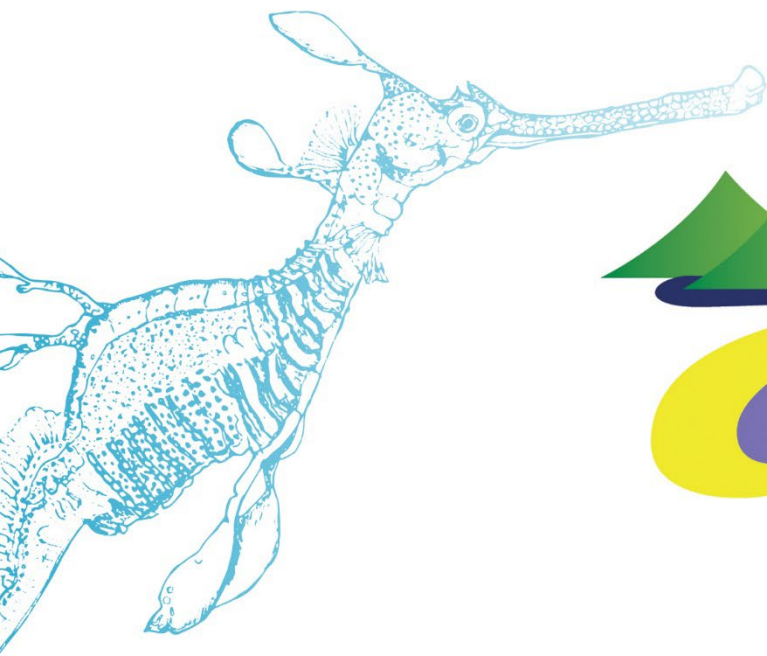




Break O'Day
COUNCIL

ST MARYS PARKING STRATEGY 2026-2031



Version: 1 – Date: July 2026

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Executive Summary

The St Marys Parking Strategy 2026–2031 provides a practical framework for planning, delivering, reviewing and improving parking across the town centre. It prioritises better use of the existing parking network before considering new infrastructure, and supports local businesses, safe and accessible movement, visitor needs and St Marys’ small-town character.

The Strategy addresses issues such as parking turnover, peak visitor demand, long-vehicle parking, accessibility and pedestrian safety through a clear parking hierarchy. Short-stay, high-turnover parking is prioritised on Main Street and Story Street, while longer-stay, staff, overflow and long-vehicle parking is directed to suitable off-street and peripheral locations.

Four strategic themes guide the Strategy: **Protect and Strengthen the Town Centre Core; Optimise Existing Parking and Guide Users Appropriately; Support Safe, Accessible and Walkable Movement;** and **Make Proportionate, Evidence-Based Decisions Aligned with Local Character.**

Delivery will focus on low-cost, staged, and achievable actions across these themes. Priorities include reviewing existing restrictions and user behaviour, improving signage and line marking, formalising and enhancing the presentation of key off-street carparks, assessing long-vehicle parking options, strengthening pedestrian links and wayfinding, and aligning implementation with Council’s Annual Plan and budget processes.

The intended outcomes are improved customer access and parking turnover in the town centre core; better use of existing off-street and peripheral parking; safer, more inclusive, and more walkable connections between parking areas and destinations; clearer guidance for visitors, staff, and long vehicles; and stronger evidence to support financially responsible decisions. Performance will be assessed through utilisation surveys, monitoring of recurring issues, review of user behaviour, and evaluation of whether actions improve parking efficiency, accessibility, safety, and town-centre function.

Council will review implementation through annual planning, budgeting and reporting, allowing actions to be refined as evidence emerges. This approach will help distinguish between isolated, seasonal and ongoing issues, adjust priorities where needed, and ensure that more costly structural changes are considered only when clearly justified by demonstrated demand.

Overall, the Strategy provides a clear pathway for managing parking from 2026 to 2031: setting direction, delivering targeted actions, measuring results, and continually improving the system to keep parking accessible, efficient, and safe, while supporting the St Marys town centre.

Purpose and Study Area

This Strategy guides practical, long-term parking management in the St Marys town centre from 2026–2031, building on the 2015 Urban Design and Traffic Management Strategy. It aims to use existing on-street and off-street parking efficiently, safely and equitably, while supporting businesses, residents, visitors and service vehicles. The study area includes the St Marys town centre, the Main Street and Story Street business precinct, public off-street parking, and nearby longer-stay, overflow and long-vehicle parking locations. The Strategy prioritises short-stay customer access in the town centre, directs longer-stay and staff parking to suitable off-street areas, and supports evidence-based, financially responsible decisions that focus on low-impact improvements before new infrastructure is considered. Future off-street parking investigations must align with the Break O'Day Local Provisions Schedule and Council's Long-Term Financial Plan, and remain practical, financially sustainable and consistent with St Marys' character.

Figure 1: Study Area

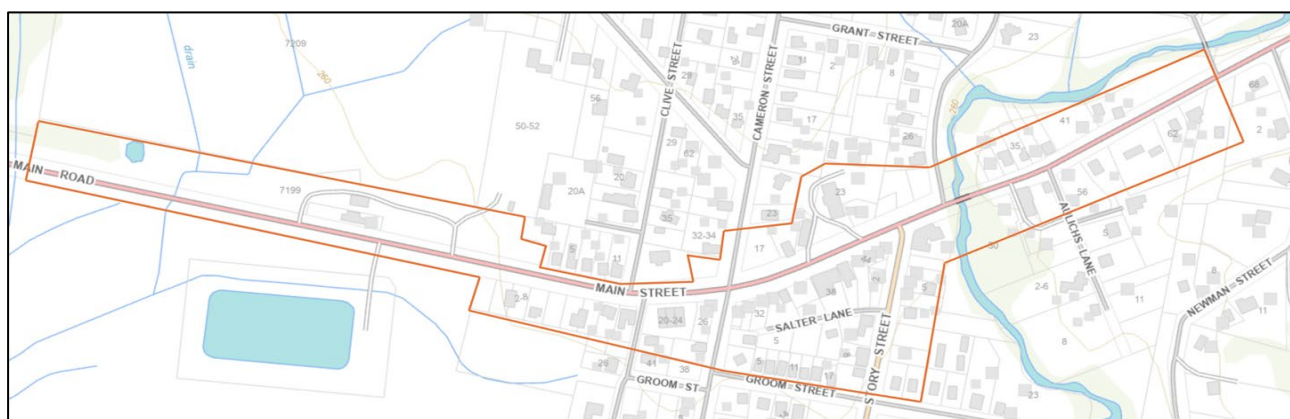
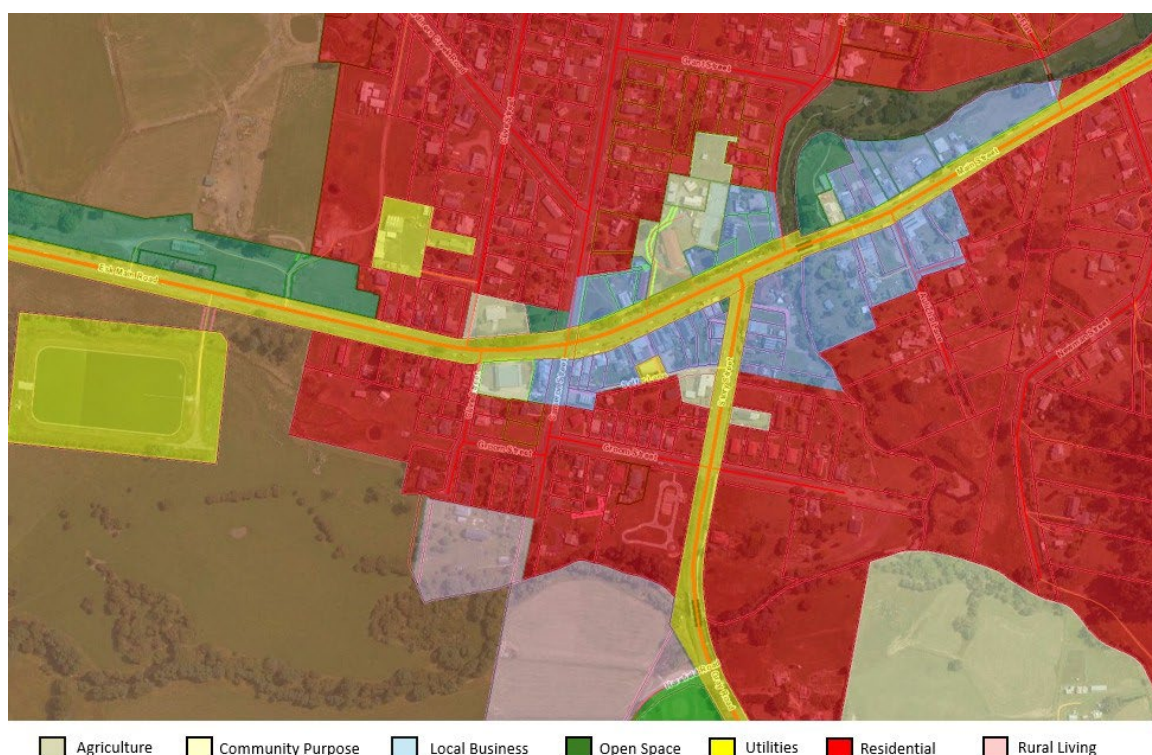


Figure 2: St Marys Land designations



General Considerations

The general considerations provide the strategic basis for managing parking in St Marys through a measured, evidence-based and financially responsible approach. They recognise that parking is not only an infrastructure issue but also affects town-centre access, economic activity, asset management and the visitor experience. In the St Marys context, parking decisions can influence how easily customers access Main Street businesses, how visitors move between parking areas and local destinations, how safely pedestrians navigate the town centre, and how effectively public land and existing assets are used. Decisions about new parking supply should therefore support the town centre's function and character while avoiding unnecessary or premature investment.

While off-street parking can provide valuable long-term capacity and ease pressure on high-demand on-street spaces, new facilities typically entail substantial costs, including land preparation, paving, drainage, lighting, accessibility, signage and ongoing maintenance. These costs must be weighed against St Marys' modest and often seasonal parking demand to ensure any investment is proportionate, viable and sustainable. For example, adding off-street capacity may seem to address peak-period pressure, but if demand is concentrated around visitor peaks, events or particular trading periods, a permanent infrastructure response may deliver limited year-round benefit. In the short to medium term, the priority should be to make better use of existing on-street and off-street spaces through targeted management measures that improve customer turnover, business access, pedestrian safety and local economic activity.

Accurate utilisation data is central to this strategic approach. It enables Council to test business and community concerns following the streetscape upgrades, distinguish between isolated peaks, seasonal pressures and enduring parking constraints, and determine whether future investment is warranted. In practical terms, this evidence can show whether short-stay spaces are turning over effectively for customers, whether staff or longer-stay parking is occupying premium town-centre spaces, whether visitors can readily find suitable parking, and whether pedestrian links from off-street parking areas are clear, safe and convenient. This evidence base will support transparent and defensible decisions across annual planning, budget processes and potential funding opportunities, ensuring that more costly structural changes are considered only where there is a clear and demonstrated need.

Stakeholder Feedback

Parking - General

Business owners have reported difficulty finding short-stay parking near Main Street during busy periods, with some customers circling before finding a space. This underscores the need to preserve on-street parking for customer access and business visibility, while balancing convenience with realistic expectations in a small-town centre, where some users may need to park a short distance away and walk. Supporting a “park once and walk” approach will help make better use of available parking overall.

A common theme was the lack of suitable parking for long vehicles—including caravans, motorhomes, and trucks—which can lead to unsafe or inappropriate parking during peak visitor periods.

“Concerns” were also raised about all-day parking, in which employees or tour participants occupy short-stay spaces for extended periods. Addressing this will require a coordinated response, with businesses directing staff to more appropriate long-stay parking so high-value on-street spaces remain available for customers. Views on enforcement varied, with some businesses supporting stricter compliance on Main Street and others preferring more flexible time limits on Story Street to better suit hospitality and visitor needs.

Business owners also highlighted the need for clearer loading zone signage and line marking, as well as better protection for driveway access points and layback kerbs.

Accessible Parking and Wayfinding

Accessible (disability) parking is a core accessibility requirement for an inclusive town centre. When parking is provided, formalised, reconfigured, or upgraded in association with public facilities or development, accessible bays must be provided and designed in accordance with applicable legislation and standards, including the Disability Discrimination Act 1992 (Cth), the Disability (Access to Premises—Buildings) Standards 2010 (as given effect by the National Construction Code), and relevant Australian Standards (including AS 2890. 6).

Accessible parking requirements commonly apply when a use or development creates new parking demand, or when existing parking is created, formalised, reconfigured, or upgraded. For the purposes of this Strategy, Council would treat the following as common trigger points that warrant confirming (and, where necessary, upgrading) accessible parking provision and design:

- New development or building work that includes the construction of new parking areas or the material alteration of existing parking areas.
- Formalising an informal parking area (e. g., introducing line marking, re- marking, kerb works, resurfacing, drainage works, or changing the bay layout or circulation).
- Change of use, intensification, or expansion that changes parking demand or triggers a car parking assessment under the applicable planning controls.
- Streetscape or road safety works that alter kerbside parking supply, loading arrangements, crossing points, or pedestrian paths (to ensure accessible bays remain available, compliant, and connected to destinations).
- Identified non- compliance or safety risks (e. g., bay dimensions, shared zones, gradients, signage/markings, or the accessible path of travel) that are best addressed when other works are occurring.

Wayfinding measures implemented under this Strategy should support inclusive access, including for people who are blind or have low vision. Where tactile wayfinding signs are provided as part of building or facility works, their design and installation should comply with relevant accessibility standards (including AS 1428.4.2 for wayfinding signs), as applicable.

Where an application does not provide the full on-site car parking required under the applicable planning provisions, Council may consider a cash-in-lieu contribution only if that mechanism is expressly available under the relevant planning scheme/parking plan and associated Council policy. Any cash-in-lieu approach is intended to support shared public parking and related transport improvements, not to compromise essential accessibility outcomes. Accessible (disability) parking required under the National Construction Code/Premises Standards and AS 2890.6 must be provided within the development's parking area (as applicable) and must not be reduced or offset by cash-in-lieu contributions.

Pedestrian Safety

Pedestrian safety remains a concern for some business owners, particularly at the Main Street–Story Street junction.

There are currently no formal pedestrian crossings or refuge islands within the business area, and pedestrians generally rely on kerb splays to cross the street. In some locations, these splays are misaligned or absent on one or both sides of the road, which contributes to safety and accessibility concerns.

Formal crossing treatments, such as kerb outstands, pedestrian refuge islands or other safety measures, may improve pedestrian movement and access. Because Main Street and Story Street are managed in conjunction with the Department of State Growth as the relevant road authority, any safety improvements will require coordination between Council and the Department. Some treatments may also require changes to kerb arrangements or the removal or reallocation of on-street parking spaces.

Overall Feedback

Feedback from business owners indicates that parking issues are not experienced consistently across the town centre. While some businesses raised concerns, a small number reported no significant parking problems.

Overall, the feedback did not indicate strong or widespread demand for additional off-street public parking. Most comments focused on improving the safety, accessibility and day-to-day operation of the existing parking network. Council's response should therefore be proportionate and based on actual demand rather than on perceived need.

To ensure future actions are well targeted, Council will use comprehensive utilisation data to test the themes raised in consultation and identify the root causes of parking pressure. This evidence will help distinguish isolated issues, seasonal or event-related peaks, and consistent patterns that require intervention.

This evidence-based approach will support practical, low-impact responses, including improved signage, clearer allocation and marking of loading zones, proportionate compliance measures, minor layout refinements, and seasonal or event-based management where required. Any changes to parking configuration or allocation should be guided by demonstrated need, with structural changes considered only when clearly justified. This will help Council optimise existing assets, reflect actual usage patterns, and provide a fair, efficient parking system for residents, businesses and visitors, without committing resources to unnecessary infrastructure.

Existing Off-street Parking

Opportunities to expand public off-street parking in St Marys are constrained by physical site limitations, planning requirements, cost, ownership and operational factors. These constraints reinforce the need to make better use of existing parking before considering new infrastructure. If future demand indicates a need for additional off-street parking, the most practical options are limited to a small number of Council- or government-owned sites in and around the town centre, together with one privately owned site, subject to landowner agreement and future development intentions.

Apart from limited private off-street parking at the St Marys Hotel & Bistro, the town centre relies mainly on public on-street parking, public off-street parking at the Library, Community Hall and the park at the corner of Cameron Street and Main Street, and informal off-street parking in the former St Marys Railway Station area.

Table 1: Existing Public Parking Inventory for St Marys

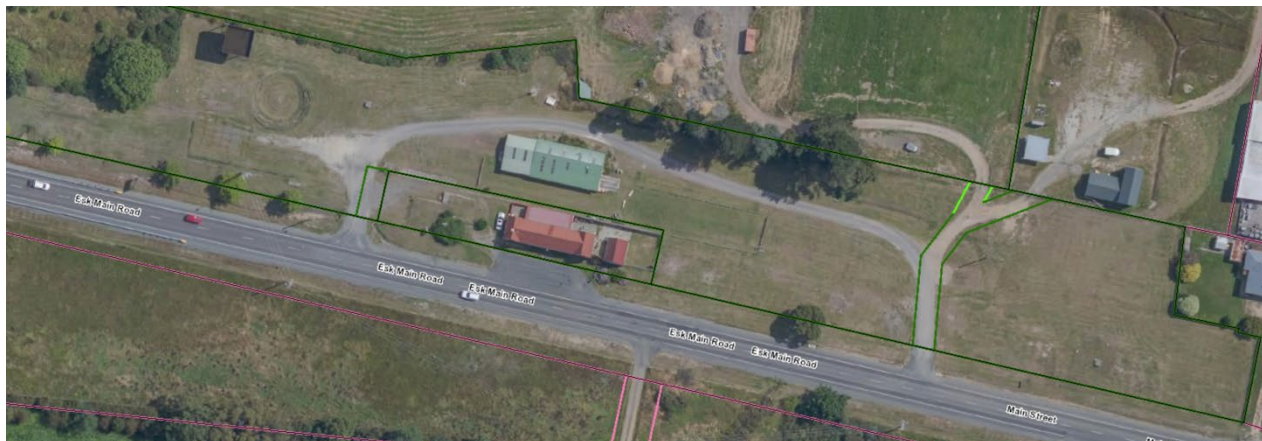
Parking location	Line-marked standard bays	Accessible bays	Loading / taxi bays	Unmarked equivalent bays	Total equivalent spaces
Main Street	58	1	1	62	122
Story Street	9	–	–	17	26
St Marys Library	5	–	–	–	5
Community Hall	14	2	–	9	25
Cameron Street Park	–	–	–	7	7
Total	86	3	1	95	185

Some businesses with rear access from Salters Lane may also be able to accommodate or better manage employee parking at the rear of their premises. This would help reduce reliance on on-street parking in the town centre and support greater turnover in high-demand customer spaces.

Historic St Marys Railway Station Area

The area is at the western entrance to town, off Esk Main Road, and offers informal parking. Purchased by Break O'Day Council in 2011, the site is strategically important as a gateway location.

Figure 3: Historic St Mary's Railway Station Area



A 2012 Council briefing document identified the site's potential as a St Marys Arts, Culture and Heritage Precinct, and it was later considered in the St Marys Urban Design and Traffic Management Strategy (February 2015).

The 2012 briefing concept plans identified opportunities for visitor and gallery spaces, workshops and studios, a museum building, parking, township links, event and picnic areas, and rail trail connections. Any future development should complement the town centre rather than compete with it and be supported by clear wayfinding that directs visitors between the precinct, central amenities, and parking.

The site remains strategically relevant, as it could provide a formalised alternative location for caravans, motorhomes, and other long vehicles that might otherwise occupy multiple standard parking bays in the town centre. Although the broader precinct has not progressed to development, it remains a logical option for Council to reconsider as part of any future review of parking supply, long-vehicle accommodation, and town-centre access.

As part of a distributed parking network, priority could be given to the area for long-vehicle parking and extended stays. Its location, size, and access arrangements make it well-suited to meeting tourism-related demand while reducing pressure on parking within the business precinct.

Improved connectivity to the town centre will be essential for the area to meet parking demand effectively. A safe, continuous, and clearly signed shared pathway between the area and the town's business precinct would improve pedestrian and cycling access and encourage greater use of peripheral parking.

Cameron Street Park

This land, owned by Break O'Day Council, is a passive open space with a few trees, a picnic table and a waste bin. A hardstand parking area is located on the main Street Road reserve, with some adjacent picnic tables. The utilisation of the parking area and park is unknown.

Figure 4: Cameron Street Park – Parking arrangement



The existing parking area is not line-marked, and the pavement condition is poor, although the site can accommodate approximately 7 light vehicles parked in parallel. These conditions reduce the site's effectiveness as a parking area by making capacity unclear, encouraging inconsistent parking, reducing user confidence, limiting accessibility, increasing safety and manoeuvring risks, and detracting from the presentation of this prominent town-centre location. Poor pavement condition may also create drainage, maintenance and trip-hazard issues and makes it more difficult to apply and maintain clear bay markings.

St Marys Community Hall

Located at No. 23 Main Street, the Hall all is an asset to the township and should be celebrated and promoted as the "centre of town" with increased usage. The St Marys Community Hall car park is centrally located within the business precinct, but it appears to be underutilised, even though parking advisory and entrance signs are provided approximately 150 metres from both approaches to the car park entrance.

The Hall car park has an irregular layout and serves as an access route to facilities at the rear of the hall, including the op-shop and tennis courts. This dual role can make the car park less intuitive for drivers by blurring the distinction between parking areas, through-movement routes and rear access points.

Figure 5: 23 Main Street



Under the current configuration, internal circulation, maneuvering and driver priority can be unclear, particularly where vehicles searching for parking interact with those travelling through the site. This may increase the risk of conflict between vehicles and pedestrians, reduce accessibility, and make it harder to define bays, aisles, pedestrian paths and access routes through line marking and signage.

Faded or unclear line marking, poor internal visibility and the informal appearance of the layout can further reduce driver confidence and obscure the car park's actual capacity. Many drivers, particularly those making short visits, are therefore likely to prefer clearly marked kerbside parking directly outside businesses, even when signage to the Community Hall car park is improved.

A preliminary redesign and re-marking of the Community Hall car park could potentially formalise approximately 25 parking spaces, improving the functionality and availability of central off-street parking. Retaining this site as no-time-limit parking would support longer visits and employee parking, while helping preserve time-restricted spaces on Main Street and Story Street for short-stay customer access. Council should also investigate improved pedestrian access from the rear of the car park to Main Street, including safe, clearly defined crossing opportunities. Due to space constraints and limited manoeuvring room, the site is not suitable for large vehicles, including RVs or vehicles towing caravans.

St Marys Library

Off-street parking at the St Marys Library is limited to five parallel spaces, offering only a small amount of dedicated parking for library users and nearby town-centre activity. The current arrangement requires vehicles to park front-in and then reverse onto Main Street when exiting, increasing the risk of conflict with passing traffic and collisions with the bollards installed to protect pedestrian access.

Figure 6: St Marys Library



St Marys Recreation Ground

The Recreation Ground already accommodates long vehicles and overnight stays, with substantial capacity. However, its effectiveness is constrained by a lack of shared-path connectivity rather than by distance from the town centre. Enhancing shared-path links between the Recreation Ground, the Railway Precinct, and the business precinct would strengthen the overall parking network and better support parking for larger vehicles and extended stays in St Marys.

Potential Off-street Parking locations

State-Owned Land

17 Main Street – Homes Tasmania

State-owned land may offer an opportunity to support future off-street parking provision when it is strategically located and compatible with the land's primary purpose. The potential site at 17 Main Street is noted on a preliminary basis only and has been assessed primarily on its size, location and accessibility.

Any use of state-owned land for parking would require detailed investigation and consultation with the relevant Government agency to assess land availability, operational requirements, statutory constraints, and the feasibility of shared- or exclusive-use arrangements. Council should proactively engage with Homes Tasmania to understand future use intentions and identify opportunities for partnership arrangements, licences, leases, management agreements, or land transfers that achieve mutually beneficial outcomes, noting that Council maintains the lawn on the land.

Notwithstanding these opportunities, parking provision on state-owned land should not be assumed or relied upon until formal agreements are in place. State Government holdings may be required for operational, infrastructure, transport, community, or development purposes and therefore may not provide a guaranteed long-term parking solution. Where opportunities arise, Council should seek arrangements that provide tenure certainty and align with broader strategic objectives for the town centre, transport network, and economic development.

This large parcel of land enjoys an excellent strategic location in the township. It is directly opposite the western end of the business precinct on Main Street, visible upon entry to the township from the west, and has side-street access and a slightly elevated position. Stormwater works would likely be required to manage overland flow if the area were sealed, given the land's slope. Direct pedestrian access to Main Street would also need to be addressed in any future design, given the site's elevation above the street. The site is accessed from Cameron Street. Its location provides an excellent opportunity for development.

The St Marys Urban Design & Traffic Management Strategy of 2015 identifies this land as an underutilised property that should be developed to increase activity within the township. Although there was already ample business-zoned land in the area at the time (even with the recommended reductions to the Local Business zone in the Main Street – East Precinct), the strategy recommended developing the site for residential purposes, including housing for aged persons, due to its proximity to town amenities. It also recognised potential for mixed development, including small commercial or business premises, such as home businesses. The 2015 strategy recommended zoning the land as Mixed Use, allowing a variety of uses, including residential, with development limited to quality one- or two-story design consistent with the township's heritage character.

Current zoning is "Local Business", where the use of the land for the purpose of a public car park would be deemed to be a Discretionary use meeting applicable performance criterion, noting the potential for conflict in developing the land for this purpose as opposed to residential development by the landowner.

Figure 7: 17 Main Street



Private Land

A review of privately owned land within the town's business-use-zoned area has identified sites that may warrant further investigation as potential off-street parking opportunities. These sites have been identified solely on the basis of their apparent size, configuration, and accessibility, and should not be interpreted as recommendations for acquisition or as confirmation of suitability for parking development. Any future consideration of these sites would require a detailed assessment of planning controls, access arrangements, traffic impacts, site constraints, servicing requirements, commercial implications and landowners' willingness.

For privately owned land, any public parking arrangement would be opportunistic, contingent on a suitable land-use agreement, and should not be relied on as a permanent or long-term solution to parking demand. Private land may become unavailable due to redevelopment, changes in ownership, commercial activities, or

other competing land uses. Accordingly, while identified sites may provide short- to medium-term parking benefits where opportunities arise, Councils' long-term parking strategy should continue to focus on sustainable and secure parking solutions that are not dependent on the availability of privately owned land.

Lot 1 Main Street & 28 Franks Street (Private Land)

Vacant properties (Lot 1, Main Street, 28 Franks Street) zoned Local Business are underutilised. This overall land area is a very large and visible site, with the entire site(s) forming the terminating view upon entering the town from the south (Storey Street).

Figure 8: Lot 1 Main Street & 28 Franks Street



54 Main Street

54 Main Street may have sufficient area to accommodate up to 18 standard off-street parking spaces, subject to detailed design and suitable access from Main Street or Aulichs Lane. Its direct connections to Main Street by vehicle and on foot are a key advantage. However, any future parking use would need to address stormwater management to avoid impacts on surrounding properties, given its slightly lower elevation than Main Street and Aulichs Lane.

Figure 9: 54 Main Street



43 Main Street

The site is situated at the eastern edge of the town, where it is vulnerable to flooding during heavy rainfall or storms. Adjacent to this area is a stretch of land running parallel to Main Street at the same elevation, which includes an existing residential dwelling, while the rest of the land remains undeveloped and lawned, presenting development potential.

This section of road has good sight distances and features an existing footpath connecting the township. The area could be used to create off-street parking bays specifically designed for larger vehicles such as caravans and RVs. Currently, these sizable vehicles often park along Main Street without designated zones, narrowing the through-traffic lane and leading to congestion and safety risks for drivers and pedestrians. Moving parked long vehicles off the main road would free up space, reduce street congestion, improve traffic flow, and enhance safety and visual appeal.

Figure 10: 43 Main Street



Off-Street Parking Investment Considerations

Developing new off-street parking in St Marys would require significant investment in land preparation, pavement, drainage, lighting, signage, accessibility, and ongoing maintenance. Given the town's modest and seasonal parking demand, large-scale new public car parks are unlikely to deliver a strong cost–benefit return unless utilisation data demonstrate a consistent and sustained need.

Parking pressure in St Marys appears to occur mainly during community events, school activities and peak tourism periods, while the existing mix of on-street and limited off-street parking generally meets day-to-day needs. Permanent infrastructure designed for occasional peaks would therefore risk being underused for much of the year. For this reason, the Strategy prioritises low-impact, evidence-based measures before considering new infrastructure. These include better utilisation of existing on-street and off-street parking, improved signage, line marking, allocation and management, increased turnover in high-demand areas, and temporary or seasonal overflow arrangements where appropriate. Future off-street parking should proceed only if a feasibility assessment and utilisation data confirm that additional supply is justified, targeted and financially sustainable.

Parking Hierarchy

This Strategy manages parking in St Marys through a clear hierarchy prioritising short-stay, high-turnover spaces in the Main Street and Story Street area, while directing longer-stay, staff, and long-vehicle parking to suitable off-street and peripheral locations. Implementation will focus on low-cost measures to improve clarity and driver behaviour, including aligning time limits with parking roles, improving signage and line marking, strengthening pedestrian and cycling connections, supporting a “park once and walk” approach, and using education, monitoring, and evaluation to ensure the hierarchy remains effective and consistent with the town’s scale, character, and seasonal demand.

Table 2: What is an Applicable Parking Hierarchy for St Marys

Priority	Parking type	Preferred location	Role	Management approach
1	Short-stay, high-turnover parking	Main Street and Story Street business area	Supports customer access, business visibility, quick visits and frequent turnover in the commercial core.	Use time limits, clear signage, line marking and proportionate monitoring.
2	Public off-street, longer-stay parking	Community Hall, St Marys Library and Council park at the corner of Main Street and Cameron Street	Accommodates longer visits and employee parking while reducing pressure on high-demand kerbside spaces.	Retain no-time-limit parking where appropriate, improve internal line marking, and strengthen pedestrian links to Main Street.
3	Peripheral long-stay and long-vehicle parking	Former Railway Station area and suitable peripheral locations, including the eastern approach between the service station and Flat Bridge where appropriate	Accommodates caravans, RVs and long vehicles, supports longer stays and peak tourism demand, and reduces occupation of multiple standard bays in the business precinct.	Provide flexible, no-time-limit parking supported by clear wayfinding and safe walking or shared-path connections to the town centre.
4	Secondary long-vehicle and overnight parking	St Marys Recreation Ground	Provides additional capacity for long vehicles, overnight stays and overflow demand during peak periods.	Maintain its existing role and improve wayfinding and shared-path connectivity to the town centre and Railway Station area.
5	Temporary and event-based parking	Vacant land, community sites or other suitable locations as required	Manages occasional peak demand from community events, school activities and seasonal tourism.	Use temporary, clearly signed arrangements that are time-limited or managed as needed.

This hierarchy suits St Marys because it protects the function of Main Street and Story Street, makes better use of existing assets, accommodates long vehicles and tourism in appropriate locations, reinforces a “park once and walk” town centre, and aligns with the town’s small-town character and cooperative parking culture.

Strategy Actions

Strategic Theme 1: Protect and Strengthen the Town Centre Core -Ensure Main Street and Story Street function effectively as the commercial heart of St Marys by prioritising short-stay, high-turnover parking that supports local businesses, customer access, and economic activity.

Action		Outcome if implemented	Context	Priority and timeframe
1.1	Review the effectiveness of existing parking restrictions on Main Street and Story Street, assess compliance with current time limits and designated parking controls, and reinforce correct use of marked and signposted spaces.	A clearer understanding of how well existing parking restrictions are working, improved compliance with time limits and designated controls, and better turnover in high-demand spaces.	Main Street and Story Street already have marked bays, signposted restrictions, and designated parking controls. The key issue is whether these arrangements are operating effectively in practice, whether users are complying with them, and whether additional education, monitoring, or targeted responses are needed to reinforce correct use of these high-value spaces.	Priority: High Timeframe: Short term (0-12months)
1.2	Where recurring misuse of short-stay or designated spaces is identified, implement targeted education and, if necessary, proportionate compliance responses to reinforce correct parking behaviour.	Reduced recurring misuse of high-demand spaces, stronger compliance with existing controls, and fairer access to short-stay and designated parking.	If review and monitoring show that some users are continuing to occupy short-stay or designated spaces inappropriately, Council can respond in a staged way—starting with communication and education, and escalating to targeted compliance measures only where problems persist.	Priority: Medium Timeframe: Short to medium term (6-18months)

Strategic Theme 2: Optimise Existing Parking and Guide Users Appropriately - Improve the performance of the current parking system through a clear hierarchy that directs different users—short-stay, long-stay, staff, visitors, and long vehicles—to the most suitable locations, rather than expanding supply.

Action		Outcome if implemented	Context	Priority and timeframe
2.1	Prepare and implement a re-marking and layout improvement plan for the Community Hall car park to define bays clearly, improve internal circulation, and make the car park's capacity more visible to drivers.	A more legible and functional central off-street car park, increased user confidence and uptake, and reduced reliance on high-demand kerbside spaces.	The Community Hall car park is centrally located but underused because its layout is informal and its line marking and internal presentation do not clearly communicate capacity or ease of use. A targeted re-marking and layout improvement program would be a low-cost way to formalise the asset and improve its performance without expanding parking supply.	Priority: High Timeframe: Short term (1-2years)
2.2	Retain designated public off-street car parks as no-time-limit parking and clearly communicate their role as the preferred location for employee parking and longer visitor stays.	Greater use of off-street parking for employees and longer stays, helping preserve short-stay kerbside spaces for customers and business turnover.	The parking hierarchy in this Strategy depends on longer-stay users being directed away from time-limited kerbside spaces and into more suitable off-street locations. Retaining no-time-limit settings in designated public car parks supports that role and helps protect turnover in Main Street and Story Street.	Priority: High Timeframe: Short term and ongoing (Years 1 to 5)
2.3	Review the former Railway Station Precinct as a potential long-vehicle parking location by testing the 2012 concept plans, site access, available area, servicing needs, and compatibility with existing and future precinct uses.	A clearer basis for deciding whether the Railway Station Precinct can function as a long-vehicle parking location and reduce pressure on standard parking bays in the town centre.	Caravans, motorhomes, and other long vehicles can occupy multiple standard bays in the business precinct during peak periods. The former Railway Station Precinct has previously been identified as a potential location for broader precinct development and may also accommodate long-vehicle parking, but this needs to be tested against access requirements, available space, and other precinct functions before any future decision is made.	Priority: Medium Timeframe: Medium term and ongoing (Years 2 to 4)

Strategic Theme 3: Support Safe, Accessible, and Walkable Movement - Integrate parking management with pedestrian safety, disability access, and strong connections between parking areas and destinations to encourage a “park once and walk” town centre.

Action		Outcome if implemented	Context	Priority and timeframe
3.1	Undertake a pedestrian safety and crossing assessment at the Main Street–Story Street junction to identify conflict points, confirm risk levels, and define practical improvement options in consultation with the Department of State Growth.	A documented understanding of pedestrian risk at the junction, a prioritised set of feasible safety treatments, and a clearer basis for any future works or advocacy.	The Main Street–Story Street junction is the main pedestrian crossing point in the business area, but current crossing arrangements rely on kerb splays and informal movements. A targeted assessment is needed to confirm actual safety and accessibility issues, test whether any intervention is warranted, and identify options that are realistic within the state road environment.	Priority: High Timeframe: Short term Years 1 and 2)
3.2	When new off-street parking is provided, or existing off-street parking is formalised, reconfigured, or upgraded, confirm and deliver compliant accessible bays, signage, marking, and a connected accessible path of travel to key destinations.	Off-street parking works consistently deliver compliant accessible parking and safer, more inclusive access for people with disability.	Accessible parking is a statutory requirement when parking is created, formalised, re-marked, reconfigured, or upgraded. Council should use these trigger points to check accessible bay numbers, dimensions, shared zones, gradients, signage, marking, and the continuous accessible path of travel in accordance with applicable legislation and standards, and address any non-compliance as part of the works.	Priority: High Timeframe: Short term Years 1 to 5)
3.3	Assess and, where warranted, improve the pedestrian link between the Community Hall car park and Main Street, including access points, internal walk paths, and crossing opportunities.	A more direct and legible walk from the Community Hall car park to Main Street, greater user confidence, and stronger use of central off-street parking.	The Community Hall car park is centrally located, but its value is reduced if the walk to Main Street feels indirect, unclear, or less safe than kerbside parking. Improving the pedestrian connection would support use of this off-street asset and reinforce a “park once and walk” pattern.	Priority: Medium to High Timeframe: Short term Years 1 to 3)

3.4	Audit existing shared-path links and missing connections between the former Railway station, Recreation Ground, other peripheral parking areas, and the town centre, and prepare a staged improvement plan for the highest-priority links.	A clear map of existing path connections and gaps, with a staged program that improves access from peripheral parking and supports walking and cycling to the town centre.	Peripheral parking will only function well if people can move safely and easily between those locations and the business precinct. A practical audit is needed to identify missing links, crossing issues, continuity problems, and accessibility constraints so Council can prioritise the most useful path improvements over time.	Priority: Medium Timeframe: Medium term (Years 2 to 4)
3.5	Undertake a town-centre wayfinding and parking signage audit to confirm existing signs, identify gaps and inconsistencies, and prioritise upgrades that better direct drivers to appropriate parking areas.	A clearer and more consistent signage system that improves parking legibility, reduces unnecessary circulation, and supports better use of off-street and peripheral parking.	Drivers and visitors can only use the parking hierarchy effectively if directions, parking roles, and location information are clear and consistent. A structured audit will show what signage is already in place, where messages are missing or unclear, and which improvements should be prioritised first.	Priority: High Timeframe: Short term (Years 1 to 2)

Strategic Theme 4: Make Proportionate, Evidence-Based Decisions Aligned with Local Character - Ensure parking decisions are guided by data, staged over time, financially responsible, and appropriate to St Marys' small-town scale—avoiding unnecessary infrastructure and over-engineering.

Action		Outcome if Implemented	Context	Priority and timeframe
4.1	Prepare and implement a parking utilisation survey program for Main Street, Story Street, public off-street car parks, and peripheral parking areas, and use the results to guide future parking management decisions and review priorities.	A reliable evidence base on parking demand, duration, turnover, and peak pressure locations, enabling Council to target actions, monitor change, and avoid unnecessary investment.	Current parking decisions are constrained by limited utilisation data. A structured survey program is needed to distinguish consistent patterns from anecdotal concerns, identify where turnover or occupancy issues are actually occurring, and provide a sound basis for future management responses, staging, and investment decisions.	Priority: High Timeframe: Short term and ongoing (Years 1 to 5)
4.2	Retain the Recreation Ground as a secondary long-vehicle and overnight parking location and support its use through improved directional information and stronger walking and cycling links to the town centre.	Retained overflow capacity for long vehicles and overnight stays, reduced pressure on town-centre spaces during peak periods, and stronger integration of the Recreation Ground into the wider parking network.	The Recreation Ground already accommodates long vehicles and overnight stays and provides substantial overflow capacity without requiring new parking infrastructure. Its role should be retained within the hierarchy, while improved wayfinding and better links to the town centre would make it more functional and easier for visitors to use.	Priority: Medium Timeframe: Medium term (Years 2 to 4)
4.3	Establish ongoing engagement with Homes Tasmania to identify, investigate opportunities for the shared use, leasing, acquisition or management of 17 Main Street for public parking purposes where such arrangements support community and economic outcomes.	Increase in the availability and long-term security of public parking by establishing collaborative partnerships with State Government agencies to facilitate access to strategically located state-owned land where appropriate.	State-owned land may present opportunities to supplement Councils off-street parking network where sites are strategically located and compatible with government land use objectives. While such opportunities may provide valuable additional parking capacity, they are dependent on the willingness of the relevant State Government agency and should only be pursued through formal consultation and negotiated agreements. Accordingly state-owned land should be considered an opportunity to enhance, rather than underpin, Council long-term parking supply.	Priority: Medium Timeframe: Medium – long term (Years 4 to 5)

Implementation and Monitoring

Delivery of this Parking Strategy will be supported by Council's rolling Annual Plan process. Each year, Council reviews and endorses the Annual Plan, which provides the framework for planning, resourcing, and monitoring operational activities. As a public document, it is subject to monthly reporting to Council, ensuring transparency and accountability.

Actions arising from the Strategy will be incorporated into successive Annual Plans, enabling staged delivery, regular progress monitoring, and alignment with Council's broader corporate and financial planning frameworks.

Funding and Financial Integration

Deployment of this Strategy will also be supported by the Council's endorsed annual budget for operational and capital projects, which allocates the financial resources needed to deliver priority actions each year. Operational funding will enable service improvements, education programs, and incremental system changes, while capital investment will support infrastructure development where/if necessary.

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