

# Maleny parking Context and overview



## Maleny

Maleny is situated in the heart of the hinterland and is known as one of the most popular tourist destinations in the Sunshine Coast region. A range of short, medium and long term initiatives are proposed to ensure the area's parking provision can support future growth.

### KEY ISSUES

Maple Street experiences high demand due to its proximity and convenience to key destinations. This places an increased focus on adjacent streets for parking.

Topography plays a role in creating preferred parking areas for locals and visitors.

### Daily demand variation

Survey data indicates high weekday parking demand particularly in the core areas which include Maple Street, Willow Lane and Bicentenary Lane. This demand is driven by retail and employment uses and some weekday visitor demand. In this area, public parking approaches an overall 85% occupancy rate which indicates it is approaching practical capacity for short periods of time.

Private off-street parking is used to varying degrees with topography playing a role for customer choice.

Maple Street on-street parking is popular due to proximity to shops and the topography.

Whilst there are busy periods on the weekends, there is generally sufficient capacity in the wider area of the centre to accommodate visitor and customer needs.

### Pressure points

Part of Maple Street experiences 90% occupancy levels for most times of day throughout the week, with most users staying less than 1.5 hours. Maple Street can reach full capacity for short periods, requiring users to search adjacent areas for available spaces. The majority of time-restricted parking exists on Maple Street.

The Willow Lane parking area can reach high occupancy rates due to the close proximity of the adjacent IGA supermarket and Maple Street commercial area. Survey data indicates that the area experiences moderate demand on weekends and high demand on week days.

### Underutilised areas

The parking areas along Bicentenary Lane and Coral Street include on-street public parking bays, an elevated off-street public parking facility (accessed off Maple Street) and a number of moderately sized formal and informal private off-street parking areas. Survey data shows that some parking bays remain available on weekdays and especially on weekends. Ensuring visitors and locals are aware of all parking availability is important in this area.

### Informal parking areas

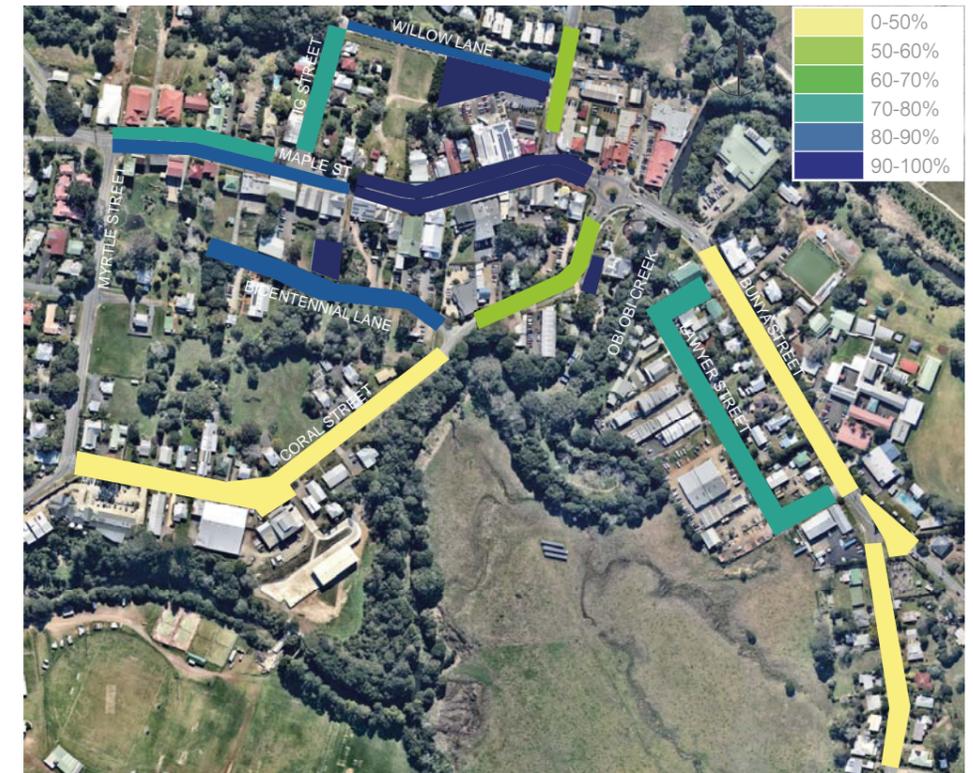
Bicentenary Lane on-street parking areas contain a mix of unmarked informal parking. Vehicles have been observed parking at irregular angles, resulting in inefficiencies and poor circulation.

### Existing Parking

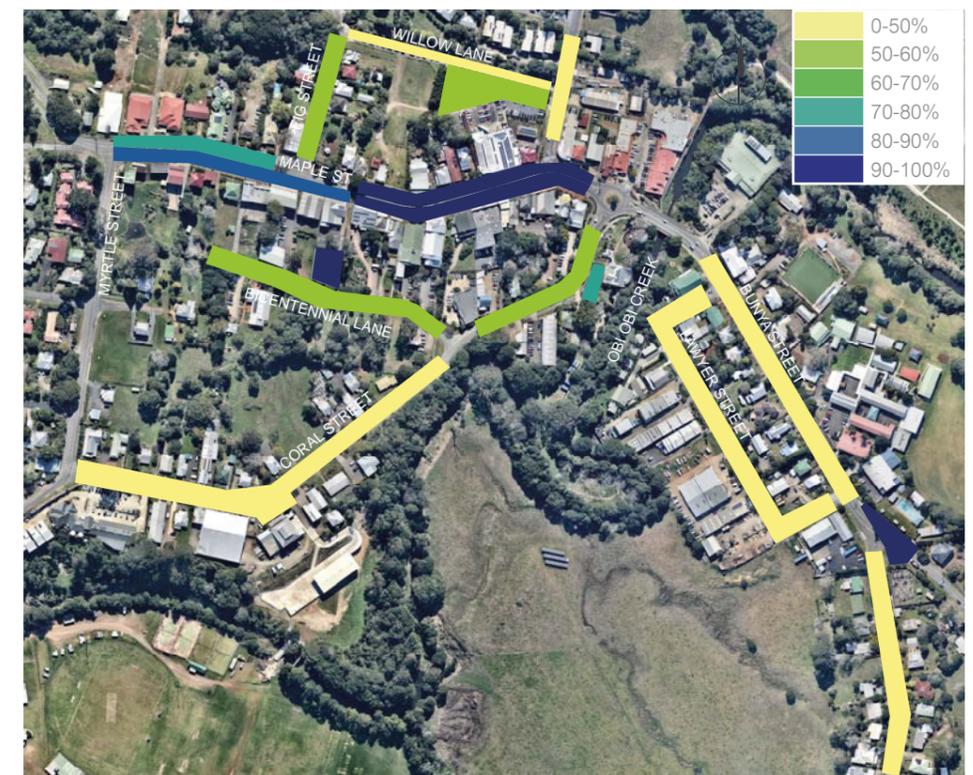
There are over 500 public on and off-street bays and a similar amount of private off-street bays.

### Duration of stay

Survey information for Maple Street on-street parking reveals that for any day of the week, 80% of vehicles stayed for about 1 hour or less. Very few vehicles in the overall area stayed more than 4 hours. This means that turnover is naturally occurring and there would be opportunity of finding vacant bays.

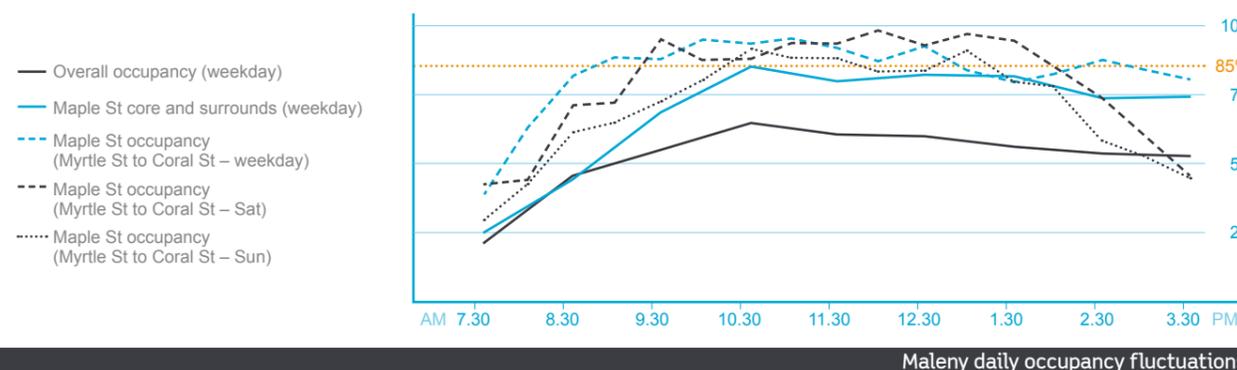


Weekday parking occupancy (typical peak)



Weekend parking occupancy (typical peak)

Aerial Imagery supplied by NearMap



**+12%**  
2016 to 2026 population estimates

**+664 (Total 6437)**  
Data reflects the combined growth figures for the combined area of Maleny, North Maleny and Witta.



The aim is to make better use of existing parking infrastructure to reduce demand of observed parking 'hot spots'. A range of targeted initiatives is proposed to ensure parking provision in Maleny meets current and future demand.

**PARKING STRATEGY**

- Enhance pedestrian connectivity between Maple Street and unrestricted parking areas either side to promote use of sites with latent capacity
- Formalise informal parking areas to enhance user legibility and increase supply of regulated parking
- Investigate opportunities for expansion of existing sites to meet future growth in parking demand
- Encourage parking consolidation to generate greater spatial efficiencies
- Track parking measures, emerging demographics and trends to inform decision-making processes

**BENEFITS**

- Improved pedestrian wayfinding and connectivity to the town centre enhancing the amenity and user experience
- Greater turnover and availability of parking in high activity commercial areas
- Increased parking supply and reduced parking demand on Maple Street by formalising existing adjacent parking areas
- Accommodates future demands and supports economic growth activity
- Encourages return visits and manages the perception of parking availability
- Increases council's ability to adjust to shifting trends and demographics

**ONGOING STRATEGIC ACTIONS**

Maleny will continue to experience growth in parking demand, specifically focussed around Maple Street as the main commercial activity area. The following actions will occur as required, or on a regular repetitive basis to mitigate potential impacts.

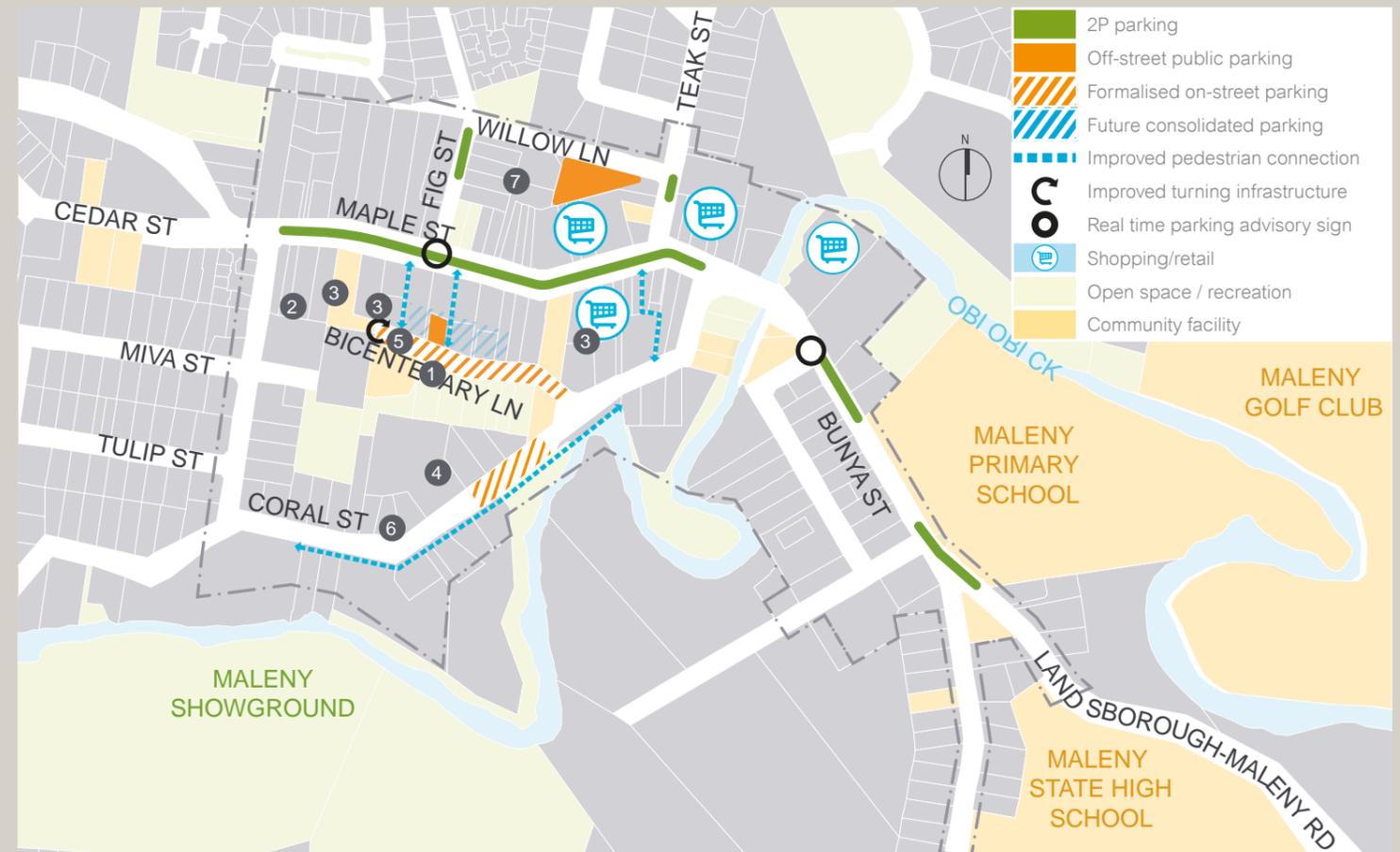
- Improve signage and wayfinding in key parking areas and the town centre to improve visitor awareness, user experience and legibility
- Engage with property owners and businesses to ensure the use of private off-street parking remains available at all times to staff and customers
- Continued monitoring of parking utilisation in the Maleny area to identify parking trends
- Promote travel options which reduce parking demand
- Investigate options for temporary parking to accommodate demand during peak holiday periods or events
- New development must provide for its generated parking demand in accordance with council's Planning Scheme
- Investigate the mix of time-restricted and use-restricted parking to meet commercial needs.

**Short to medium term (1-5 years)**

- 1 Formalise parking on Bicentenary Lane to accommodate about 30 additional on-street 90° parking spaces
- 2 Formalise a turnaround at the end of Bicentenary Lane to enhance the user experience, reduce congestion, improve streetscaping and make parking in the area more desirable
- 3 Improve pedestrian access between Bicentenary Lane and Maple Street on public and private land to make Bicentenary Lane a desirable parking location and reduce pressure on Maple Street
- 4 Formalise the on-street parking on Coral Street to increase the public parking supply and improve user legibility
  - Introduce parking technology to provide real time advice on off-street public parking availability.
  - Investigate opportunities for improved parking during school peak periods.
  - Identify and provide dedicated motorcycle parking in various locations.

**Long term (5+ years)**

- 5 Encourage commercial land owners to consolidate parking areas in Bicentenary Lane where possible
- 6 Enhance pedestrian connections along Coral Street to improve access to the town centre for visitors parking in this area
- 7 Investigate potential expansion of the Willow Lane parking area to increase supply and reduce pressure on Maple Street
  - Investigate a possible 'park and ride' near the historic village on McCarthy Road to support the bus service.



Parking actions - Maleny