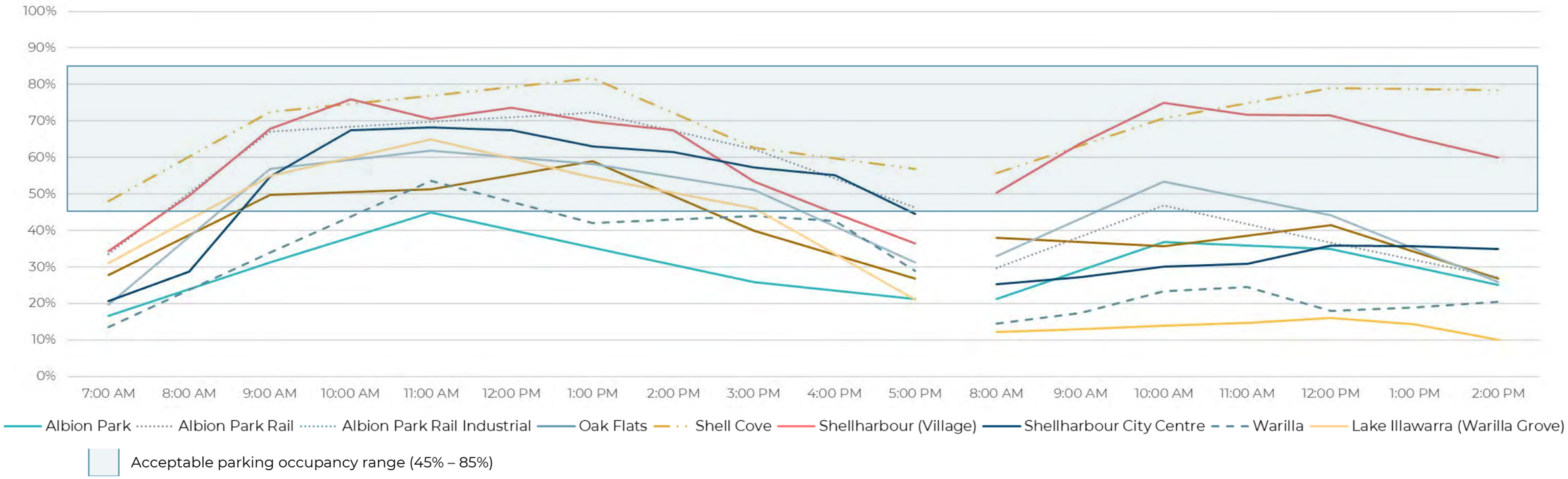


Figure 6.41: Weekday Occupancy Survey Results – Precinct Level

Figure 6.42: Weekend Occupancy Survey Results – Precinct Level

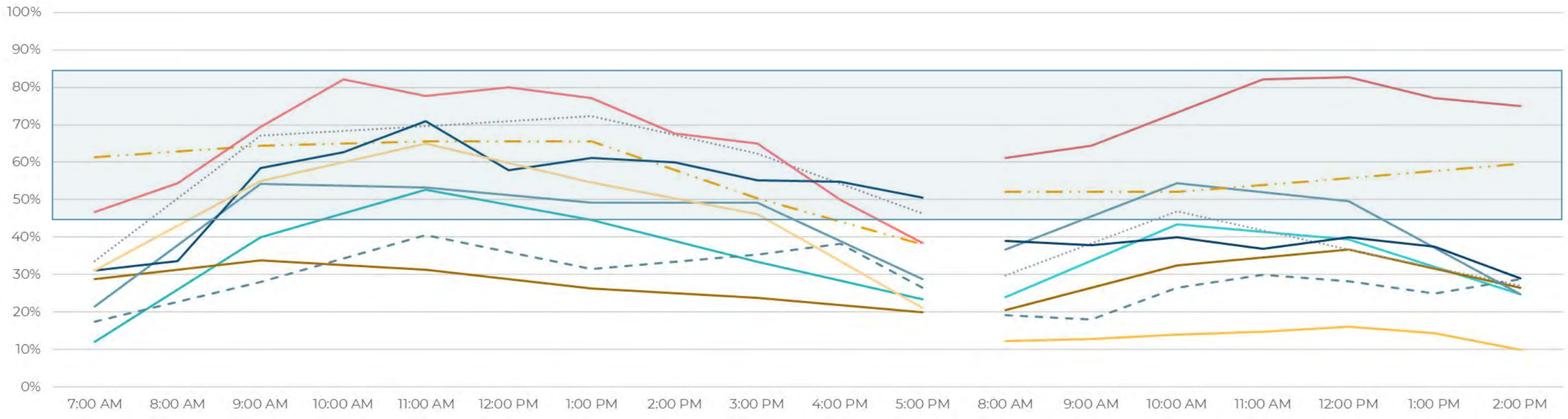


Figure 6.43: Weekday Occupancy Survey Results – On-street Parking

Figure 6.44: Weekend Occupancy Survey Results – On-street Parking

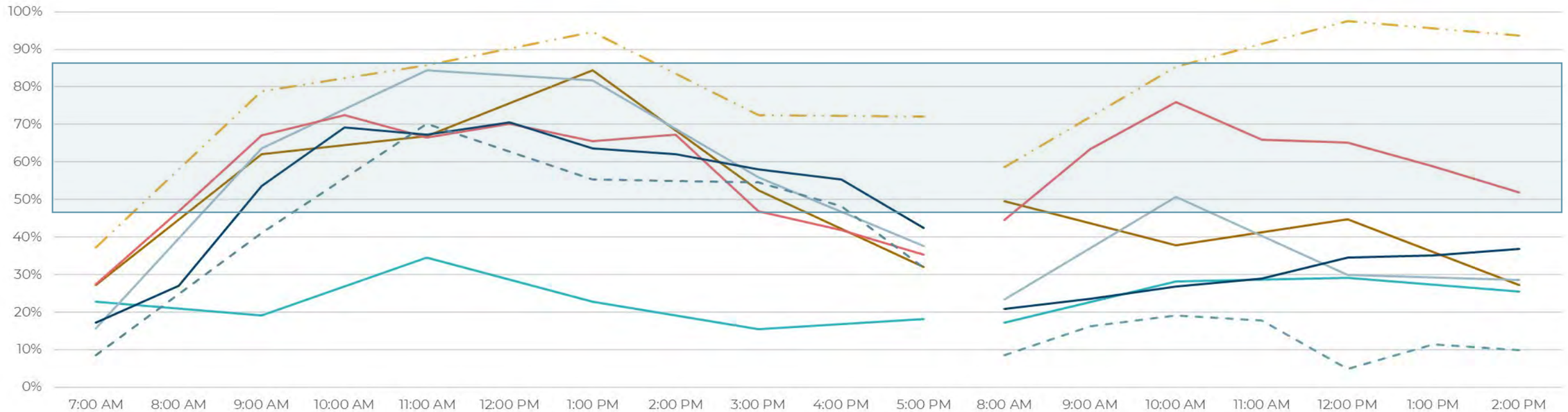


Figure 6.45: Weekday Occupancy Survey Results – Off-street Parking

Figure 6.46: Weekend Occupancy Survey Results – Off-street Parking

Albion Park · Albion Park Rail · Albion Park Rail Industrial · Oak Flats · Shell Cove · Shellharbour (Village) · Shellharbour City Centre · Warilla · Lake Illawarra (Warilla Grove)

Acceptable parking occupancy range (45% – 85%)

Precinct Level

Parking Occupancy results at the precinct level indicate overall there is sufficient parking available across all town centres during both weekdays and weekends. However, when the data is examined at the street or block level, clear patterns of concentrated demand emerge. Occupancy levels were found to be higher in Shell Cove and Shellharbour, likely due to their proximity to the ocean, which attracts both locals and visitors throughout the week. These coastal precincts experience consistently high demand, particularly in areas close to the beachfront and recreational spaces.

Albion Park

Overall, Albion Park has more parking supply than demand. However, survey results show that the time-restricted zones along Tongarra Road, particularly between McGrath Lane and Halket Lane, are the most preferred parking locations on weekdays. During the peak period from 10:00 am to 1:00 pm, and especially at 10:00 am, no parking spaces were available in this section. In contrast, off-street parking options were significantly under utilised, suggesting an opportunity to better promote or improve access to these facilities to alleviate pressure on high-demand areas.

Albion Park Rail

Surveys conducted in Albion Park Rail indicate that there is no issue with parking supply or demand. Off-street parking consistently remains below the 85% occupancy threshold, suggesting ample availability even during peak periods. This presents an opportunity to better promote these facilities and reduce pressure on surrounding on-street parking. Lower utilisation on weekends compared to weekdays likely reflects commuting patterns and the role of the nearby rail station, with demand peaking during business hours and tapering off outside of the typical commuter window.

Albion Park Rail Industrial Area

Surveys conducted in the Albion Park Rail industrial area indicate that weekday parking occupancy is at an adequate level across most of the study area. The only location with higher occupancy was observed along Shandan Circuit, suggesting slightly elevated demand in that zone. On weekends, parking facilities were under utilised, which aligns with the typical business hours of operations in the area. These findings suggest that current parking supply is sufficient, with potential to better manage or promote usage in higher-demand pockets.

Oak Flats

Occupancy surveys in Oak Flats indicate a higher preference for on-street parking during both weekdays and weekends. The off-street parking facility maintained adequate utilisation for most of the day, particularly between 9:00 am and 3:00 pm on weekdays, which aligns with standard business hours in the area. Timed parking zones within the study area ranged from adequate to over utilised, with the highest demand observed along Central Avenue and around Oak Flats Public School. Additionally, on-street parking in residential streets revealed instances of illegal parking behaviour, including vehicles parked on verges, indicating a need for increased enforcement or public awareness.

Shell Cove

Shell Cove was found to have the highest overall parking occupancy in the study area, while still in the adequate range. Results at the street and block level highlighted significant parking issues, particularly around the Town Centre precinct. Off-street parking facilities were over utilised throughout most of the day, on both weekdays and weekends. On-street timed parking zones remained full all day in the immediate vicinity to the Town Centre precinct. Additionally, unrestricted zones on Civic Avenue, Cove Boulevard, and Harbour Boulevard were consistently full from 7:00 am on weekdays, likely due to trade worker vehicles relating to the construction projects in the area. Surrounding residential streets showed significantly lower occupancy levels, though this may change with the anticipated growth in the area.

Shellharbour (Village)

Shellharbour (Village) was found to have the second highest occupancy in the study area, though it remained within the adequate range at the precinct level. In contrast to other precincts, there is a greater preference for off-street parking throughout the entire week, with Little Park being the most popular due to its proximity to the beachfront. This is followed by the southern off-street parking facility off Wentworth Street, which is more preferred than the northern facility. The timed parking zones within the study area have no availability throughout the week, except in the vicinity of Shellharbour Public School. Additionally, unrestricted zones located closer to the beachfront are full for most of the day across the entire week, indicating sustained high demand in these areas.

Shellharbour City Centre

Shellharbour City Centre recorded higher occupancy during weekdays compared to weekends, reflecting typical business activity and weekday commuter demand. Across the precinct, there was a clear preference for on-street parking, while off-street facilities remained within the optimal occupancy range of 45–85%.

Interestingly, unrestricted on-street parking recorded higher occupancy levels than timed zones, suggesting that long-stay commuters are favouring these spaces. In contrast, timed parking zones appeared to support turnover and shorter visits, indicating they are generally functioning as intended. This pattern was consistent across both weekdays and weekends.

While precinct-level occupancy remained within the adequate range, block-level analysis revealed localised areas of overutilisation. Timed parking zones along Memorial Drive were the most heavily used, followed by strong demand across both timed and unrestricted zones on Cygnet Avenue. Unrestricted spaces on Bimbala Place also experienced high occupancy, with the adjacent Taxi Zone showing elevated demand. It is noted that vehicles parked in the Taxi Zone were observed outside of the restricted hours.

These patterns highlight the importance of balancing long-stay and short-stay parking, ensuring turnover for visitors while still accommodating commuter needs.

Warilla

Weekday occupancy in Warilla is significantly higher than on weekends, reflecting local business activity. Off-street parking is preferred, with the Terry Avenue car park consistently well-used, particularly in the afternoon. In contrast, the Beverly Avenue car park and nearby residential streets remain under utilised or sit at the lower end of the adequate range. Timed parking zones were appropriately used, supporting turnover without signs of over-demand.

Lake Illawarra (Warilla Grove)

Warilla Grove was observed to have significantly lower parking occupancy on weekends compared to weekdays, which aligns with the presence of industrial businesses operating primarily during the week. While survey results indicate that parking occupancy is within the adequate range, this does not accurately represent the illegal parking behaviours observed along Veronica Street, particularly in front of industrial premises.

Notably, on weekends, there were more vehicles parked illegally on verges than on the street, highlighting a need for increased enforcement or infrastructure improvements to gg demand and compliance in this area.

VALIDATION OF CONSULATION ISSUES

A Comparison of on-site observations and parking occupancy surveys confirmed many of the concerns raised by community members and Council staff (Table 6.1). The alignment between data and first hand observations reinforces the validity of these concerns, particularly around usage patterns, accessibility, and infrastructure limitations. This evidence-led process supports the case for targeted improvements and strengthens future planning decisions.

Of the issues raised, only one item could not be validated through the parking occupancy surveys:

- Overnight parking along the foreshore in Shellharbour (raised by the community)

This item requires targeted observation or overnight surveys to assess the scale and implications of the issue.

ADDITIONAL PARKING ISSUES

Site investigations have substantiated general community feedback indicating that Shell Cove requires a more holistic review of the suburb. This is essential to fully understand the impacts of both current and future developments on the parking network, ensuring that planning decisions are responsive to evolving needs and pressures.

The site investigations also highlighted illegal parking on verges specifically around businesses specialising in car related services is an issue.

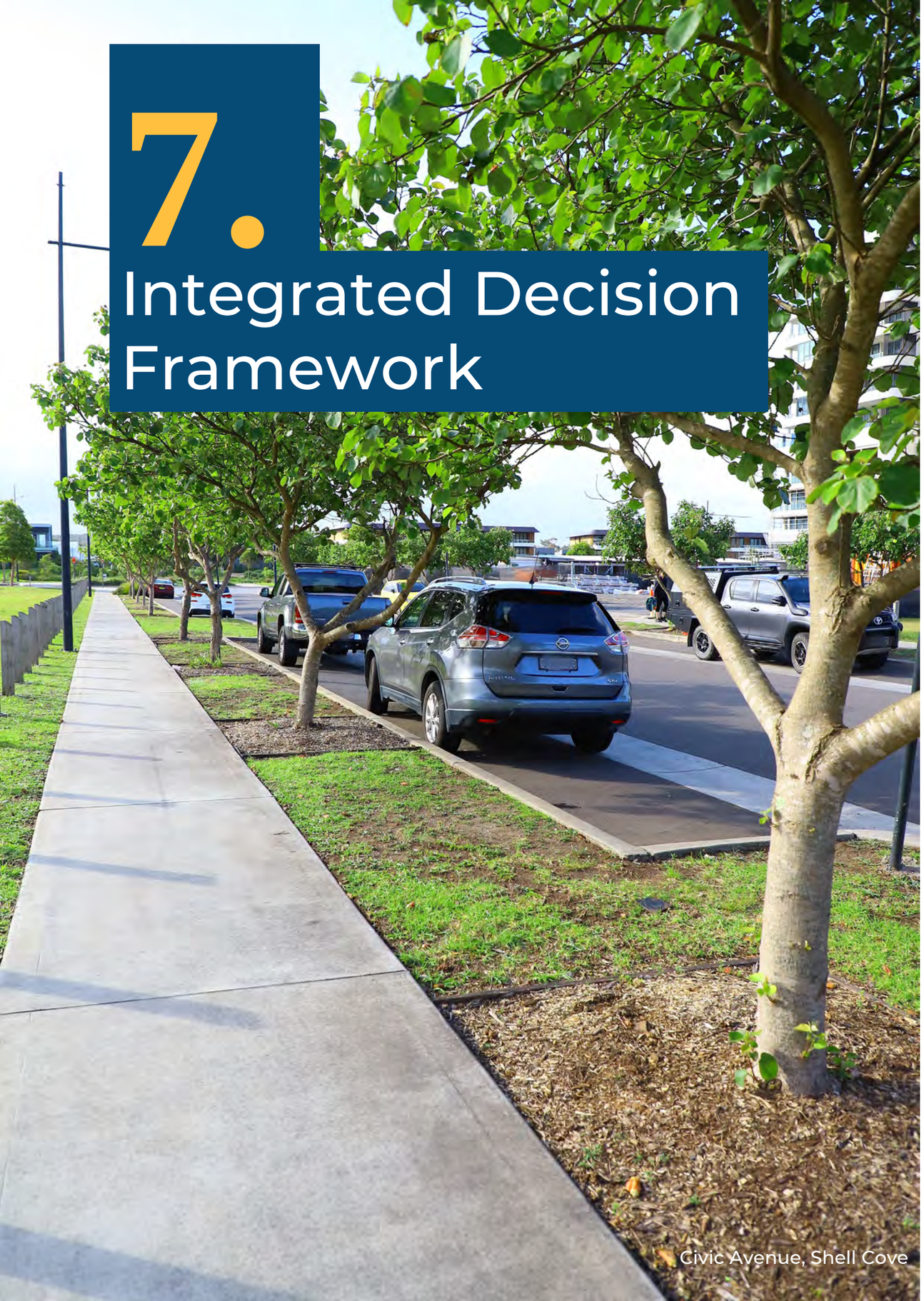
FUTURE CONSIDERATIONS

The effectiveness of timed parking restrictions could not be accurately assessed due to the limitations of the occupancy survey parameters. As a result, further investigation or alternative data collection methods may be required to evaluate their impact on parking turnover and compliance.

Table 6.1: Consultation Issues validations

Source	Issue	Site Observation Validation	Comment
Council Staff	Business' staff parking on -street around industrial areas	Site Observations & Occupancy Surveys	Observed in Lake Illawarra (Warilla Grove) and Albion Park Rail Industrial Area
Council Staff & Community	Confusing parking restrictions along streets	Site Observations	Observed in Shellharbour City Centre
Council Staff & Community	Congested parking on narrow streets	Site Observations	Observed in Shell Cove
Community	High density housing not having enough off-street parking	Site Observations & Occupancy Surveys	Observed in Oak Flats
Council Staff & Community	Illegal parking on verges and footpaths	Site Observations	Observed in Lake Illawarra (Warilla Grove), Shell Cove and Albion Park Rail Industrial Area
Council Staff & Community	Inadequate access/provision for alternative modes of transport	Site Observations	Observed at all locations
Council Staff & Community	Inadequate mobility parking close to amenities	Site Observations	Observed at all locations
Council Staff & Community	Inadequate parking for special events or peak season	-	Outside of site investigation dates and time frames
Council Staff	Inadequte EV charging Stations in parking areas	Site Observations	Observed at all locations
Community	Long term parking of trailers/caravans/boats/trucks on residential streets	Site Observations	Observed in Lake Illawarra (Warilla Grove), Oak Flats and Shell Cove
Council Staff	High number of vehicles per household	Demographic data analysis	ABS Census of population and housing (2021) indicated 64% of households in the LGA own two or more vehicles.
Community	Overnight parking along foreshore in Shellharbour (Village)	-	Outside of site investigation time frames
Council Staff & Community	Over utilised off-street parking	Site Observations & Occupancy Surveys	Observed in Shell Cove and Shellharbour (Little Park)
Council Staff & Community	Over utilised on-street parking	Site Observations & Occupancy Surveys	Specifically in Shell Cove
Community	Parking around schools blocking roads and footpaths	Site Observations & Occupancy Surveys	Observed at Albion Park, Oak Flats, Shellharbour (Village)
Council Staff & Community	Traffic congestion during peak times on Tongarra Rd	Site Observations	Observed at Albion Park
Council Staff & Community	Uncertainty of parking rules and applicable fines	Site Observations	Observed at Albion Park, Shellharbour, Shellharbour City Centre, Shell Cove, Warilla
Council Staff	Under utilised off-street parking	Site Observations & Occupancy Surveys	Specifically in Albion Park, Albion Park Rail, Oak Flats and Warilla

7. Integrated Decision Framework



Civic Avenue, Shell Cove

INTEGRATED DECISION FRAMEWORK

Shellharbour's Integrated Decision Framework (see Figure 7.1) brings together four key elements: road user priorities, parking allocation, occupancy data, and parking interventions to guide consistent, balanced decisions about how parking is managed.

This approach helps align kerbside space with local needs by reducing congestion, improving access, and supporting more sustainable travel. By placing people and place at the centre of decision-making, Council can manage competing demands, prioritise users fairly, and apply measures that keep parking efficient, inclusive, and fit for purpose.

To put this into practice, the framework is supported by a series of guiding hierarchies that help prioritise how parking space is allocated based on land use, activity, and user needs. These include the Road User Hierarchy, Parking Occupancy Framework, Parking Allocation Hierarchy, and Parking Intervention Hierarchy, each described in the sections that follow.

Figure 7.1: Integrated Decision Framework

Road User Hierarchy

The Road User Hierarchy, also known as the sustainable transport hierarchy, reflects a people first principle, placing the greatest emphasis on walking, cycling and public transport. These modes are followed by shared and service vehicles, with private cars given the lowest priority (see Figure 7.2). In the context of parking, this hierarchy means giving priority to:

- Vehicles that carry more people such as buses, taxis and car share;
- Those with the greatest need such as mobility parking users; and,
- Commercial vehicles that service local businesses through loading and unloading

Lower priority is given to single occupancy or long-term private vehicle storage, particularly trailers, caravans or boats occupying public kerbside space. This approach ensures parking is aligned with broader transport and place-based goals, supports more efficient land use and helps create safer, more accessible streets for everyone.

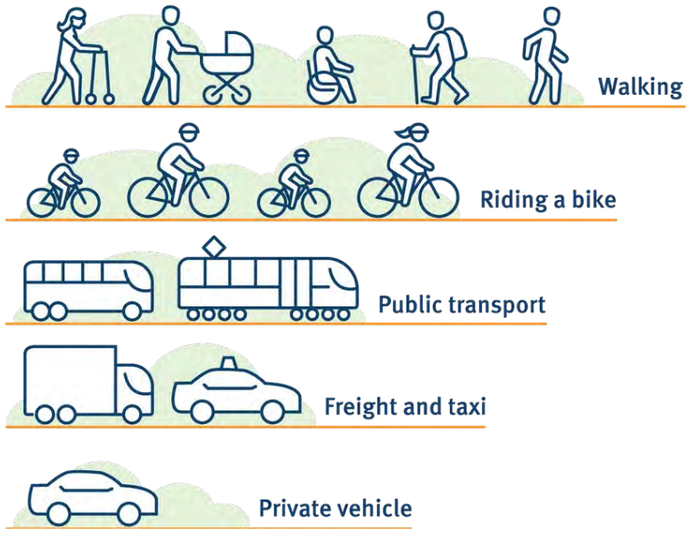


Figure 7.2: Road User Hierarchy

Parking Occupancy Hierarchy

The Parking Occupancy Hierarchy helps Council monitor how parking spaces are being used across the City. This data-led framework uses evidence from parking occupancy surveys to guide decisions. It helps tailor responses, from adjusting time restrictions to reallocating parking spaces.

Figure 7.3 is an expansion on

- **Below 25%:** under used spaces that may offer opportunities for shared use, repurposing or removal of time restrictions.
- **Between 25% and 45%:** under used spaces that may offer opportunities for shared use, repurposing, or reduce time restrictions.
- **Between 45% and 85%:** optimal range, where spaces are well used without causing congestion or excessive circulation
- **Between 85% and 95%:** areas approaching full capacity, where demand exceeds availability and intervention may be needed to reduce pressure
- **Above 95%:** areas approaching full capacity, where demand exceeds availability and intervention is needed to reduce pressure

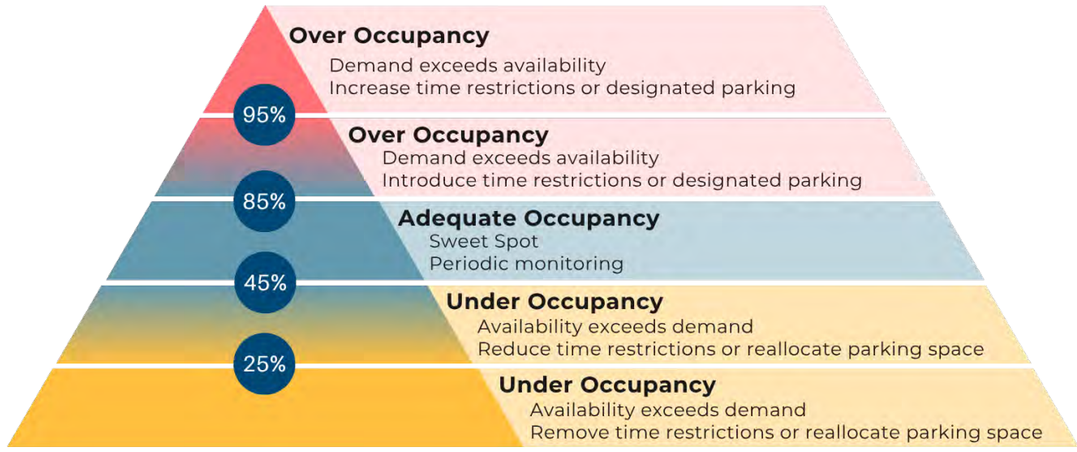


Figure 7.3: Parking Occupancy Hierarchy

Parking Allocation Hierarchy

A Parking Allocation Hierarchy (see Table 7.1) guides how parking is distributed to match the needs of different users. It helps ensure the most accessible and high demand spaces are used in ways that support local activity, fairness, and efficient transport.

Priorities shift by land use type to reflect the kinds of activities in each location and the needs of people visiting, working, or living there. For example, time-limited parking near shops supports customer turnover, while longer-stay parking better serves commuters or employees.

This hierarchy applies the Road User Hierarchy in practice, using parking restrictions and designations to prioritise kerbside activities that support place function, enable access for people with mobility needs, and facilitate efficient operations such as deliveries and short visits.

It provides general guidance only. Parking priorities may be adjusted on a site-by-site basis to reflect local conditions, operational needs, and community preferences.

Table 7.1: Parking Allocation Hierarchy

PRIORITY	TOWN CENTRES/ ACTIVITY CENTRES	COMMUNITY FACILITIES/ SERVICES	SCHOOLS	RESIDENTIAL	INDUSTRIAL	PUBLIC OFFSTREET PARKING
Highest	Safety Zones	Safety Zones	Safety Zones	Safety Zones	Safety Zones	Safety Zones
	Emergency Services	Emergency Services	Emergency Services	Emergency Services	Emergency Services	Emergency Services
	Disability Permit Zones	Disability Permit Zones	Disability Permit Zones	Disability Permit Zones	Loading Zones	Disability Permit Zone
	Customers (including Tourists)	Customers (including Tourists)	School Parking	Residents (including Visitors)	Local Employees	Customers
	Loading Zones	Loading Zones	Residents (including Visitors)	School Parking	Disability Permit Zone	Loading Zones
	Car Sharing	Car Sharing	Car Sharing	Car Sharing	Car Sharing	Car Sharing
	Residents (including visitors)	Work Zone Permits	Loading Zones	Customers	Customers	Local Employees
	Local Employees	Local Employees	Customers	Local Employees	Work Zone Permits	Work Zone Permits
	Work Zone Permits	Residents (including Visitors)	Local Employees	Commuters	Residents (including Visitors)	School Parking
	School Parking	School Parking	Work Zone Permits	Loading Zones	Commuters	Residents (including Visitors)
Lowest	Commuters	Commuters	Commuters	Work Zone Permits	School Parking	Commuters

Parking Intervention Hierarchy

The Parking Intervention Hierarchy (see Table 7.2) provides a structured approach for managing parking based on safety, occupancy levels, and priority users. It allows Council to apply increasingly tailored restrictions to help balance parking supply and demand across Shellharbour.

This hierarchy enables Council to respond to over utilised areas by introducing restrictions that prioritise space for essential users such as people with mobility needs, delivery vehicles, or shared transport or by increasing turnover, such as applying a time limit (e.g. 2P) to allow multiple users to share the same space throughout the day. For instance, one parking bay could be used by five different cars between 8am and 6pm with a 2P restriction as opposed to one vehicle parked all day that is unrestricted.

In under utilised areas, the hierarchy allows for restrictions to be relaxed, encouraging use of available parking and relieving pressure in busier areas. This makes better use of the existing network and supports local access.

The Parking Intervention Hierarchy works alongside the other components of the Integrated Decision Framework to ensure parking policies are safe, fair, and adaptable to changing land uses, demographics, and community needs.

Table 7.2: Parking Intervention Hierarchy

INTERVENTION LEVEL	RESTRICTION	APPLICATION
Highest	No Stopping	Safety and traffic flow are critical, such as near intersections, pedestrian crossings, and emergency access routes
	No Parking	Areas for drop offs around hospitals, schools, shops and driveways.
	Designated Parking	Specific uses like Emergency, Mobility, Senior, Parents, Electric Vehicle (EV), Carpool, Loading zones and Work Zone Permits
	Time Limited Parking	Allows for turnover and ensures spaces are available for more users throughout the day
	Demarcated Bays	Controlled spaces with no restrictions
Lowest	No Restrictions	Unrestricted parking

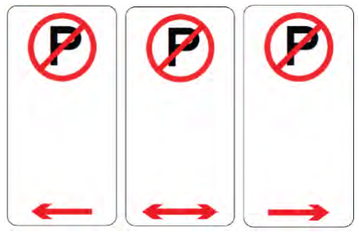
Types of Restrictions

To support the Parking Intervention Hierarchy, it is important to understand the types of parking restrictions that fall under Council's jurisdiction and how they are applied in practice. These include controls such as 'No Stopping', 'No Parking', and time-limited parking, each serving a specific purpose in managing safety, access, and turnover. Restrictions such as clearways, which are managed by Transport for NSW, are excluded from this framework. All new or modified restrictions must be presented to the Local Traffic Forum for endorsement prior to implementation, ensuring coordination and oversight in the decision-making process. The following outlines the common restriction types used by Council, along with examples of the signs used to communicate them to the public.

No Stopping

No Stopping zones are areas near intersections, pedestrian crossings, bus stops, sharp bends, or narrow roads; anywhere stopping could be dangerous or disrupt traffic flow. This restriction is regulated.

No Parking



No Parking zones are common near hospitals, shops and schools. Places where short stops are okay to load or unload passengers or goods but longer stays would block access or create safety issues. This restriction is regulated.

Times shown are examples only

Designated Parking

Designated Parking spaces can be set aside for special purposes. These spots have signs showing who can use them and when.

Emergency Parking

Wording shown are examples only

Only for emergency vehicles like police, fire trucks, or ambulances. No public parking allowed at any time. This restriction is regulated.

Mobility Parking

Reserved for people with a valid disability parking permit. These bays are usually wider and closer to entrances for easier access. This restriction is regulated.

Loading Zones

Times shown are examples only

For vehicles loading or unloading goods. Time limits apply, and private vehicles usually can't park here unless actively loading or unloading. This restriction is regulated

Electric Vehicle (EV) Parking

Times shown are examples only

Reserved for electric vehicles that are actively charging. Vehicles must be plugged in and charging to use these bays. This restriction is regulated.

Work Zone Parking

Times shown are examples only

Works Zone are usually near construction or maintenance sites where quick access is needed. These zones are used to give workers safe and convenient access to a site, especially in busy urban areas where space is limited. Work zones are to be identified in a Development Applications and must be approved by Council prior to construction commences. This restriction is regulated.

Senior Parking

Set aside for older adults, often near shopping centres or community facilities. These bays are usually wider and closer to entrances for convenience. This restriction is not regulated.

Parents with Prams Parking

For parents or carers with young children in prams or strollers. These bays are usually wider and closer to entrances for convenience. This restriction is not regulated.

Carpool Parking

Reserved for vehicles with two or more passengers, encouraging shared travel. These bays are often found near transport hubs or in commuter areas. This restriction is not regulated.

Time Limited Parking

Some parking areas have time limits to help manage how long people stay. These limits are shown on signs and are enforced during certain hours of nominated days.

Short Stay Parking (Less than 4 hours)

Times shown are examples only

These zones are for quick visits, like shopping or appointments. These zones are often found in busy areas like town centres or near shops. Shorter times will be located around amenities requiring shorter time frames to access. These restrictions are regulated.

Long Term Parking (More than 4 hours)

Times shown are examples only

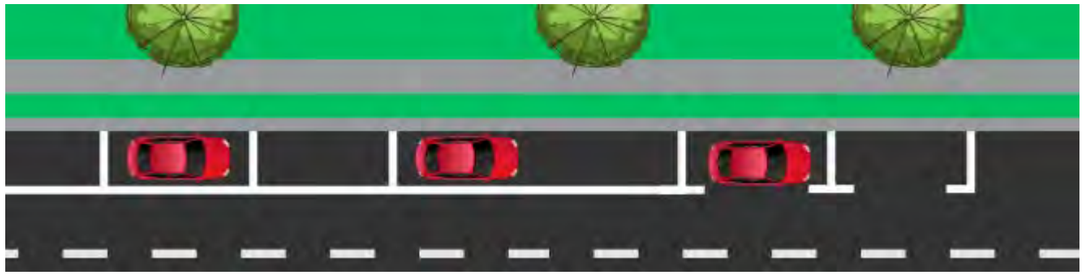
These zones are for people who need to park for longer periods, such as commuters or workers. These are usually located near transport hubs, workplaces, or on the edge of busy areas. These restrictions are regulated.

Demarcated Bays

These areas may have no time restrictions and are often in residential areas or quieter streets. Spaces are demarcated with line marked to control the number of vehicles that can park in the area.

90-degree bays

Angled bays

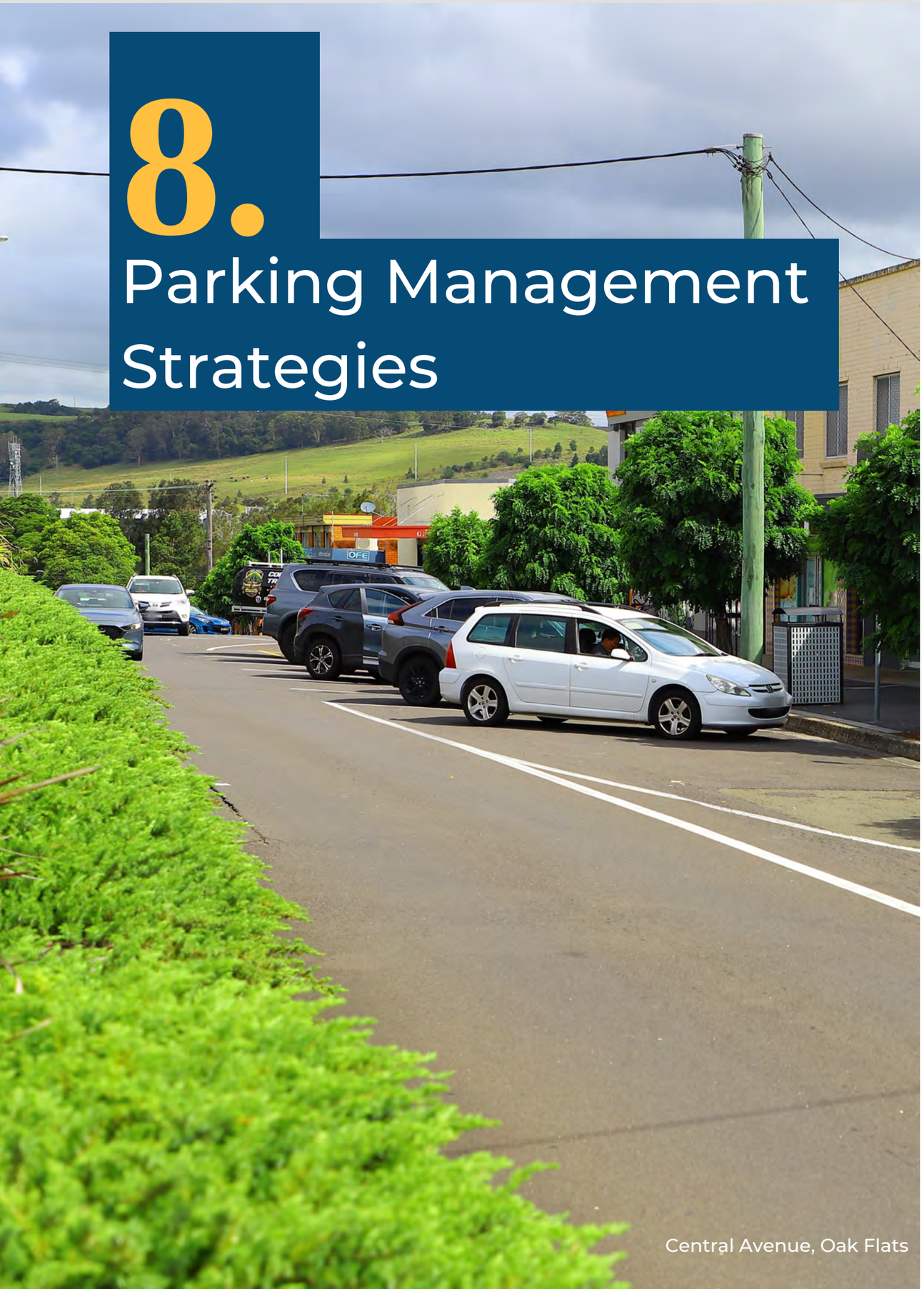


Parallel bay configurations

No Restrictions

These areas have no time restrictions and are often in residential areas or quieter streets. These areas may or may not have demarcated spaces.

8. Parking Management Strategies



Central Avenue, Oak Flats

PARKING MANAGEMENT STRATEGIES

Parking management strategies are tools and methods to organise and control parking to reinforce fair and equitable parking for all road users. These strategies help ensure parking reflects the needs of specific area, reduce traffic congestion and pollution, and make the whole system fair and efficient for everyone (Figure 8.1).

The recommendations are based on data-driven surveys, stakeholder and community feedback. They provide clear and practical strategies to address the unique parking challenges and opportunities within Shellharbour LGA.

Figure 8.1: Guiding Outcomes

Improving Accessibility Strategies

Table 8.1: Improving Accessibility Strategies

1	Strategy	Explanation
1.1	Simplified parking restrictions	Simplify parking restrictions by standardising signage and regulations across the city. Use clear, consistent language and visual cues to reduce confusion and make it easier for residents and visitors to understand parking rules.
1.2	Time limited restrictions around high use amenities/services	Introduce zoned restrictions for areas closer to high-use amenities/services helps with managing turnover, ensuring fair access, and supporting short-stay parking for those using nearby facilities.
1.3	Optimise existing on- and off-street parking space configurations	Assess existing parking layouts to identify reconfiguration opportunities that increase supply, improve access, and support broader transport goals with minimal infrastructure cost.
1.4	Repurpose under utilised off-street car parks	Repurpose under utilised car parks to include designated mobility, motorcycle, EV, elderly, parents and/or carpooling parking spaces. This optimises space usage and provides convenient parking options for the community.
1.5	Parking restrictions on narrow streets	Designating one side of the street for parking can help maintain a clear lane for traffic. Side of streets with close driveways are likely to be restricted. In very narrow streets, parking may not be possible on either side or may need to be restricted to certain hours or days.
1.6	Improved parking wayfinding	Improved parking wayfinding helps people find suitable parking quickly, reducing circulating traffic and ensures better access for everyone, especially those with mobility needs. Smart parking infrastructure can be incorporated into future development of multi-level carparks.
1.7	Flexible use in under utilised off-street car parks	Create flexible use spaces in under utilised car parks that can be adapted for different purposes, such as community events, temporary markets or long term trailer/caravan and boat rentals, when not needed for parking.
1.8	Integrated parking in mixed-use developments	Integrate parking facilities into larger developments like shopping centres and office complexes to optimise land use and enhance accessibility.
1.9	Investigate opportunities to address future parking demands	Investigate opportunities to address future parking demands that maximise space and ensure convenient access to community services and local businesses. Opportunities should leverage existing locations instead new locations.

Enhancing Environmental Sustainability Strategies

Table 8.2: Enhancing Environmental Sustainability Strategies

2	Strategy	Explanation
2.1	Carpooling program and park & ride schemes	Promote carpooling program and Park & Ride schemes to provide spaces for carpools to reduce the number of single-occupancy vehicles, thereby lowering traffic congestion and pollution. Provision of designated Carpooling spaces and Park & Ride zones.
2.2	Electric vehicle charging stations	Install EV charging stations in parking areas to support the use of electric vehicles and reduce reliance on fossil fuels.
2.3	Amenity improvements	At under utilised car parks, opportunity to redesign and incorporate greening. Street tree planting between spaces, pedestrian paths through the car park, converting concrete to soft low level planting.
2.4	Eco-friendly off-street car parks	Design car parks with green spaces and solar panels to improve air quality and reduce greenhouse gas emissions. Consider permeable surfaces to reduce water runoff and pollution.

Promoting Active and Public Transport Strategies

Table 8.3: Promoting Active and Public Transport Strategies

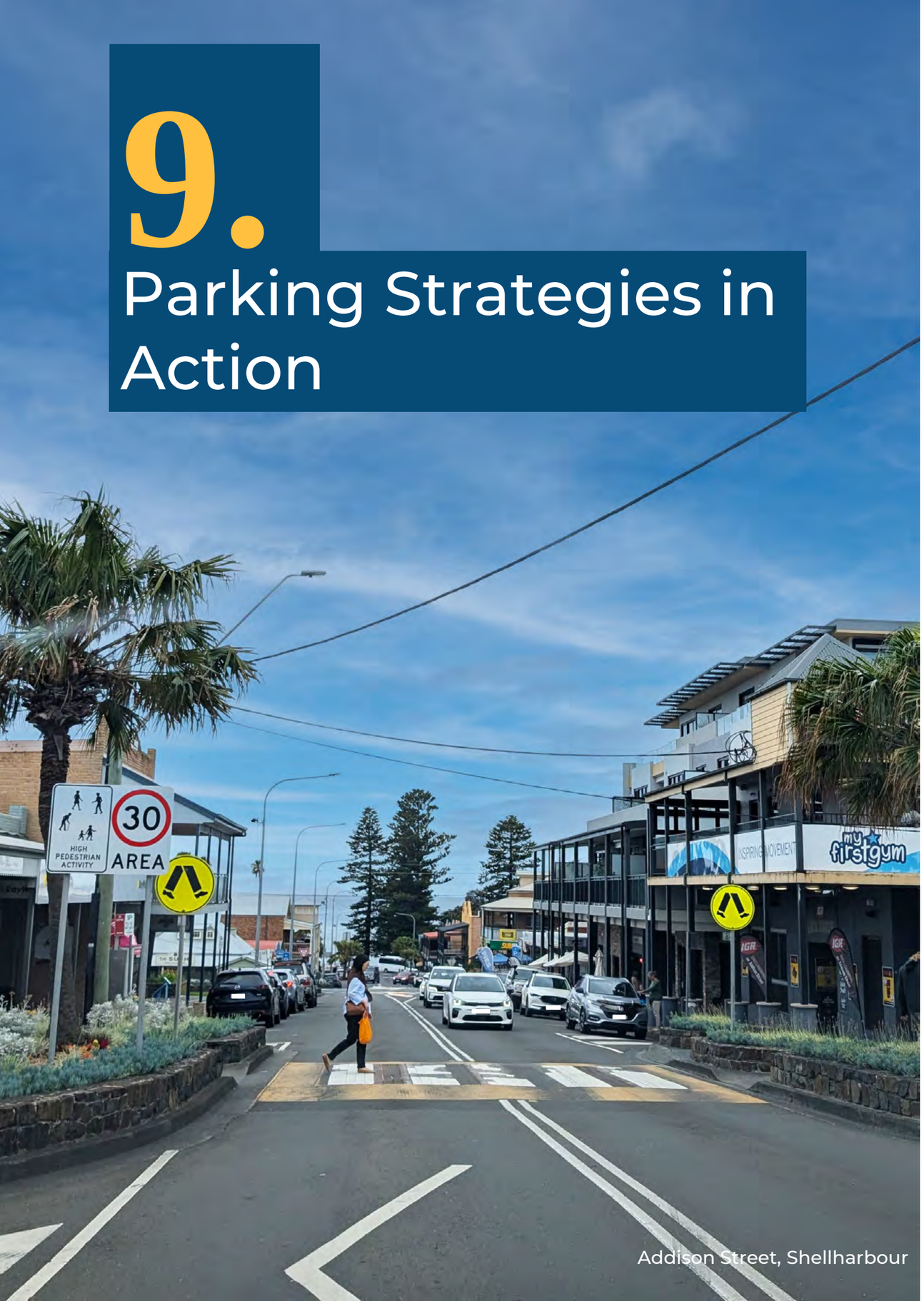
3	Strategy	Explanation
3.1	Advocate for improved and reliable public service connections	Collaborate with stakeholders to identify service gaps, engaging communities to understand needs, and lobbying state government agencies for targeted infrastructure and scheduling improvements.
3.2	Pedestrian-friendly design	Design parking areas with safe and accessible pedestrian pathways to promote walking and reduce car dependency.
3.3	Secure bike parking	Provide secure bike racks and storage facilities at key locations to encourage cycling as a viable transport option.
3.4	Transit-oriented development	Align parking policies with transit-oriented development principles to encourage the use of active and public transport and reduce the need for extensive parking infrastructure.
3.5	Shuttle service pilots	Investigate partnering opportunities with Transport for NSW to conduct a pilot trial of a shuttle service for workers to areas such as Albion Park Rail Industrial Area. This incentive is aimed to reduce the number of single-occupancy vehicles, thereby lowering the amount of on-street parking as well as reducing traffic and pollution.

Supporting Effective Governance Strategies

Table 8.4: Supporting Effective Governance Strategies

4	Strategy	Explanation
4.1	Transparent communication	Develop a clear and well-communicated parking strategy that includes regular updates and community engagement to demonstrate Council's commitment to effective governance.
4.2	Data-driven planning	Use data analytics to monitor parking usage and make informed decisions about future parking needs and policies.
4.3	Work zone permits	Introduce a permitting system for trade vehicles involved in construction projects. This ensures that construction workers have designated parking areas and participating in carsharing opportunities resulting in reducing congestion and ensuring smooth project operations. This is to be managed through Section 138 Work Zone Process.
4.4	Recreational vehicle off-street storage solutions	Explore opportunities to develop dedicated off-street storage facilities for recreational vehicles such as trailers, caravans and boats to reduce on-street parking on residential streets, improve road safety and enhance residential amenity.
4.5	Support Public Space quality through unattended vehicle management	Establish a risk-based enforcement system in line with the NSW Public Spaces (Unattended Property) Guidelines to manage unregistered or abandoned vehicles, trailers, caravans and boats on residential streets. Clear communication of these rules and consistent enforcement will help maintain orderly and accessible parking.
4.6	Increased off-street parking requirements for new businesses	Update the Development Control Plan to require car-related service businesses to provide additional off-street parking spaces. This ensures that these businesses do not contribute to on-street parking congestion and improves overall parking availability.
4.7	Appropriate standard garage capacity	Update the Development Control Plan to require that new residential developments include garages that can house a minimum of two cars.

9. Parking Strategies in Action



Addison Street, Shellharbour

PARKING STRATEGIES IN TOWN CENTRES

Strategies are not applied uniformly across all locations; instead, select approaches are tailored and implemented based on the specific needs, challenges, and opportunities within each study town centre. These strategies support broader goals including improving accessibility, enhancing environmental sustainability, promoting active transport, and supporting effective governance.

Different measures, such as time restrictions, permit systems, and infrastructure upgrades, are applied in a targeted way to reflect the unique context of each centre. By aligning management practices with local conditions, Council aims to create more accessible, vibrant, and resilient urban environments.

PRECINCT PARKING PLANS

Precinct parking plans are strategies designed to manage parking in specific areas, rather than on a site-by-site basis. These plans help ensure there is enough parking for everyone, reduce traffic congestion, and make it easier for people to find parking. The Precinct Parking Plans will create a more organised and efficient parking system that benefits everyone.

Precinct Parking Plans will be prepared for each of the study Town once this strategy is endorsed. These will be used as internal guiding frameworks to manage differing parking needs across the LGA.

Table 9.1: Parking Management Strategies in Town Centres

		Albion Park	Albion Park Rail	Albion Park Rail Industrial	Oak Flats	Shell Cove	Shellharbour (Village)	Shellharbour City Centre	Warilla	Lake Illawarra (Warilla Grove)
1	Improving Accessibility									
1.1	Simplified parking restrictions	●	●		●	●	●	●	●	
1.2	Time limited restrictions around high use amenities/services	●	●		●	●	●	●	●	●
1.3	Optimise existing on- and off-street parking space configurations	●	●	●	●	●	●	●	●	●
1.4	Repurpose under utilised off-street car parks	●	●		●	●	●	●	●	●
1.5	Parking restrictions on narrow streets	●	●		●	●	●	●	●	●
1.6	Improved parking wayfinding	●	●	●	●	●	●	●	●	●
1.7	Flexible use in under utilised off-street car parks	●	●		●	●	●	●	●	●
1.8	Integrated parking in mixed-use developments	●				●	●	●		●
1.9	Investigate opportunities to address future parking demands					●	●	●		
2	Enhancing Environmental Sustainability									
2.1	Carpooling program and park & ride schemes	●	●	●	●	●	●	●	●	●
2.2	Electric vehicle charging stations	●	●	●	●	●	●	●	●	●
2.3	Amenity improvements	●	●	●	●	●	●	●	●	●
2.4	Eco-friendly off-street car parks	●	●		●	●	●	●	●	●

Table 9.1: Parking Management Strategies in Town Centres (cont.)

		Albion Park	Albion Park Rail	Albion Park Rail Industrial	Oak Flats	Shell Cove	Shellharbour (Village)	Shellharbour City Centre	Warilla	Lake Illawarra (Warilla Grove)
3	Promoting Active and Public Transport									
3.1	Advocate for improved and reliable public service connections	●	●	●	●	●	●	●	●	●
3.2	Pedestrian-friendly design	●	●	●	●	●	●	●	●	●
3.3	Secure bike parking	●	●	●	●	●	●	●	●	●
3.4	Transit-oriented development	●	●	●	●	●	●	●	●	●
3.5	Shuttle service pilots	●	●	●	●	●	●	●	●	
4	Supporting Effective Governance									
4.1	Transparent communication	●	●	●	●	●	●	●	●	●
4.2	Data-driven planning	●	●	●	●	●	●	●	●	●
4.3	Work zone permits	●	●	●	●	●	●	●	●	●
4.4	Recreational vehicle off-street storage solutions	●	●	●	●	●	●	●	●	●
4.5	Support public space quality through unattended vehicle management	●	●	●	●	●	●	●	●	●
4.6	Increased off-street parking requirements for new businesses	●	●	●	●	●	●	●	●	●
4.7	Appropriate standard garage capacity	●	●	●	●	●	●	●	●	●

10. Next Steps

Oak Flats Library

STRATEGY IN MOTION

The successful implementation of a new parking strategy is guided by a structured approach that ensures alignment with broader city objectives and responsiveness to local needs. The process is built around five key phases shown in Figure 10.1.

Integrate

The strategy is embedded within existing planning, transport, and urban design frameworks to ensure consistency with Council's broader goals. This includes aligning with land use plans, sustainability targets, and community priorities

Implement

Targeted actions are rolled out in a staged manner, including changes to signage, enforcement practices, permit systems, and infrastructure upgrades. Clear communication with stakeholders and the community supports a smooth transition.

Evaluate

Ongoing monitoring is conducted to assess the effectiveness of the strategy. This includes collecting data on usage patterns, compliance, and user satisfaction to determine whether the intended outcomes are being achieved.

Report

Transparent reporting mechanisms are established to keep stakeholders informed of progress, challenges, and outcomes. This supports accountability and helps build community trust in the process.

Resource

Adequate funding, staffing, and technological support are allocated to ensure the strategy can be delivered effectively and sustainably over time.

Figure 10.1: Implementation of the Shellharbour Parking Strategy

IMPLEMENTATION MANAGEMENT PLAN (IMP)

During the integration phase of the parking strategy rollout, priority is placed on developing an Implementation Management Plan (IMP), a comprehensive roadmap that guides how Council will embed the Shellharbour Parking Strategy into day-to-day operations.

The IMP translates strategic goals into practical actions, assigning responsibilities, setting timelines, allocating resources, and establishing mechanisms for monitoring and evaluation. Its core purpose is to ensure the Parking Strategy is not only implemented effectively but also becomes a visible and lasting part of Council's broader land use, transport, and planning frameworks, while fostering community awareness and support.

The IMP will be adaptable and forward-looking, ensuring it remains relevant as the community grows, and transport needs evolve. It will consider the following sections.

Strategic Planning

- **Integrated Transport Strategy Review**

The Integrated Transport Strategy provides the overarching framework for delivering a connected and sustainable transport network. Reviewing the Strategy ensures it continues to align with long-term goals, anticipated growth, and emerging priorities. This process will confirm that all other actions within the plan are supported by a consistent, integrated approach to transport planning across the Local Government Area.

- **Future Parking Demand Study**

The recent State Government rezoning of Shellharbour City Centre and Dunmore will deliver approximately 5,700 new homes, creating significant future demand for transport and parking. To prepare for this growth, a future parking demand study will be undertaken to assess the likely impacts and identify strategies for managing supply and demand effectively. This study will ensure that parking management policies remain responsive to changing land use patterns and population growth, while supporting broader objectives for sustainable travel and reduced car dependency.

- **Development Control Plan (DCP) update**

As part of the development of Council's Parking Strategy, a thorough review of the Development Control Plan (DCP) was completed. Council will embed the principles and actions of the Strategy into the DCP to strengthen the connection between strategic intent and statutory planning controls. This integration will shape future development by incorporating updated parking standards, refined design requirements, and provisions for emerging technologies such as electric vehicle infrastructure and smart parking systems. The amended DCP will reflect the Parking Strategy's emphasis on efficient land use, improved accessibility, and support for sustainable and innovative transport solutions. By formalising these elements, Council ensures that all new development contributes to the long-term objectives of the Parking Strategy while reinforcing broader goals around integrated transport, environmental sustainability, and urban liveability.

- **Community-based shuttle bus service investigations**

Council will work with Transport for NSW to investigate partnering opportunities to trial local shuttle bus services that connect key destinations and reduce car use. These services support the Parking Strategy by offering accessible, low-cost transport options and encouraging more sustainable travel behaviour.

- **Green travel plan requirements**

Council will incorporate a Green Travel Plan requirement into the Development Control Plan to promote sustainable transport outcomes in new developments. Applicants will be required to demonstrate how their proposal supports active and low-emission travel modes, including walking, cycling, public transport, and car sharing. The plan should outline measures such as end-of-trip facilities, connectivity to transport networks, and strategies to reduce reliance on private vehicles. This requirement ensures that developments contribute to broader environmental goals and support long-term mode shift targets.

- **Shell Cove masterplan review**

Given the scale of ongoing and future development in Shell Cove, Council will undertake a review of the existing Masterplan to guide growth and ensure coordinated, sustainable outcomes. The review will provide a strategic framework that integrates land use, transport, parking, public spaces, and infrastructure planning, while preserving Shell Cove's coastal character and aligning with broader goals such as the Parking Strategy, environmental sustainability, and community wellbeing.

The review should:

- Define clear development principles and design guidelines suited to Shell Cove's mixed-use and tourism focus
- Coordinate infrastructure delivery to avoid duplication and improve efficiency
- Identify opportunities for smart parking and active transport integration
- Support vibrant, accessible public spaces and streetscapes
- Enable precinct-specific amendments to the DCP for consistent development outcomes

This review will ensure Shell Cove evolves in a cohesive, well-planned way that meets the needs of residents, visitors, and businesses.

- **Unattended vehicle management**

Council will take a proactive approach to managing vehicles in public spaces by conducting regular inspections to identify unregistered, abandoned, or unattended vehicles, trailers, and caravans. In line with NSW Public Spaces (Unattended Property) Guidelines, notices will be issued with clear compliance timeframes, and non-compliant vehicles removed where necessary. Council will also communicate rules through signage and public messaging to encourage responsible storage and maintain safe, accessible streets.

Future Development Considerations

- **Smart infrastructure readiness**

To support innovation and improve the efficiency of parking management across Shellharbour, new developments should be designed with future technology integration in mind. As smart city infrastructure evolves, parking facilities should be adaptable to emerging systems such as in-ground sensors and real-time occupancy signage. These technologies will enhance user experience, reduce congestion, and support data-driven decision-making. Incorporating future-proofing measures at the planning stage ensures long-term value and alignment with Council's strategic transport and sustainability goals.

- **Electric vehicle (EV) readiness**

As electric vehicle adoption continues to grow, Council is proactively planning for EV parking infrastructure across new and existing developments. This includes identifying suitable locations for EV charging stations, ensuring parking layouts can accommodate charging equipment, and incorporating future-ready electrical capacity into design standards. By embedding EV considerations into planning and development processes, Council aims to support sustainable transport choices and meet the evolving needs of residents and visitors.

- **Climate & sustainability alignment**

Future infrastructure planning will prioritise low-impact transport modes such as walking, cycling, and public transport, aligning with climate resilience and sustainability goals. Investments will focus on expanding and enhancing pedestrian and cycling networks to encourage a shift away from private vehicle use. This approach supports mode shift targets, reduces emissions, and promotes healthier, more connected communities while reinforcing broader environmental and planning objectives.

- **Funding & partnership opportunities**

Council will explore funding opportunities and strategic partnerships with state agencies to enable infrastructure upgrades and foster innovation in parking and transport. Long-term resourcing will be allocated to ensure consistent maintenance, effective enforcement, and ongoing community engagement. This approach ensures that improvements are not only delivered but sustained in a way that reflects local needs and supports broader planning objectives.

- **Recreational vehicle storage facilities**

Council will investigate opportunities to establish dedicated off-street storage facilities for recreational vehicles such as trailers, caravans and boats. This initiative aims to reduce on-street congestion, improve road safety, and enhance the visual amenity of residential areas. The investigation will include identifying suitable locations, assessing community demand, and exploring partnerships with private operators or landowners. Council will also engage with residents to understand local needs and ensure any proposed solutions are accessible, affordable, and aligned with broader land use and transport planning objectives.

Parking Restrictions

New parking restrictions, introduced through a permit system, aim to better manage limited parking supply and prioritise access for residents, businesses, and other key users.

- **Work zone vehicle permits**

Trade vehicle permits within designated work zones are to be managed through Council's Section 138 approval process. Contractors must apply for a permit as part of their road occupancy application, detailing how and where trade vehicles will access and operate within the public road reserve. Approved permits will specify designated areas, timeframes, and conditions to ensure safety, minimise disruption, and coordinate effectively with other nearby construction activities.

Communication & Education

A strong communications and education program will help ensure the community understands the purpose and benefits of the strategy, and how to adapt to any changes.

- **Digital engagement**

Council is enhancing digital engagement to improve access to parking information and support community awareness. A dedicated webpage will be launched featuring frequently asked questions (FAQs), interactive maps, and real-time updates on the implementation of parking initiatives. This platform will serve as a central hub for residents, businesses, and visitors to stay informed about parking regulations, permit processes, infrastructure changes, and strategic milestones. By leveraging digital tools, Council aims to deliver clear, timely, and user-friendly communication that encourages active participation and supports informed decision-making.

- **Targeted education campaigns & program**

Council will develop targeted education campaigns to improve community understanding of parking rules, systems, and infrastructure. These campaigns will use social media, videos, and digital content to explain how to navigate new permit systems, time-limited zones, and specific parking scenarios such as roll-top kerbs, narrow streets, and varied road configurations. A Parking Education Program will be introduced to support consistent messaging, while Travel Behaviour Programs will encourage more sustainable transport choices.

- **Community outreach**

Council will implement a proactive community outreach program to support awareness and understanding of parking changes and initiatives. This will include hosting drop-in sessions, town hall meetings, and pop-up information booths at key locations to explain updates and gather feedback directly from residents and businesses. Posters and flyers will be distributed through local businesses, libraries, and community centres to broaden reach and visibility. These efforts aim to foster open dialogue, build trust, and ensure the community is informed and involved throughout the implementation process.

- **Local business engagement**

Council will place strong emphasis on clear communication and education to support local businesses during the transition. Council will provide tailored toolkits and conduct informative briefings to help businesses understand the changes and effectively relay key messages to their customers and staff. These resources will include signage templates, FAQs, and digital content to ensure consistent and accessible information. By fostering proactive engagement, Council aims to build community awareness, reduce confusion, and encourage collaboration in implementing the new parking framework.

- **Multilingual materials**

Recognising the cultural and linguistic diversity of Shellharbour's community, Council will ensure key information about the new Parking Strategy is available in multiple languages. This approach promotes inclusivity and helps all residents and business owners understand the changes, regardless of their English proficiency. Translated materials will be distributed through both digital and physical channels, including signage, brochures, and online updates, making essential information accessible to everyone.

- **Partnerships**

Council will work collaboratively with local transport providers, schools, and health organisations to encourage more sustainable travel choices. These partnerships aim to promote walking, cycling, and public transport as viable alternatives to car use, aligning with the goals of the new Parking Strategy. Through joint campaigns, educational programs, and shared resources, Council will support community-wide behaviour change and improve access to active and public transport options. This coordinated approach helps build a healthier, more connected, and environmentally conscious city.

Evaluation & Review

Ongoing evaluation will be a central component of the Parking Strategy's implementation, ensuring transparency, accountability, and continuous improvement. Council will establish key performance indicators (KPIs) to monitor parking usage, compliance, and community satisfaction, providing measurable insights into the effectiveness of implemented actions. As part of this process, the strategy will also assess key growth areas across the city, identifying locations that may require future development or present emerging concerns related to parking demand and infrastructure capacity. Annual review periods will be conducted to evaluate progress, respond to changing conditions, and refine approaches as needed, ensuring the Parking Strategy remains dynamic, responsive, and aligned with broader planning and transport objectives.

KEY ACTIONS

Implementation of the strategy will be delivered over a five-year period through a series of targeted and coordinated actions as noted in Table 10.1. These actions are designed to translate strategic priorities into practical outcomes, tailored to the specific needs of Shellharbour LGA.

Table 10.1: Key Actions

	Target Completion					
Key Action	FY25-26	FY26-27	FY27-28	FY28-29	FY29-30	FY30-31
Public Exhibition of Shellharbour Parking Strategy	●					
Endorsement of Shellharbour Parking Strategy		●				
Develop Implementation Management Plan (IMP)	●					
Endorsement of Implementation Management Plan (IMP)		●				
Strategic Planning: Integrated Transport Strategy Review	●	●	●			
Strategic Planning: Future Parking Demand Study		●	→	→	→	→
Strategic Planning: Development Control Plan (DCP) update	●	→	→	→	→	→
Strategic Planning: Community-based shuttle bus service investigations		●	→	→	→	→
Strategic Planning: Green travel plan requirements		●				
Strategic Planning: Shell Cove masterplan development		●	→	→	→	→
Strategic Planning: Unattended vehicle management		●	→	→	→	→
Future Development Considerations: Smart infrastructure readiness			●	→	→	→
Future Development Considerations: Electric vehicle readiness			●	→	→	→
Future Development Considerations: Climate and sustainability alignment	●	→	→	→	→	→
Future Development Considerations: Funding & partnership opportunities	●	→	→	→	→	→

Table 10.1: Key Actions (continued)

Key Action	Target Completion					
	FY25-26	FY26-27	FY27-28	FY28-29	FY29-30	FY30-31
Future Development Considerations: Recreational vehicle storage facilities			●	→	→	→
Parking Restrictions: Work zone vehicle permits		●	→	→	→	→
Communication & Education: Digital engagement	●	→	→	→	→	→
Communication & Education: Targeted education campaigns & program	●	→	→	→	→	→
Communication & Education: Community outreach		●	→	→	→	→
Communication & Education: Local business engagement		●	→	→	→	→
Communication & Education: Multilingual materials		●	→	→	→	→
Communication & Education: Partnerships		●	→	→	→	→
Evaluation & Review		●	→	→	→	→

Appendix A

Literature review bibliography

"No Place Like Home" by Claire Foxton, Oak Flats

LITERATURE REVIEW BIBLIOGRAPHY

The literature review considered key documents including NSW transport and parking policies, local council strategies, and relevant state guidelines to ensure alignment with best practice and legislative requirements.

The following documents were reviewed to inform the development of this Parking Strategy:

Council Documents

- Community Strategic Plan 2025–2035 (2025)
- Delivery Program 2025-2029 and Operational Plan 2025-2026 (2025)
- Resourcing Strategy 2025-2035 (2025)
- Shellharbour Development Control Plan (2017)
- Disability Access and Inclusion Plan 2023-2026 (2023)
- Active Transport Strategy (2023)
- Shellharbour Local Strategic Planning Statement (2022)
- Zero Emissions Shellharbour Strategy 2022–2050 (2022)
- Local Infrastructure Contributions Plan 2019 (2019)
- Healthy Ageing Strategy 2015-2017 (2014)
- Masterplans (Albion Park Showgrounds, Con O'keefe and Russell Street Precinct, Harrison Park, Shell Cove "The Waterfront") (2016-2025)
- Town Centre Plans (Albion Park, Oak Flats, Shellharbour Village and Warilla) (2014-2015)
- Shell Cove Marine Precinct Strategic Business Plan, Public Version (2019)
- Strategic Projects Advocacy Plan 2023–2024 (2024)
- Shellharbour Employment Lands Study (2021)
- Shellharbour Local Housing Strategy (2019)

State Government Documents

- Illawarra Shoalhaven Regional Plan 2041 (2021)
- Illawarra-Shoalhaven Regional Transport Plan 2056 (2021)
- Illawarra Shoalhaven Next Generation Economic Development Blueprint 2024)
- Public Spaces (Unattended Property) Guidelines (2023)

Appendix B

Stakeholder workshop summaries

Aquatic Drive, Shell Cove

COUNCIL STAKEHOLDER CONSULTATION WORKSHOP 1

An interactive stakeholder consultation workshop was conducted on Friday 8th November via Teams meeting with key council staff. Workshop attendees are listed in Table B.1.

The aim of the workshop was to support the development of a deeper understanding of parking-related issues and community perceptions within local town centres.

Roles & Responsibilities

The first activity of the workshop was to identify the roles and responsibilities of each attending stakeholder, including their influence and decision-making capacity within council, particularly in relation to parking policy, planning, and operations.

Council staff participated in a mapping exercise to outline their respective roles, what they discuss within their role and what decisions they make within their role. This process highlighted a range of responsibilities across departments, revealing both direct and indirect influence on parking outcomes.

Table B.1: Council Stakeholder Workshop 2 Attendees and their Roles & Responsibilities

Role	What they discuss	What they decide
Transport Planning Manager	Developments and subdivisions and discussion plans and parking allocation. Responding to requests from the community associated with traffic management.	Development policy frameworks, Transport planning and management, implementation actions.
Senior Transport Engineer	Engage with community on transport planning and management. Changes to traffic environment. Best solutions for traffic management	Implementation actions, delivery of transport infrastructure, future transport planning.
Community Engagement Officer	How to ensure the community has a say in the things Council does that affects them	Best community engagement processes, understand community needs, establish connection between community and Council
Road Safety Officer	Liaise with police, schools, emergency services and community to educate and improve awareness and behaviour of road users	Road Safety programs delivered to the community including safe driving courses, awareness campaigns, community safety workshops. Road Safety action and implementation plans.
Infrastructure Officer – Civil Programs	Infrastructure planning, budget management, stakeholder engagement, program scheduling	Infrastructure prioritisation and delivery program, implementation of transport infrastructure, address community concerns and understand community needs.
Compliance Regulation Officer	Proactive and reactive actions in response to compliance issues. Enforcement - problem areas, schools, events. Take intel / community engagement	Based on intel, community feedback and enforcement activity conduct patrols and reactive to issues, and proactive planning. Understand common issues, highlight community concerns and raise awareness with internal stakeholders.
Senior Design Engineer	Engage with community on transport planning and management. Design best solution for traffic management and infrastructure. Best solutions for traffic management	Design of transport infrastructure, compliance with relevant design standards and codes, alignment with delivery programs and Council action plans.

Town Centre Issue Identification

The second activity of the workshop was to capture known issues and positive community sentiments about town centres, which will later be compared with findings from site investigations to assess whether community perceptions align with actual conditions.

To support the analysis and prioritisation of issues raised during the workshop, a simple and relatable framework based on the story of *The Three Little Pigs* was used (Figure B.1). This approach categorised issues into three levels of severity and resilience: Straw, Stick, and Brick.

1. **Made of Straw**: represents weak or problematic elements—those that are poorly designed, highly vulnerable, or have a significant negative impact on the community.
2. **Made of Sticks**: issues are considered moderately effective; they may function adequately but have room for improvement or are only partially meeting community needs.
3. **Made of Bricks**: refers to strong, well-functioning aspects that are resilient, positively received by the community, and aligned with best practice.

Due to the time constraints, only 3 of the town centres were mapped.

The mapping outcomes for Albion Park, Oak Flats and Shellharbour City Centre are shown in Figure B.2, B.3 and B.4, respectively.

Table B.2 provides the summary of the issues and sentiments.

The remainder of town centres were discussed with Council's project team during site visit and November's monthly progress meeting.

Figure B.1: Three Little Pigs Issue Identification activity (Source: Workshop Tactics, 2020)

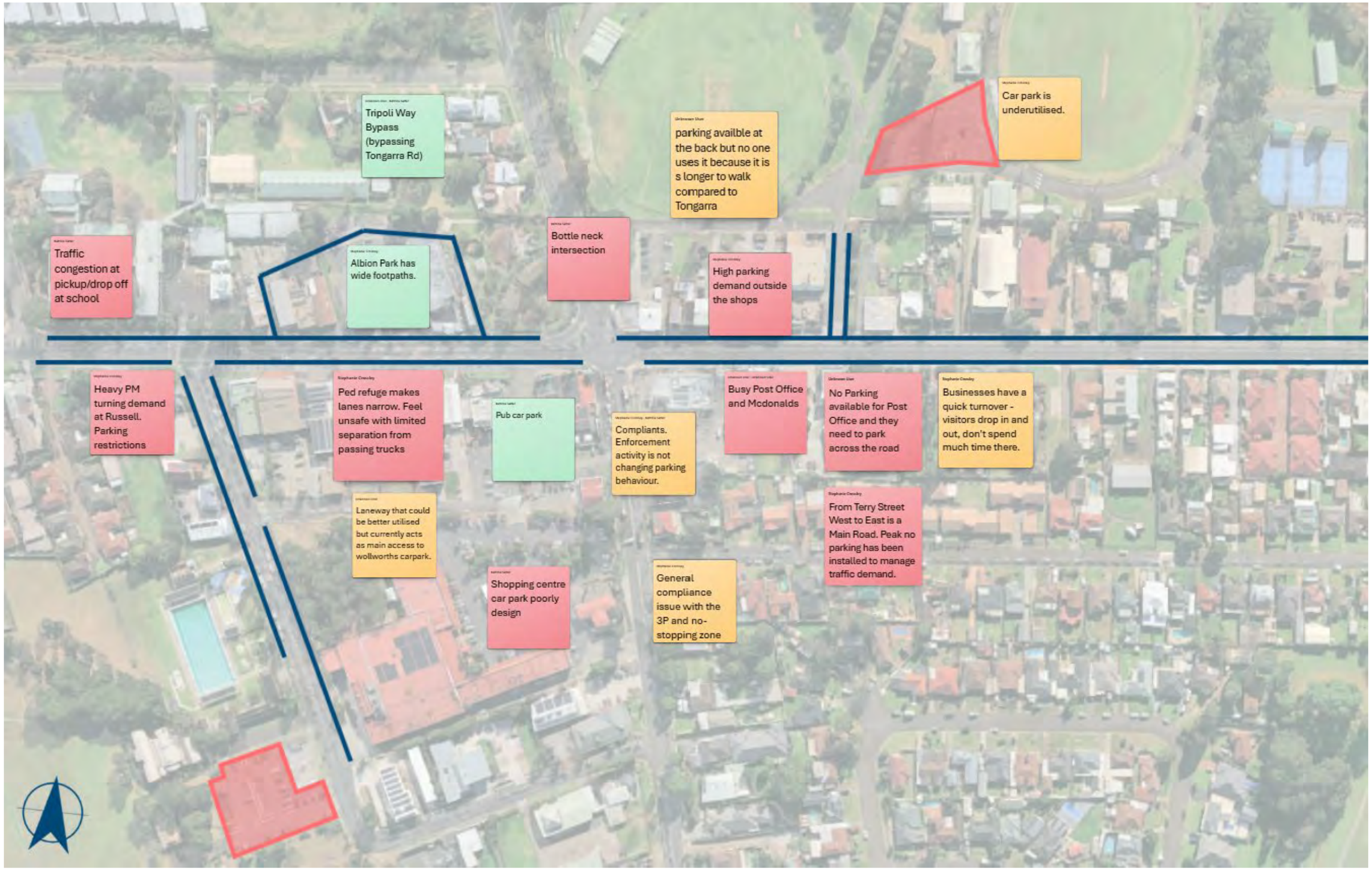


Figure B.2: Albion Park Issues & Community Sentiments mapping

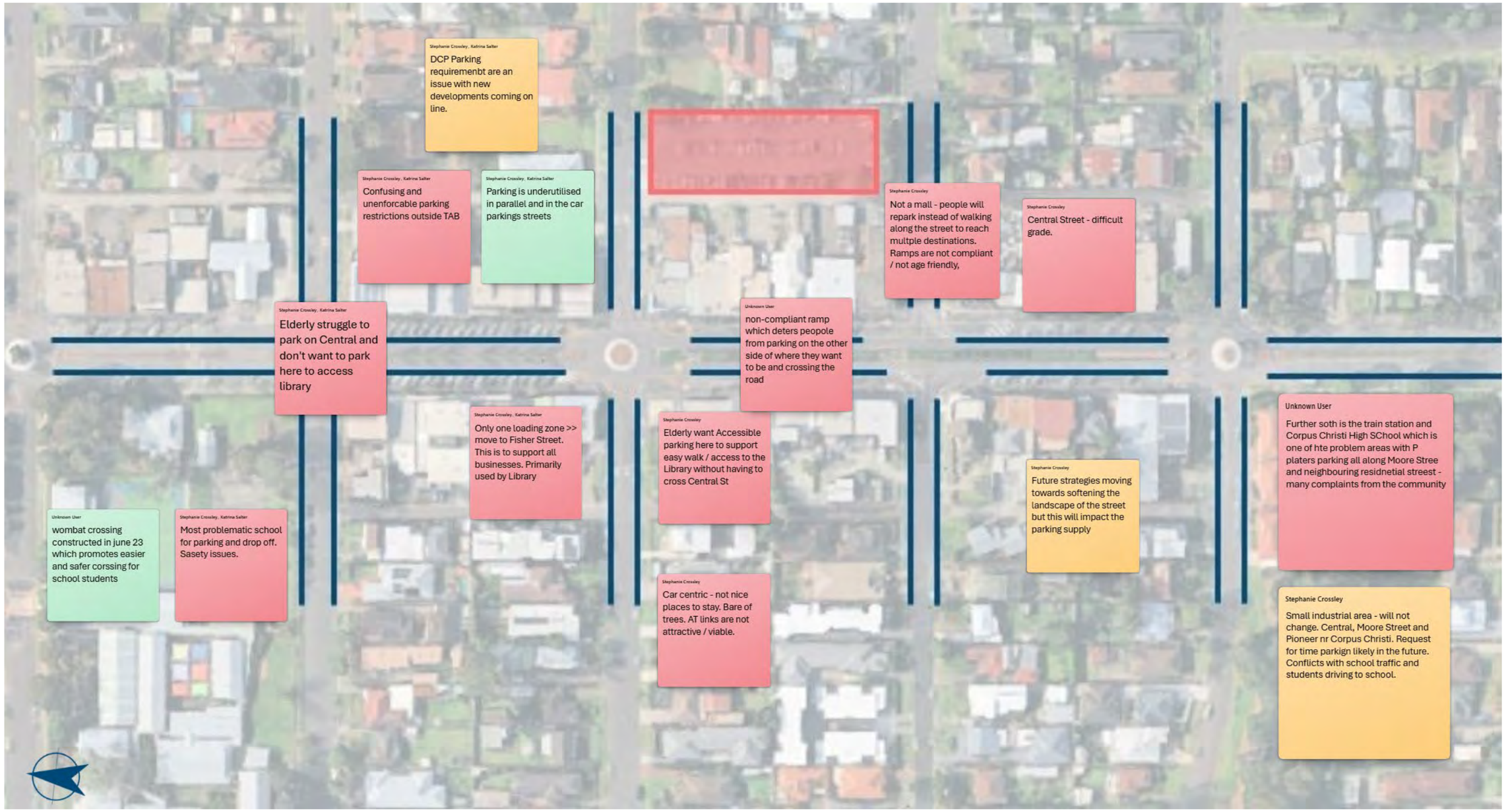


Figure B.3: Oak Flats Issues & Community Sentiments mapping

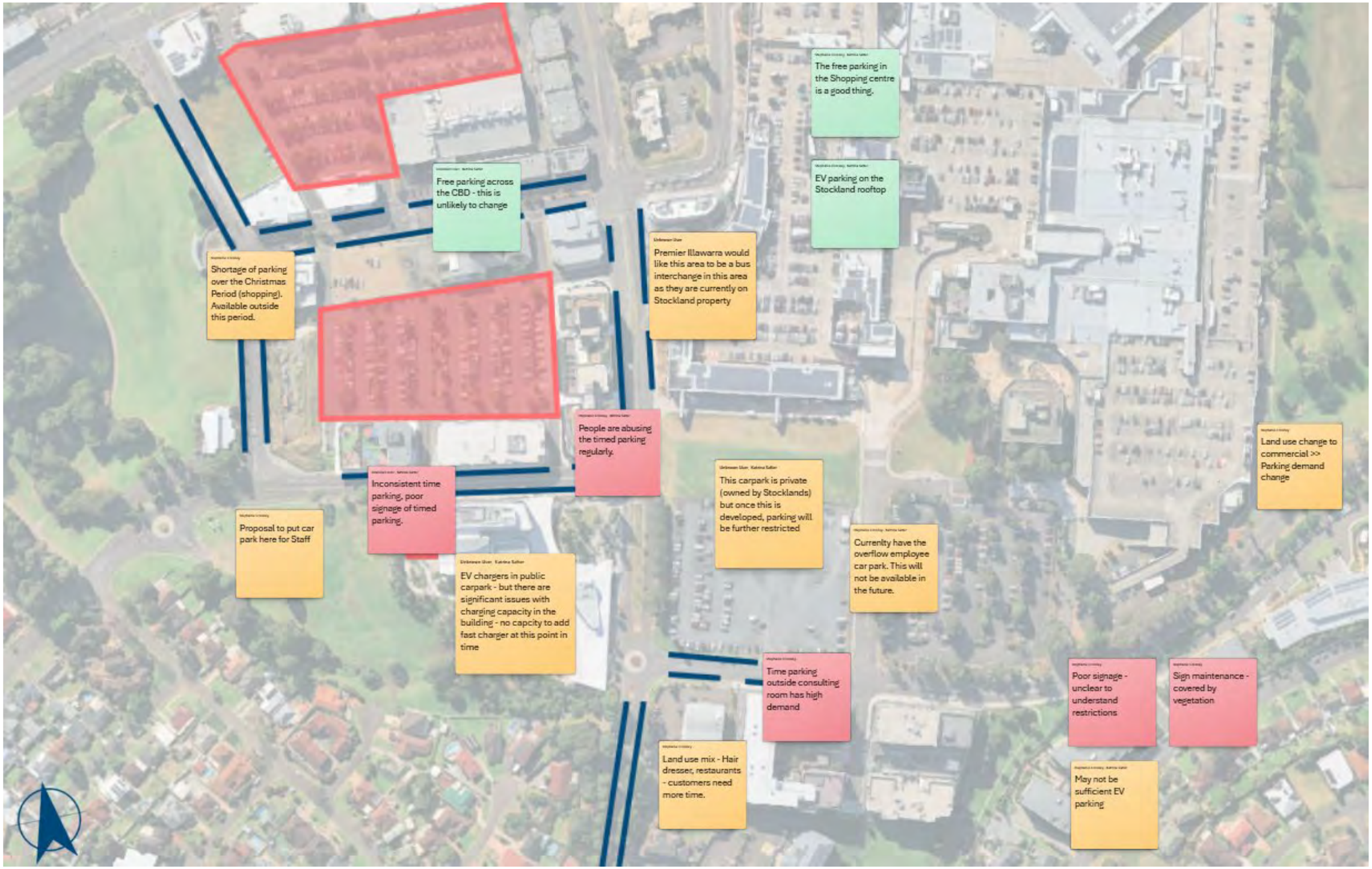


Figure B.4: Shellharbour City Centre Issues & Community Sentiments mapping

Table B.2: Summary of Town Centre Issues & Community Sentiments

Town Centre	Made of Straw	Made of Sticks	Made of Bricks
Albion Park	• Traffic congestion on Tongarra Rd at school pick up/drop off • Heavy PM turning demand at Tongarra Rd & Russel St	• Des King Oval car park is under utilised • Laneway access (off Russell St) could be better utilised but currently only acts as main access to Woolworths car park	• Tripoli Way bypass to reduce traffic congestion • parking available at the back of shops but no one uses it because it is a longer to walk compared to parking on Tongarra Rd
Oak Flats	• Confusing and unenforceable parking restrictions outside TAB • Elderly want accessible parking along Central Ave to support easy walking and access to shops and amenities • Parking around Library is insufficient. • Car centric area. • Not an inviting place to stay e.g. lack of trees and active transport links are not attractive/viable. • Foot paths and ramp crossing is not easy to traverse e.g. difficult grade, cross falls. • Most problematic school for pick up/drop off Safety issues)	• DCP parking requirements for new developments in residential streets. • One loading zone on Central Ave	• Parking is under utilised in parallel parking areas and on side streets • Wombat crossing installed on Wentworth St adjacent to school
Shellharbour City Centre	• Timed parking zones are not being adhered to • Inconsistent timed restrictions • Poor signage condition and visibility • Timed parking on Benson Ave are in high demand	• Shortage of car parking over Christmas period. • Privately owned at grade car park (Stockland) will be developed putting further strain on parking capacity. Currently being used as overflow car park for employees. • EV charging under Council building has issues with charging capacity.	• Parking is free • Sufficient parking across town centre • EV parking available at Stockland shopping centre rooftop

COUNCIL STAKEHOLDER CONSULTATION WORKSHOP 2

An interactive stakeholder consultation workshop was conducted on Friday 6th December via Teams meeting with key council staff. Workshop attendee roles are listed in Table B.3.

The aim of the workshop was to develop a shared understanding among council staff of how diverse road user needs, kerbside activities, and prioritisation strategies intersect within town centres, in order to inform more inclusive, efficient, and community-responsive planning and management of kerbside space and parking.

Table B.3: Council Stakeholder role Workshop 2 Attendees

Role
Transport Planning Manager
Senior Transport Engineer
Community Engagement Officer
Road Safety Officer
Compliance Regulation Officer
Senior Design Engineer
Environment Manager

Road user experiences

The first objective of the workshop was centred on road users segmented by age groups, aligned with CrossleyTP's demographic analysis. Participants considered how different age cohorts experience travel and parking within town centres and discussed strategies to reduce frustration and improve accessibility. This included recognising the varying needs of younger drivers, families, older adults, and people with mobility challenges, and identifying opportunities to tailor parking solutions and communication strategies accordingly.

Table B.4 outlines the results of this activity.

Mapping current kerbside activities

The second activity of the workshop examined existing kerbside activities within town centres, such as short-term parking, loading zones, rideshare pick-up/drop-off, outdoor dining, and active transport infrastructure. Council staff shared insights into how these activities are currently managed and the challenges associated with balancing competing demands in limited space. This led into the third activity.

Table B.5 outlines the results from this activity.

Establishing kerbside priorities

The last activity of the workshop looked at establishing clear priorities for kerbside use within town centres. Council staff worked collaboratively to identify which kerbside activities should be prioritised, considering factors such as community needs, economic impact, safety, and alignment with broader planning objectives. To guide this process, stakeholders assessed each potential priority against three key criteria:

1. **Nurture**: whether the majority of users would feel supported or satisfied by the outcome.
2. **Intellectual**: whether the activity would deliver meaningful benefit to most users.
3. **Practical**: whether the solution was feasible for the region as a whole or specific to individual town centres.

This structured approach enabled a balanced evaluation of competing demands and helped ensure that future kerbside planning decisions are both community-responsive and contextually appropriate.

Table B.5 outlines the prioritisation of each kerbside activity in each town centre based on the main street of the study area.

Table B.4: Road users experience

Road user (by age group)	What they do?	What are their issues?	Opportunities to address parking related issues
Young workforce (aged 25-34)	• Work locally or commute out of LGA • Sports/recreation activities e.g. gym, beach • Social activities e.g. Pubs • Study • Interest in new technologies e.g. early adopters	• No easily accessible public transport. • Park on the verge because they gets to work late and no parks available. • Cost of travel. • Train timings. • Finding a car park at home.	• Provide shuttle buses for workers to eliminate the need for driving. • Alternative modes of transport are an option to travel from home to trains e.g. electric bikes.
Parents & homebuilders (aged 35-49)	• Work locally or commute out of LGA • Care responsibilities e.g. schools runs • Shopping/Groceries • Sports/recreation activities e.g. gym, beach • Hover parking e.g. park and wait	• Parking availability around destinations • Commute time and delay (congestion) – 20 min commute threshold. • Trip chaining associated with care. responsibilities e.g. drive and park multiple times a day, need convenience. • Fear of crossing roads near Shellharbour Junction train station with kids to access schools. • Long time residents seeing and experiencing increase in congestion. • Parking for caravans and boats. • Kids staying at home longer e.g. more cars at home.	• Better planning/allowance for population growth, block sizes/frontages to allow for on-street parking. • Communicate/promote active transport paths that are available. • Use parking controls to manage or support efficient traffic movement e.g. no stopping. • Target key schools and work with them. • Trip planning and travel demand management education / promotion for schools, precincts etc >> Green Travel Plan as part of DA.
Older workers & pre-retirees (aged 50-59)	• Work locally or commute out of LGA • Visit medical centres more frequently • Shopping • Sports/recreation activities e.g. walking, dog park, beach • Volunteer • Social activities e.g. library, coffee, dining	• Not enough accessible parking, and proximity to their destinations. • Frustration around others using the kerb which in front their houses e.g. reduced access to their own houses. • Frustration around parking new development • Workers/Trades taking up parking spaces in residential areas.	• Education around how to park on roll top kerbs, narrow streets, road configurations. • Consider communications for how long development and trades with be in the area. • Parking controls from day 1 to manage street parking in narrow streets and buyers will know there is no street parking available. • Encourage them to volunteer to lead walking school buses.

Table B.4: Road users experience (continued)

Road user (by age group)	What they do?	What are their issues?	Opportunities to address parking related issues
Empty nesters & retirees (aged 60-69)	• Visit medical centres more frequently • Shopping • Sports/recreation activities e.g. walking, dog park, beach • Volunteer • Social activities e.g. library, coffee, dining • Go caravaning or boating	• Parking for caravan or boat on residential streets • Not enough accessible parking, and proximity to their destinations. • Frustration around others using the kerb which in front their houses e.g. reduced access to their own houses. • Frustration around parking new development • Workers/Trades taking up parking spaces in residential areas	• Opportunity to explore alternative storage facilities to parking on-street • Education around how to park on roll top kerbs, narrow streets, road configurations. • Consider communications for how long development and trades with be in the area. • Parking controls from day 1 to manage street parking in narrow streets and buyers will know there is no street parking available. • Encourage them to volunteer to lead walking school buses.
Seniors & Elderly (aged over 70)	• Visit aged care facilities • Visit medical centres more frequently • Shopping/Groceries • Prefer to travel on motorised scooters (mobility scooters)	• Infrastructure doesn't support mobility scooters • Where do you park the scooters at the destination? (space and security)	• Promote wide foot paths / shared paths • Delineation of parking on verge / paths for mobility scooters. Clearly signed so it's easy to find.
Tourists	• Visit the region mostly during summer • Sports/recreation activities e.g. beach, sight seeing, events on the lake, walking/hiking • Stay at accommodation e.g. caravan parks, Airbnb • Stay with family/friends • Fly in • Shopping • Dining	• Rely on private vehicle • Not familiar with parking areas and restrictions • Parking for caravans, trailers and boats on residential streets (if Airbnb)	• Communicate/promote parking precincts

Table B.5: Town Centre kerbside activities

Tow Centre	Kerbside Activity
Albion Park	• Emergency Services • Retail (Shopping) • Medical • School • Employment • Recreation (Sports/Gym) • Residential • Dining • Nightlife (Pub)
Albion Park Rail	• Emergency Services • Retail (Shopping) • Airport • Employment • Residential • Commuters • School
Albion Park Rail Industrial Area	• Retail (Shopping) • Industrial (Services) • Employment
Oak Flats	• Medical • Retail (Shopping) • Schools • Dining • Amenities (Library) • Employment • Residential
Shell Cove	• Attractions (Marina) • Medical • Dining • Retail (Shopping) • Residential • Employment • Nightlife (Tavern) • Recreation (Sports)
Shellharbour	• Attractions (Beach) • Dining • Medical • Nightlife (Pub) • Employment • Residential • Schools
Shellharbour City Centre	• Employment • Retail (Shopping) • Medical • Dining • Amenities (Library/Museum/Cinemas) • Recreation (Sports/Gym) • Residential
Warilla	• Retail (Shopping) • Dining • Medical • Employment • Residential
Warilla Grove	• Industrial (Services) • Residential • Amenities (Library) • Dining • Retail (Shopping) • Employment

Appendix C

Parking occupancy survey location maps

Shellharbour North Beach, Shellharbour

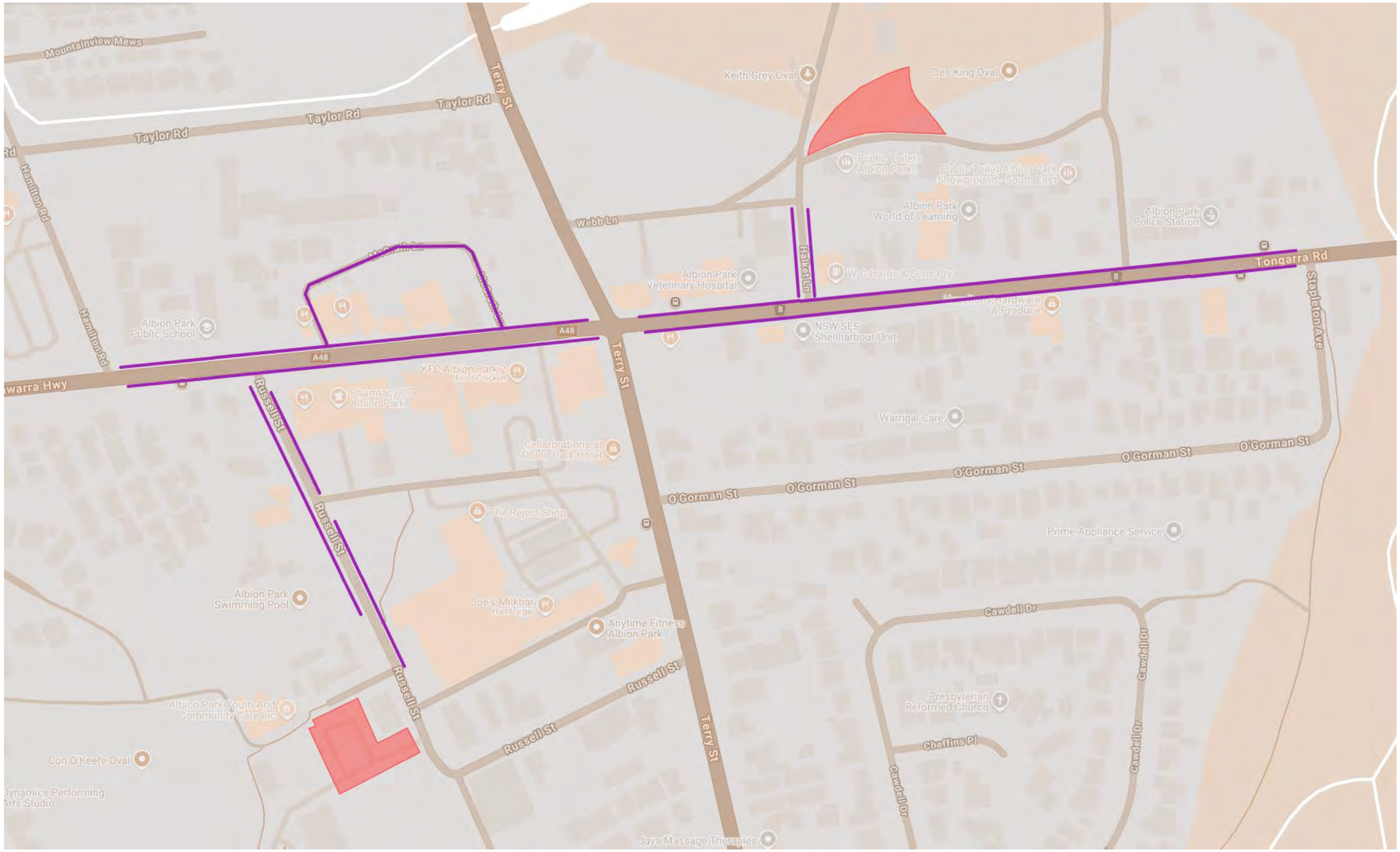


Figure C.1: Parking occupancy survey location map – Albion Park

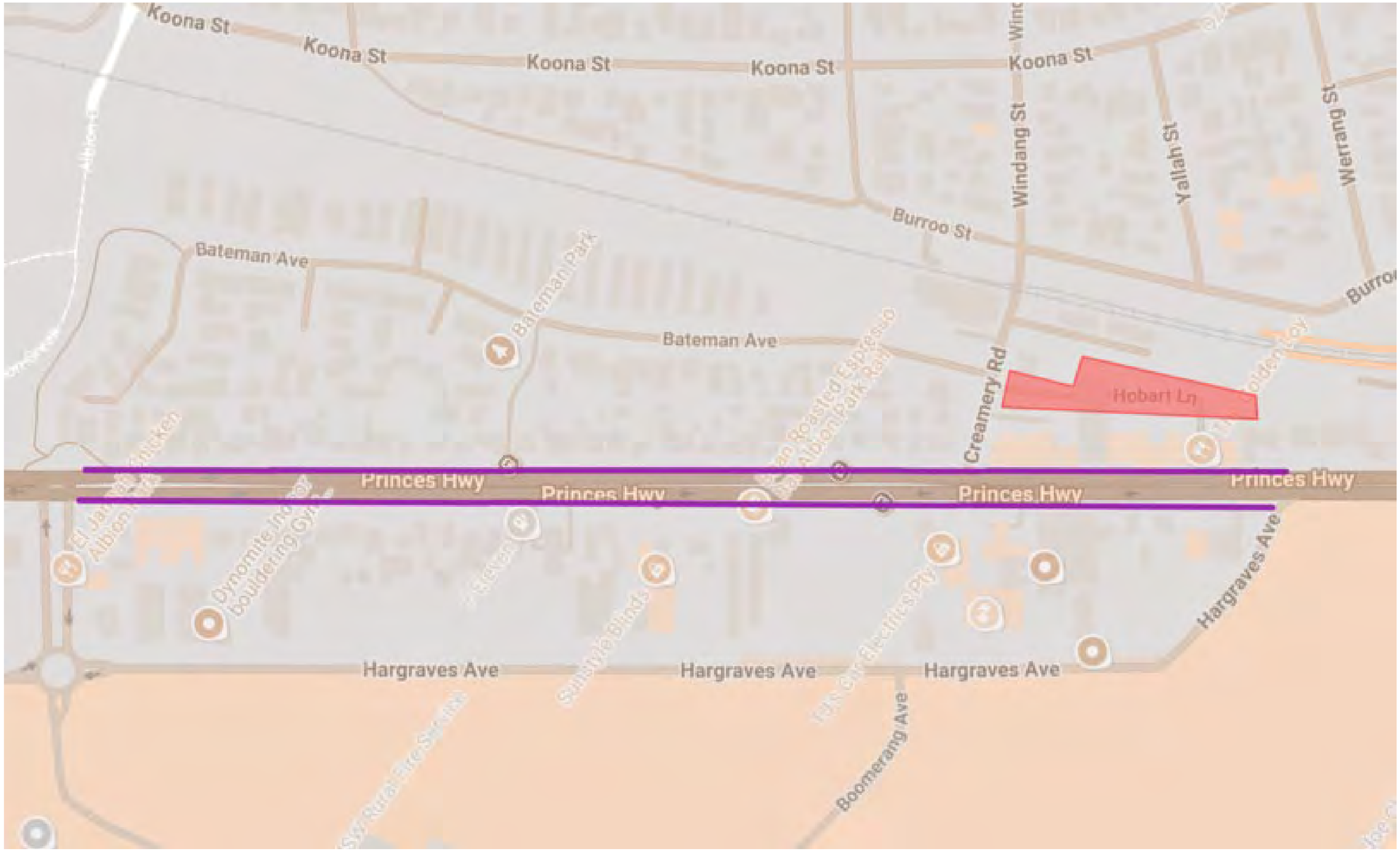


Figure C.2: Parking occupancy survey location map - Albion Park Rail

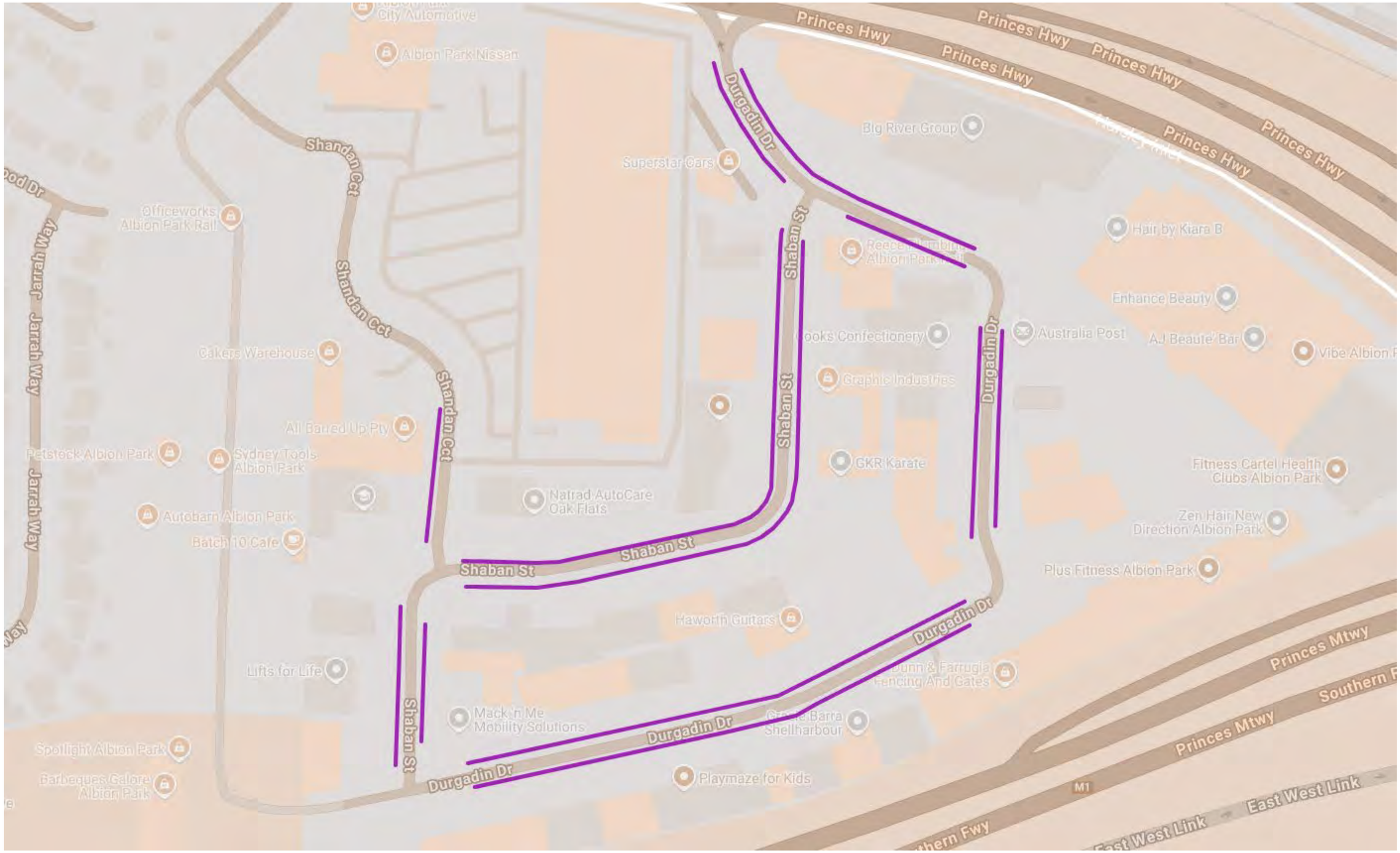


Figure C.3: Parking occupancy survey location map – Albion Park Rail Industrial Area

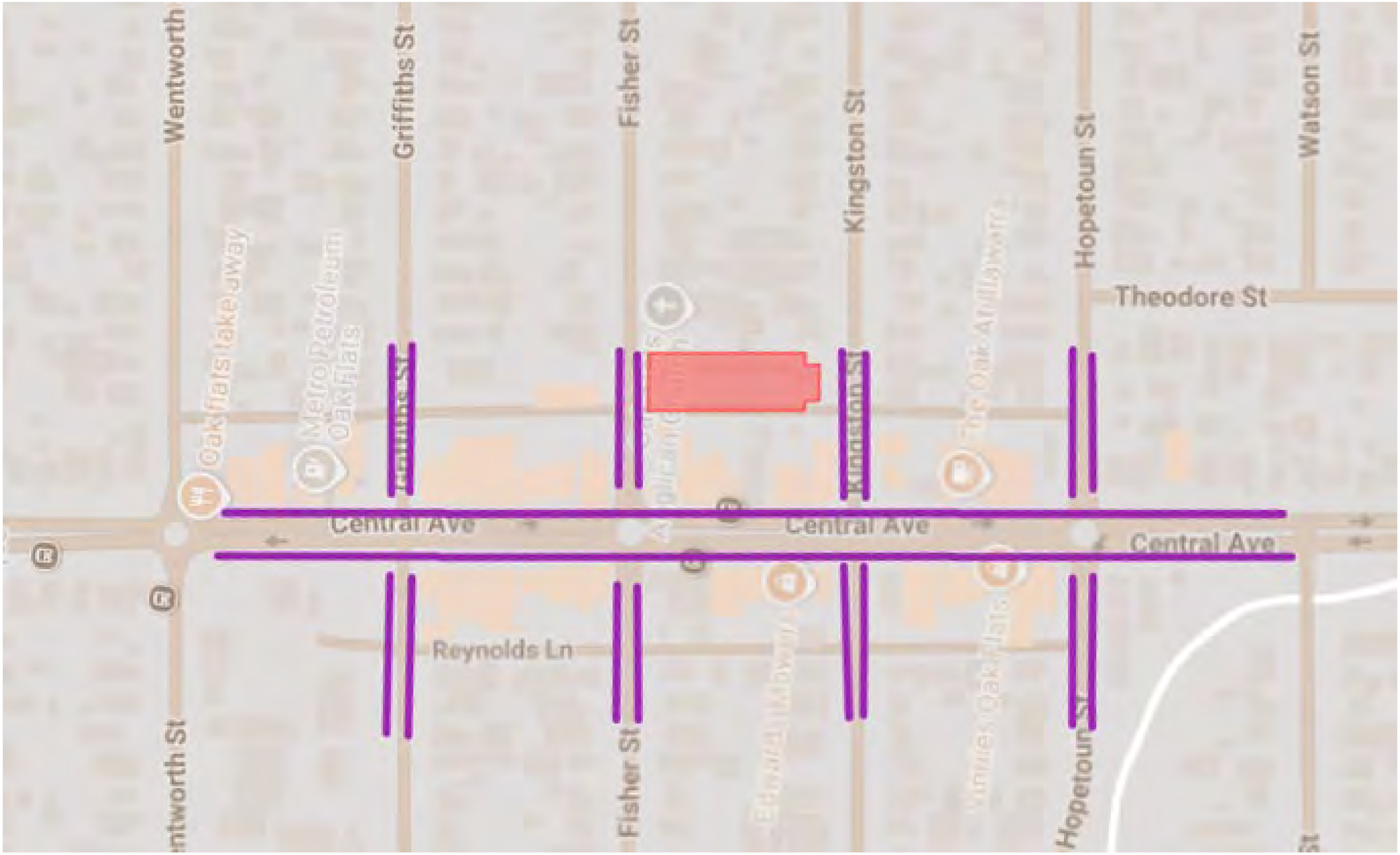


Figure C.4: Parking occupancy survey location map – Oak Flats

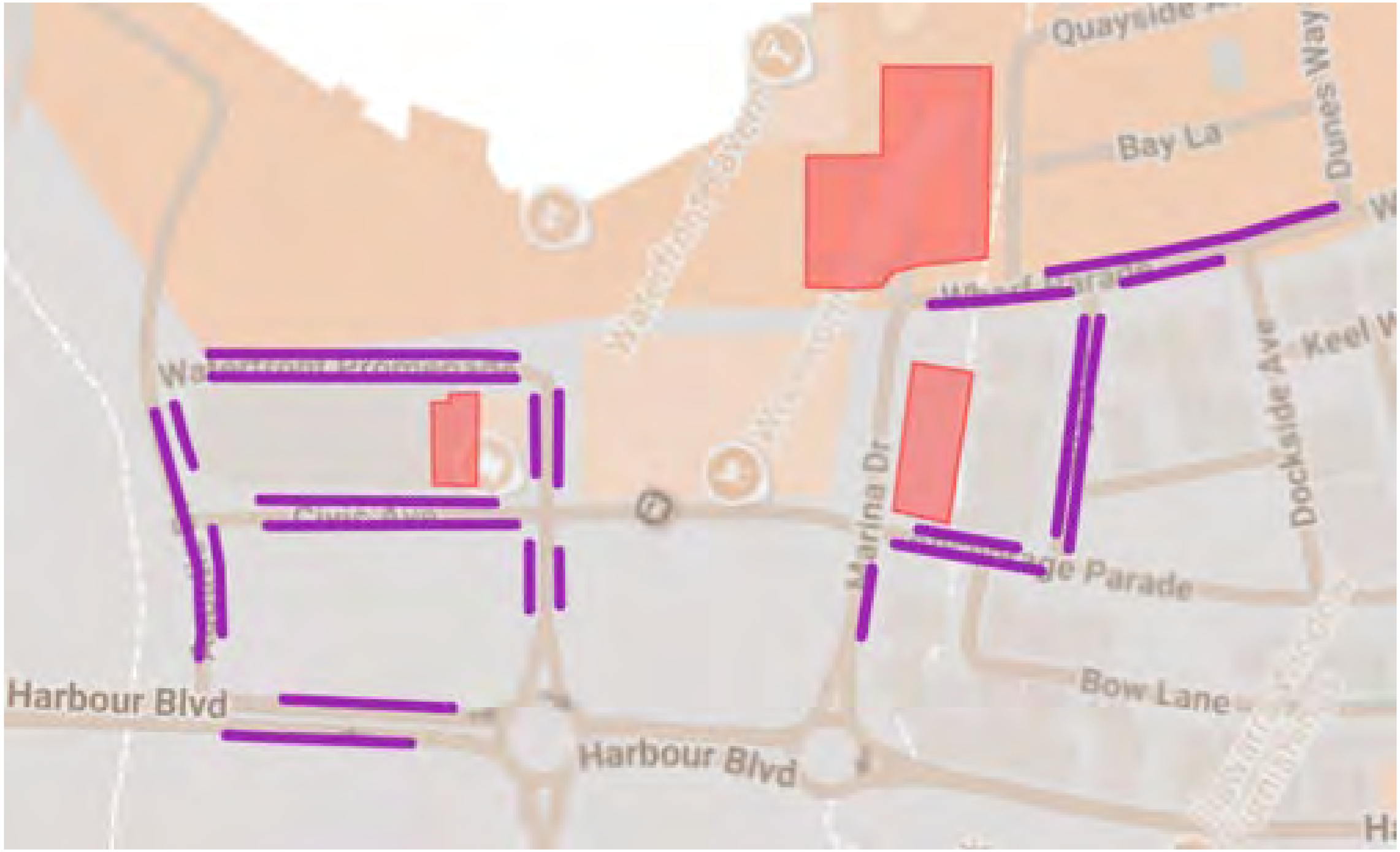


Figure C.5: Parking occupancy survey location map – Shell Cove

Figure C.6: Parking occupancy survey location map - Shellharbour (Village)

Figure C.7: Parking occupancy survey location map – Shellharbour City Centre

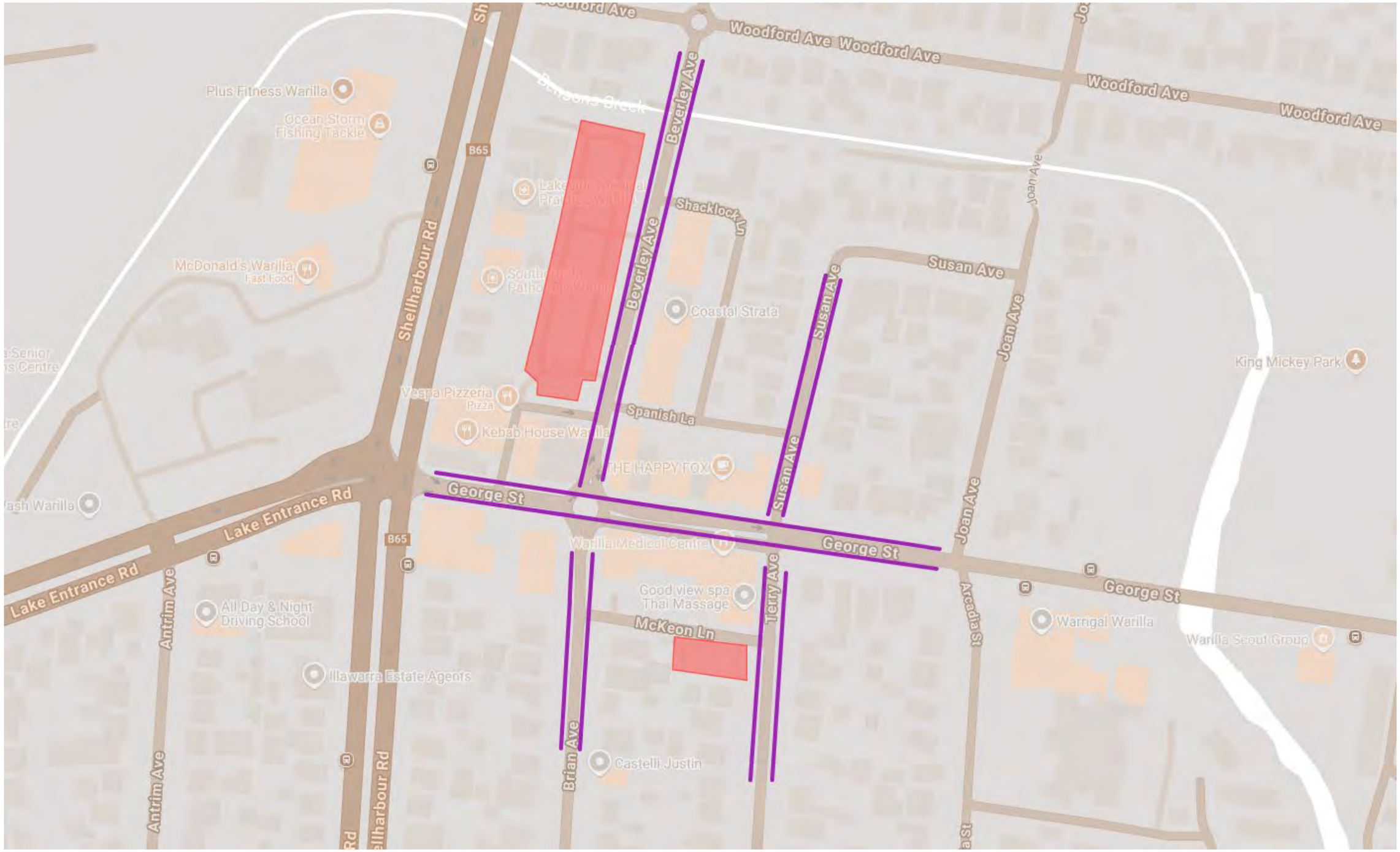


Figure C.8: Parking occupancy survey location map – Warilla

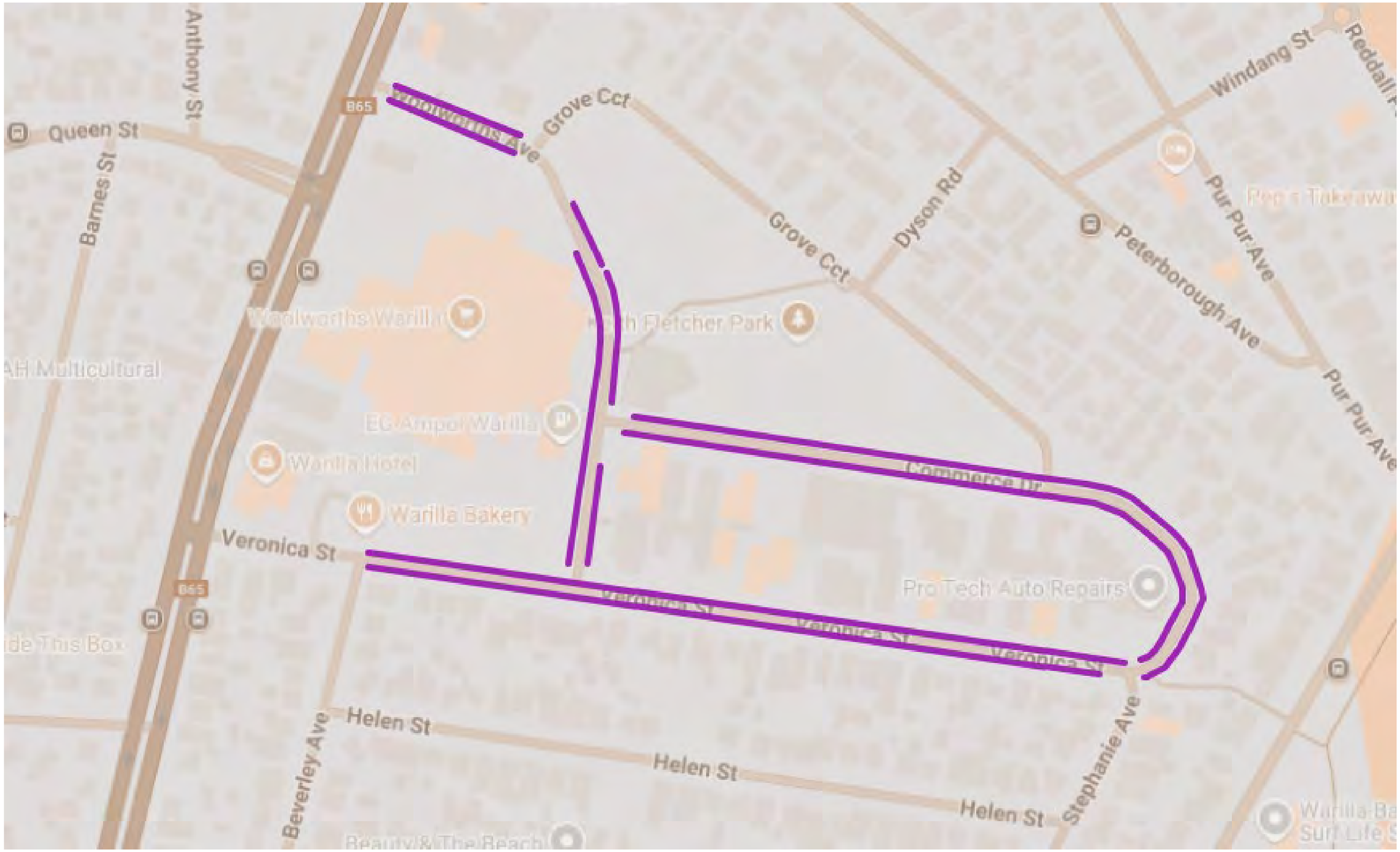


Figure C.9: Parking occupancy survey location map – Lake Illawarra (Warilla Grove)

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Shellharbour
CITY COUNCIL

Appendix D

Precinct Parking Strategies & Plans

"Conversations" by Phillip Piperides, Shell Cove

Albion Park

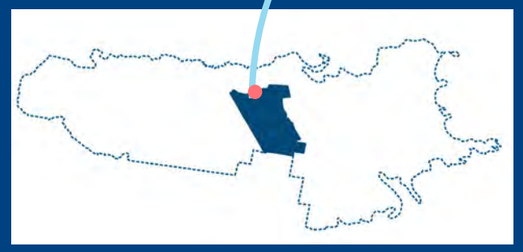
Albion Park is a picturesque township located within the Shellharbour Local Government Area, nestled in the Macquarie Valley. It benefits from direct access to the Princes Highway and the South Coast rail line, providing convenient commuter connections throughout the region, including to Sydney.

Parking occupancy surveys were completed on Friday 15 and Saturday 16 November 2024. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply in Albion Park exceeds demand.
- Survey results indicate that time-restricted zones along Tongarra Road between McGrath Lane and Halket Lane are the most preferred parking locations on weekdays during the peak period (10:00 am to 1:00 pm), and especially at 10:00 am, no parking was available in this section.
- Off-street parking options were significantly underutilised.

Site observations highlighted the bigger issue of traffic congestion along Tongarra Road between Hamilton Road and Halket Lane during peak hours.

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
AP1	Introduce No Parking restrictions on both sides during peak hour along Illawarra Highway/Tongarra Road between Hamilton Road and Halket Lane	Improves traffic flow and reduce congression along Illawarra Highway/Tongarra Road during peak hour.	Short Term
AP2	Repurpose existing parking spaces to allow for additional Mobility Parking along Halket Lane and adjacent to Pedestrian Crossing on Illawarra Highway/Tongarra Road	Promotes accessibility, inclusion, and equal opportunity for all community members.	Short Term
AP3	Introduction of 2P Time Limited restrictions along Halket Lane	Encourages short stay parking for customers.	Short Term
AP4	Repurpose existing parking spaces to allow for Electric Vehicle (EV) charging stations and Motor Cycle parking in Russell Street Car Park	Boosts community sustainability, supports cleaner air, and encourages eco-friendly transportation.	Short Term
AP5	Future improvement of parking facilities at Showgrounds	Provides additional alternative and improved parking facilities for the community.	Long Term
AP6	Partner with local businesses to improve private off-street parking on streets parallel to Tongarra Road	Provides additional alternative and improved parking facilities for the community.	Long Term



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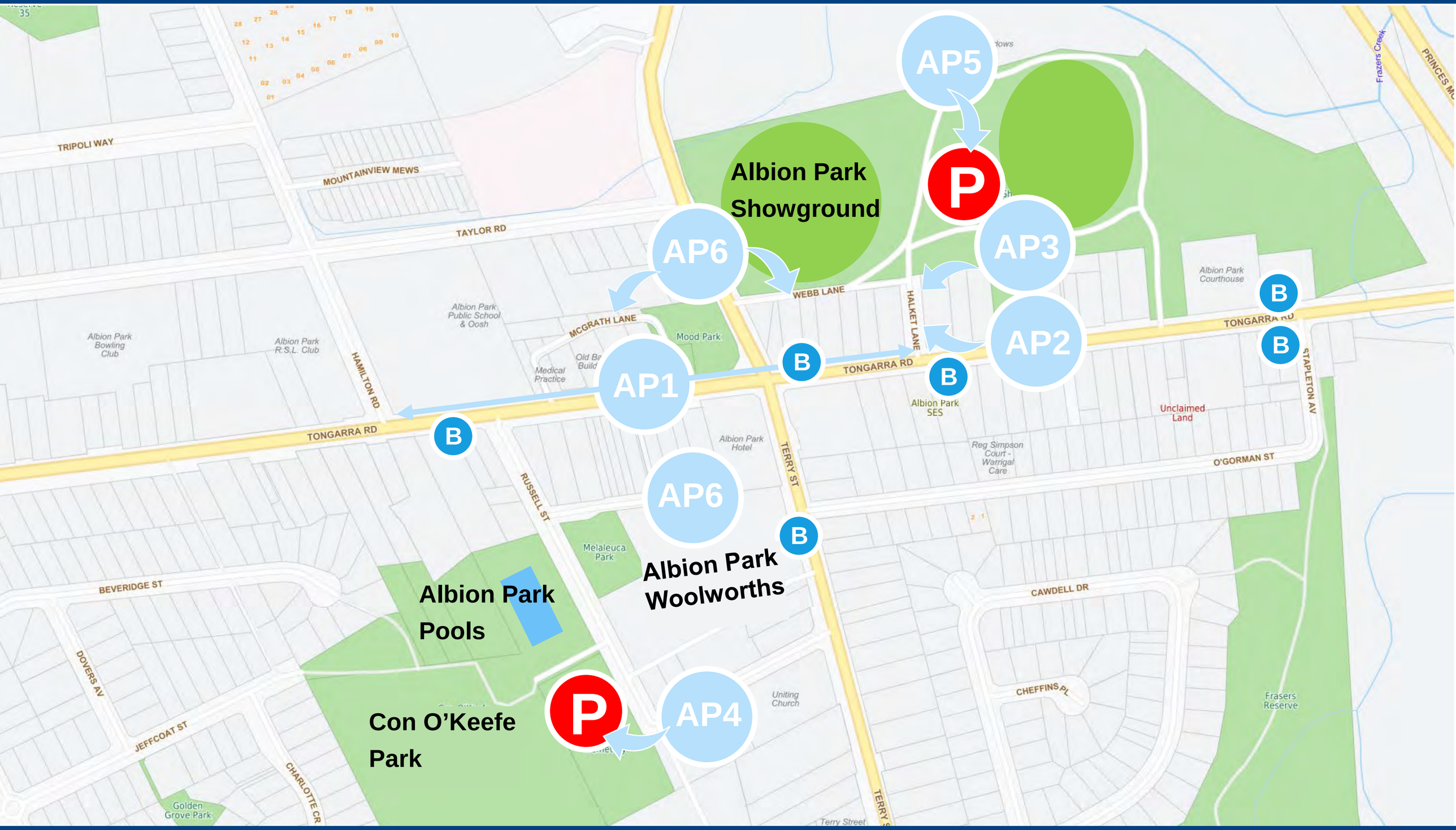
Albion Park



P Public Carpark

T Train Station

B Bus Stop

Airport

Albion Park Rail

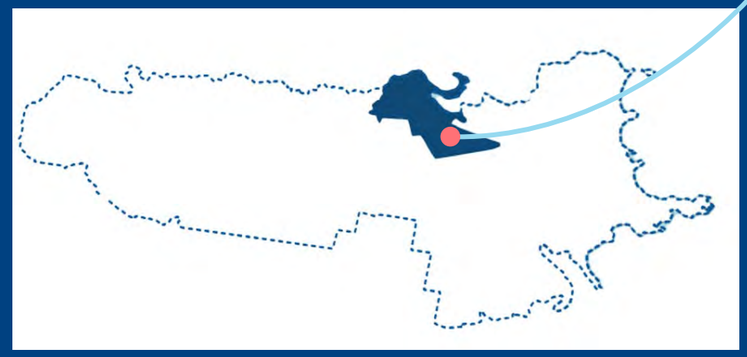
Albion Park Rail is a well-connected township within the Shellharbour Local Government Area, nestled in the scenic Macquarie Pass. It benefits from direct access to the Princes Highway and the South Coast rail line, offering convenient commuter services to Sydney and surrounding regional centres. This strategic location supports its role as a growing residential and transport hub within Shellharbour.

Parking occupancy surveys were completed on Friday 15 and Saturday 16 November 2024. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply in Albion Park Rail exceeds demand.
- 2P on-street parking along Princes Highway is well utilised during weekdays and under utilised on weekends indicating suitable time restrictions.
- Unrestricted on-street parking remains consistently under utilised throughout the whole week.
- Off-street parking facilities show consistently adequate utilisation.

Site observations highlighted traffic congestion during peak hours along Princes Highway

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
APR1	Convert existing parking spaces (underutilised) to allow for Electric Vehicle (EV) charging stations and Motorcycle parking in Hobart Lane Car Park	Boosts community sustainability, supports cleaner air, and encourages eco-friendly transportation.	Short term
APR2	Promote off-street parking with improved wayfinding signage	Help ease pressure on nearby on-street parking zones.	Short term
APR3	Investigate the potential to reconfigure Hobart Lane car park for more efficient use of available land. Consideration for additional Mobility, Electric Vehicle (EV) charging stations, Motorcycle parking and smart technologies.	Reconfiguration of the car park can improve accessibility, support alternative transport options, and prepare the site for future needs.	Short term



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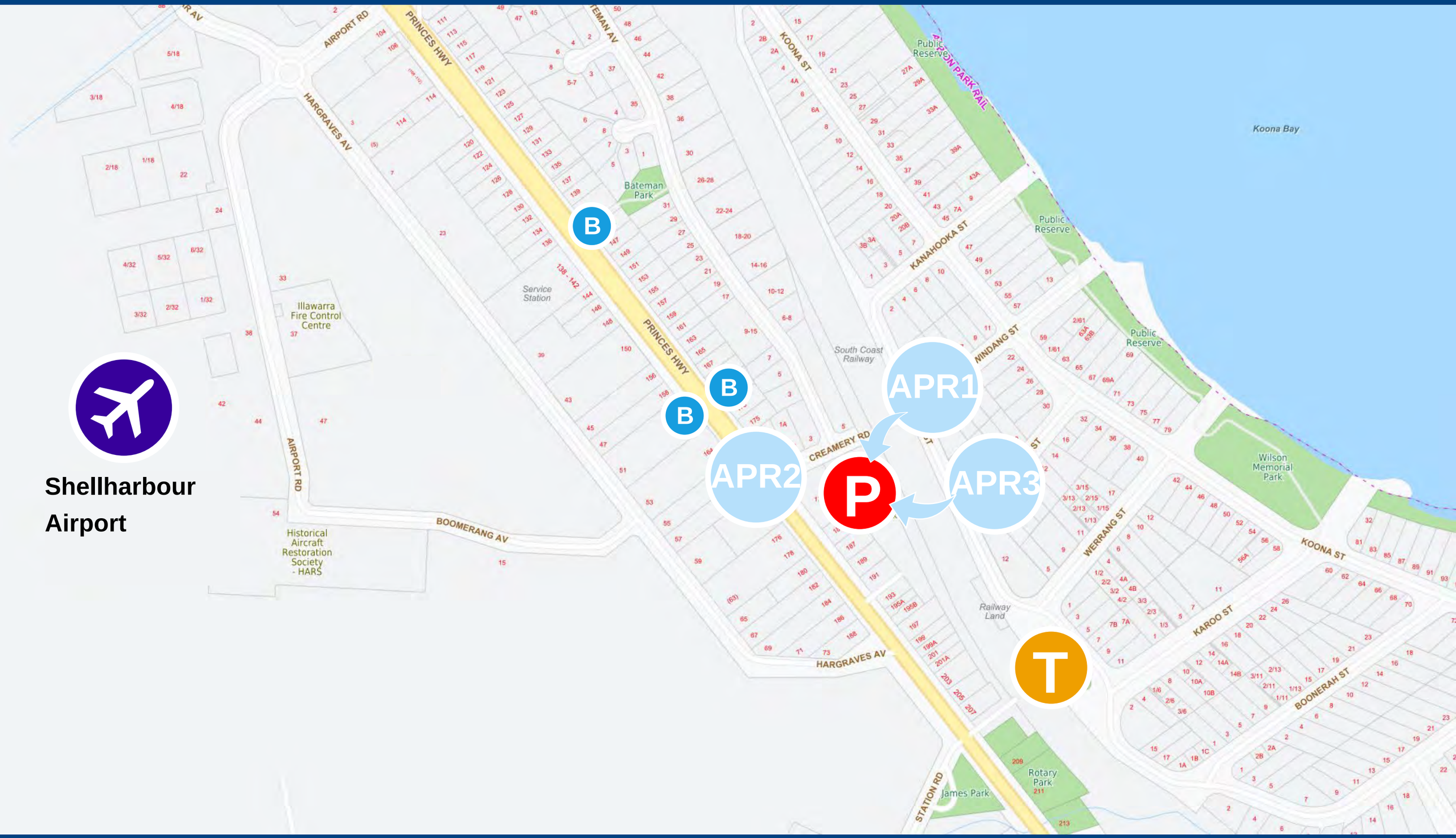
Albion Park Rail



P Public Carpark

T Train Station

B Bus Stop

Airport

Albion Park Rail Industrial Area

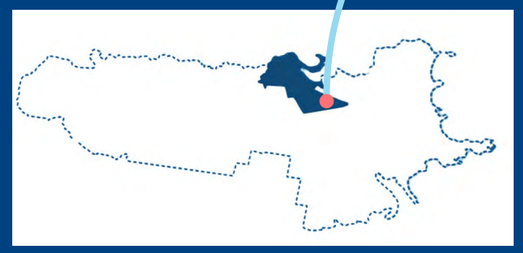
Albion Park Rail's industrial area is a key employment and logistics hub in Shellharbour, strategically located near the Princes Highway, South Coast rail line, and Shellharbour Airport. It supports a mix of light industrial, warehousing, and service-based businesses, with strong regional connectivity and growing development interest.

Parking occupancy surveys were completed on Friday 15 and Saturday 16 November 2024. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply in Albion Park Rail Industrial Area supports demand.
- Higher occupancy was only observed along Shandan Circuit, indicating slightly elevated demand in that area.
- Weekend parking was underutilised, consistent with typical business operating hours.

Site observations highlight potential for improved Active Transport connectivity and alternative public transport services.

Strategy Code	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
APRIA1	Explore pilot shuttle bus service partnering opportunities with TfNSW for workers from Oak Flats Train station to Industrial area	Providing workers an alternative and sustainable mode of transport to access the Industrial Estate and reduces on-street parking	Short Term
APRIA2	2P Timed Parking along Durgadin Drive and Shandan Circuit	Encourages turnover, improves access to high-demand areas and supports Active Transport within the area	Short Term
APRIA3	Investigation of the feasibility of a Pedestrian Bridge access from Oak Flats Train station	Encourages Active Transport within the area and provides broader connectivity to the greater LGA	Long Term



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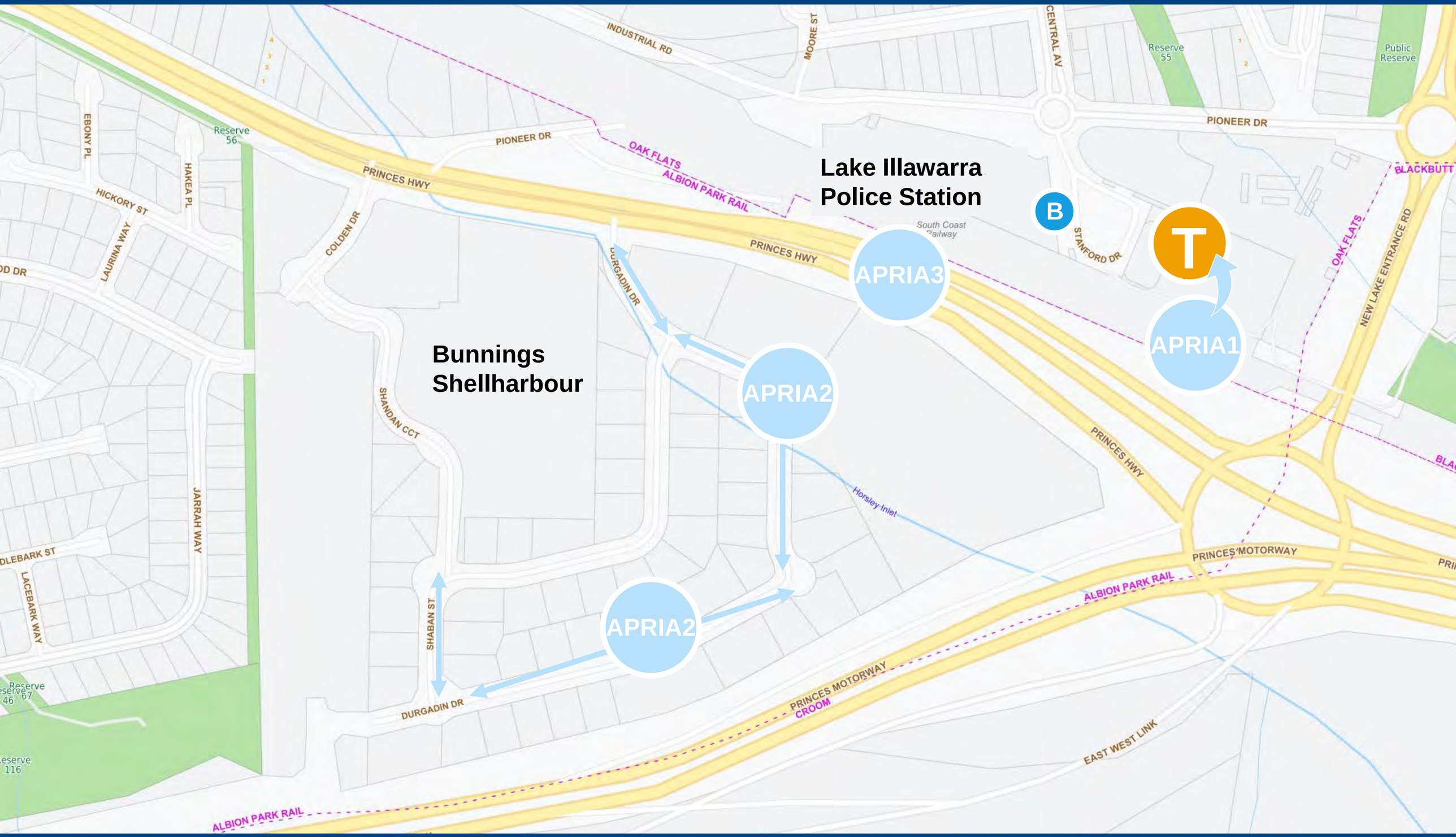
Albion Park Rail Industrial Area



P Public Carpark

T Train Station

B Bus Stop

Airport

Oak Flats

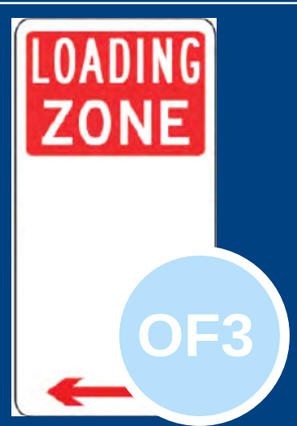
Oak Flats is a well-established lakeside suburb in Shellharbour, known for its strong community character and proximity to Lake Illawarra. It features a mix of residential, commercial, and recreational spaces, with a local town centre that serves as a hub for shopping, services, and community events. Its accessibility via road and rail, along with nearby schools and parks, makes it a desirable and connected neighbourhood within the region.

Parking occupancy surveys were completed on Friday 15 and Saturday 16 November 2024. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply in Oak Flats supports demand.
- On-street parking is preferred during both weekdays and weekends.
- Off-street parking shows adequate utilisation, especially between 9:00 am and 3:00 pm on weekdays.
- Timed parking zones range from adequate to over utilised, with highest demand along Central Avenue and near Oak Flats Public School.

Site observations highlighted illegal parking behaviours in residential streets specifically parking on verges and nature strips.

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
OF1	Explore opportunities for local recreational vehicle off-street storage solutions	Reduces long term parking on residential streets and improves safety	Short Term
OF2	Repurpose existing parking spaces to allow for Electric Vehicle (EV) charging stations and Motorcycle parking in Fisher Street car park	Boosts community sustainability, supports cleaner air, and encourages eco-friendly transportation.	Short Term
OF3	Consult local businesses on delivery needs to guide Loading Zone location through repurposing of existing parking spaces	Ensures loading zones are suitable located based on business and data-driven inputs, provides stakeholder support	Short Term
OF4	Develop and deliver Parking Education Programs to promote safe parking practices around schools	Promotes safer parking behaviour and improves safety for children and families.	Short Term
OF5	Introduce 2P parking restrictions during business hours along Griffiths Street between Central Avenue and Moore Street on both sides	Encourages turnover around the school, improves access to high-demand areas and supports Active Transport within the area	Short Term



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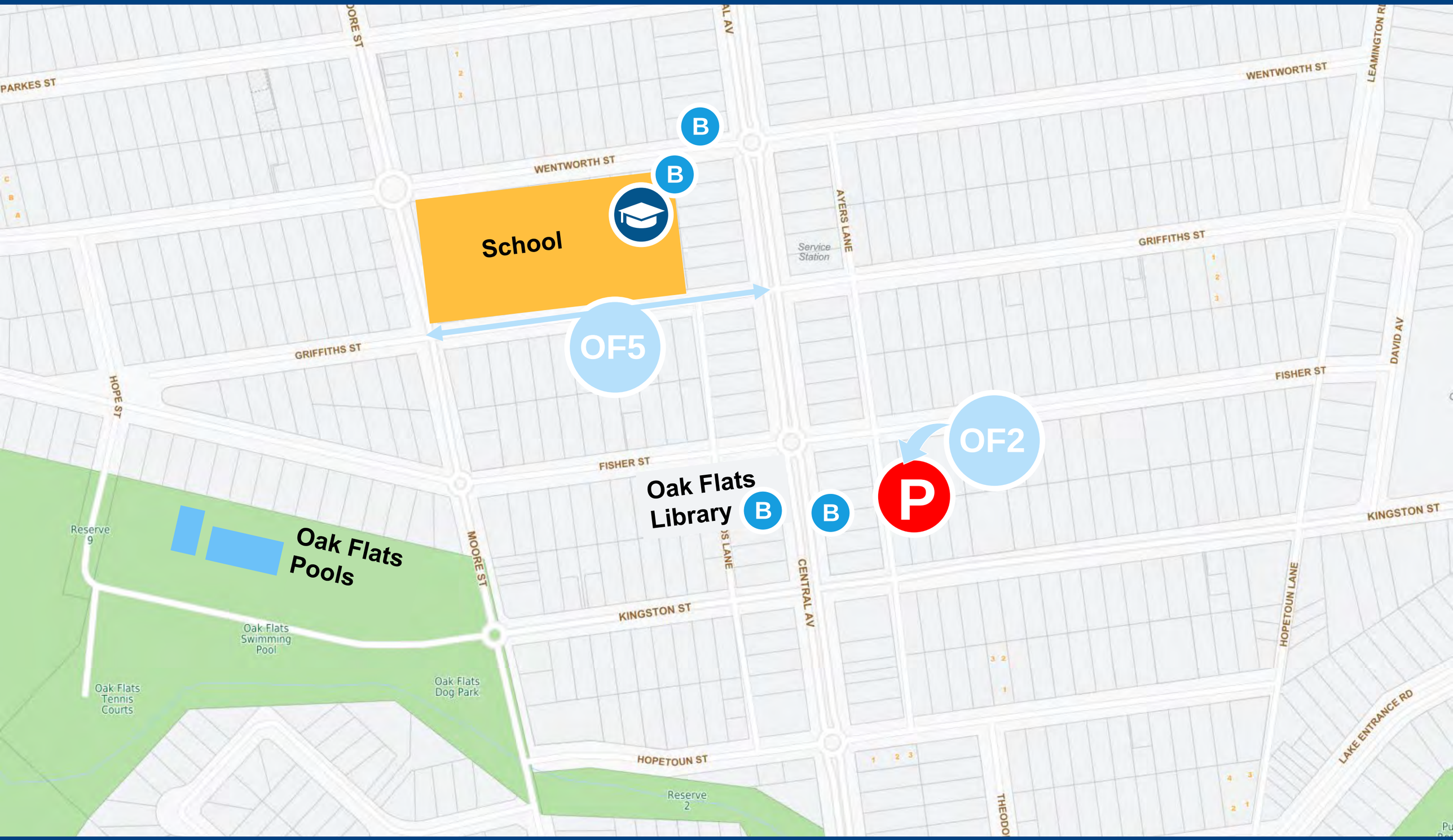
Oak Flats



P Public Carpark

T Train Station

B Bus Stop

Airport

Shell Cove

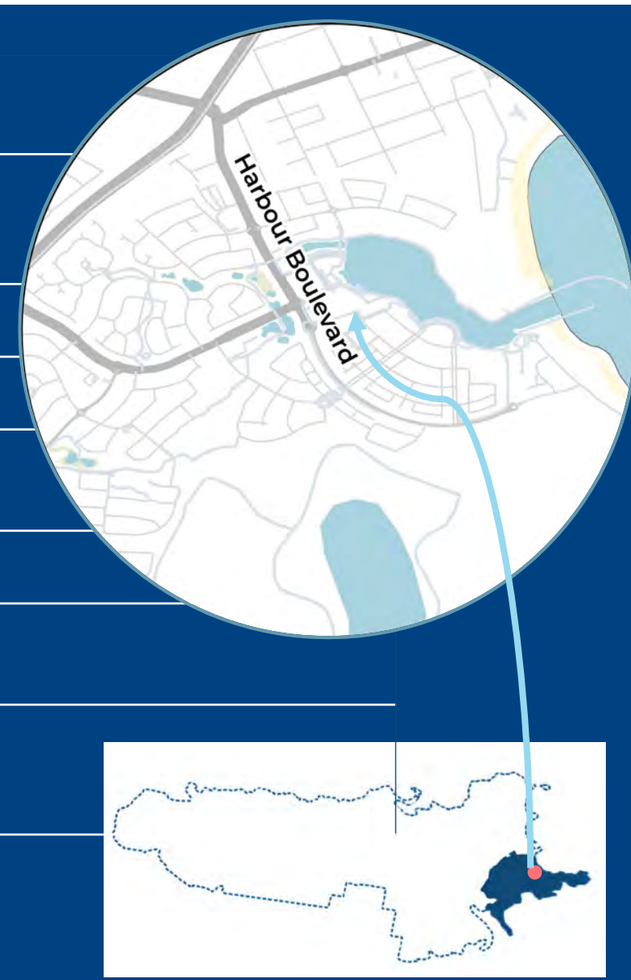
Shell Cove is a modern, master-planned coastal community in Shellharbour, centred around the Shellharbour Marina and The Waterfront precinct. Known for its high-quality residential developments, scenic coastal setting, and growing retail and dining offerings, Shell Cove is a key lifestyle and tourism destination. Its walkable design, access to beaches, and integration of public spaces makes it a standout example of sustainable coastal urban development.

Parking occupancy surveys were completed on Friday 21 and Saturday 22 February 2025. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply in Shell Cove supports demand, although at the higher end of the adequate occupancy range.
- Off-street parking facilities were over utilised throughout most of the day on both weekdays and weekends.
- Surrounding residential streets showed lower occupancy.
- Significant parking issues were identified with timed parking zones closest to the Town Centre remaining full all day. Civic Avenue, Cove Boulevard, and Harbour Boulevard were consistently full from 7:00 am on weekdays.

Site observation highlight the need to review the parking supply at the suburb level to ensure a holistic approach to managing future demand and supporting sustainable urban growth.

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
SC1	Review cumulative future parking supply of approved DA's and review strategy around street parking allocation and kerbside use	Reviewing suburb wide parking supply and kerbside use provides a holistic approach to managing future demand and supporting sustainable urban growth.	Short Term
SC2	Repurpose existing parking spaces to allow for additional Mobility Parking along Cove Boulevard	Promotes accessibility, inclusion, and equal opportunity for all community members	Short Term
SC3	Introduce parking restrictions along one side of narrow residential streets	Improves traffic flow and safety by reducing congestion and allowing easier vehicle access.	Short Term
SC4	Introduce requirement for Work Zones for major construction projects	Improves safety, minimises disruption, and ensures better coordination of traffic and site activities.	Short Term
SC5	Explore opportunities for local recreational vehicle off-street storage solutions	Reduces long term parking on residential streets and improves safety	Short Term
SC6	Investigate Trailer, Caravan and Boat parking in Marina Boat car park during low season until boating precinct is established	Opportunity to utilise off-street parking facility while precinct is in development	Short Term
SC7	Investigate the feasibility of converting the Tavern car park to a Multi-Level parking facility with provision for additional Mobility, Electric Vehicle (EV) charging stations, Motorcycle parking and smart technologies.	Provides additional parking facilities for the community and the Town Centre precinct.	Long Term



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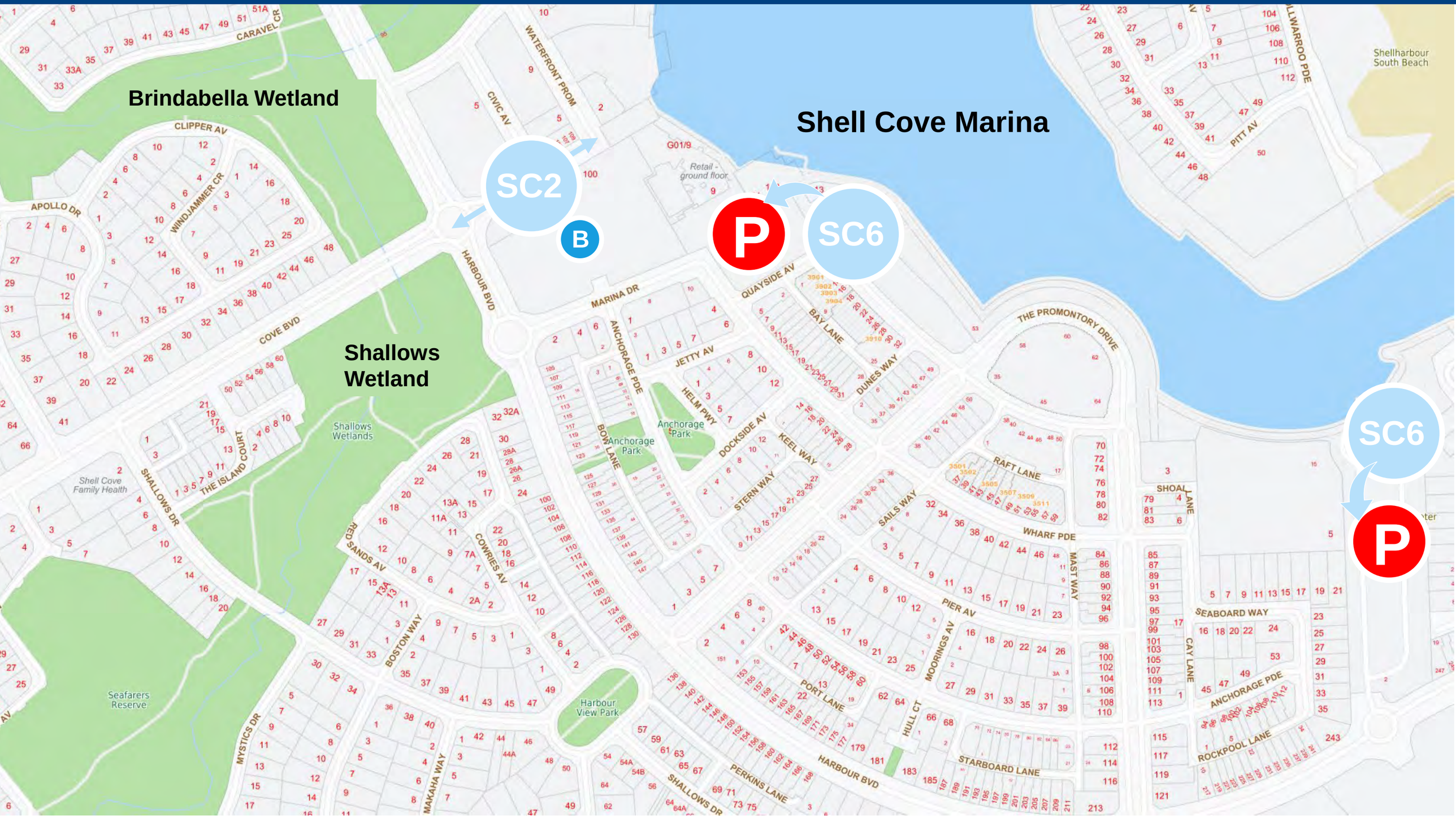
Shell Cove



P Public Carpark

T Train Station

B Bus Stop

Airport

Shellharbour (Village)

Shellharbour (Village) is a vibrant coastal suburb known for its blend of residential areas, boutique retail, dining, and recreational spaces. Centred around its historic village precinct and foreshore, it is a popular destination for lifestyle and tourism, supported by proximity to Shellharbour Road and key local amenities. With ongoing investment in public spaces and coastal infrastructure, Shellharbour (Village) continues to strengthen its identity as a premier coastal community within the region.

Parking occupancy surveys were completed on Friday 21 and Saturday 22 February 2025. Based on a detailed review of the existing parking conditions, the following of note was identified:

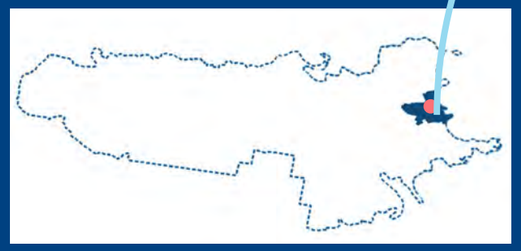
- Overall parking supply in Shellharbour supports demand, although at the higher end of the adequate occupancy range.
- Strong preference for off-street parking throughout the week, especially at Little Park due to its proximity to the beachfront.
- All timed parking zones are consistently full throughout the whole indicating sustained high demand.
- Unrestricted zones near the beachfront are full most of the day, indicating sustained high demand.

Site observations highlight potential for improved off-street parking facilities to better support the community needs.

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
SV1	Repurpose existing parking spaces to allow for additional Mobility Parking along Addison Street	Promotes accessibility, inclusion, and equal opportunity for all community members	Short Term
SV2	Repurpose existing parking spaces to allow for Electric Vehicle (EV) charging stations and Motorcycle parking in North and South Wentworth Street car parks	Boosts community sustainability, supports cleaner air, and encourages eco-friendly transportation	Short Term
SV3	Explore opportunities for local recreational vehicle off-street storage solutions	Reduces long term parking on residential streets and improves safety	Short Term
SV4	Investigate the potential to reconfigure or convert the North and South Wentworth Street car park to a Multi-Level parking facility with provision for additional Mobility, Electric Vehicle (EV) charging stations, Motorcycle parking and smart technologies	Provides additional parking facilities for the community and the Town Centre precinct.	Long Term

SV1

SV2



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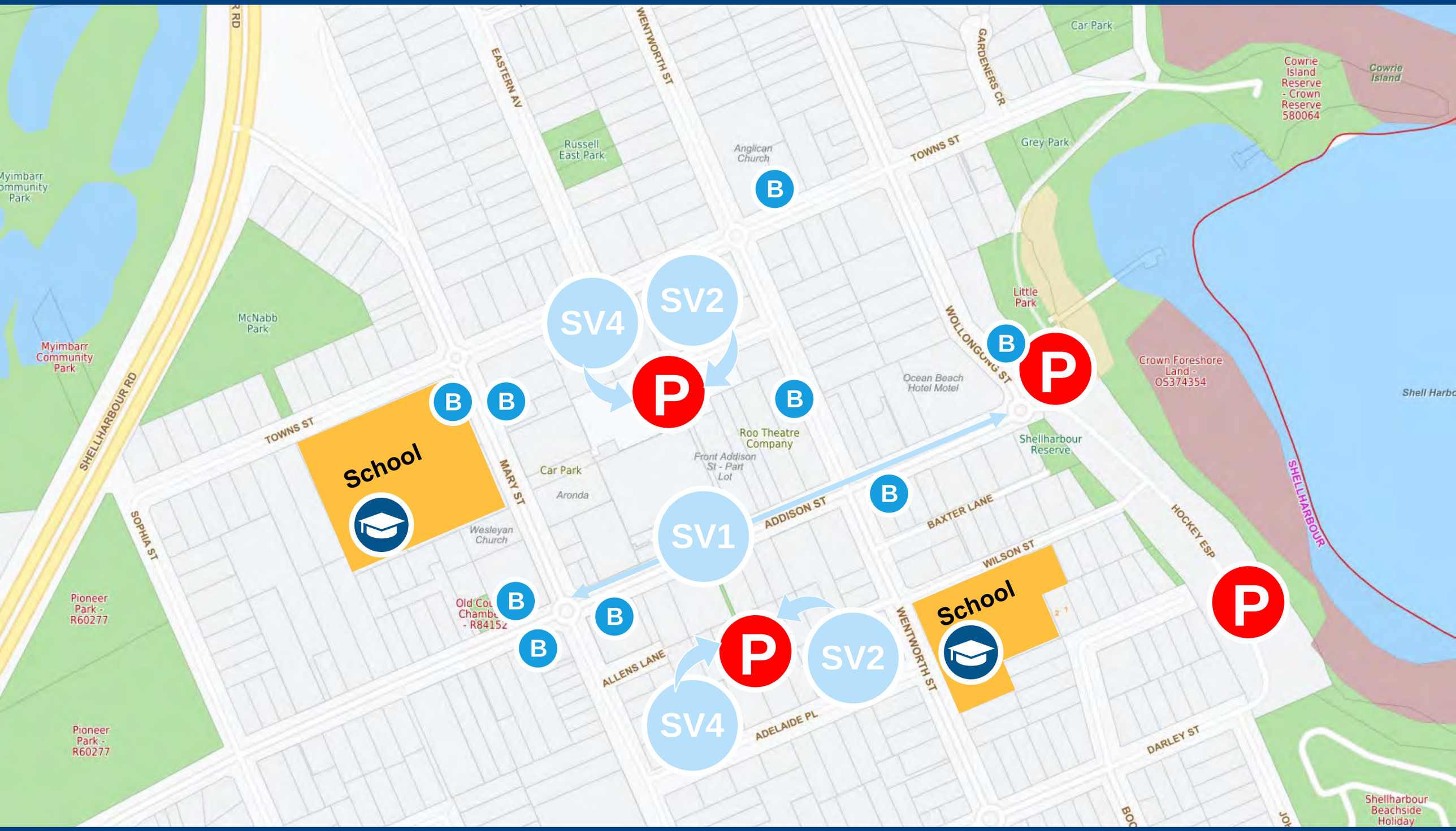
Shellharbour (Village)



P Public Carpark

T Train Station

B Bus Stop

Airport

Shellharbour City Centre

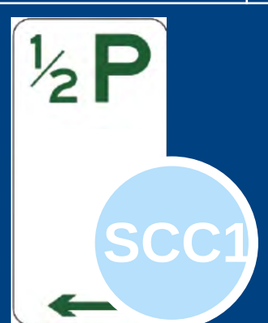
Shellharbour City Centre is the region's primary commercial and civic hub, designed as a vibrant, mixed-use precinct that supports retail, business, residential, and community activities. Anchored by key facilities such as Stockland Shellharbour, the Civic Centre, and public transport links, it is a focal point for growth and urban renewal. The area is evolving into a walkable, well-connected centre that balances economic activity with public space, sustainability, and liveability.

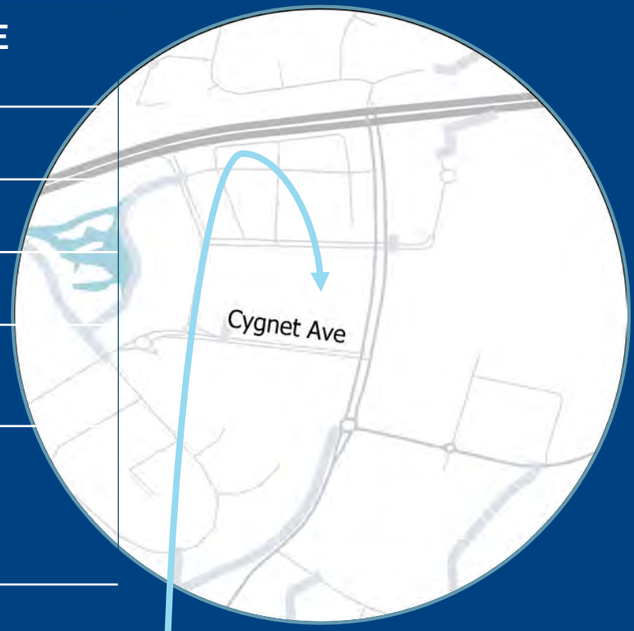
Parking occupancy surveys were completed on Friday 15 and Saturday 16 November 2024. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply in the City Centre supports demand, although at the higher end of the adequate occupancy range
- Weekday occupancy was higher than weekends, aligning with standard business hours.
- Strong preference for on-street parking, while off-street facilities remained well within the adequate range.
- On-street parking was generally adequate, but block-level analysis revealed over utilised areas, specifically Cygnet Avenue, Memorial Drive and Bimbala Place.

Site observations highlight potential for improved off-street parking facilities and simplified parking signage to better service the community.

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
SCC1	Adjust parking restrictions along Cygnet Avenue and Memorial Drive to 30-min parking	Encourages parking turn over in a high demand location	Short Term
SCC2	Standardise 2P parking restrictions through the City Centre, unless signed otherwise	Reduces confusion around parking restrictions	Short Term
SCC3	Support parking restriction changes through targeted enforcement	Reinforces the legitimacy of the changes and encourages consistent behaviour	Short Term
SCC4	Repurpose existing parking spaces to allow for Electric Vehicle (EV) charging stations and Motorcycle parking in Remembrance Place and Gadu Lane car parks	Boosts community sustainability, supports cleaner air, and encourages eco-friendly transportation	Short Term
SCC5	Investigate converting the Gadu Lane or Remembrance Place car park to a Multi-Level parking facility with provision for additional Mobility, Electric Vehicle (EV) charging stations, Motorcycle parking and smart technologies	Provides additional parking facilities for the community without the need to develop green spaces.	Long Term
SCC6	Explore the potential for a new Multi-Level off-street parking facility within the city centre precinct	Provides additional parking facilities for the community	Long Term





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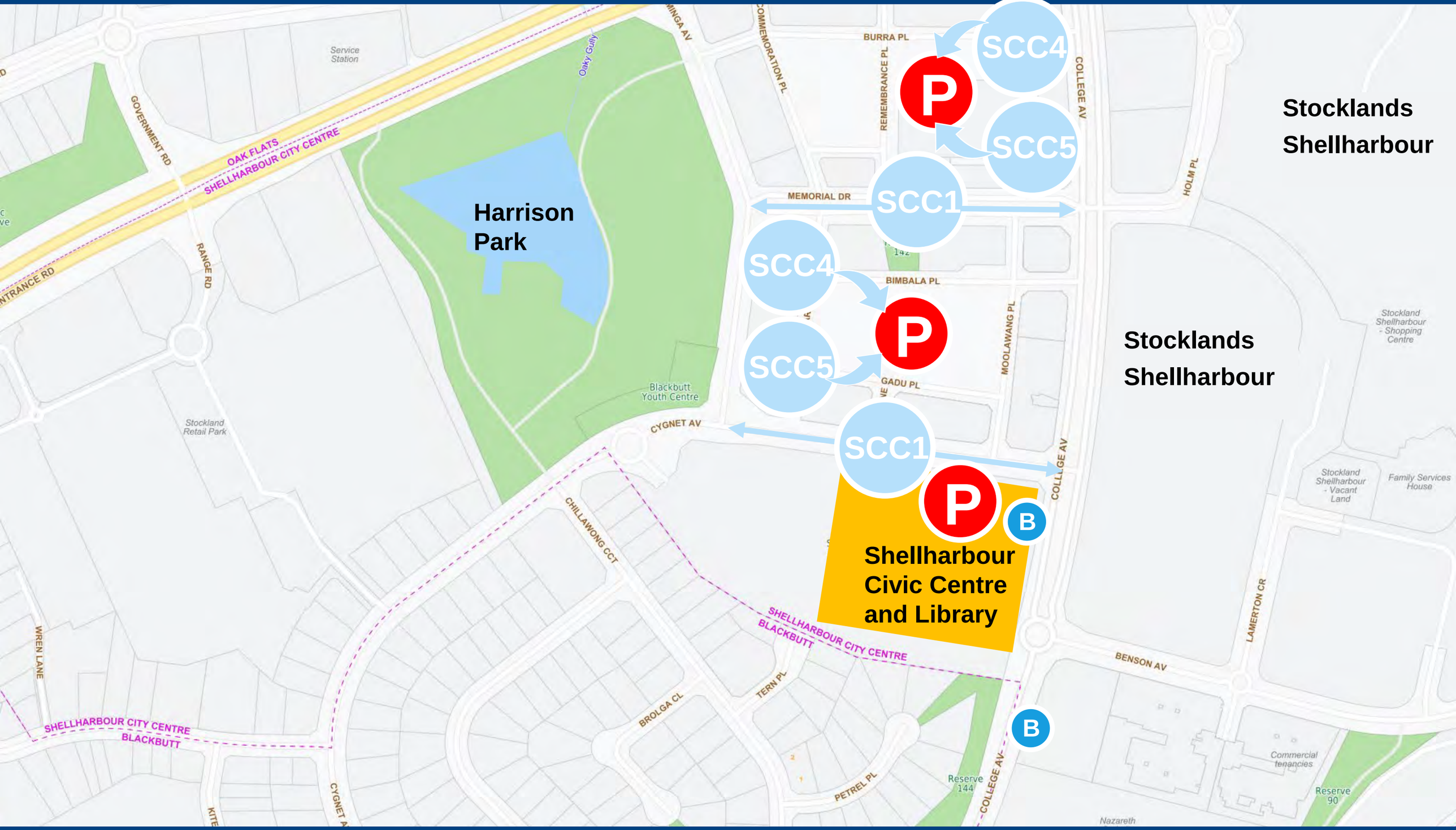
Shellharbour City Centre



P Public Carpark

T Train Station

B Bus Stop

Airport

Warilla

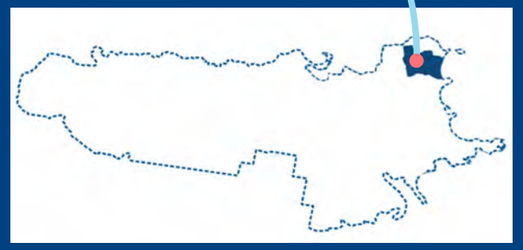
Warilla is a well-established coastal suburb within the Shellharbour local government area, known for its mix of residential, commercial, and light industrial uses. Strategically positioned near Lake Illawarra and the Shellharbour Road, Warilla supports a range of small businesses, retail centres, and community services. Its accessibility, coastal lifestyle, and proximity to key regional infrastructure make it an important contributor to Shellharbour's economic and social fabric, with ongoing revitalisation efforts enhancing its appeal.

Parking occupancy surveys were completed on Friday 21 and Saturday 22 February 2025. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply in Warilla supports demand.
- Weekday parking occupancy is significantly higher than weekends, reflecting weekday business activity.
- Strong preference for off-street parking, with Terry Avenue car park being the most popular, especially in the afternoons while Beverley Avenue car park shows lower occupancy.
- Local residential streets are either underutilised or at the lower end of adequate occupancy.

Site observations highlight the potential for improved Active Transport connectivity and alternative uses of underutilised off street parking facilities.

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
W1	Introduce No Parking restrictions on George Street from Shellharbour Road to Beverley Avenue	Improves safety from traffic turning onto George Street	Short Term
W2	Repurpose existing parking spaces to allow for additional on-street Mobility Parking along Beverley Avenue	Promotes accessibility, inclusion, and equal opportunity for all community members	Short Term
W3	Repurpose existing parking spaces to allow for Electric Vehicle (EV) charging stations and Motorcycle parking in Beverley Avenue car park	Boosts community sustainability, supports cleaner air, and encourages eco-friendly transportation.	Short Term
W4	Investigate opportunities for Flexible Space usage in Beverley Avenue car park for community events such as monthly markets	Supports community events and maximises the value of underutilised public space.	Short Term
W5	Explore opportunities for local recreational vehicle off-street storage solutions	Reduces long term parking on residential streets and improves safety	Short Term



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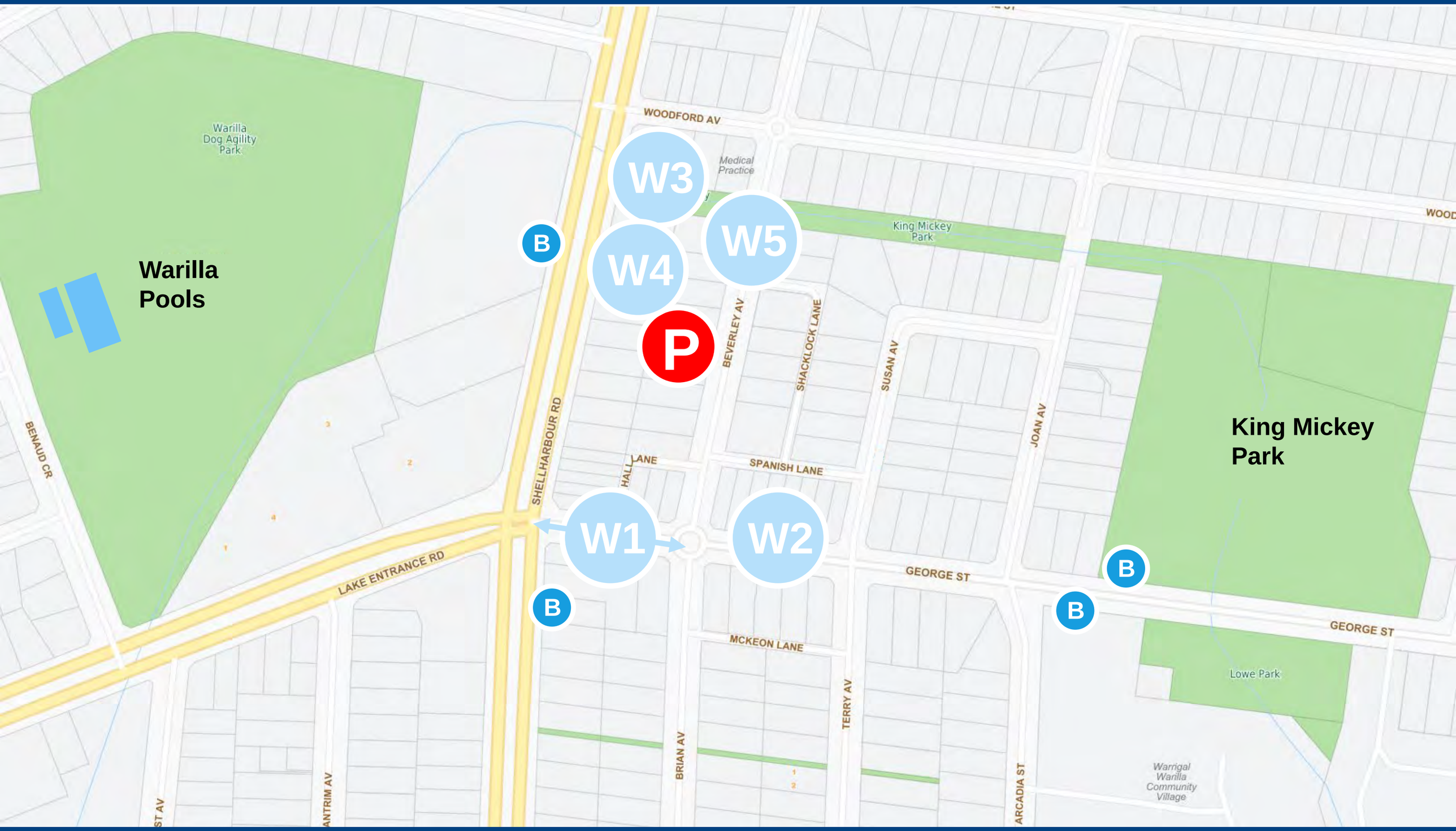
Warilla



P Public Carpark

T Train Station

B Bus Stop

Airport

Lake Illawarra (Warilla Grove)

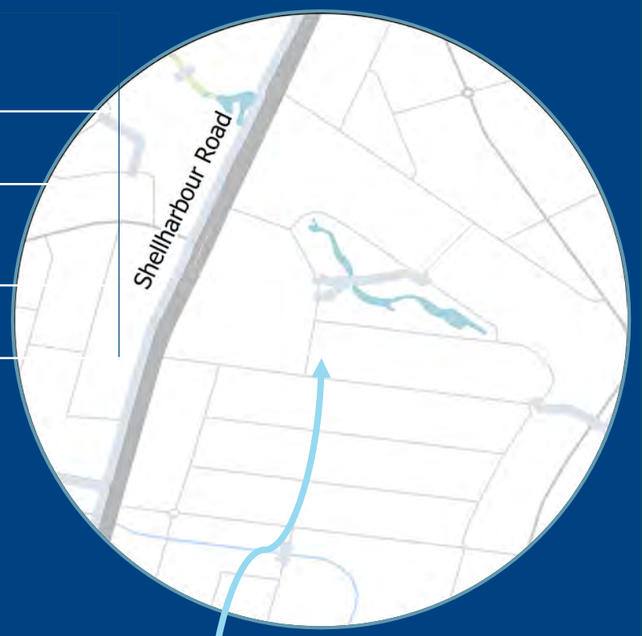
Lake Illawarra (Warilla Grove) is a key retail and community hub in the Shellharbour region, anchored by a major shopping centre and surrounded by a mix of local businesses and services. Conveniently located near the Shellharbour Road and central to the Warilla suburb, it provides essential amenities, retail offerings, and employment opportunities for the surrounding population.

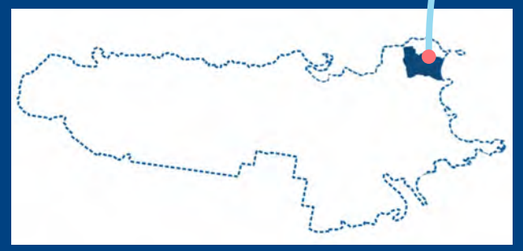
Parking occupancy surveys were completed on Friday 21 and Saturday 22 February 2025. Based on a detailed review of the existing parking conditions, the following of note was identified:

- Overall parking supply supports demand but does not accurately represent illegal parking behaviours.
- Weekday occupancy is significantly higher than weekends, reflecting industrial business activity.
- Weekend verge/nature strip parking exceeded on-street parking along Veroncia Street.

Site observations highlighted the illegal parking behaviours such as parking on verges forcing pedestrians into the traffic lanes. This highlights the potential for improved Active Transport connectivity in the area.

STRATEGY CODE	PROPOSED PARKING STRATEGIES	BENEFITS	TIMEFRAME
LI1	Explore opportunities for local recreational vehicle off-street storage solutions	Reduces long term parking on residential streets and improves safety	Short Term
LI2	Investigate potential for indented 90-degree parking along northern side of Commerce Drive	Increase the amount of on-street parking for existing patrons while catering for future development of Keith Fletcher Park	Short Term
LI3	Provide Parking Education Programs to promote safe parking practices around commercial businesses	Promotes safer parking behaviour and improves safety around commercial businesses.	Long Term





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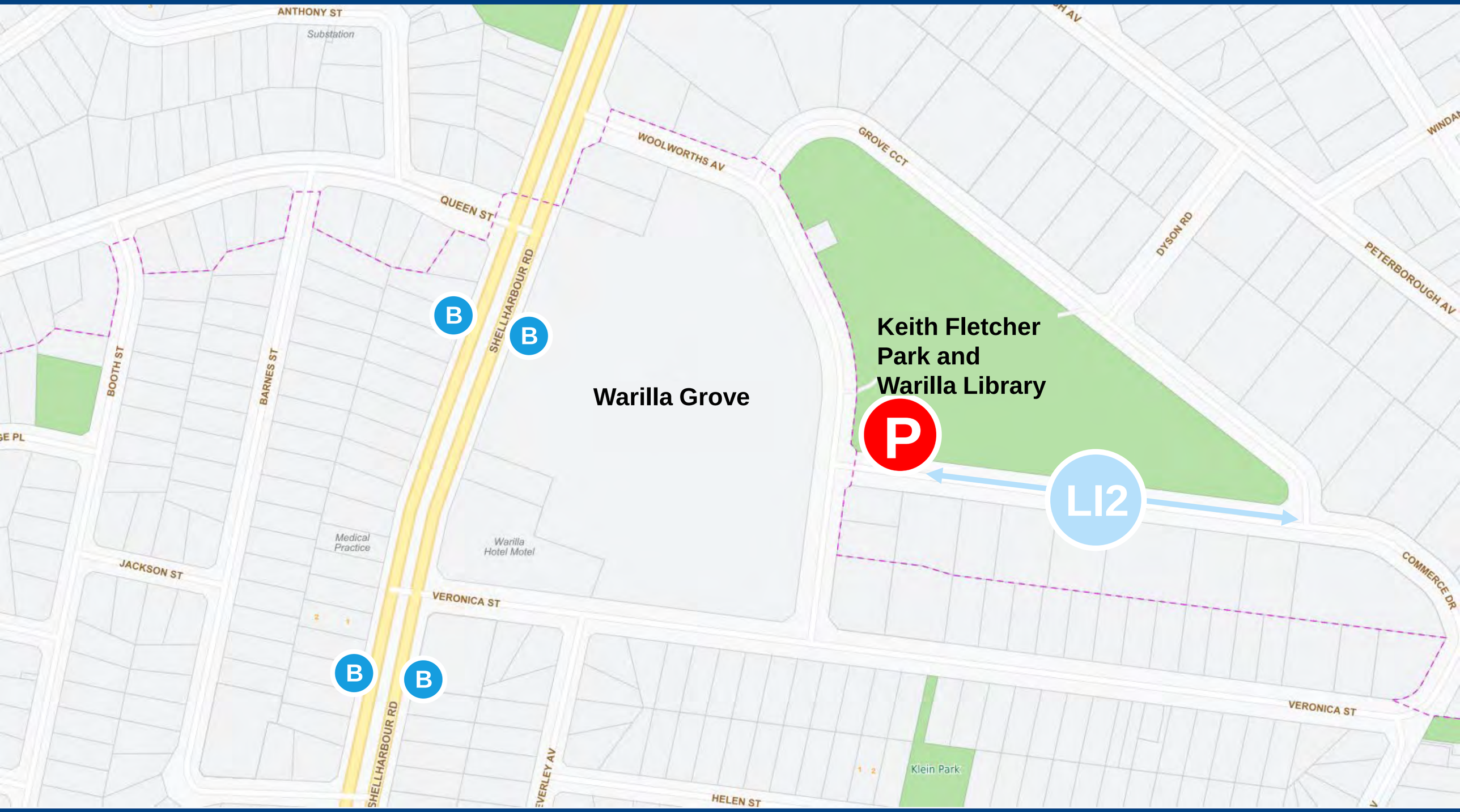
Lake Illawarra (Warilla Grove)



P Public Carpark

T Train Station

B Bus Stop

Airport