



TraffixGroup

NEWPORT ACTIVITY CENTRE PARKING STUDY

PARKING STRATEGY & KEY INITIATIVES REPORT

PREPARED FOR
HOBSONS BAY CITY COUNCIL

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Traffic Engineers and Transport Planners

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A	30/07/2010	R. Thomson	Draft report issued to client.
B	05/11/2010	R. Thomson	Draft Final Report
C	12/07/2011	R. Thomson	Draft report with updated surveys
D	04/08/2011	R. Thomson	Draft Final Report with updated surveys
E	28/10/2011	R. Thomson	Final Report
F	28/06/2012	R. Thomson	Update Incorporating Planning Scheme Amendment VC90 (Clause 52.06)
G	19/07/2012	R. Thomson	Final Report incorporating Amendment VC 94
H	08/08/2012	R. Thomson	Final

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EXECUTIVE SUMMARY

Traffix Group has been engaged by Hobsons Bay City Council to assist with the preparation of a Parking Strategy for the Newport Activity Centre.

The centre is divided into four separate precincts including Precinct 1 to the east of the railway line and to the north of North Road, Precinct 2 to the east of the railway line and to the south of North Road, Precinct 3 to the west of the railway line and to the east of Miris Street and Precinct 4 to the west of Miris Street. Each of the precincts contain separate shopping strips with the exception of Precinct 4 which is a purely residential area to the west of the shopping strip in Precinct 3.

Scope of Report

This report reviews the existing relevant policies for the Newport Activity Centre and identifies a series of potential initiatives to improve parking conditions within the centre. These relate to the provision and management of parking in addition to sustainable transport initiatives to reduce the demand for parking and encourage alternative transport modes. The report also reviews initiatives being implemented by other Councils which may be suitable for Hobsons Bay City Council within this centre.

This report identifies the key issues to be addressed in this centre and recommends a series of potential initiatives to improve parking conditions as short-term, medium-term and long-term measures. Further, the recommendations include pedestrian realm improvements to ensure safe and pleasant environment for cycling and walking.

The report discusses the changes to the process for assessing planning applications as a result of Planning Scheme Amendments VC90 and VC94 including the changes to Clause 52.06 and the introduction of a Parking Overlay. These changes include:

- a) Updating parking requirements in line with actual demands (i.e. make the requirements more realistic);
- b) Introduction of a Parking Overlay and specific rates to apply to identified Activity Centres;
- c) Streamlining of contribution plans for parking and transport improvements in lieu of on-site parking provision; and
- d) Introduction of an 'assess and reduce demand approach' to car parking to assist in meeting broader sustainable transport objectives and broadening of the purpose of Clause 52.06 to include sustainable transport policy objectives.

It is expected that the parking strategy may ultimately form part of an Integrated Transport Plan, as envisaged by the draft planning provisions, which may incorporate the sustainable transport and access elements developed through the Structure Planning process for this centre.

The key tasks undertaken in this study have included:

- a) Review the impacts of the recent changes to Clause 52.06 of the Planning Scheme that occurred on 5th June, 2012, including the potential to introduce a Parking Overlay to apply to the Newport Activity Centre to introduce reduced rates for parking provision and to allow financial contributions to be made towards additional parking resources within the centre;
- b) Review existing parking data collected by Traffix Group in May and June 2011 and again in May 2012 following the opening of an additional 200 space railway commuter car park, and validating parking rates for the various uses within the Newport Activity Centre;
- c) Development of recommendations on parking initiatives and projects to improve the supply and management of parking as well as the identification of potential improvements to pedestrian and cyclists facilities and accessibility;
- d) Ensure that car parks are well designed with the use of Environmentally Sustainable Design principles, landscaping, appropriately located and adequate lighting and other street furniture to improve pedestrian safety and amenity; and
- e) Development of recommendations for accessing planning applications which require parking dispensation, and initiatives that will support dispensation (e.g. bicycle provision, Green Travel Plans, contributions to parking or other sustainable travel initiatives) and the cases where these are appropriate.

Data Collection

The data collection phase of this study is reported separately within the two documents titled *Newport Activity Centre Parking Study, Parking Data Report (June, 2011)* and *Newport Activity Centre Parking Study (December, 2010)*. These reports included information on:

- a) Existing parking supply and restrictions;
- b) Parking occupancy survey results;
- c) Consultation with Newport traders; and
- d) Interview surveys to determine the extent of rail commuter parking.

Parking occupancy surveys were initially undertaken in the area surrounding the Newport Activity Centre on Thursday, 20th November 2008 between 9am and 7pm at hourly intervals. These surveys were repeated more recently in May and June 2011 following changes to the configuration particularly in the Market Street and Derwent Street area. The more recent surveys were undertaken at the following times:

- Thursday, 19th May 2011, 7am – 7pm
- Friday, 20th May 2011, 10am – 3pm

- Saturday, 4th June, 2011, 9am – 5pm

The surveys were timed to coincide with peak conditions within the Activity Centre, with the Thursday surveys occurring on the peak shopping day, the Friday surveys coinciding with peak activities at the Newport Mosque and the Saturday surveys coinciding with the Newport Substation Market and football on the nearby oval. The railway commuter interview surveys coincided with the Thursday, 19th May 2012 parking surveys.

Additional parking surveys of the main area to the west of the railway line were also undertaken on Tuesday, 29th May 2012 following the opening of a 200 space railway commuter carpark in Market Street. The results of this later survey are described in the document titled *Traffic Engineering Assistance: Newport Parking Study – Additional Parking Surveys: Precinct 3*, dated 4th June 2012.

Trader interview surveys were undertaken in January 2009, with additional feedback received from the Newport Traders Association in March 2010. A further meeting to present the draft parking strategy to traders occurred in July 2011.

The draft strategy was informally exhibited from Tuesday, 14th February 2012 to Monday, 16th April 2012.

Development of Key Initiatives

The following summarises a series of potential initiatives to improve parking conditions in the centre.

1. Managing Parking Demands

The initiatives to manage parking demands within the Newport Activity Centre are based on the recommendations of the report titled *Newport Activity Centre Parking Study (December 2010)* which was prepared by Traffix Group for Hobsons Bay City Council's Capital Works and Assets area.

The main findings are that the key initiatives in parking management need to:

- Effectively manage parking demands within the main activity areas, by encouraging staff parking on the periphery of the centre and freeing up the more proximate spaces for customer parking;
- Balance competing demands from resident, trader and commuter parking in nearby residential streets, recognising residential requirements for on-street parking as well as potential amenity impacts at sensitive times (i.e. late evenings, etc); and
- Assess the adequacy of car parking in high activity areas, including seasonal variations.
- Encourage all modes of movements patterns that promote safe cycling, walking and driving.

The following actions are considered appropriate for the Newport Activity Centre.

- Maintain a coherent allocation of parking restrictions, with short-term restrictions applying within close proximity to the retail core, longer term parking for traders within 200 metres and long term parking for commuters within 400 metres of the Newport Railway Station, whilst also maintaining sufficient opportunities for resident parking within the surrounding residential streets.
- Maintain consistent hours of operation of existing parking restrictions to apply during standard business hours on weekdays.
- Investigate a trader parking permit system whereby certain areas are allocated for long term parking for traders that are not available for rail commuters in the three key precincts. The areas where the trader permits would apply would not be in locations that are most attractive to shoppers. There would be a small fee associated with applications for trader permits to ensure that the system can be implemented at no cost to Council.

1.1. Off-street Carparks

- Council seek further expansions to commuter car parks in the vicinity of Newport Railway Station including the construction of a new commuter car park on the east side of the railway on the currently disused Victrack Land to the west of the Melbourne Road/North Road roundabout. The State Government should be responsible for providing sufficient commuter parking to meet the full demand generated by the Newport Railway Station.

1.2. On-street Parking

- Investigate the possibility and practicality of introducing Permit Zone areas where trader parking permits could apply along the section of Hall Street to the north of the shopping strip in Precinct 1, the west side of Susman Street in Precinct 2 and within the section of the Derwent Street north side carpark which is currently unrestricted in Precinct 3.
- Provide consistent 2 hour parking on the west side of Hall Street and 1 hour parking on the east side within the strip shopping centre area to the south of Elphin Street.
- Replace the existing 1 hour parking restriction with 2 hour parking along Grindlay Street in Precinct 1 as 2 hour parking is more suitable for visitors in residential streets and would also allow some use of parking spaces for shop customers.
- Investigate the possibility and practicality of introducing trader parking schemes to exempt vehicles from the existing parking restrictions along one side of Durkin Street, Walker Street and Schutt Street in Precinct 3. The permits would only provide exemption from restrictions on one side of these streets to ensure that sufficient parking remains available for residents.
- Increase enforcement of parking restrictions and monitor the demand for trader permits.

- Provide increased disabled parking within the Newport Activity Centre particularly to the east of the railway line. Ensure that existing disabled spaces are compliant with Australian Standards and that their existing locations are appropriate.

2. Sustainable Transport Initiatives

Encourage connected, safe and pleasant environment for walking and cycling within Newport to provide personal, social, economic and environmental benefits to the City and its visitors.

2.1. Green Travel Plan Requirements

The key initiatives which should be explored include:

- Travel Plan requirements for new developments based on templates provided by Council similar to the scheme introduced in Darebin with plans submitted to the Planning department and referred to Engineering for review. Green Travel Plans should be required once development proposals are over a certain size to be determined by Council. Larger existing employers should also be encouraged to prepare 'Green Travel Plans'. Businesses should be required to monitor the implementation of the Green Travel Plans and submit a report to Council after one year of operation advising on how travel to and from the site is occurring compared to the targets discussed in the Green Travel Plan.
- Require the bicycle parking requirements under Clause 52.34 of the Planning Scheme to be met in new developments, including additional end-of-trip facilities in cases where a dispensation of car parking is sought (e.g. showers and change rooms).
- Home delivery service for shops lead by main supermarket – which could be trialled similar to Preston Market Home Delivery Trial in Darebin. Home delivery service is currently available from Coles and Safeway via their shop online services. Council could assist with the promotion of home delivery services to help increase community awareness.

2.2. Pedestrian Improvements

The key initiative which should be explored is:

- Upgrade the existing underpass at Newport Railway Station to provide improved connection between the east and west sides of the Activity Centre.
- Undertake a safety and access audit of the existing streets reviewed in the Strategy and investigate necessary street improvements to improve pedestrian amenity and connectivity.
- Ensure lighting is adequate to ensure pedestrian amenity and safety is improved. Maximise natural surveillance and pedestrian visibility.

2.3. Bicycle Improvements

Implement the remaining recommendation of the 2003 Hobsons Bay Strategic Bicycle Plan including on-road bicycle lanes along Market Street, North Road, Hall Street and Melbourne Road to the north of the North Road roundabout subject to the review of the Hobsons Bay Strategic Bicycle Plan that is currently being undertaken. Future bike riding improvements must be in accordance with the recommendations identified in the reviewed Hobsons Bay Strategic Bicycle Plan and relevant background documents.

2.4. Public Transport Usage

The key initiatives which should be explored include:

- Improved pedestrian connections between the Activity Centre, Newport Railway Station and bus stops, including footpaths, directional signage, lighting, etc.
- Improved public realm around the Railway Station and the bus stops.
- Need for improved public transport to include higher frequencies, improved routes and improved safety.

Many of the above projects would need to be further developed to be included in the Parking Overlay for Clause 52.06 of the Planning Scheme, whilst others should be implemented by Council in the short-term as funding becomes available.

It is noted that the State Government does not have and current plans to changes bus services and frequencies in the Newport area following completion of the *Hobsons Bay/Maribyrnong/Moonee Valley Bus Review* in June 2008.

3. Assessment of Planning Applications

Following the recent introduction of Planning Scheme Amendments VC90 and VC94, a Parking Overlay should be prepared for the Newport Activity Centre to apply the reduced 'Column B' rates in the new Clause 52.06 and to introduce a cash-in-lieu scheme to fund shared parking resources for the centre as an alternative to parking on individual sites.

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1. INTRODUCTION

Traffix Group has been engaged by Hobsons Bay City Council to assist with the preparation of a Parking Strategy for the Newport Activity Centre. Newport Activity Centre is located towards the eastern end of the municipality and contains an important railway station which forms the junction between the Williamstown and Werribee rail lines.

2. SCOPE OF REPORT

This report reviews the existing relevant policies for the Newport Activity Centre and identifies a series of key initiatives to improve parking conditions within the centre. These relate to the provision and management of parking within the centre in addition to sustainable transport initiatives to reduce the demand for parking and encourage alternative transport modes. This report also reviews initiatives being implemented by other Councils which may be suitable for Hobsons Bay City Council within this centre.

The report identifies the key issues to be addressed in this centre and recommends a series of potential initiatives to improve parking conditions as short-term, medium-term and long-term measures.

This report provides the basis for a Parking Strategy to be prepared for the Newport Activity Centre in line with the recent changes to Clause 52.06 of the Hobsons Bay Planning Scheme that occurred as part of Planning Scheme Amendment VC90. Clause 52.06 of the Planning Scheme sets out the parking requirements for a new use (new development) or a change of use (within existing development).

The key tasks undertaken in this study have included:

- a) Review the impacts of the recent changes to Clause 52.06 of the Planning Scheme that occurred on 5th June, 2012, including the potential to introduce a Parking Overlay to apply to the Newport Activity Centre to introduce reduced rates for parking provision and to allow financial contributions to be made towards additional parking resources within the centre;
- b) Review existing parking data collected by Traffix Group in May and June 2011 and again in May 2012 following the opening of an additional 200 space railway commuter car park, and validating parking rates for the various uses within the Newport Activity Centre;
- c) Development of recommendations on parking initiatives and projects to improve the supply and management of parking as well as the identification of potential improvements to pedestrian and cyclists facilities and accessibility;
- d) Ensure that car parks are well designed with the use of Environmentally Sustainable Design principles, landscaping, appropriately located and adequate lighting and other street furniture to improve pedestrian safety and amenity; and

- e) Development of recommendations for accessing planning applications which require parking dispensation, and initiatives that will support dispensation (e.g. bicycle provision, Green Travel Plans, contributions to parking or other sustainable travel initiatives) and the cases where these are appropriate.

3. DATA COLLECTION

Data collected for this study is reported separately within the document titled *Newport Activity Centre Parking Study, Parking Data Report (June, 2011)*. This report included information on existing parking supply, parking restrictions, parking occupancy survey results and results from railway commuter interview surveys. The parking occupancy surveys discussed in that report were undertaken on Thursday, 19th May, 2011 between 7am and 7pm, on Friday, 20th May, 2011 between 10am and 3pm and on Saturday, 4th June, 2011 between 9am and 5pm. In addition, a further parking survey was undertaken on Tuesday 29th May, 2012 following the opening of a 200 space railway commuter carpark in Market Street. This additional survey covered the area to the west of the railway line defined later as 'Precinct 3'. The results of this later survey are described in the document titled *Traffic Engineering Assistance: Newport Parking Study – Additional Parking Surveys: Precinct 3*, dated 4th June 2012.

The 2011 surveys were undertaken at hourly intervals on each of the three days with the Thursday surveys coinciding with peak shopping activity, the Friday surveys coinciding with peak usage of the Newport Mosque and the Saturday surveys coinciding with a market at the Newport Substation and football games on the nearby oval. The surveys were selected to coincide with peak parking demands at the Newport Activity to capture the maximum intrusion into the surrounding residential streets.

Commuter interview surveys were undertaken at the Newport Railway Station on Thursday, 19th May, 2011, during the morning peak period between 7:00am and 9:30am, where commuters were asked whether or not they drove to Newport Railway Station and if they drove, in what areas they parked. The results of the interview surveys were used to determine what proportion of parking occurring in Newport is due to railway commuters.

In addition to the parking occupancy surveys and railway commuter interview surveys, trader interview surveys were also undertaken within the Newport Activity Centre by Traffix Group in January 2009. The results of these surveys were reported in the separate *Newport Activity Centre Parking Study (December, 2010)* document.

4. NEWPORT ACTIVITY CENTRE

The Newport Activity Centre is located towards the eastern end of the City of Hobsons Bay and is centred around the Newport Railway Station which forms the junction between the Williamstown and Werribee railway lines. The activity centre is bisected not only by the railway lines but also by the Melbourne Road Overpass which crosses the railway lines a short distance to the south of Newport Station. The activity centre generally consists of three distinct areas which are separated by both the railway lines and the Melbourne Road Overpass as listed below:-

- Hall Street shopping strip located on the east side of the railway lines and to the north of the Melbourne Road Overpass;
- Melbourne Road shopping strip located on the east side of the railway lanes to the south of the Melbourne Road Overpass; and
- Mason Street and Melbourne Road shopping strip located on the west side of the railway lines and to the north of the Melbourne Road Overpass.

For the purposes of this assessment, the Activity Centre has been divided into four separate precincts. Precinct 1 contains the Hall Street shopping strip to the east of the railway lines and to the north of North Road, Precinct 2 contains the southern Melbourne Road shopping strip to the east of the railway lines and to the south of North Road, Precinct 3 contains the main commercial and recreational areas to the west of the railway lines, whilst Precinct 4 includes the residential area immediately to the west of Precinct 3.

A locality plan of the study area is shown in Figure 1 including the location of each of the four identified precincts. A plan showing land use zoning is also presented at Figure 2.

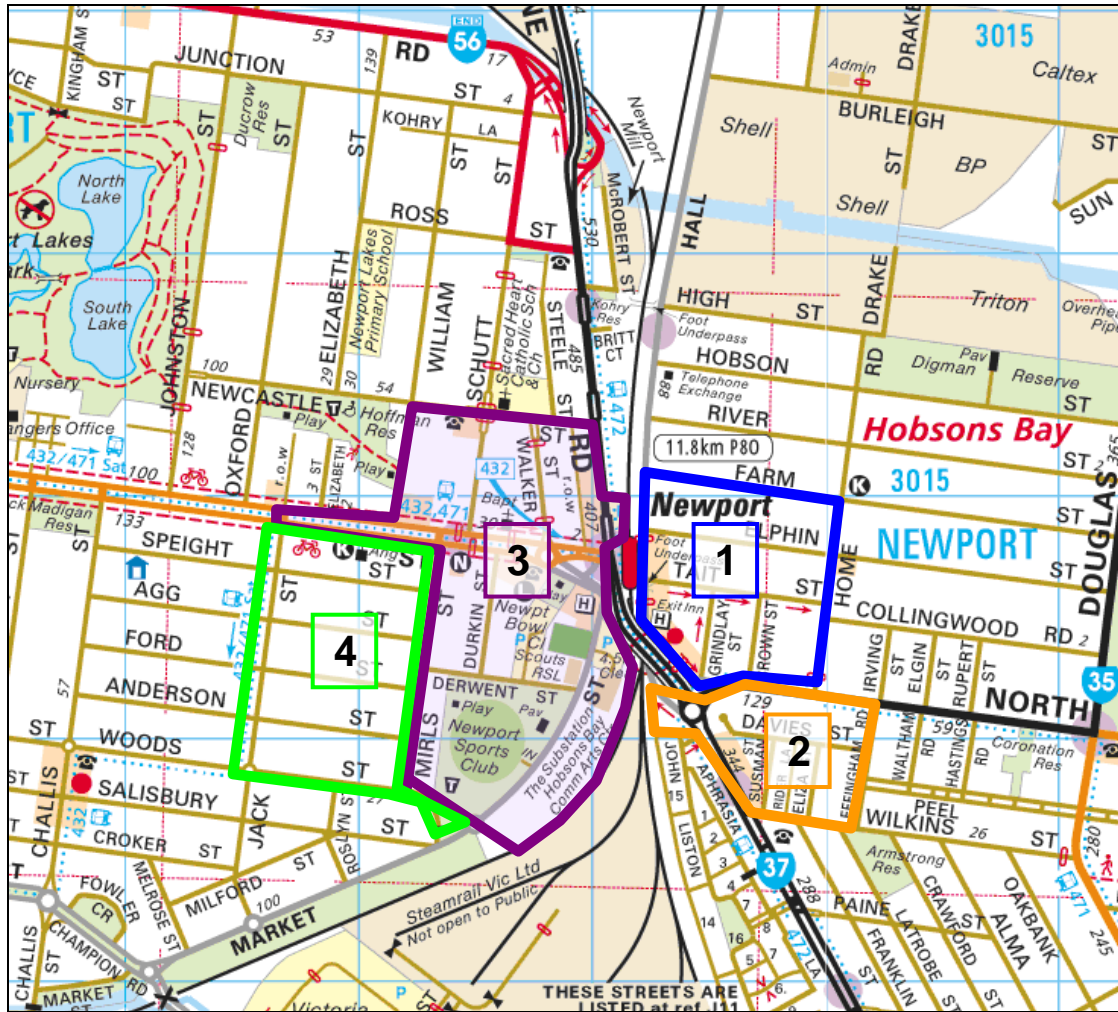


Figure 1: Newport Parking Study Survey Area

NEWPORT PARKING SURVEYS

LEGEND:

- 1 Precinct 1
- 2 Precinct 2
- 3 Precinct 3
- 4 Precinct 4

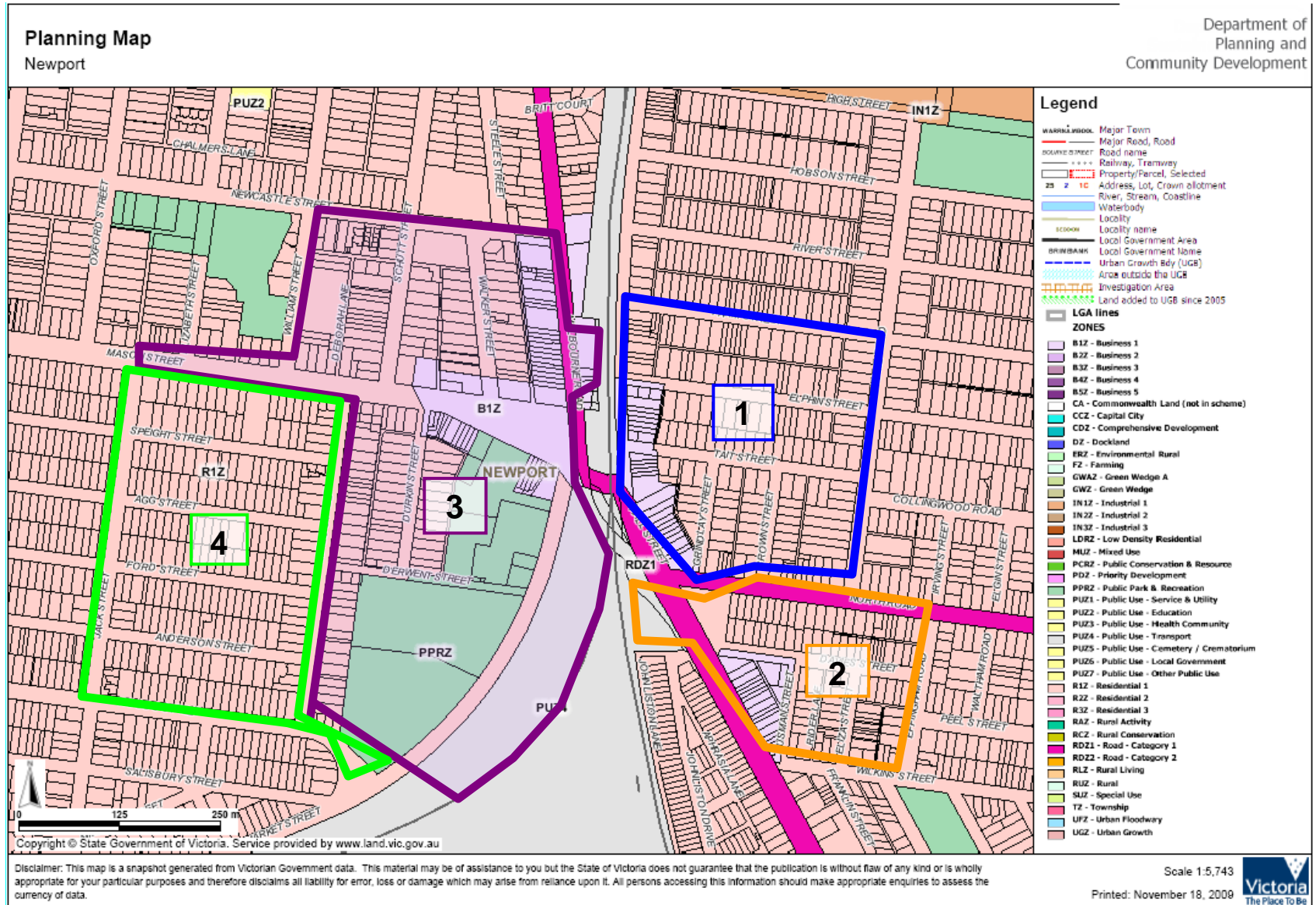


Figure 2. Land-use Zoning

Incorporating the additional parking spaces following the opening of the new Market Street railway commuter car park in 2012, the study area now includes a total of **2,115** public carparking spaces incorporating on-street parking and off-street public carparks. This figure does not include private off-street parking for residential properties or businesses (i.e. garages, carports, driveways and rear of properties). However, commuter parking areas adjacent to the railway line have been included.

Table 1 provides a summary of the type of parking that was available in each precinct. In this table “restricted” refers to parking spaces which are restricted to parking for up to a certain duration of time or are restricted to a certain type of vehicle.

Table 1. Newport Activity Centre Parking Supply

Precinct	Number of Parking Spaces				TOTAL
	On-Street Unrestricted	On-Street Restricted	Off-street Public Unrestricted	Off-street Public Restricted	
1	66	365	-	-	431
2	142	77	-	-	219
3	252	366	467	61	1,146
4	319	-	-	-	319
TOTAL	779	808	467	61	2,115

The table shows that the majority of parking spaces are located in Precinct 3 to the west of the railway lines including a large number of off-street unrestricted spaces which are available for rail commuters. No off-street public parking spaces are provided within the other precincts.

On-street parking within three of the four precincts contains a mix of parking restrictions and unrestricted spaces. Precinct 1 in the vicinity of Hall Street in particular contains a high proportion of parking spaces containing restrictions. The exception is Precinct 4 which contains no on-street spaces where parking restrictions apply.

The following off-street carparks are located within the Activity Centre area, all of which are located within Precinct 3:

- North side of Derwent Street (adjacent to Bowls Club, Scout Hall and RSL) – 94 spaces including some that are restricted.
- South side of Derwent Street (north side of sports oval) – 28 spaces.

- North side of Woods Street (south side of sports oval) – 25 spaces.
- East side of Melbourne Road, north of Railway Station – 11 spaces.
- East side of Market Street, north of former substation building – 29 spaces.
- East side of Market Street, south of former substation building – 141 spaces
- East side of Market Street, opposite oval, south of works compound – new commuter carpark containing 200 spaces.

The documented parking supply incorporates all the recent changes that were made to parking in the vicinity of the sports oval during 2010, including the provision of additional angle parking in Market Street and Derwent Street and the opening of the southern Market Street railway car park in 2012.

Some significant developments that have either recently occurred or are proposed to occur within the Newport Activity Centre include:-

- Redevelopment of the former “Darn Cheap Fabrics” site at 2-12 Mason Street. (This development was nearing completion at the time that the surveys were undertaken.)(The buildings formerly occupying this site have been demolished since the parking surveys were undertaken.)
- The former Newport Substation building adjacent to the railway line at 1 Market Street has been progressively developed into a multi-purpose arts centre including studios, workshops and a large performance space since the parking surveys were undertaken in November 2008. This development has potential to attract a large amount of parking into the activity centre if a major function is held at this venue.
- The former Masonic Hall at 405 Melbourne Road is proposed to be partially demolished and replaced with a three storey building comprising 18 dwellings, 7 shops and basement carparking. A reduction in the provision of carparking has been sought as part of this application.
- A four storey residential building consisting of 33 dwellings and seeking a waiver of 31 parking spaces is proposed at the currently vacant site at 450 Melbourne Road.
- The former Hobsons Bay Nursery site at 342 Melbourne Road is proposed to be redeveloped as 2 shops and 6 dwellings.
- A permit has been issued for 3 shops and 9 dwellings at 451 Melbourne Road with a reduction in carparking to replace the existing building design office.
- The existing Newport Mosque at 1 Walker Street is proposed to be relocated away from the Newport Activity Centre. The existing mosque currently results in a large amount of parking occurring within the activity centre during prayer times on Fridays. Council has not been advised on when the proposed relocation is expected to occur.
- Other sites identified for possible future development include 15-16 Hall Street, 432-436 Melbourne Road and 455 Melbourne Road.
- Council is preparing a Master Plan for the Paine Reserve community facilities redevelopment and subsequent parking facilities at the rear of Sloan House and the Bowling Club.

5. REVIEW OF RELEVANT STRATEGIES

5.1. STATE GOVERNMENT STRATEGIES

5.1.1. A New Melbourne Metropolitan Planning Strategy

The current Liberal/National coalition State Government has committed to the preparation of a new Melbourne Metropolitan Planning Strategy over the next two years. The study aims to manage Melbourne's growth and change and contribute to an overall vision for the state.

The study will consider a number of issues including:

- Housing choice,
- Transport accessibility,
- Economic growth,
- Environmental protectionism, and
- Infrastructure and services to protect growth.

The study will initially be reviewed by the Planning Minister and the Minister for Public Transport and Roads with public consultation to follow.

In the interim period before the new strategy is complete, planning decisions should have regard to the State Planning Policy Framework of which includes number of objective and strategies to guide planning on a state wide basis. Policies from the previous State Government such as Melbourne 2030 and Melbourne @ 5 million are still referenced as 'Policy Guidelines' within Clause 18 of the Planning Scheme.

5.1.2. Melbourne 2030 & Melbourne @ 5 Million

Released in 2002, Melbourne 2030 provides a long-term plan for future growth in Melbourne and the surrounding region. The strategy proposed to integrate land-use and transport policies around activity centres to create a balanced and workable city. The Activity Centres implementation plan aimed to concentrate a mix of uses in activity centres to reduce reliance on private motoring and encourage a higher use of more sustainable transport modes such as walking, cycling and public transport. As growth has been occurring faster than was originally anticipated in 2002, Melbourne @ 5 Million was released in 2008 as an update to Melbourne 2030. Melbourne @ 5 Million incorporates a number of policy refinements that are complementary to the directions of Melbourne 2030 to accommodate the increased growth.

Travel demand management initiatives have been implemented to support the previous Victorian Government's 20/2020 goal (an action of Melbourne 2030) to increase public transport's share of motorised travel from 9 per cent to 20 per cent by the year 2020. Some initiatives have particular application to activity centres, including Green Travel Plans such as TravelSMART Communities and Work.

Travel demand management and behavioural change have been important tools in achieving this goal, but these changes will not occur without intervention to deter the use of the private car.

One such disincentive to use the private car is parking management, whereby the level of parking provision is purposely limited to encourage staff of commercial developments, and residents, to consider other travel modes. This has other benefits such as reduced traffic generation/congestion, increased health and reduced environmental impacts associated with private car use.

Alternative modes of transport need to be competitive with the single-occupant motor vehicle. It is also important to recognise that the associated cost of travel is a significant contributing factor in mode choice.

These travel demand initiatives are supported by the implementation plan for Integrated Transport in Melbourne 2030, which sets out actions to encourage sustainable travel. These include the development of a Travel Demand Action Plan and support for organisational and site-specific Green Travel Plans for major employment generators.

The implications for Newport Activity Centre include an expectation of an increased concentration of development within the Activity Centre, including mixed use development comprising commercial (retail, office, etc) and medium/higher density residential development within the boundary of the centre and its periphery. This can be expected to place increasing pressure on parking resources as new development will not necessarily be able to accommodate all of its demand on-site and will rely on a centre-based approach to parking provision which is supported by the relevant policies. This will require a review of the current and future provision and management of parking resources within the centre.

Newport is not identified as a Principal or Major Activity Centre in Melbourne 2030, however has many of the attributes of a Major Activity Centre due to the public transport interchange.

5.1.3. Hobsons Bay Planning Scheme Clause 18.02-5

Clause 18.02-5 of the Hobsons Bay Planning Scheme outlines the objective to ensure car parking is appropriately designed and located. It describes a number of strategies to meet this objective including:-

- Allocate or require land to be set aside for car parking subject to the existing and potential modes of access including public transport, the demand for off-street car parking, road capacity and the potential for demand management of car parking.
- Encourage the efficient provision of car parking through the consolidation of car parking facilities.

- Prepare or require parking precinct plans for the design and location of local car parking to:
 - Protect the role and function of nearby roads, enable easy and efficient use and the movement and delivery of goods.
 - Achieve a high standard of urban design and protect the amenity of the locality, including the amenity of pedestrians and other road users.
 - Create a safe environment, particularly at night.
 - Facilitate the use of public transport.
- Protect the amenity of residential precincts from the effects of road congestion created by on-street parking.
- Plan adequate provision for taxi ranks as part of activity centres, transport interchanges and major commercial, retail and community facilities.

5.1.4. Planning Scheme Amendments VC90 & VC94

Planning Scheme Amendment VC90 was introduced into the Victorian Planning Provisions on 5th June, 2012. The Planning Scheme Amendment resulted in a revision of Clause 52.06 of the Planning Scheme (Car Parking) and the introduction of Clause 45.09 (Parking Overlay). A number of further minor changes to Clause 52.06 were subsequently introduced as part of Planning Scheme Amendment VC94 on 4th July 2012 to clarify situations of where the provisions of Clause 52.06 of the Planning Scheme do not apply.

The changes introduced as part of the Planning Scheme amendments have addressed a number of deficiencies which existed in the previous version of Clause 52.06 of the Planning Scheme that existed prior to 5th June, 2012, particularly with respect to:

- a) Updating car parking rates to better reflect actual parking demand for different land uses including shops and restaurants which previously rates specified that were significantly higher than actual parking demand. The more realistic rates reduce the number of developments requiring a permit for parking dispensation and improves community's perception/expectations in relation to parking dispensation levels associated with development.
- b) Aligning land use terms in the car parking table with the standard definitions which appear in Clause 74.
- c) Removing the need to apply for a permit for a reduction in the parking requirement when the requirement associated with a new use is equal to or less than the requirement for an existing use and the number of parking spaces is not being reduced.
- d) Providing a more streamlined approach to vary the standard car parking rates to apply to specific areas including activity centres to reflect local conditions. This is achieved through the introduction of a Parking Overlay.

- e) Providing a clearer set of guidelines for reducing the requirement for car parking. This includes separating guidelines into those based on an assessment of parking demand generated by the use and those based on the appropriateness of allowing fewer spaces to be provided compared to the number likely to be generated by the use.
- f) Providing clearer design standards for the provision of car parking which cover a broader range of issues including clearances to parking spaces, gradients, urban design and the use of mechanical parking.
- g) Promoting sustainable travel modes including walking, cycling and public transport.

Under the changes to the Planning Scheme, a Parking Overlay at Clause 45.09 of the Planning Scheme will be used to:

- a) Allow localised parking rates, decision guidelines, design standards and financial contributions to apply to specified areas within a municipality including activity centres.
- b) Require a permit to be issued to allow parking to be provided above a specified maximum limit.

The Parking Overlay will also provide the opportunity to establish a financial contribution scheme for the provision of car parking facilities or other means which will reduce the demand for parking in the area. This can be used as a means of permitting financial contributions to a 'car parking and access fund' in place of providing car parking spaces on an individual development site (ie a 'cash-in-lieu' arrangement).

The new version of Clause 52.06 includes two sets of rates for parking provision for each type of land, use with the 'Column A' or standard parking rate applying unless a Parking Overlay is introduced to specify that the 'Column B' or another rate is applied. The process to introduce a Parking Overlay to apply the 'Column B' rates is intended to be relatively straight forward, however if another set of parking rates is proposed to be applied this would require a Car Parking Plan to be prepared to provide evidence that the altered rates are justified. A Car Parking Plan would form a reference document to the Parking Overlay and as a minimum need to provide the following content:-

- Specify objectives to the Car Parking Plan.
- Specify the area to which the Car Parking Plan applies.
- Provide findings from research and surveys that includes information to support the Car Parking Plan.
- Include details of the existing car parking demand and supply.
- Develop strategies to address the objectives of the Car Parking Plan.
- Specify and locational, financial, design or other actions to implement the objectives and strategies.

The following core principles will need to be addressed by the cash-in-lieu scheme in order for it to be included in a Parking Overlay:-

- A need must be established for the cash-in-lieu scheme.
- There must be a direct nexus between the infrastructure proposed to be funded by the scheme and the development proposals that would be affected by it.
- The financial arrangements for funding the scheme must be accountable with the payment under the scheme reflecting the actual cost of providing the required number of parking spaces.
- The scheme must be equitable in relation to what developments are required to pay.

It was a common concern of traders within the Newport Activity Centre that additional carparking was not being provided as business within the Activity Centre is being expanded. As there is limited opportunity to provide additional parking on existing business sites, Council could look to purchase sites in each precinct to be developed as shared parking resources for traders displaying permits. The construction of carparks on these sites could be funded by a cash-in-lieu scheme. Urban design would need to be considered as part of any future carpark construction.

There will also be opportunities to improve and actively support travel by staff and customers via other modes (cycling, walking and public transport) and to discourage car-based travel to the centre which can be implemented by Council through this scheme.

5.2. RELEVANT COUNCIL STUDIES & STRATEGIES

There are a number of relevant Council studies, strategies and policies for the Newport Activity Centre area. These are identified in the table below.

Table 2. Relevant Council Studies & Strategies

Studies, Strategies & Policies	Date
Newport Activity Centre Parking Study, Parking Data Report (Traffix Group)	June, 2011
Newport Activity Centre Parking Study (Traffix Group)	December, 2010
Hobsons Bay Integrated Transport Strategy (Parsons Brinckerhoff)	December, 2006
Hobsons Bay Activity Centres Strategy (Peter Tesdorpf & Associates, Charter Keck Cramer & VKA)	March, 2006

Studies, Strategies & Policies	Date
Clause 21.08 Activity Centres (Hobsons Bay Planning Scheme)	January, 2006
Hobsons Bay Strategic Bicycle Plan (currently under review) (Traffix Group)	March, 2003
City of Hobsons Bay BikeScope Report and Analysis (Bicycle Network Victoria)	2011

A brief summary of the relevant recommendations of these strategies is contained within Appendix A to this report.

5.3. REVIEW OF POSSIBLE INITIATIVES TO ENCOURAGE SUSTAINABLE TRAVEL CHOICES

This section summarises our review of existing policies developed by other Councils. A number of other Council's have developed various sustainable transport initiatives as they relate to new developments.

This includes policies addressing issues of Green Travel Plans, bicycle parking provisions (further to the Clause 52.34 requirements), parking dispensation and contributions parking and other transport infrastructure (i.e. bicycle (including end of trip facilities), pedestrian accessibility improvements).

We have sourced information from these Councils with the aim of reviewing the success or otherwise implementing these policies. The focus of this review is to identify initiatives that are both practical, provide a transport/parking benefit to the proposed land-uses or community and can reasonably be included/required of a development with the framework of the Planning Scheme.

The results of our investigations are summarised as follows.

5.3.1. Green Travel Plans

Darebin City Council has been actively implementing Travel Plan requirements as part of new planning applications. Council has established *Travel Plan – Guidelines for Planning Permit Applicants* which sets out the objectives and benefits of Travel Plans, situations where a Travel Plan will be required to support a planning permit application (or required as a permit condition), the required content of the plan as well as implementation and monitoring of the plan. A copy of the guidelines is attached at Appendix B.

Key features of this initiative include:

- a. *Travel Plan – Guidelines for Planning Permit Applicants*, includes a series of Microsoft Word templates to assist developers or business owners with the preparation of Travel Plans.
- b. Darebin requires a Travel Plan in developments comprising:
 - 20 or more residential units, or
 - an office component of 500m² or more, or
 - an industrial component of 1,000m² or more, or
 - a retail premises of 1,000m² or more, or
 - where a dispensation of parking is required and needs to be justified.

In practice, it would seem that Darebin requires a Travel Plan to be prepared in most circumstances where a dispensation of parking is sought.

Council requires these plans to be monitored annually, with a report submitted to Council.

Darebin has been actively implementing this strategy since 2008 and accordingly, is now in the process of undertaking annual reviews of the various Travel Plans. Council has prepared a series of templates for residential, commercial (workplace) and bar/restaurant travel plans which assist developers/business owners, etc to efficiently develop a travel plan that is appropriate for the size and type of development.

Darebin requires a monitoring report to be prepared one year after building occupancy commences which includes basic information about the use of the site, details on data collected since the Travel Plan commenced and a comparison on how the site is operating in practice compared to the targets set out in the plan. This report is submitted to Council for review.

- c. Initiatives included in the Travel Plans aim to improve and encourage sustainable transport options as modes of choice. The initiatives aim to encourage residents and workers to reduce their car use in favour of alternatives such as public transport, walking, cycling and carpooling.
- d. Some of the initiatives that Darebin have developed include:
 - Promote Darebin's Going Places program – this can reward residents for travelling sustainably (brochures available from Council).
 - Green Travel Display Boards displaying public transport maps, timetables, etc (information/copies available from TravelSMART & Metlink) and display of Darebin Local Access Map, showing public transport and cycling routes to site location (available from Council).
 - Participation and encouraging cycling and walking programs.
 - Provision of end-of-trip cycling facilities (bicycle parking, showers and change rooms, storage lockers and bicycle repair kits).

- Encourage carpooling (consider priority parking for car pooling vehicles, etc).
- e. Others may include innovative car sharing initiatives that may be available (e.g. commercial car sharing schemes that are available in the inner areas).

Other sustainable transport initiatives implemented by Darebin City Council include:

- f. New Residents Kit

Darebin sends new residents a kit of information on services on offer throughout the municipality. The kit includes a comprehensive transport map that encompasses walking, cycling and public transport information, trails and paths.

- g. Preston Market Home Delivery Trial

This initiative was supported by TravelSMART and the DSE. Darebin Council initiative ran between March and May 2005 to ascertain the effects of this service in reducing the car usage of market shoppers and to demonstrate to Market Management and the participants that it is an achievable and worthwhile service to offer. A description of the project and results are provided in the information sheet attached at Appendix C.

A similar scheme may be appropriate for Newport to encourage non-motorised trips to the centre and to cater for those captive to public transport.

Port Phillip City Council has proposed a new *Sustainable Transport Policy and Parking Rates* for new developments, which aims at ensuring that there is adequate parking in the city, while also promoting non-car transport options. This policy has not been formerly adopted by Council and is not included in the Planning Scheme, however, has been released for public comment.

The identified aims of the policy are:

- a. To optimise use of public space, by ensuring new developments have enough off-street parking spaces for their needs – without over-supply;
- b. Create opportunities for more affordable and flexible housing; and
- c. Increase the use of non-car transport such as walking, cycling and public transport.

The intent of the policy is to apply reduced car parking ratios to residential and office developments in a limited number of areas, which are expected to include parts of St Kilda, St Kilda Road, South Melbourne, Albert Park and a small area of Port Melbourne (i.e. within the activity centre areas).

The policy includes 'standard rates' which are reduced from the current Clause 52.06 requirements and further 'reduced rates' which may apply for residential, office and retail land uses in areas which are well serviced by public transport, have access to local employment generators and retail and other services.

The application of a reduced parking rate would be considered by Port Phillip on a case by case basis. The suggested conditions in the policy in which the 'reduced' car parking rates would apply are:

- a. *In locations with access to fixed rail public transport, close to local shopping (full line supermarket/s) and subject to on-street parking restrictions;*
- b. *New residential dwellings will also need to be 'small' (in the order of 60sqm for 1 bedroom dwellings) and provide motor scooter/motorbike parking on site;*
- c. *To obtain a lower limit 'reduced' parking rate, additional conditions would need to be satisfied such as: participation in car share scheme or other similar initiatives, be located within a mixed use development or in an employment precinct, other contributions to sustainable transport infrastructure or services, or other initiatives to reduce usage and/or ownership of motor vehicles; and*
- d. *Continuing with long-standing practice, occupants of new developments will not be entitled to resident or visitor parking permits.*

The scheme proposes to apply the sustainable transport rates as follows:

Sustainable Transport Rates in Residential Developments	Sustainable Transport Rates in Office Developments
<p>Council has identified the following series of mandatory conditions with which to consider application of an 'upper limit' sustainable (reduced) rate for residential land uses include:</p> <ul style="list-style-type: none"> • <i>Within or no more than 200 metres walk to the edge of an Activity Centre (defined by business zoning),</i> • <i>No more than 200 metres to fixed rail public transport,</i> • <i>Strict control of on-street parking in surrounding streets,</i> • <i>Not eligible to participate in Council's parking permit scheme,</i> • <i>Provision of motor scooter / motorbike parking on site,</i> • <i>Small dwellings only, and</i> • <i>In the order of 400 metres to a full line (over 1,500 sqm) supermarket.</i> <p>Additional conditions (requirements) with which to consider application of a 'lower limit' sustainable (reduced) rate for residential land uses include:</p> <ul style="list-style-type: none"> • <i>Participation in car share scheme or other similar initiatives,</i> • <i>Be located within a mixed use development or in an employment precinct,</i> • <i>Other contributions to sustainable transport infrastructure or services,</i> • <i>Other initiatives to reduce usage and/or ownership of motor vehicles.</i> 	<p>Mandatory conditions with which to consider application of a sustainable (reduced) rate for office land uses include:</p> <ul style="list-style-type: none"> • <i>Within an Activity Centre (defined by business zoning),</i> • <i>No more than 200 metres to fixed rail public transport,</i> • <i>Strict control of on-street parking in surrounding streets,</i> • <i>Provision of motor scooter / motorbike parking on site,</i> • <i>Provide the full bicycle and amenities provision as required under Clause 52.34.</i> <p>Additional conditions (requirements) with which to consider application of a 'lower limit' sustainable (reduced) rate for office land uses include:</p> <ul style="list-style-type: none"> • <i>Total supply of car parking is pooled or shared (section 173 agreement), i.e. mixed-use development,</i> • <i>Subsidised public transport,</i> • <i>Exceed bicycle and amenities provision as required under Clause 52.34,</i> • <i>Upgrade bus/tram/train stops/approaches or other works to facilitate public transport usage directly applicable to the site,</i> • <i>Participation in car share scheme or other similar initiatives,</i> • <i>Other initiatives to reduce usage of motor vehicles.</i>

Other sustainable transport initiatives implemented by Port Phillip City Council include:

a. Port Phillip Community Bus

Council also provides a free community bus service which operates Monday to Friday and provides a neighbourhood bus service linking community centres, libraries and other community facilities, health centres and shopping areas.

b. Car Sharing Schemes

As detailed below, Council supports two commercial car sharing schemes in the municipality. This support is provided through the allocation of spaces on-street as well as Council staff using these schemes for work trips through the day (i.e. replacing fleet cars).

5.3.2. Car Sharing Schemes

A number of inner-metropolitan Councils support commercial 'car sharing' schemes. Councils support these schemes by allocating on-street spaces throughout the municipality for the purposes of accommodating 'car share' cars. The main two schemes supported by Councils are **Flexicar** (www.flexicar.com.au) and **Go Get Car Share** (www.goget.com.au).

The objective of these schemes is to give members access to cars on-demand for rent by the hour or by the day. The rental cost covers all expenses, including petrol, insurance, cleaning, registration, and maintenance.

Car sharing is a new concept in personal transport. It involves members of car sharing organisations having access to a fleet of shared cars as an alternative to owning their own car. Members pay each time they use a shared car. Cars can be booked for trips as short as one hour.

These schemes are particularly cost effective for people who drive less than 10,000km per year. It gives them access to a car when required, however, eliminates the cost of owning, maintaining and parking a car. Members are required to pay a small joining fee and fully refundable deposit and pay for the use of the car on an hourly or daily basis, each time they use a shared car. Members book a car online or by phone.

The cars are parked at various locations around the community close to where members live or work. The car is parked in its dedicated bay, where it is left at the end of a trip. Access to shared car is via a smart card which unlocks doors and logs user time and kilometres.

These schemes are supported by the Cities of Melbourne, Yarra, Port Phillip, Darebin and Moreland, which have allocated numerous on-street spaces to these schemes. Other municipalities are also considering these schemes.

The following provides examples of how Councils are involved in these schemes:

- a) **Port Phillip City Council** became involved in the scheme as an initiative of Council's Parking Plan, Towards 2010 (adopted 2000). This plan sought to investigate alternatives transport choices for the local community and explore the possibility of introducing car hire schemes for neighbourhoods. Council's website indicates that 9 on-street spaces have been allocated for car share spaces, in addition to some off-street spaces in Council carparks. Council supports two companies offering car-share in the municipality, including Flexicar providing 11 cars and GoGet providing 3 cars.
- b) **Yarra City Council** supports car sharing schemes because it offers the potential to reduce parking demand on Council streets. One car-sharing car can replace many privately-owned vehicles. Some Yarra residents only own cars for occasional or weekend use. These cars often sit idle much of the week taking up precious, on-street car spaces that neighbours or visitors might otherwise use.

Other reasons Council supports car sharing include to reduce driving and car dependence, to promote the sharing of scarce resources and to make non car-owning lifestyles more viable in Yarra by reducing the cost of access to cars for those who only need to use one infrequently.

Yarra is also promoting car sharing by assisting its own officers to use car sharing cars for work travel. It is hoped that this will help reduce Council's car fleet and costs as well as helping to make car sharing more viable and available to more people in the Yarra community.

Yarra is supporting car sharing by making permanent, on-street car parking spaces available to car sharing organisations. Yarra City Council supports two companies offering car-share in the municipality, including Flexicar providing 16 cars and GoGet providing 3 cars.

Following a recent presentation by Flexicar to the Metropolitan Transport Forum (MTF), the MTF distributed a letter to members indicating:

"That the MTF give in principle support to the concept of car sharing as a form of sustainable transport, and encourage member councils to explore the opportunity where possible."

A copy of the letter distributed to members, which provides an explanation of the rationale behind the motion is attached at Appendix D. The following benefits of car sharing schemes were recognised by the forum:

Environmental: Car share users tend to use other means of transport and generate less emissions per capita, thus contributing to reduced greenhouse gases and improved air quality and street amenity.

Reduced car use: One car share vehicle typically replaces 6-10 privately owned vehicles. A City of Melbourne survey of car share users reported increased use of public transport and reduced car ownership by members of car share schemes.

Cost saving: It is cheaper to car share if doing less than 10,000km per year.

The car share companies typically consider the following criteria in assessing the suitability of locations for car sharing:

- a) High population density;
- b) Low car ownership;
- c) Mix of activities including students, residential and business;
- d) Internet at home; and
- e) Good public transport network which can provide for most trips so car share is for occasional use only.

Typically, the viability of schemes relies on mixed use areas with both business and residential activities. The main users tend to be:

- a) Single people with no car;
- b) Families with one car who occasionally need a second; and
- c) Businesses for use during weekdays.

At the present time, the car share schemes are operating in the city and municipalities on the eastern side of the city. The car share companies are presently exploring opportunities in western municipalities, including the City of Maribyrnong.

The suitability of the Newport Activity Centre, as one choice for the location of this scheme in the City of Hobsons Bay, needs to be considered in terms of the viability by the available operators.

The option of Council implementing its own car sharing scheme possibly in conjunction with the traders association is not recommended as Council would be taking on substantial risk, however there may be an opportunity to provide a subsidy to one of the private operators.

5.3.3. Resident Parking Permit Schemes

We have reviewed the Resident Parking Permit Scheme policies of a number of inner metropolitan Councils.

This review indicates that many inner city Councils do not allow new residential developments to have access to Resident Permit Schemes, including (but not limited to):

- a. Port Phillip

- b. Darebin
- c. Yarra
- d. Moonee Valley
- e. Bayside

In most cases, dwellings constructed after a certain date (as specified in Council's policy) are not eligible for resident (or visitor) parking permits to exempt them from the time restrictions in place in their street or local area. This is typically included as a 'permit note' on a planning permit, which enables purchasers to be made aware of this limitation since a planning permit would be included in a Contract Of Sale.

The majority of Councils also do not allow parking permits to be used along non-residential frontages and only apply to green signs (i.e. generally permissible parking areas and exclude red signs, such as Taxi Zones, Loading or Bus Zones, No Stopping, , etc). This avoids the situation where residents would be permitted to park along commercial frontages for durations longer than permitted by the parking sign, which would limit the ability for customers to use these short-term spaces.

A number of Councils also limit the number of permits which can be issued in areas of high congestion, or depending on the number of off-street spaces that a resident has on-site. Some also have a sliding scale of fees such that the cost of second or third permit is considerably higher than the first, so as to discourage high car ownership, particularly in areas which are well served by public transport or where parking is at a premium (i.e. the number of permits issued significantly exceeds the number of spaces available).

The following provides examples of Parking Permit Schemes:

- a. Darebin City Council

Permits may only be used along residential frontages within the designated area and do not allow the holder an exemption to park in Off Street Car Parks, Clearways, No Stopping Areas, Disabled Persons' Parking Areas, Bus Stops, Taxi Ranks, No Parking Areas, Loading Zones, etc. Permit fees are set at \$20.00 for the first permit and \$30.00 for the second permit. The number of permits for which each residence (household) is eligible, if they own their own car and have no off street parking, varies such that:

- Zone A which incorporates all the shop-top residences along defined shopping precincts are eligible for a maximum of one permanently affixed permit.
- Zone B which covers areas with significant parking congestion are eligible for a maximum of 2 permits (which can be any combination of visitor or resident permits).

- Households with access to off-street parking or who do not own a car are entitled to one less permit.

b. Yarra City Council

Permits may only be used along residential frontages within the designated area and do not allow the holder an exemption to park in areas where the time restrictions are under 1 hour, in ticket machine or parking meter areas (unless specified), or areas where red signs apply. Up to 3 permits may be issued, including 1 visitor permit. Permit fees are set at \$25 for the first permit, \$55 for the second permit and \$85 for the third. Business permits are also available in some circumstances.

c. Bayside City Council

Residents have the following options:

- a. Option 1 - Three free resident parking permits. Additional resident parking permits can be purchased for a fee of \$90 per permit per annum. No visitor parking permits are available under Option 1.
- b. Option 2 - Two free resident parking permits, plus one visitor parking permit for an annual fee of \$30. Additional resident parking permits can be purchased for a fee of \$90 per permit per annum. Only one visitor parking permit per household will be issued.

The following are not permitted to participate in the scheme:

- a. properties located in commercial and industrial areas;
- b. shop top dwellings; and
- c. multi unit development properties (where the number of residential dwellings increase on a property on or after 1 July 2007).

Ratepayers receive Beach Parking Authority permits free of charge in their rates notices (two per household). Residents can obtain additional Beach Parking Authority permits if the household has more than two vehicles.

Hobsons Bay City Council also has a resident permit parking scheme whereby Hobsons Bay residents may apply for permits to park in the street that their vehicle is registered to for an unlimited duration and be exempted from any time restrictions that apply to that street. The permit does not entitle vehicles to park in "No Stopping" areas or loading zones. Residents may apply for a separate permit for each vehicle registered to their address and are also entitled to one visitor parking permit per household which may be transferred between vehicles.

6. REVIEW OF EXISTING PARKING DEMANDS

The June 2011 Parking Data report surveyed the existing parking demands in each of the four precincts as well as individual demands for each street and carpark. The peak parking demand for the overall precinct was found to occur at 11:00am on Thursday, 19th May 2011 when 60% of spaces in the overall area were occupied. The more recent surveys undertaken on Thursday, 29th May 2012 also found that the peak parking demand occurred at 11:00am when 67% of parking spaces within Precinct 3 were occupied.

Table 3 provides a breakdown of the peak parking demand that occurred in precincts 1, 2 and 4 at 11:00am on Thursday, 19th May 2011 and at 11:00am on Thursday, 29th May 2012 in Precinct 3.

Table 3. Newport Activity Centre Peak Parking Demand (11:00am, Thursday 19th May 2011)

Precinct	Parking Supply	Peak Parking Demand (Occupied Spaces)	Percent Occupancy
1	431	231	54%
2	219	100	46%
3	1,146	767	67%
4	319	99	31%
TOTAL	2,115	1,197	57%

This table shows that the greatest parking demand occurs within Precinct 3 followed by Precinct 1, with lesser demand occurring in Precincts 2 and 4.

The peak parking demand was found to increase by 23 spaces in Precinct 3 from 2011 to 2012 resulting in a drop in the proportion of occupied spaces following the opening of the 200 space railway commuter carpark.

From the commuter interview surveys it is also possible to estimate the proportion of parking occurring due to railway commuters in each precinct. This information is presented in Table 4. Note that for these surveys the parking demand for Precinct 3 is based on the earlier 2011 surveys.

Table 4. Newport Activity Centre Commuter Parking Demand

Precinct	Peak Parking Demand (Total)	Railway Commuter Parking Demand	% Occupancy due to Railway Commuters
1	231	75	32%
2	100	3	3%
3	744	437	59%
4	99	12	12%
TOTAL	1,174	527	45%

Table 4 suggests that approximately 45% of all parking which occurs within the Newport Activity Centre is due to railway commuters, with the highest number and proportion of railway commuters parking in Precinct 3. Most of the railway commuters parking in Precinct 3 were parking either in the off-street carparks or in Market Street. Few railway commuters were found to be parking in Precincts 2 or 4. It was noted that some railway commuters were parking outside of the study area, particularly to the east of Precinct 1.

Even without counting the parking due to railway commuters, the greatest demand for parking was still occurring in Precinct 3 followed by Precinct 1 with lesser demand occurring in Precincts 2 and 4. A review of the land use zoning for the Newport Activity Centre as presented in Figure 2 shows that Precinct 3 is also the area with the greatest amount of commercial floor space (Business 1 Zone) followed by Precinct 1 and then Precinct 2. The above findings suggest that there is a relationship between commercial floor spaces and demand for parking within each precinct.

The 'Column B' rates specified in the new version of Clause 52.06 are considered to be appropriate to apply to the Newport Activity Centre in the event that a Parking Overlay is introduced into the Planning Scheme. The 'Column B' rates for uses commonly found within an activity centre such as Newport are listed in Table 5.

Table 5. Revised Clause 52.06 Draft Activity Centre Carparking Rates

Land Use	Business Zone Rate	Measure
Shop Betting Agency Postal Agency Food & Drink Premises Restaurant Convenience Restaurant Tavern Hotel Medical Centre	3.5	To each 100 sq m of leasable floor area
Office	3	To each 100 sq m of net floor area
Place of Assembly	0.3	To each seat
Restricted Retail Premises	2.5	To each 100 sq m of leasable floor area
Supermarket	5	To each 100 sq m of leasable floor area
Dwelling	1	To each 1 or 2 bedroom dwelling
	2	To each 3 or more bedroom dwelling

It is suggested that a future study should apply these rates to the existing uses within the Newport Activity Centre to determine whether the existing provision of parking within each precinct is in deficit, not counting areas which are used for commuter parking for the railway station.

7. PARKING MANAGEMENT STRATEGY

The Parking Management Strategy outlines the basis for managing the existing parking supply within the Activity Centre. The purpose of the strategy is to meet the parking needs of all the different users within the Activity Centre (i.e. shoppers, traders/employees, rail commuters, beach visitors, residents and residential visitors).

7.1. TIME LIMIT PARKING RESTRICTIONS

The conventional model for applying time limit parking restrictions in Activity Centres is that shorter time limits are applied in close proximity to the retail core to maximise turnover of parking spaces and therefore maximise trade. This limits the ability for traders or commuters to occupy the most desirable spaces (i.e. those closest to the retail core) for long periods and thereby deny their use for visitors to the Activity Centre. The further the parking spaces are located away from the retail core, the less desirable they are for traders and customers alike and accordingly, the need to limit access to them spaces is reduced.

The need to apply time limits to parking spaces only occurs when it becomes difficult for visitors to an Activity Centre to find parking in close proximity to their desired destination. If these visitors are only intending on staying in the Activity Centre for a short period, they are unlikely to accept parking that is located further away. Accordingly, if nearby parking is not available they may choose to visit an alternative Activity Centre where parking is more convenient. By contrast, Activity Centre employees and rail commuters who are likely to park their car at the Activity Centre for longer periods are unlikely to be as sensitive in relation to the location where they park and are therefore more likely to be prepared to park further away.

This approach is generally considered appropriate for the Newport Activity Centre. However, it does not address the issue of rail commuters occupying the parking spaces required by local traders or parking in residential areas.

7.2. HOURS OF OPERATION

It is desirable to provide consistent hours of operation of parking restrictions throughout the Activity Centre to provide consistent management of parking and to provide a clear understanding for all users and enforcement officers.

Typically, the hours of operation of the parking restrictions should correspond to the main operating hours of businesses within the Activity Centre and also to the existing parking demand profile. For the Newport Activity Centre, this would typically include the main daytime period on weekdays (i.e. 9am until 5pm).

The need to provide parking restrictions during the evening on weekdays is not considered a high priority at this time as the parking demand profile suggests that parking demand reduces at this time particularly within Precinct 3.

7.3. PARKING PERMITS

Permits are an effective way of restricting parking in particular areas to a selected population and equally, of excluding inappropriate parking.

Two types of parking permits could potentially be applied in Newport: a resident parking permit and a trader parking permit.

Resident Parking Permits

Resident parking permits already exist in a number of residential streets within the Newport Activity Centre where residents displaying parking permits are able to extend their stay beyond the designated time limit. This system allows residential streets to be shared by long-term parking for residents and short term parking by visitors to the Activity Centre.

Trader Parking Permits

There is currently no trader parking permits provided in the Newport Activity Centre. Trader parking permits is as a means of providing long-term parking for use by traders without providing unrestricted parking that might otherwise be consumed by other users (e.g. rail commuters). This form of permit allows trader/employee cars to be directed to areas not well suited to customer parking. These areas should be provided with good pedestrian access and facilities, particularly lighting. There is also the opportunity of separating all-day trader/employee parking from commuters. Permit Zone areas for traders should generally not be located in residential areas unless permits are also issued to residents or an alternative location of residential parking is provided.

The operation of a trader parking permit scheme should be at no cost to Council, with administrative and production costs being met by any appropriate annual fees.

The introduction of trader parking permits should be further investigated as a measure for the Newport Activity Centre to provide a limited amount of long-term parking for traders in close proximity to the strip shopping centres in each precinct. Prior to introducing any parking permit schemes for traders, a parking policy regarding the issuing of the parking permits must be prepared to further investigate ways of appropriately balancing parking provision for all users.

7.4. LOADING

Loading zones should be provided at regular locations throughout the Activity Centre to ensure that nearby access for loading and unloading of goods is available to all businesses located throughout the Activity Centre where loading bays are not provided on-site. Typically, this will result in one loading bay being provided within each block. It is desirable for loading bays to be located either at the start or end of a group of parking spaces to provide convenient access in and out of the space for larger vehicles.

The function of a loading zone is to provide a space for deliveries to businesses to occur. The fact that they are empty may seem a waste of space in many instances especially when parking spaces are at a premium. However, the fact they are empty also implies that deliveries can be made to business, which is their purpose. Loading bays should be limited to use for 15 or 30 minute periods by a single vehicle to ensure that they are available to other businesses within the Activity Centre.

Loading zones are also sometimes implemented on an individual needs basis. Several years later, if the business has moved on, the loading zone can remain unused, taking up space that could otherwise be used to provide additional parking. For many businesses, loading and unloading activity generally occurs during the morning. If this is the case in Newport, it may be possible to allow the parking space to be used by other vehicles in the afternoon. Limiting

the use of the space to, say, 15 minute parking available to the public in the afternoon would allow the space to be shared by other uses whilst also providing the opportunity for it to be used for loading.

7.5. LOCATION OF PARKING

The location of parking is extremely important to the efficient operation of a retail-commercial centre. Parking location can impact on the viability of the centre as a whole and on particular premises. It follows that parking should be distributed in such a way as to be accessible to all premises. This accessibility should not be considered solely in a physical sense but also in an amenity sense (easily accessible, safe and convenient pedestrian access).

Location of parking can enhance pedestrian safety and the general sense of the centre felt by customers. Consideration of where parking should be provided also should include an examination of the role to be played by on-street, kerbside parking. Kerbside parking is a valuable resource that is often under-utilised. Few centres provide sufficient shopper pick-up areas.

7.6. OPTIONS FOR PARKING MANAGEMENT

A number of questions are possible for management of carparking both by Council and by the private sector. Parking can be free or charged and the level of any charge is, in itself, an effective management tool.

A critical consideration will be the ability to manage all the parking in a cohesive way, which will enhance the usage of the centre.

Meters and Ticket Machines

Metered parking and ticket machines are another means of managing parking demand where there is a limitation on parking supply.

The collection of fees for parking and the level of fees needs to be determined in light of the prevailing carparking demand. Generally, pay parking only works well in areas where there is a fixed demand, e.g. office precincts. Pay parking in retail areas can cause changes in shopping patterns with customers changing allegiance to find free parking centres.

Seeking to collect significant revenue from people parking in a specific area of a commercial district will be likely to have the reverse effect of pushing vehicles away from the prominent areas or directing them to lower charge or free parking spaces.

Given that the main issue affecting parking within the Newport Activity Centre relates to long term parking for traders and commuters rather than short term parking for customers, the introduction of pay parking is not considered necessary at this time. However, the option of metered or ticket parking in Newport could be reconsidered in the longer term as the Newport Activity Centre becomes further developed over time.

7.7. ACCESSIBLE AND DISABLED PARKING

The Building Code of Australia requires that disabled parking should be provided at a rate of 1 disabled space for every 50 parking spaces for a shopping centre (Class 6 buildings) for the first 1,000 parking spaces and 1 space for every 100 spaces for parking in excess of 1,000 spaces.

Based on the above criteria the 1,659 existing public parking spaces within Precincts 1, 2 and 3 which contain the main non-residential uses would require 26 disabled parking spaces. There are only 18 disabled parking spaces currently within this area which represents a deficit of 8 spaces. Most of the existing disabled parking bays (14 of the 18) are located within Precinct 3 on the west side of the railway line.

Further consideration of 'access for all'¹ must be given in future provision of parking facilities to ensure that people with 'all abilities' are able to park and carry out normal activities and functions within the activity centre.

8. RECOMMENDED INITIATIVES FOR NEWPORT ACTIVITY CENTRE

The initiatives to manage parking demands within the Newport Activity Centre are based on the recommendations of the report titled *Newport Activity Centre Parking Study (December 2010)* which was prepared by Traffix Group for Hobsons Bay City Council's Capital Works and Assets area.

General

- Increase enforcement of the parking restrictions and monitor the demand for trader permits.
- To ensure equitable access to parking for all users of the centre through appropriate location and design of spaces.
- Encourage all modes of transport in Newport and promote safe environment for pedestrians, cyclists and cars users.

8.1. PRECINCT 1

8.1.1. Hall Street

Provide uniform parking restrictions along the southern section of Hall Street up to Elphin Street. These restrictions would involve 1 hour parking on the east side of the street adjacent to the shopping strip which provides maximum convenience to customers and 2 hour parking on the west side of the street adjacent to the railway line. This includes converting some spaces which are currently signed as 4 hour parking.

¹ "Access for all" means providing access for people with disabilities, parents with prams, elderly or generally people with limited ability.

To the north of the shopping strip, in the section between Elphin Street and Farm Street, it is recommended that Council investigate the possibility of introducing a Permit Zone for traders on the west side of the road adjacent to the railway line that could apply during business hours to provide some nearby parking opportunities for traders.

8.1.2. Grindlay Street

It is recommended that the existing 1 hour parking restrictions should be replaced with 2 hour parking restrictions in this street to provide greater benefit to customers of the Activity Centre.

8.2. PRECINCT 2

8.2.1. Rail Commuter Parking

Discuss with the State Government the possibility of converting currently disused VicTrack land into a new rail commuter carpark on the east side of the railway line to the west of the Melbourne Road/North Road roundabout.

It is understood that the Department of Transport have raised some concerns with developing a commuter carpark in this location due to the lack of a safe point of ingress and egress for vehicular traffic and the absence of an existing pathway to link this site to the railway station for pedestrians. However both of these issues could be overcome as part of the design process to incorporate a new vehicle access and a pedestrian pathway adjacent to the northbound access to Hall Road.

8.2.2. Susman Street

Investigate the possibility and practicability of introducing a Permit Zone for traders on the west side of Susman Street to apply during business hours to provide some nearby long-term parking opportunities for traders to the nearby Melbourne Road shopping strip.

8.3. PRECINCT 3

8.3.1. Derwent Street North Side Off-street Carpark

Investigate opportunities and possibility to convert the existing unrestricted spaces within the car park on the north side of Derwent Street to Permit Zone parking during business hours, with permits to be issued to traders from the nearby Mason Street, Market Street and Melbourne Road shopping strips.

8.3.2. Durkin Street, Walker Street and Schutt Street

These streets currently contain short term parking restriction suitable for shop customers, but also allow residents of these street displaying permits to stay beyond the posted time limits. It is suggested that Council investigate the possibility of issuing parking permits to traders to allow long-term parking to occur on one side of these streets for traders' vehicles displaying permits.

8.4. PRECINCT 4

No changes are proposed within this precinct as parking demand for the railway station and Activity Centre do not currently extend to a significant degree into this area.

8.5. OTHER INITIATIVES

8.5.1. Green Travel Plan Requirements

The key initiatives which should be explored include:

- Travel Plan requirements for new developments similar to the scheme introduced in Darebin. Encourage larger employers to prepare 'Green Travel Plans'.
- Require the bicycle parking requirements under Clause 52.34 of the Planning Scheme to be met in new developments, including additional end-of-trip facilities in cases where a dispensation of car parking is sought (e.g. showers and change rooms).
- Home delivery service for shops lead by main supermarket – which could be trialled similar to Preston Market Home Delivery Trial in Darebin.

8.5.2. Pedestrian Access

Pedestrian access within the Newport Activity Centre is somewhat restricted due to the presence of the railway lines and the Melbourne Road overpass. There is a single pedestrian underpass located at the northern end of Market Street which allows pedestrians to walk from Market Street through to Hall Street underneath Melbourne Road and the railway lines. This underpass also provides access through to Newport Railway Station.

A signalised crossing of Melbourne Road is also provided to the south of the overpass to provide safe access from the residential area on the west side of Melbourne Road to the strip shopping centre on the east side of Melbourne Road.

Improvements to the pedestrian railway underpass could be undertaken to improve the safety of this area for pedestrians and encourage greater pedestrian movement throughout the centre. Short term improvements could include increased lighting within the underpass whilst in the longer term the underpass could be widened and extended at the western end to connect directly through to Market Street.

Overall the pedestrian realm needs to be addressed and improved. There is an opportunity to improve the pedestrian access, amenity and safety in Newport by ensuring lighting is adequate and appropriately located and public realm improved through landscaping.

8.5.3. Bicycle Access

Existing bicycle access to the Newport Activity Centre includes on-road bicycle lanes along Melbourne Road to the south of the railway overpass and also along Mason Street to the west of the centre. The 2003 Hobsons Bay Strategic Bicycle Plan also recommended additional on-road bicycle routes be provided along Melbourne Road across the overpass and to the north of the Activity Centre, along North Road, Hall Road and Market Street and providing a link between Mason Street and Market Street.

There is significant work still required to upgrade the bicycle network in the Newport Activity Centre to address the recommendations of the Strategic Bicycle Plan. It is noted that the Strategic Bicycle Plan is currently in the process of being reviewed and that recommended works in the Newport area may change as a result of this review.

8.5.4. Public Transport Access

Rail

The Newport Railway Station provides the main public transport access to the Newport Activity Centre. Located centrally within the centre, this station is regularly used by suburban train services which operate between Werribee and Melbourne and peak services between Williamstown and Melbourne and also serves as the northern terminus of shuttle services to Williamstown at off-peak times. Newport Railway Station is also serviced by some regional (V/Line) rail services which operate between Melbourne and Geelong. Suburban train services through Newport Railway Station typically operate at an average 10 minute frequency on weekdays and a 20 minute frequency on weekends. The 10 minute service frequency on weekdays is a recent improvement that was implemented on the Werribee rail corridor by the rail operator on behalf of the State Government.

It is understood that further train frequency improvements may occur through Newport Railway Station as a result of projects announced including a greater number of express trains resulting from the works at Laverton Station and a greater number of total suburban train movements due to the relocation of regional trains to a new rail corridor via Tarneit freeing up additional suburban train paths.

Although no additional tracks are currently proposed through Newport Station, in the event that this is to occur in the future, it is important that this does not result in a reduction in commuter parking spaces. Ideally, the number of commuter parking spaces at Newport should be increased as the number of rail services through the station are expanded.

Bus

In addition to train services, the Newport Activity Centre is also serviced by the Route 472 bus service which operates along Melbourne Road between Williamstown and Moonee Ponds, the Route 432 which operates along Mason Street between Newport and Yarraville via Altona Gate and the Route 471 bus service which operates along Mason Street and North Road between Williamstown and Sunshine. The existing average frequencies and the hours of operation of each of these bus services are presented in Table 6.

Table 6. Bus Service Frequencies

Bus Route	Weekday Frequency	Saturday Frequency	Sunday Frequency	Last Service
472	15min	20min	50min	9:30pm
432	30min	45min	45min	9:00pm
471	25min	35min	50min	9:30pm

Bus service spans and frequencies have recently been extended as part of the Bus Service Review which was undertaken for the City of Hobsons Bay.

9. ASSESSMENT OF PLANNING APPLICATIONS

9.1. PREVIOUS SITUATION

Prior to 5th June 2012, development applications within the Newport Activity Centre were being assessed against the previous version of Clause 52.06 of the Planning Scheme.

This process became onerous for both Council and applicants as permits were required to justify parking provision below unrealistic parking rates. The opportunity to provide cash-in-lieu payments as an alternative to providing car spaces on-site was also not covered under the old Clause 52.06 of the Planning Scheme. Accordingly, it was difficult to initiate cash-in-lieu schemes to apply to an activity centre without preparing Section 173 Agreements for each individual development application or developing a local policy for inclusion in the Planning Scheme.

9.2. FUTURE SITUATION

The introduction of the new Clause 52.06 into the Hobsons Bay Planning Scheme has resulted in a reduction to the required rate for the provision of carparking, associated with a new use or the extension of an existing use such that the provision of parking is more in line with empirical rates (i.e. actual demands).

The new Clause 52.06 of the Planning Scheme also refers to the introduction of a Parking Overlay which is covered in the new Clause 45.09. The Parking Overlay allows a further set of parking rates to be adopted which are specific to the Newport Activity Centre, and also allows a financial contribution to be made to Council instead of providing the required number of parking spaces on-site.

It is recommended that a Parking Overlay should be established for the Newport Activity Centre to cover the area designated in Figure 1 in accordance with Clause 45.09 of the Planning Scheme. The Overlay should be used to apply the 'Column B' rates as specified in Table 5 to the Newport Activity Centre.

Further, it is recommended that the Overlay specify the establishment of a Parking and Access Fund such that new development can contribute to shared parking resources for the centre or sustainable transport alternatives, instead of providing separate parking areas on individual sites. The introduction of a Parking Overlay is particularly important for the Newport Activity Centre, as there are currently few public carparks within the centre and no public carparks on the east side of the railway line.

10. CONCLUSIONS

This report recommends that the following initiatives should be adopted to maintain a suitable parking supply within the Newport Activity Centre in association with future development:-

- Council seek further expansions to commuter car parks in the vicinity of Newport Railway Station including the construction of a new commuter car park on the east side of the railway on the currently disused Victrack Land to the west of the Melbourne Road/North Road roundabout. The State Government should be responsible for providing sufficient commuter parking to meet the full demand generated by the Newport Railway Station.
- Maintain the existing allocation of parking restrictions, with short-term restrictions applying within close proximity to the retail core, longer term parking for traders within 200 metres and long term parking for commuters within 400 metres of the Newport Railway Station. Commuter parking should not be encouraged to further infiltrate into residential areas at the expense of retaining sufficient parking for residents.
- Maintain consistent hours of operation of existing parking restrictions to apply during standard business hours on weekdays.
- Undertake a review of the trader parking associated issues and make recommendation on whether the trader parking permit scheme is an appropriate measure to resolve the identified issues.

- Investigate the possibility and practicality of introducing a trader parking permit system whereby certain areas are allocated for long term parking for traders that are not available for rail commuters in the three key precincts.
- Green travel plans, car sharing schemes, bicycle end of journey facilities and improvements to pedestrian access should be encouraged to occur within the Activity Centre as a dispensation to the provision of on-site parking.
- Prepare a Parking Overlay for the Newport Activity Centre to apply the reduced 'Column B' rates in the new Clause 52.06 and to introduce a cash-in-lieu scheme to fund shared parking resources for the centre as an alternative to parking on individual sites.
- Investigate methods of prioritising trader parking along the section of Hall Street to the north of the shopping strip in Precinct 1, Susman Street in Precinct 2 and within the section of the Derwent Street north side carpark which is currently unrestricted in Precinct 3.
- Provide consistent 2 hour parking on the west side of Hall Street and 1 hour parking on the east side within the strip shopping centre area to the south of Elphin Street.
- Replace the existing 1 hour parking restriction with 2 hour parking along Grindlay Street in Precinct 1.
- Investigate exempting vehicles with the trader parking permits (if they are introduced) from the existing parking restrictions along one side of Durkin Street, Walker Street and Schutt Street in Precinct 3.
- Increase enforcement of parking restrictions and monitor the demand for trader permits, with the possibility of extending the area where trader permits apply if demand is found to exceed supply.
- Provide increased disabled parking within the Newport Activity Centre particularly to the east of the railway line. Address accessibility for all in future provision of parking facilities.
- Implement the remaining recommendations of the 2003 Hobsons Bay Strategic Bicycle Plan including on-road bicycle lanes along Market Street, North Road, Hall Street and Melbourne Road to the north of the North Road roundabout.
- Undertake an access audit of the areas within Newport Activity Centre precinct and implement the recommendations identified in the audit to improve the connectivity and accessibility of the Centre.
- Upgrade the existing pedestrian underpass at the Newport Railway Station to improve east-west pedestrian access through the Activity Centre.

APPENDIX A

SUMMARY OF RELEVANT COUNCIL STUDIES, STRATEGIES & POLICIES

1. Traffix Group - Newport Activity Centre Parking Study (December 2010)

This report identifies parking management opportunities to address existing deficiencies in the supply and allocation of parking spaces within the Newport Activity Centre based on the findings of the earlier parking occupancy and trader interview surveys.

The key recommendations from this study including general recommendations and recommendations specific to each precinct are presented below:-

GENERAL:

- Further investigation of potential additional long-term parking resources along the rail corridor needs to be completed by Council in conjunction with the relevant authorities, as there is an increasing demand for commuter parking within the Activity Centre.
- A trader parking permit scheme needs to be explored to address the trader long-term parking issue as part of an integrated long-term parking solution for Newport, which will make proximate short-term parking resources available for customers.
- Following implementation of suitable permit schemes and changes to parking restrictions, enforcement of the restrictions will need to occur to ensure that existing issues are removed.

PRECINCT 1 – HALL STREET:

- Changes to parking restrictions, including the possibility of introducing a Permit Zone for traders, to provide additional trader parking and to make available more short-term parking for customers and visitors.

PRECINCT 2 – MELBOURNE ROAD:

- Consideration of the provision of a dedicated Permit Zone during business hours for trader parking on the west side of Susman Street and continued monitoring of the level of usage of the trader Permit Zone area, and consider providing 'Trader Permit Excepted' areas along one side of Davies Street.

PRECINCT 3 – MASON STREET, MARKET STREET, MELBOURNE ROAD (NORTH):

- Consider converting some of the existing 'Unrestricted' parking spaces in the off-street carpark on the north side of Derwent Street to 'Permit Zone' for trader parking and allow traders with permits to park along one side of Durkin Street, Walker Street and Schutt Street by installing 'Trader Permit Excepted' in conjunction with the existing 2P parking restrictions.

PRECINCT 4 – NEWPORT RESIDENTIAL AREA (SOUTH OF MASON STREET):

- No parking management measures were considered necessary in this precinct when the report was issued.

2. Traffix Group - Newport Parking Study, Summary of Parking Data Collection (December 2008)

This report included the results of the parking occupancy surveys which were undertaken in each of the 4 precincts within the Newport Activity Centre on Thursday, 20th November 2008. The key results from these surveys are presented below:-

Precinct 1

- The majority of parking in this precinct is limited to short term duration (1 or 2 hour parking).
- The overall peak parking demand for Precinct 1 occurred at 10:00am on the Friday when 57% of the total of 431 parking spaces were occupied.
- Of the 66 unrestricted parking spaces located generally on the peripheral areas of the precinct, the peak demand occurred at 12 noon on the Friday when 60% of the unrestricted spaces were occupied. These spaces are located on sections of North Road, Home Road and the north end of Hall Street.
- Of the 339 spaces which are limited to 1 or 2 hour parking, the peak occupancy occurred at 12 noon on the Saturday when 59% of the spaces were occupied.
- There are also a small number of medium term parking spaces (10) within Precinct 1 which have experience the highest level of occupancy on each of the days surveyed.
- The highest level of occupancy in Precinct 1 occurred along Hall Street where the strip shopping centre is located. Parking occupancy was generally at approximately 70% in Hall Street compared to 50% for the overall precinct.

Precinct 2

- The majority of parking spaces within Precinct 2 are unrestricted although short term parking is provided along Melbourne Road, North Road, Davies Street and Susman Street near where the strip shopping centre is located along Melbourne Road.
- The overall peak parking demand for the precinct occurred at 11:00am on the Saturday when 63% of the 219 spaces within the precinct were occupied.
- Between 9am and 5pm when the number of unrestricted spaces within the precinct is at its lowest, the peak occupancy of unrestricted spaces occurred at 11am on the Saturday when 62% of the 142 unrestricted spaces were occupied.
- The peak occupancy for short term parking spaces occurred at 4:00pm on the Thursday when 63% of the 76 short term parking spaces were occupied.
- Parking occupancy within Precinct 2 was generally highest along Susman Street reaching up to 95% occupancy and Wilkins Street reaching up to 85% occupancy. All parking in Wilkins Street is unrestricted whereas Susman Street is unrestricted on one side and 2 hour parking on the other.
- Along Melbourne Road where the strip shopping centre is located parking occupancy is generally close to 30% but reaches over 70% occupancy after 4pm.

Precinct 3

- The majority of parking within Precinct 3 is unrestricted either on-street or in off-street carparks (588 of a total of 1,009 spaces).
- The overall peak occupancy for Precinct 3 occurred at 11am on the Thursday when 76% of the parking spaces were occupied (772 spaces).
- Short term parking is located along Mason Street, Melbourne Road, Durkin Street, Walker Street, Schutt Street and the northern section of Market Street. These locations had some of the highest occupancies for the overall shopping centre. On-street parking in Melbourne Road reached as high as 79% occupancy and on-street parking in Mason Street reached 93% occupancy.
- Ample unrestricted parking was unoccupied towards the southern end of Precinct 3 which is located the greatest distance from the strip shopping centres and the railway station.

Precinct 4

- Precinct 4 is made up entirely of unrestricted on-street parking spaces located in the residential streets to the west of the main Activity Centre area.
- The peak parking occupancy occurred in this precinct at 11am and 4pm on the Saturday when 46% of the 319 spaces were occupied.
- No street within Precinct 4 generally had more than 60% occupancy apart from Ford Street which reached 97% occupancy at 11am on the Saturday.

3. Parsons Brinckerhoff – Hobsons Bay Integrated Transport Strategy (December 2007)

The Hobsons Bay Integrated Transport Strategy identifies a number of actions and outcomes which are considered relevant to the Newport Activity Centre in relation to the development of a parking strategy as documented below:-

- Undertake structure planning to make clear provision for local access through improved walking and cycling initiatives.
- Review planning policy to favour brownfield site development, and to encourage high density development near activity centres/public transport hubs.
- Consider creation of developer contribution funds to support activity centre development, provide pedestrian and bike path access and improve access to interchanges and activity centres.
- Possible tightening of town centre parking controls to discourage car use.
- Focus Travel Smart effort on particular developments at employment hubs and activity centres and encourage Green Travel Plans in development application procedures.

- Set up council workshop group to roll out travel plans through employers, hospitals, education centres, activity centres etc.

4. Peter Tesdorpf & Others – Hobsons Bay Activity Centres Strategy (March 2006)

This document included individual strategies for each activity centre located within Hobsons Bay. The strategy for Newport Activity Centre included the following recommendations:-

- Promote niche retailing and individual precincts.
- Encourage co-location of supermarket and specialty food retailers.
- Consider attracting a Small "Aldi" style supermarket.
- Use 1999 Newport Structure Plan as principal blueprint for future planning and development of the centre.
- Review planning in conjunction with railway workshops development.
- Promote development of arts and creative industries.
- Encourage medium and higher density housing surrounding the Activity Centre.

5. Hobsons Bay Planning Scheme Clause 21.08: Activity Centres

Relevant strategies contained within this Clause include:-

- Discourage new uses and development that are incompatible with surrounding residential land use by way of the proposed level of activity and generation of traffic, hours of operation and car parking.
- Ensure that new commercial uses and development contributes to the supply of public car parking in and around centres.
- Ensure that new commercial uses and development address traffic flow in and around centres.
- Enhance trading by improving pedestrian and vehicular access.
- Ensure that new commercial uses and development facilitates public transport use, pedestrian flows and bicycle use.
- Protect the amenity of adjacent residential areas.

- Improve pedestrian amenity in the Newport Junction centre.

6. Traffix Group – Hobsons Bay Strategic Bicycle Plan (March, 2003)

The Hobsons Bay Strategic Bicycle Plan includes recommendations to upgrade a number of bicycle routes through the Newport Activity Centre including Melbourne Road, North Road, Hall Street, Market Street and Mason Street.

7. Bicycle Network Victoria – City of Hobsons Bay BikeScope Report - (December, 2011)

The City of Hobsons Bay BikeScope Report provides a summary of the results from on-line questionnaire surveys that were advertised during late 2011. The surveys collected a wide range of information about cycling in Hobsons Bay including where and why people ride, the types of people who ride and the main issues facing cyclists in Hobsons Bay that people would like to see improved.

APPENDIX B

DAREBIN CITY COUNCIL: TRAVEL PLAN – GUIDELINES FOR PLANNING PERMIT APPLICANTS

Travel Plans - Guidelines for Planning Permit Applicants

The City of Darebin is committed to reducing car use within the municipality and the wider metropolitan area. To do this Council is looking to encourage local residents and workers to reduce their car use and use alternatives such as public transport, walking and cycling as much as possible. Council is also pursuing a program to improve local facilities for pedestrians and cyclists.



Objectives of a Travel Plan

The main objective of a travel plan is to provide facilities and incentives that help people traveling to and from the site to reduce their car use and use alternatives.

It is important that you plan clearly defines its objectives at the outset and includes a package of measures that will meet your objectives.

Some useful documents that will help you define Travel plan objectives are listed in this document

What is a Travel Plan?

Travel Plans seek to bring about a mode shift away from single occupancy car use for the journey to and from a location, workplace or venue thus increasing the use of more sustainable alternatives such as public transport, walking, cycling and carsharing. Travel Plans offer the opportunity to encourage people to think more about how they travel and provide them with the infrastructure and information they need to make their travel choices.

Benefits of a Travel Plan

While Travel Plans help reduce car use which brings environmental benefits there are many other reasons why you should develop and implement a Travel Plan including:

- Increasing the actual and perceived accessibility and marketability of your site
- Reducing car parking required which may save you money in land purchase, development and management costs
- Staff recruitment and retention can be improved if your site is accessible by a range of transport options and
- Encouraging and enabling walking, cycling and public transport use will increase physical activity, improving health and wellbeing of the staff/residents.

When a Travel Plan is required to support a Planning Permit Application

The City of Darebin requires large developments to submit a Travel Plan as part of the planning permit application process. You will have to submit a Travel Plan if you are required to submit a planning permit application and your development comprises:

- 20 or more residential units
- An office component of 500sqm or more or
- An industrial component of 1,000sqm or more or
- Retail premises of 1,000sqm or more.

When a Travel Plan is required (continued)



In some other circumstances you may choose to submit a Travel Plan to support your planning permit application. For example, if:

- Your development may be refused due to unacceptable traffic impacts, then a Travel Plan may help mitigate these impacts or
- You want to reduce on site parking provision, then a Travel Plan may help you justify reduced parking and demonstrate how parking will be managed.

The Travel Plan Process

The process for a Travel Plan to be submitted falls into two categories: (1) those Travel Plans required to make a decision on a permit application and (2) those required as part of the policy framework.

- (1) If a Travel Plan is submitted as part of a planning permit application where reduced parking has been requested, for example, then it will be a requirement of the application that a Travel Plan is submitted. This is because the Travel Plan will become part of the decision making process used in the assessment of the permit.
- (2) In some circumstances a permit may be approved if all other criteria has been satisfied. In these cases a Travel Plan condition will be applied to the permit.

A Travel Plan is not a tool to correct traffic and transport impacts arising out of development although it can mitigate them. Moreover, a Travel Plan is a mechanism to improve overall accessibility to the site. The process is detailed in the following table:

“A Travel Plan is a mechanism to improve overall accessibility to your site”

Stage	Category 1	Category 2
Stage 1	Outline Travel Plan submitted with permit application by the applicant . The submitted outline will be assessed as part of the permit assessment process. The outline Travel Plan must therefore be approved prior to permit approval and will form part of the permit consent.	If all other criteria are satisfied and the application is approved it will be a requirement for the permit (usually in condition 1) that a full Travel Plan will be submitted for approval prior to development commencing.
Stage 2	Travel Plan to be endorsed pursuant to the planning permit together with plans and other relevant documents.	Prior to endorsement of any plans, applicant to submit Travel Plan (as well as other condition 1 requirements) for approval prior to occupation. Council officers will assess the Travel Plan and approve or seek changes as necessary.
Stage 3	Monitoring report to be submitted to Council by occupier 12 months after occupation commenced.	Monitoring report to be submitted to Council by occupier 12 months after occupation commenced.



Content of a Travel Plan

The following information provides an outline of the steps to be taken when developing a Travel Plan. You will need to decide on the extent of information you can provide Council and this will depend on the stage of the development detail and if the occupier is known or not

The Travel Plan will be unique to your site and proposed development, however, the following should give you a guide to what you should include and what Council will be looking for when they review your planning permit application.



Background

Explains the site location, the number and type of premises and floor area or residential units, how staff/residents will probably (or do) travel and the transport options available. Details about the building and facilities available should also be included.

When the Travel Plan is evaluated you will be expected to have covered:

- Type and size of development
- Number of employees (estimate or certain)
- The type of work that will be undertaken and hours of operation
- The number of units and mix (by number of bedrooms)
- The expected date of building occupation, or the date on which the building was occupied
- Details of on-site facilities including: cycle parking, showers, change rooms, pedestrian and cycle paths and parking spaces, including parking management measures.
- Details of off-site facilities including: public transport stops and service information, local bike paths and lanes and footpaths including crossing points.
- The expected mode split (how people will travel to and from the site in the absence of a Travel Plan)
- Information from a staff or residents survey, if the premises are occupied.

Enforcement

As the Travel Plan forms part of the planning permit requirements and content, it will be enforceable in the same way as other planning permit conditions. Should you find that you are having difficulty with any aspect of your Travel Plan you should contact Council.

Objectives

You need to clearly state the objectives of your Travel Plan. The objectives should fit within the overall aim of a Travel Plan—the reduction of car use—but may focus on other outcomes such as increasing bicycle use.

Your plan will be measured against the objectives you set so you should carefully consider what is possible to achieve. For example, if you are allocated close to good footpaths and your workforce generally lives locally it would be appropriate to identify objectives based on increasing walking and cycling.



Targets

Your Travel Plan needs to include a set of targets against which your Travel Plan will be measured and evaluated. The targets should be specific, measurable, achievable, realistic and time-based.

Incentives, initiatives and actions



Implementation Plan

The implementation Plan will identify which actions and initiatives will be put in place and who will be responsible for their implementation. It will not be possible to implement all the actions and initiatives at once and some may take a relatively long time to realize.

Where the development plans are at an early stage, on-site facilities should be incorporated so they are available to the building occupants from the outset.

For help and more information please contact Darebin's Sustainable Transport Officer on 8470 8341.

Detail on how you expect to achieve your targets is an important part of your Travel Plan. This section of the Plan will guide you in the implementation of the Travel Plan. Some actions will be easier to realize than others which may take longer to achieve. You may need the help of others to implement some actions, such as improvements to a local bus stop. You will need to consider these factors when selecting the actions and in your implementation plan.

The initiatives you select should include both 'carrots' and 'sticks' to bring about a behaviour change. At a new building it will be easier if 'sticks' such as parking controls are in place from the outset. Facilities to support cycling and walking should also be in place from the day occupation commences. Other incentives, initiatives and actions you may consider include metcards available for work trips, carpool matching service, information for all staff on alternatives available nearby, interest free loans for bicycle and met-card purchases and events to promote alternatives. The list is endless.

Your Travel Plan will also need to identify the person responsible for the implementation of the Travel Plan and the time they will allocate to the task. This person or Travel Plan Coordinator is important to the success of your Travel Plan.

Management support for the Travel Plan is also important to the success of the plan in achieving its targets and objectives.

Monitoring Plan

Your Travel Plan needs to include a monitoring plan. This will state how and when you will review your Travel Plan progress against the targets you set out initially. The monitoring plan should incorporate a data collection plan, stating when you will collect data on staff travel and local transport provision.

As part of the planning permit approval you will be required to submit a monitoring report to Council one year after building occupancy commenced. The monitoring report will need to identify what activities have taken place and progress relative to your Travel Plan.

Specifically your monitoring report should contain:

- Basic information about the site including what the building use is and how many staff are employed (or residents if residential);
- A review of your Travel Plan objectives and targets;
- Details on data collection undertaken since the Travel Plan was implemented and occupancy commenced;
- A comparison between the targets set in the Travel Plan and the achievement of those targets (mode share is a key target);
- Details of the initiatives implemented since occupancy and an assessment of their success in terms of meeting the Travel Plan objectives; and
- Details of the person responsible for Travel Plan implementation and the amount of time they commit to this task.

These websites will also be of use:

www.travelsmart.gov.au

www.travelsmart.vic.gov.au

www.envict.org.au

www.transportenergy.org.uk/bestpractice/

APPENDIX C

DAREBIN CITY COUNCIL: PRESTON MARKET HOME DELIVERY TRIAL



City of DAREBIN



Department of
Sustainability
and Environment

Preston Market Home Delivery Trial Final Report, May 2005

Contact Name: Kate Myers, Sustainable Transport Officer

Telephone: 9230 4341

E-mail: kmyers@darebin.vic.gov.au

Description of Project:

Preston Central is in the heart of the Darebin municipality and is its most significant traditional activity centre - the Preston Market is at the centre of this area. Parking is at a premium within Preston during market days (Wednesday – Saturday).

It was proposed that a home delivery service be trialed to enable more shoppers to access the Market sustainably and not have the worry of getting their goods home on the tram/train/bus. The Market site is well serviced by the Epping line train and buses along High Street and Murray Road. Route 86 tram to Bundoora along Plenty Road is less than a kilometre to the west.

No centralised home delivery service existed at the Market prior to the trial, although a nearby supermarket offers home delivery for its customers. Additionally, a recent consultation process undertaken by Darebin's Strategic Planning Unit as part of the Preston Central Project showed qualitative support for the concept of grocery delivery from the Market, especially to encourage more people to walk and catch public transport to the centre.

Aim:

By trialing a home delivery service for the biggest 'draw card' in Preston, we will be assisting to create a more accessible activity centre. The trial may improve visitation to the Market, reduce shoppers frustrations in finding car parking and increase turnover for Market tenants.

This trial, if successful, will help to provide impetus to the new owners of the Market to instigate a similar, more permanent, home delivery service.

Process:

August 2004:

- Support was gained from the Department of Infrastructure (\$35,000 in monthly Zone 1 & 2 Metcards) and the Department of Sustainability and Environment (up to \$5,000) for the trial.
- This was gratefully received and contributed to the \$5,000 provided by the City of Darebin.
- The Market was approached with a proposal that offered their customers a free home delivery service including the provision of free Metcards.
- The Market was asked for a contribution to the marketing of the trial.

October 2004:

- The Market gave approval for the Trial to take place on their premises.

November/December 2004:

- Produced marketing posters and advertisements for Leader newspapers.
- Search for contractor. Supermarket operators not interested.

- Secured student to complete the job with the trial to start in January. On Christmas Eve she pulled out.

January 2005:

- Secured a contractor; Ahmad Khalid.

February 2005:

- Launch with Minister Rob Hulls.
- Application forms came flooding in. Wanted 120 participants, but when we hit 90 I decided that would be plenty for Ahmad to cope with.
- Had more than 110 applications, some were not suitable (live too far away), others didn't meet the criteria (had to be regular drivers to the Market and willing to swap to sustainable transport) and others submitted their applications after the cut-off date.
- Notified successful applicants and arranged for them to pick up their first Metcard from Customer Service Centres along with description of how the trial would work.

March 2005:

- First day of home deliveries on Wednesday March 16.

April 2005:

- Pick up of second Metcard for participants who have used the service at least once in the first month.

May 2005:

- Finish of service on Saturday May 14.
- Ahmad had been handing out survey forms to participants over the last 2 weeks of the trial.
- Receipt of survey forms up until Friday May 20.

Evaluation:

- Of the 90 participants, the trial averaged 30 deliveries per week with a high of 49 deliveries in week 4.
- 22 registered participants didn't use the service at all (didn't receive their second Metcard either) and were thus just in it for the first free Metcard. This was to be expected.
- 37 surveys were received back from participants at the completion of the trial. Surveys assessed participants perceptions, experiences and evaluation of their experiences. A summary of results can be found in Appendix 1.

Key findings:

- 100% of respondents would like to see this service continue.
- 90% of survey respondents found it 'Easy' or 'Very easy' to access the Market by alternative means, even though the majority had previously been using their cars to shop at the Market.
- More than 50% of survey respondents will now be leaving their cars at home to access the Market and another 40% will sometimes leave their car at home after participating in the trial.
- Some participants 'rediscovered' both the Market (as a cheap and convenient local place to shop) and public transport/walking as a legitimate alternative to the car.
- The Metcards, as a key motivator for participating in the trial, are not a motivator for continuing to use a service as 80% of participants would continue without Metcards.
- Three quarters of respondents would be happy to use lockers to deposit their goods.

- Nearly 70% of respondents would be happy to pay for deliveries – the majority would pay up to \$3 for the service
- Respondents were happy for an ongoing service to still be limited to those people taking alternative forms of transport.
- Friday and Saturday were by far the most popular days for deliveries during the trial and this was reflected in the answers to the question regarding preferred days if an ongoing service was to be limited.
- Quotes from participants along the lines of “Not worrying about traffic/car parking” and “No problems car parking” demonstrate that Market shoppers had a more pleasant experience with the assistance of the home delivery service.
- Evidence exists (see Appendix 2, emails from Sharon and Step) that the presence of the trial encouraged people to try alternative means of accessing the Market and found that they could manage to carry their shopping home without using the free service. The presence of the deliveries as a ‘back up option’ encouraged more people to visit the market and spend, even if they didn’t utilise the service.
- Other comments such as “encouraging me to do a big health shop” give some indication (other comments were verbal) that the quantities of goods purchased increased due to the home delivery service.

The benefit to the Preston Market Management and Traders of this two month trial is intangible. The good will, relaxed shoppers, additional car spaces created and additional spending of trial participants within the Market complex cannot be measured in economic terms.

Options for continuation:

The City of Darebin, with its state government partners, are keen to continue working with Market Management on this project. The Market however, must be willing to contribute financially, as it is in their tenant’s best interests that home deliveries are continued.

Secure, keyless lockers appear to be the best option to go forward with. Apart from purchasing/leasing lockers, the only ongoing contribution will be in the actual deliveries. It is possible that the first year’s lease of lockers could be covered through a partnership agreement between various funding bodies.

With deliveries being \$5 each and there were 30 lockers, the ongoing cost to Market Management would only be \$150 per day (maximum). If this meant that appropriate tenants (fruit and vegetable stall holders) would have to contribute additional rent, then this could be an avenue to be explored. Asking for a small donation (\$1 or \$2) would further decrease the cost to Management.

Limitations to deliveries would include:

- customers would need to access the Market via alternative transport
- a 5km radius limit would exist for deliveries
- Delivery contractors would take full responsibility of damaged goods (while in their care) and have appropriate liability insurance

The genuine need and interest created by the Preston Market Home Delivery Service in addition to the easy and cost effective solution outlined above presents a real and advantageous opportunity for Market Management.

Conclusion:

The implementation of this trial has enabled us to conclude with confidence that:

1. There is both community interest and demand in a home delivery service from the Preston Market.
2. An ongoing service could be implemented with few logistical problems.

3. Benefits to the Market would be substantial, although not always quantifiable: Increased sales; provision of service to customers that doesn't occur at other markets; and would free up additional car parks for other customers.
4. There are also implications for future development of the Market site, as providing a home delivery service would form part of a Transport Plan and would be looked at favourably by approving bodies.

APPENDIX D

METROPOLITAN TRANSPORT FORUM LETTER ON CAR SHARING SCHEMES



PO Box 89, Elwood, VIC 3184
incorporation number: A0034315X ABN: 18 683 397 905
Contact: mtf@mtf.org.au MTF website: www.mtf.org.au

To MTF Member Councils
Metropolitan Melbourne

29 August 2008

Dear Members,

The Metropolitan Transport Forum (MTF) at its General Meeting on 6 August 2008, passed the following motion:

“That the MTF give in principle support to the concept of car sharing as a form of sustainable transport, and encourage member councils to explore the opportunity where possible.”

The meeting also asked that the motion be circulated to the MTF membership together with an explanation of the rationale behind the motion.

Car sharing is a form of car use where drivers can access and use a car on occasions, but do not have responsibility for ownership, maintenance, or storage/parking. Access to car share is via a smart card which unlocks doors and logs user time and kilometres. Like taxi ranks, on street parking in a prominent area, is allocated to a car share vehicle. Local governments in Melbourne involved in car sharing schemes include Melbourne, Moreland, Port Phillip, and Yarra.

The above motion was passed at the MTF meeting on 6 August, followed a presentation on car sharing which identified the following benefits:

- **Environmental:** Car share users tend to use other means of transport and generate less emissions per capita, thus contributing to reduced greenhouse gases and improved air quality and street amenity.
- **Reduced car use:** One car share vehicle typically replaces 6-10 privately owned vehicles. A City of Melbourne Survey of car share users reported increased use of public transport and reduced car ownership by members of car share schemes.
- **Cost saving:** It is cheaper to car share if doing less than 10,000 per year.

Users are identified as inner city singles with no car, families with one car who occasionally need a second car, and businesses for work trips, thus reducing fleet vehicle numbers.

In line with the MTF motion, we draw your attention to the above for your Council to explore opportunities for car sharing where possible.

Yours sincerely

Cr Jackie Fristacky
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