

MEDIA STATEMENT



Wednesday, 28 June 2017

CBD shoppers to enjoy free street parking

Shoppers will be able to enjoy two hours of free parking on CBD streets with the Bunbury City Council last night voting to introduce a raft of parking changes.

Council also voted to increase the free time limit in shopper and visitor car parks from two to three hours and endorsed a recommendation that no time limits or parking tickets will be required on public holidays and Sundays on the street and in City-owned car parks.

On-street time limits of two hours will remain in place from Monday to Saturday and tickets will still need to be obtained from meters.

They were among a number of parking changes that will be rolled out to help play a part in revitalising the city centre following discussions with the business and wider community.

The current parking regime will remain in place until these changes take place and Mayor Gary Brennan said it was important that motorists continued to abide by the existing rules.

“The removal of paid on-street parking, along with the other changes endorsed by Council, will be implemented on or before 31 August this year,” Mr Brennan said.

“City staff will immediately begin work on implementing the parking changes, some of which can be done in a relatively short time frame.

“We will continue to inform the community about how and when these changes take place.

“These are very significant changes to our parking policy and we will monitor the effects it has on shopper habits and visitation to the CBD over the next 12 to 15 months.

“It has been made quite clear that some retail businesses in our CBD are experiencing challenging times, as is the case nationally and internationally.

“The Council has recognised this and decided to make some adjustments to the parking regime in an effort to assist CBD businesses in these challenging times.”

Mr Brennan said the changes would cost the community an estimated \$800,000 in forgone revenue, plus a further \$151,800 for the cost of updating parking signage. This money would come from the Parking Reserve Fund.

The City will also enhance the marketing of Bunbury’s parking options and improve parking signage – including wayfinding information – to help motorists choose the most appropriate place to park their vehicle when coming into the CBD.

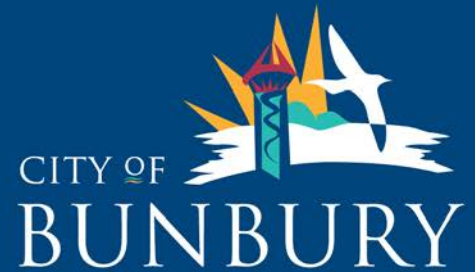
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Mr Brennan said he was now keen to see the community and businesses come together with the City to add vibrancy and diversity to the CBD.

“This includes a funding commitment from Council that will go towards the implementation of a City promotional strategy aimed attracting people to the CBD,” Mr Brennan said.

“The City is also keen to pool funding for the marketing of the CBD with government funding commitments and the respective business groups as it is essential businesses drive this strategy.

“The City has already implemented or supported a range of initiatives, such as alfresco dining, events and public art, to help attract people into the CBD.

“It is now imperative that a collaborative approach is taken to ensure we achieve desired and long-lasting outcomes.”

ENDS

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