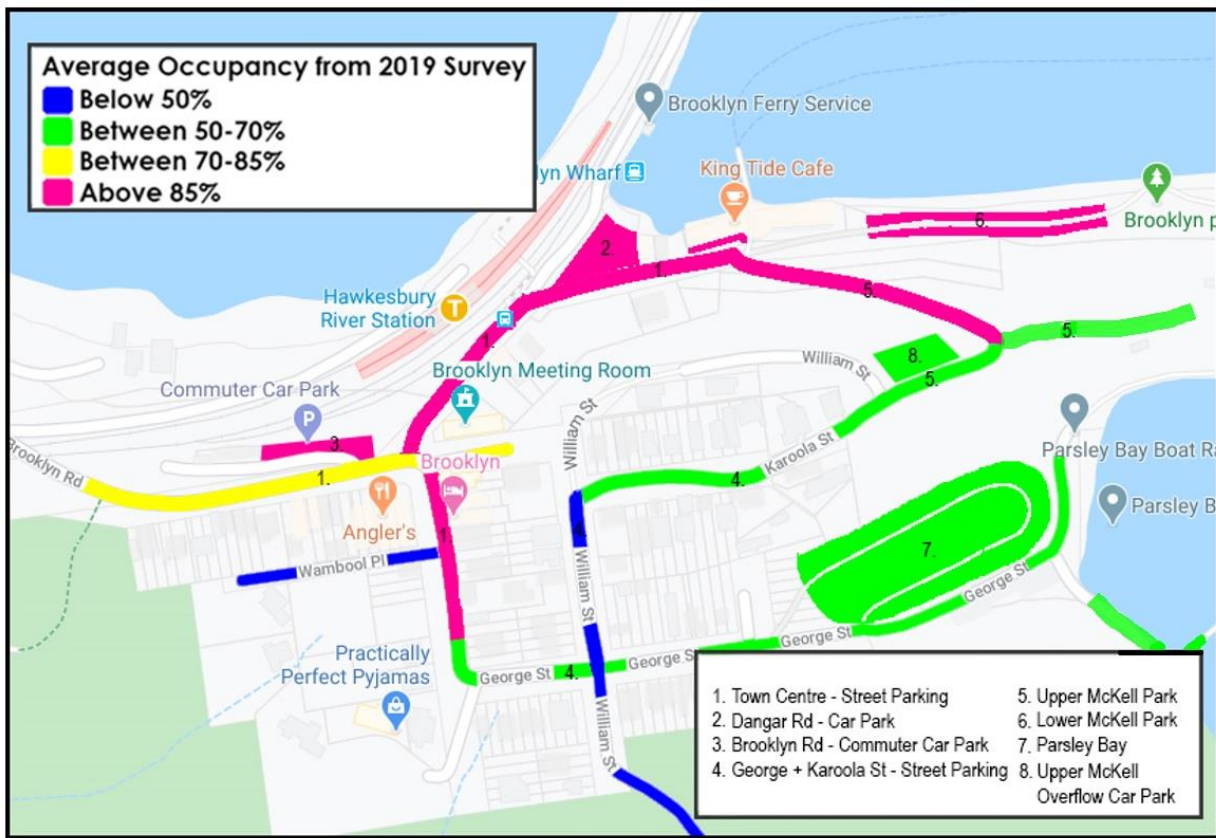



2.5 BROOKLYN TOWN CENTRE

Figure 2.5 Brooklyn Town Centre occupancy heat map



Description of Information or Data	Findings
Utilisation Surveys	<ul style="list-style-type: none"> • There are 52 time-restricted and 580 unrestricted parking bays located within the Brooklyn Town Centre. Of these, 8% are time restricted and 92% unrestricted. • 42% of parking supply is on-street, while 58% is off-street including Dangar Road carpark, Brooklyn Road Commuter carpark, Upper Mckell Park, Lower Mckell Park and Parsley Bay.. • Peak occupancy on-street is 71% on a Thursday at 2pm, and, 77% on a Sunday with peak demand occurring from 12pm to 3pm. • Peak occupancy off-street is 100% on a Thursday from 12 pm to 2 pm and 96% on a Sunday with peak demand occurring from 10 am to 12pm. • The time-restricted areas of on-street parking generate an average turnover of 4.6 cars during the survey on Sunday. • The unrestricted areas of on-street parking generate an average turnover of 2.3 cars during the survey on Sunday. • The average length of stay on-street on a Sunday is 5 hours for on-street parking.
SWOT Analysis	<ul style="list-style-type: none"> • There are plenty of options for people to access this area, either through public or private transport. • There is a limited range of parking controls in both on-street and off-street carparks. • The on-street parking in this area is limited by no-parking zones and narrow streets. • Utilisation of the current supply could be increased through the improvement of the delineation of parking. • Large demand for parking on weekends effects the residents' ability to park in carparks as well as in residential areas due to infiltration, resulting in drivers navigating through narrow streets for parking. • There is little parking for disabled individuals as well as no observed loading zones. • More proactive measures to control parking is required such as increased areas with time restrictions and the enforcement of time restricted zones throughout, especially during peak demand parking times. • Signage could be improved to show drivers where a parking bay that suit their needs could be. • The improvement of integration of all transport modes will encourage less use of vehicles in this area.

Recommendations

Hierarchy of Parking	Priority	Brooklyn Town Centre Parking		Outside Brooklyn Town Centre Parking		
		On-street	Off-street	On-street	Off-street	
	Highest  Lowest	Disability permit holders (where appropriate off-street parking cannot be provided) Special service vehicles Loading Public transport Drop-off/pick-up Short to medium-stay Cyclists Motorcycle/scooter	Disability permit holders Special service vehicles Drop-off/pick-up Loading Motorcycle/scooter, cyclists Short to medium-stay Car share long-stay & residents	Public transport Special service vehicles Residents Short to medium-stay Disability permit holders Loading Long-stay visitors, commuter and residents Drop-off/pick-up & motorcycle/scooter & cyclists Layover zones for buses/community transport Boats and trailers	Long-stay/commuter, Facility user Special service vehicles Park and Ride Drop-off/pick-up Short to medium-stay Residents, Motorcycle/scooter Disability permit holders & loading & cyclists Boats and trailers	U
Not allowed in this zone	Long-stay/commuter Residents Boats and trailers	Public transport Boats and trailers (excluding Parsley Bay)		Public transport		
New technology can also be used to assist in enforcement including handheld enforcement devices and LPR surveillance which will decrease the time taken to issue fines, and, in return, increase compliance of parking restrictions.						U
The Dangar Road car park near Brooklyn Wharf to be 4P parking and bays are to be line marked to increase the number of available bays and ensure aisle widths allow free flow of traffic. This is the main car park that is to be used by visitors to service the town centre businesses and restaurants.						U
Encourage businesses on Bridge Street and Wambool Place to share their off-street bays to allow the number of parking bays required to service demand to be reduced significantly and allow on-street parking to be used by bona fide customers.						U
Improve security and street lighting in town centre streets and car parks.						U
Investigate and install parking for persons with a disability in conveniently located and easily accessible on and off-street parking areas.						U
Keep foliage trimmed along Dangar Road to keep parking signs visible.						U
Investigate a shared zone outside the train station along Dangar Road from Brooklyn Road to the Dangar Road car park due to the limited opportunity for pedestrian facilities in the area. This will slow down the movements of vehicles through the area and allow safer pedestrian accessibility in the town centre. Investigate installation of shared zone on all roads in Lower and Upper McKell Park to prioritise pedestrian access.						U
Two parking time restrictions be implemented on-street in the Brooklyn Town Centre – subject to business demand depending upon the day of the week. Two-hour parking (2P) is to be implemented on: <ul style="list-style-type: none"> • Wambool Place • Bridge Street • Brooklyn Road from the bridge over the train line to Dangar Road. Four-hour parking (4P) is to be implemented on:						N

Recommendations	
<ul style="list-style-type: none"> • Dangar Road • George Street from Bridge Street to William Street • William Street from George Street to Karoola Street • William Street from Dangar Road to Karoola Street. • Upper and Lower McKell plus slip road 	
<p>Long-stay parking should be located at the outside edge of the centre so as not to compromise access and maximise use of the limited Brooklyn Town Centre space available. This should be achieved through the construction of a long-stay car park on the disused State Rail land on Long Island and a further car park on the land on the corner of Brooklyn Road and Cole Street near the Rural Fire Brigade, which is Council owned (Saltpan Reserve). It is located just 1.7km from the corner of Bridge Street in the centre of the Brooklyn Activity Centre and takes 11 minutes by bus that services Brooklyn Road every 30 minutes. Other government land on the eastern side of Government Road, north of the Brooklyn Road Rail Bridge may also be investigated.</p>	N
<p>Install consistent parking wayfinding signage and ensure the location and size of the signs is clear. The signs are to guide drivers to the long-stay and medium stay parking available in the Dangar Road car park and the parking area at the top of Karoola Street – Upper McKell Park.</p> <p>These should be located before key decision making intersections such as Brooklyn Road and Bridge Street intersection, the intersection at the Marina and Upper McKell Park slip road and upon arrival at Upper McKell Park – top of Karoola Street.</p> <p>Wayfinding signage may also be installed on the Pacific Highway and/or slip road off the M1 to alert boat and trailer drivers when the carpark is full at the boat ramp.</p>	N
<p>Investigate a loading zone/15-minute parking area near to the Brooklyn Mooring Co-op in Lower McKell Park and investigate short term storage lockers for off shore residents.</p>	N
<p>Investigate use of Old Dairy Site and / or Saltpan Reserve for long-term car parking for house boat hirers / overnight visitors along with boat trailer parking. This could be a fee for service.</p>	N
<p>Investigate pay parking for boat users in the Parsley Bay Car Park. Revenue generated from pay parking should be written into policy to be exclusively used for maintenance and upgrade of parking equipment, other town centre improvements and further pedestrian and cyclist facilities within the town centre.</p>	N
<p>Investigate the upgrade of Parsley Bay Car Park, Lower McKell Park, Upper McKell Park and surplus TfNSW land to facilitate a multi-level car park to accommodate the growing parking demand into the future. Parking supply would provide for visitors to Brooklyn and offshore. Pay parking to be investigated for this service.</p>	N
<p>Investigate priority parking opportunities for car share groups for off shore residents</p>	D
<p>Accessibility for pedestrians to be investigated further to provide safe pedestrian crossing locations and pathways throughout the Brooklyn Town Centre. This will improve connectivity with parking areas and improve pedestrian safety along the narrow streets.</p>	D
<p>Review the current Council Policy allowing a time restriction for boat trailers of 28 days on-street. The current restriction limits the use of high demand parking in and around the town centre due to the occupation of the bays with boat trailers. The policy needs to be limited to areas of less parking demand such as the longer-term parking provisions outside the town centre. Within the town centre area, installing parking time restrictions for all users will allow better turnover and utilisation of the high demand bays.</p>	D
<p>Investigate locations to provide tourist coaches and bus drop off near the town centre and parking further from the town centre to encourage tourists and visitors to the area without using further high demand parking in the town centre.</p>	D
<p>Remove informal boat and trailer parking in Upper McKell Park, George Street and Karoola Street. Subject to demand explore opportunities to relocate on surplus government land outside the town centre (e.g. Saltpan Reserve or Old Dairy Site at a cost to the owner / user – fee for service.</p>	D
<p>Investigate opportunities to formalise car parking in overflow Upper McKell area (top of Karoola Street). Increase availability of parking spaces in Upper McKell Park by converting kerbside parallel parking to angle parking subject to design. Include 4P parking and accessible spaces for park visitors.</p>	D
<p>Council liaise with the Central Coast Council to provide funding directly to Hornsby Shire Council to provide car parking facilities / mooring for their residents at Little Wobby. Council to prioritise Hornsby Shire residents in any future long-term car parking opportunities for off shore residents.</p>	D
<p>Council should lobby TfNSW to provide appropriate commuter parking supply commensurate with current and forecast levels of demand for train and ferry users in the town centre. Opportunity to partner with TfNSW for an integrated parking solution to also incorporate visitor and off shore resident parking (at a cost).</p>	D