Municipal Parking Strategy
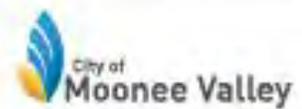
Moonee Valley City Council

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Executive Summary

There are many factors which impact upon parking in a growing inner Melbourne municipality such as Moonee Valley. The population of metropolitan Melbourne is expected to surpass five million by the year 2026. As an inner Melbourne Council, Moonee Valley will be required to accommodate a percentage of this growth[1]. Moonee Valley also sits between the CBD and major growth corridors to the west and north. This creates considerable through traffic and commuter parking pressures on the municipality as well.

For Moonee Valley, this essentially means higher density living in some areas as well as more people, more dwellings and more cars. Our Municipal Parking Strategy has therefore been designed to be robust and realistic about the Victorian Government"s requirement to accommodate population growth in Major and Principal Activity Centres.

Even if growth within Moonee Valley and metropolitan Melbourne was static, car parking would still present complex and difficult management challenges for Council. On-street parking is a public asset and a limited resource; with demand frequently outstripping supply. Council takes its responsibility to mange this valuable resource very seriously – now and in the future.

Why is it important? Appropriate car parking is essential for encouraging access to residential, commercial, recreational and industrial activities, and promoting connections with public transport. However, parking can also:

▸ Generate car travel demand causing congestion and reducing local amenity;

▸ Compete for valuable space both on and off-road;

▸ Have a significant impact on the environment and local amenity; and

▸ Come at direct financial cost to the community.

The management of parking is therefore critical to achieving high levels of amenity, good accessibility and long term sustainability.

The Municipal Parking Strategy:

▸ Manages the parking demands of today, whilst taking a long term perspective to transition Moonee Valley to a more sustainable city; and

▸ Adopts a set of eight (8) comprehensive, rigorous, effective and fair management tools as outlined in Table 1 below:

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[1] In line with the Victorian Government"s *Melbourne @ 5 Million* report (December 2008)

Table 1: Strategic Parking Management Tools of the Municipal Parking Strategy

Parking Demand Management Framework	*Provides a clear trigger for the implementation (or removal) of local parking conditions.*
Kerbside Road Space User Hierarchy	*Gives kerbside priority to different user groups (depending if in a residential area, Principal or Major Activity Centre or a community facility).*
MVCC Parking Permit Policy	*Manages how parking permits are issued (to be developed).*
Parking on Narrow Streets Management Framework	*Provides a formalised and consistent approach to manage the demand for parking in narrow streets.*
MVCC Planning Scheme	*Key mechanism for provision of private off street parking (for new development).*
Local Area Traffic Management (LATM) precincts	*Identifies precincts within the municipality to manage parking and traffic issues.*
Parking Enforcement Operational Guidelines	*Articulates parking enforcement principles and processes (to be developed).*
Municipal Parking Strategy Implementation Plan	*Ensures Council delivers on the actions and initiatives of the Strategy*

1. Introduction

1.1 Purpose

The purpose of this strategy is to assist Council manage parking across the municipality, "*in a strategic way for the benefit of the whole community*"[2].

1.2 Aims

1.2.1 MVCC Municipal Parking Strategy Aims

The City of Moonee Valley will be a City with:

Safety: A safe and well-managed road network and infrastructure;

Amenity: High levels of amenity throughout the municipality;

Accessibility: Neighbourhoods, Activity Centres, community services, commercial and industrial activities which are accessible through the road network and transport infrastructure;

Good Governance: A fair, rigorous and effective system for managing traffic congestion and parking issues;

Sustainability: An active approach to sustainable transport use and development;

Advocacy: An understanding of the broader issues impacting on parking demand, and advocacy for sustainable long term solutions.

1.2.2 MVCC Integrated Transport Plan Aims

The MVCC Integrated Transport Plan (ITP) is Council"s overarching strategic document to manage transport and land use to 2020. The ITP"s aims are to:

Travel Demand: Reduce the need to travel, trip numbers and lengths;

Congestion: Reduce congestion and manage private and heavy vehicles;

Environmental Impact: Reduce environmental impact through use of more environmentally sustainable transport options;

Improve Amenity: Improve the look and feel of the city;

Safety: Improve transport safety; and

Social Inclusion: Create a more inclusive society which can undertake its activities and continuous improvement with ease.

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[2] Moonee Valley City Council Integrated Transport Plan Summary 2008, Policy 28 (page 29)

The ITP can assist by creating an accessible and affordable transport system.

1.2.3   MVCC Road Space Allocation Hierarchy

Moonee Valley"s ITP (Policy 22) and Municipal Strategic Statement (Clause 21.09) have adopted a hierarchy of prioritised uses within the municipality"s road space. The hierarchy:

▸ Informs the strategic development of the Parking Strategy;

▸ Applies a consistent and coordinated approach to transport within the municipality based on modal efficiency and local needs;

▸ Encourages the use of more sustainable transport modes; and

▸ Is outlined in Table 2 below:

Table 2: MVCC Road Space Allocation Hierarchy

MVCC Road Space Allocation Hierarchy
Council supports a hierarchy of road space allocation based on modal efficiency:
1. Pedestrians
2. Cyclists
3. Public Transport
4. Freight
5. Private Vehicles

1.3   Scope

The Municipal Parking Strategy provides direction on how Council manages the supply of and demand for both public and private parking spaces. It extends to:

• All areas of the municipality where private or public parking is available;

• All recipients of Council"s parking permits;

• All Council employees, contractors and agents involved in the provision of parking planning, provision and services.

The Municipal Parking Strategy will be reviewed every five years from the date of its adoption.

1.4   Methodology

Councillors, Council staff and the MVCC community have contributed to the development of the Municipal Parking Strategy. This process was assisted by Booz and Company, and their 2010 Draft Moonee Valley City Council Municipal

Parking Strategy is a key reference document to this document. The methodology included three main stages:

1. Baselining and planning;
2. Development of Objectives; and
3. Finalisation of Parking Strategy.

Consultation with internal and external stakeholders was also undertaken throughout the process; and feed-back was incorporated into the final draft.

2. Background and Context

2.1 Moonee Valley – A City in Transition

Moonee Valley is predominantly residential covering 43 km², approximately 67% of which is located within a Residential 1 Zone (low density residential). The municipality is close to Melbourne‟s CBD (ranging from 4-13 kilometres away) and is well-serviced by public transport. The majority of the municipality‟s residential streets are essentially suburban in character. That is, they are quiet, peaceful with high levels of amenity and adequate supplies of on-street parking.

However, the suburban profile of Moonee Valley is changing to a more urbanised environment. A higher and more densely populated city means there are greater demands on spaces and infrastructure by a complex set of stakeholders and uses.

In a broader context the population of metropolitan Melbourne is expected to reach five million by the year 2026. As an inner Melbourne Council, Moonee Valley will be required to accommodate a percentage of this growth[3].

For Moonee Valley, this essentially means higher density living in some areas as well as more people, more dwellings and more cars. The Municipal Parking Strategy has therefore been designed to be robust and realistic about the Victorian Government‟s requirement to accommodate population growth in Major and Principal Activity Centres. Similarly, Moonee Valley is located between the CBD and major growth corridors to the west (Shire of Melton and City of Wyndham) and north (City of Hume). This creates considerable through traffic and commuter parking pressures on the municipality as well.

Even if growth within Moonee Valley and metropolitan Melbourne was static, car parking would still present complex and difficult management challenges for Council. On-street parking is a public asset and a limited resource. Council takes its responsibility to mange this valuable resource very seriously- now and in the future.

2.2 Policy Context - Summary of State Government and Council Policy

A range of State and Moonee Valley Council transport policies and strategies influence how parking is developed and managed across Moonee Valley. Council and Victorian Government policies seek to integrate land use and transport, and reduce the impact of transport on the community. In particular, the policies and strategies highlight how car parking can be managed to:

‣ Facilitate improved access to services;
‣ Manage travel demand and resulting congestion;
‣ Promote sustainability (i.e. reduce the impact of transport);

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[3] In line with the Victorian Government‟s *Melbourne @ 5 Million* report (December 2008)

▸ Support residential amenity;

▸ Generate economic activity; and

▸ Promote Travel Behaviour Change.

The following Victorian Government policies are applicable to the Municipal Parking Strategy:

- Melbourne 2030 (2002)
- Melbourne @ 5 Million (2008)
- Victorian Transport Plan (2008)
- Transport Integration Act (2010)
- Victorian Road Rules (2009)
- Road Management Act (2004)
- Victorian Cycling Strategy (2008)
- Australian Disability Parking Scheme (Draft)
- State Parking Provision Review (Draft)

The following adopted Council policies are applicable to the Municipal Parking Strategy:

- Moonee Valley 2020 – Community Vision
- Moonee Valley Council Plan (2009-2013)
- Moonee Valley Integrated Transport Plan (ITP) (2008)
- Moonee Valley Planning Scheme (Municipal Strategic Statement)
- Moonee Valley Resident Permit Parking Policy (2008)
- Moonee Valley Cycling and Walking Strategy (2004)
- Moonee Valley Road Safety Plan (2010-2014)
- Moonee Valley Housing Strategy (2010)
- Moonee Valley Street Planting Strategy (2007)

A more detailed summary of these policies and strategies is provided in Appendix 3.

Table 3 below summarises the key objectives across key Victorian Government and Council policy.

Table 3: Victorian Government and Council policy

Objectives	Melbourne 2030	Transport Integration Act	Victorian Transport Plan	State Parking Provision Review	MV2020 – Community Vision	Council Plan (2009 –13)	Moonee Valley Housing Strategy	MV Integrated Transport Plan	Cycling and Walking Strategy	Resident Permit Parking Policy
Concentration of urban development around Activity Centres	✓	✓	✓			✓	✓	✓		
Greater control and regulation of parking		✓		✓		✓		✓	✓	✓
Integrating transport and maintaining infrastructure		✓	✓	✓		✓	✓		✓	
Develop and encourage more sustainable transport options (walking, cycling, PT)	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Travel Demand Management	✓	✓	✓	✓	✓					
Reduction in through traffic		✓	✓	✓					✓	✓
Improved access to services and facilities		✓	✓	✓	✓		✓		✓	✓

2.3   Demographic and Transport Trends

2.3.1   A Growing Population- Local and Metropolitan

In a broader context, this trend will continue as Melbourne"s metropolitan population is expected to grow to about five million people by 2026. In Moonee Valley the population is steadily growing and is expected to increase to 124,000 by 2026 (from a population of around 114,000 today). Appendix 2 (Tables i and ii) provides further information on Moonee Valley"s population growth.

Factors contributing to Moonee Valley"s increasingly urban and more densely populated profile include:

- Successive State Governments looking for ways to help reduce urban sprawl and the environmental implications of clearing more land in outer fringe areas.

- As designated under *Melbourne 2030*, Moonee Valley Council has 6 Principal and Major Activity Centres. A large proportion of Council"s commercial and residential growth is projected to be located within these centres, although they only cover 11.7% of land within the municipality.

- In the next 20 years (by 2031), the municipality is expected to accommodate around 10,000 additional people (approx 7,000 households).

- A housing shortage in Melbourne over the past 10 years and a significant increase in land prices and demand for residential properties, particularly those close to transport infrastructure. This has also seen developers looking to maximise capital returns by increasing the number and scale of residential developments. In 2005, just 5% of planning permit applications were for multistorey developments in Moonee Valley. However in 2010, more than 20% of all applications received by Council were for multistorey developments with a mixed use component.[4] The City of Moonee Valley is currently experiencing a high rate of residential land development in the form of both small subdivisions in low-density areas as well as multi-unit apartments/townhouses in designated areas, such as activity centres. Refer Appendix 2 (Table ii).

- Changes are anticipated in the type of housing required to meet the needs of the community as over the next twenty years. The most significant increase in population during this period is expected to be amongst those residents between the ages of 60 and 84 years. There is also projected to be an increase in lone person households and a decline in household size. Additionally, young people are now more likely to be living with their parents than they used to be. In 2006, almost one in four (23%) people aged 20-34 years were living at home with their parents, compared with 19% in 1986[5]. New, more flexible housing types will be required to accommodate for the changing household dynamics within Moonee Valley.

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[4] Data collected by Moonee Valley City Council as part of the 2010 Statutory Planning Delegation Protocols Review.
[5] Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2001, 1996 and 1991.

2.3.2 Transport and Parking Trends and Data

The increase in both Moonee Valley"s local population and the broader metropolitan area is impacting upon parking demand and traffic volumes within the municipality. This trend is supported by the fact that:

- Approximately 80% of Moonee Valley"s residents are of driving age, an estimated total of more than 90,000 people;[6]

- Substantial growth is expected to occur in nearby municipalities including 10%-15% in Brimbank and Hume; with an increase of 205% expected in the Shire of Melton. Given Moonee Valley is located between these areas and the Melbourne CBD, it is anticipated this growth will result in increased volumes of through traffic within the municipality;

- Port of Melbourne freight is expected to increase by 500% towards 2020; with an anticipated doubling of truck/freight traffic within the municipality in the next 20 years.

- An estimated 20,205 people commute into the municipality from other areas each day. Refer Appendix 2, Table iv;

- The level of car ownership in Moonee Valley increased between 2006 and 2011. Refer to Appendix 2, Table viii.

- The increase in car ownership is reflected at a state level with a decrease in households with one or no cars, and an increase in the number of households owning two or more cars. Similarly in March 2009, 92% of Australian households had one or more registered motor vehicle kept at home, compared with 89% in 2000.[7]

- Council"s roads are experiencing increasing levels of traffic[8]. For arterial road sections within the municipality that experienced an increase in traffic volume over the last 5 years (2006-2011), the average increase was 6%. The maximum increase recorded for an arterial road section was 21%[9]. For freeway sections within the municipality that increased over the same period, the average increase was 15%. The maximum increase recorded for a freeway section was 36%[10]. Refer Appendix 2: Tables v and vi.

- The number of people commuting to work by car (either as driver or passenger) in the municipality outstripped all other modes of travel to work. In 2010, travel to work by car accounted for some 65.7% of all commutes, (up from 64.4% in 2006). By comparison, the number of people commuting by public transport in 2010 was 13.5% (down from 15.3 in 2006). Those

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[6] Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2001, 1996 and 1991.
[7] ABS, Environmental Issues: Waste Management and Transport Use, March 2009
[8] VicRoads Traffic Flow Data, May 2011
[9] Langs Road SW of Epsom Road (northeast bound).
[10] Calder Freeway, under Collison Street overpass (westbound).

commuting by walking, cycling or motorbike was 3.1% (down from 3.9% in 2006).[11] Refer Appendix 2, Table iv.

- The average number of resident and visitor parking permits issued by Council increased by over 80% between 2008 and 2011.

- Council has conducted nearly 30 traffic and parking studies within the last 10 years, with 7 of these studies specifically dealing with parking related issues (Parking Management Studies), including: Ascot Vale (around Ascot Vale Station), Buckley Street Hollow (Essendon), Flemington Hill, Holmes Road (Moonee Ponds), Mt Alexander Road Village (Ascot Vale), Racecourse Road (Flemington) and Union Road (Ascot Vale). These areas were targeted due to the increasingly high demand for parking in these locations.

- Moonee Valley is well positioned as a key business centre in Melbourne‟s inner northwest region, adjacent to several of Melbourne‟s major Freeways (Tullamarine, Calder, Western Ring Road and CityLink). Businesses in Moonee Valley are only minutes away from central Melbourne and the industrial hubs to the north and west of Melbourne. Moonee Valley is also well-positioned to provide access to Melbourne International Airport, the National Rail Freight Centre and the Port of Melbourne.

- Moonee Valley also enjoys good quality public transport with a train line, three tram routes and several bus routes serving the City. Public transport use is particularly high in the eastern areas of the municipality where rail services and higher residential density exist. The traditional forms of land use which dominate much of the eastern areas also encourage pedestrian trips to local centres.

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[11] Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2001, 1996 and 1991.

3. Issues

3.1 Role of Car-parking

The role of parking in our society is complex, and presents both opportunities and challenges. Appropriate car parking is essential for encouraging access to residential, commercial, recreational and industrial activities, and for promoting connections with public transport. However, parking can also:

▸ Generate car travel demand causing congestion and reducing local amenity;

▸ Compete for valuable space both on and off-road;

▸ Have a significant impact on the environment and local amenity; and

▸ Come at direct financial cost to the community.

The attractiveness of Moonee Valley is closely related to its" high levels of amenity and easy local access to services. Car parking generally improves local access but also generally detracts from the amenity of an area. Therefore, the management of parking is critical to achieving both high levels of amenity and good accessibility.

3.2 Managing Parking within Moonee Valley

The Municipal Parking Strategy is the first document produced by Council to specifically address parking management issues across Moonee Valley. A number of key management tools have been developed to achieve this and include:

Parking Demand Management Framework	*Provides a clear trigger for the implementation (or removal) of local parking conditions.*
Kerbside Road Space User Hierarchy	*Gives kerbside priority to different user groups (depending if in a residential area, Principal or Major Activity Centre or a community facility).*
MVCC Parking Permit Policy	*Manages how parking permits are issued (to be developed).*
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Local Area Traffic Management (LATM) precincts	*Identifies precincts within the municipality to manage parking and traffic issues.*
Parking Enforcement Operational Guidelines	*Articulates parking enforcement principles and processes (to be developed).*
Municipal Parking Strategy Implementation Plan	*Ensures Council delivers on the actions and initiatives of the Strategy*

These key management tools:

- Are consistent with the Strategy"s „good governance" aim to provide a fair, rigorous and effective system for managing traffic congestion and parking issues throughout the municipality;

- Manage parking in a consistent and accountable manner for a range of stakeholders within the municipality; and

- Facilitate a transition to a more sustainable Moonee Valley.

The key management tools listed above are consistent with Council"s adopted Integrated Transport Plan (ITP) which recognises the need to reduce the impact of private vehicles through the use of Traffic Demand Management measures. The ITP identifies the use of parking controls (as part of a range of Traffic Demand Management measures) to:

- Ease congestion; and

- Reduce the impact of cars on the Moonee Valley environment.

The Booz and Company Draft[12] notes:

> "Traffic Demand Management has been applied successfully around the world (including in Australia) in a wide range of settings to reduce car usage. It works by improving alternative transport modes (walking, cycling and public transport) and making private transport less convenient for people in comparison to these other modes. Control of the parking supply is often used as means of reducing the relative attractiveness of car use. These actions also make more space available for other transport modes such as pedestrians and cyclists.

> For example, in the Melbourne CBD parking controls have applied since 1975 and have contributed to the increased popularity of the area as a destination while reducing the proportion of visitors driving to the CBD to just 14%."

3.3 Parking Demand Management Framework

Development of the Parking Demand Management Framework seeks to address questions such as: "Why do we manage parking?" and "How do we introduce and take away parking controls?"

The need to manage parking is particularly acute in areas where demand for a scarce resource (car parks) exceeds supply. For example, provision of *free parking* in areas with high demand can exacerbate parking problems. The Booz and Company Draft[13] notes:

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[12] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (Section 3.2)
[13] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (Section 3.6)

"Parking is never free. It costs money to build (construction cost vary between $15,000 and $30,000 per space[14]) and maintain (up to $500 per year to maintain[15]). These costs are passed on to ratepayers through higher rates (for Council supplied parking) or through higher prices (where parking is provided by property owners).

Council currently charges for some resident and commercial parking permit schemes, but does not charge for short-stay parking in high demand areas. As consumers of parking are generally not required to pay for parking this distorts their mode and travel choices and inflates demand. ....

...On one hand car parking is essential to the economic vitality of an Activity Centre but over-use of parking can result in reduced amenity and increased traffic congestion which has a negative economic impact. Some drivers consider „free" parking to be an important factor in choosing where to park or shop. However, a large proportion of the population consider convenience to be more important than cost and the amenity of a destination is a more important factor in choosing where to go.

...There is only a limited amount of parking available in any one location. On-street parking is in high demand because it is easiest to access and most convenient to most drivers" intended destination. Where demand consistently outstrips supply of parking Council has provided (and will continue to provide) off-street parking areas. By their very nature these cannot be provided in the heart of a centre without significantly affecting the amenity of the centre. Therefore, the spaces in the middle of the centre generally continue to be in high demand and remain full. The only way to increase access to parking spaces that are in high demand is through a Parking Demand Management Framework..."

The Booz and Company draft[16] also notes there are a number of reasons to introduce a Parking Demand Management Framework, being:

Demand management:	The use of differential pricing (and restrictions) encourages a more even spread of parking demand across a centre, making the whole centre more efficient. For example, on-street meters encourage greater use of less convenient off-street parking.
Improved access:	International research suggests a maximum occupancy rate of 85% is optimum for the management of car parking and results in high accessibility. At this occupancy one in every seven spaces is vacant, meaning the search of "a perfect space" is easier. The objective of an occupancy target is to even out the demand for parking across the centre, rather than have a single area of extremely high demand and other areas of relatively low demand. Achieving a maximum 85% occupancy across a centre should result in increased economic activity, because people can rely on being able to find the "perfect space" to suit their specific needs.
Enforcement:	Enforcement serves to improve adherence with parking

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[14] Depending on the efficiency of the parking layout (Shoup; 2005)
[15] Shoup (2005)
[16] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (Section 3.6)

	restrictions, increase turnover which results in more efficient use of the space.
Equity/Pricing:	The philosophy of a „user pays" approach towards the provision of facilities and services (i.e. swimming pools, rubbish collection) can also be applied to car parking. As outlined above, there is significant cost associated with the provision of parking. The funds raised through parking charges could allow Council to fund a broad range of activities. For example, overseas research identifies Centres which charge for high demand parking spaces and reinvest the revenue into streetscape improvements have stronger economic growth than nearby centres that do not charge for parking[17].

Further to this the Booz and Company draft[18] notes:

"Application of parking pricing should always be based on local factors and only be applied where demand exceeds supply. In any Major Activity Centre pricing should aim to ease demand and congestion in the prime locations and encourage some people (those who can) to park in underutilised spaces. The overall result is the people who need quick access to the centre in order to make specific purchases can do so with confidence they won't double the time it takes because of their search for a car space. This leads to higher profits for local businesses.

The price charged for parking will depend on the goals to be achieved. Nominal fees can be effective at improving compliance and turnover of spaces while higher prices are necessary to have a significant impact on demand for car use. In order to improve access to the core of a centre, prices should be set at the level necessary to achieve less than 85% occupancy during the peak parking period of the day. If demand across the week is generally consistent then the same price could be used seven days per week, alternatively parking could remain unchanged on days of lower demand."

Five broad pricing models were also discussed during a community consultation workshop undertaken by Council and Booz and Company for the Strategy, and included: Free Parking (Option 1); Encouraging Compliance (Option 2); Cost Recovery (Option 3); Decrease Occupancy (Option 4); Demand Management (Option 5). The average response from consultation participants favoured cost recovery and encouraging compliance (Options 2 and 3). Consultation feedback shows that Council needs to take a more active approach to utilising the Parking Demand Management Framework; as others do in many other centres throughout greater Melbourne (such as City of Stonnington).

In light of the above, a Parking Demand Management Framework strategic management tool has been developed and is outlined in Appendix 1, Section 2.

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[17] (Shoup, 2005)
[18] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (Section 3.6)

3.4 Hierarchy of Kerbside Road Space

On-street parking is an important component of the overall parking supply within Moonee Valley. However, there is an increasing demand for kerbside space for parking (resident, commuter and visitor) as well as other uses including public transport, cycling, loading zones and al fresco dining. Therefore, it is necessary to establish clear priorities for the use of the available kerbside space as part of the overall Municipal Parking Strategy.

In order to optimise the performance of a particular area and the overall transport network, the hierarchy identifies some uses as being more important than others. For example, public transport vehicles often require access to specific spaces in order to make connections easier, and delivery vehicles need spaces close to their destination in order to facilitate efficient economic activity. Similarly, the Strategy is informed by Council‟s adopted ITP which recognises the importance of kerb space and clarified the allocation of road space (*Road Space Allocation Hierarchy, Policy 22*) by supporting initiatives to allocate road space to more sustainable road users (such as buses, pedestrians and cyclists). To date a detailed kerbside road user hierarchy has not been documented within Council. The lack of a formalised hierarchy requires each decision about allocation of kerb-space to be made on a case by case basis.

A hierarchy of kerbside space uses has been adopted by other local Victorian metropolitan Councils (Cities of Melbourne, Moreland and Yarra). This management tool has proved effective in these areas as it provides a considered and strategic decision making framework to assist Council officers in the allocation of limited kerbside space. Once the hierarchy is determined, officers apply it by determining how a specific section of road space should be used based on meeting the highest needs first. When each use is considered to be reasonably satisfied in the local area, the space is "offered" to the next use and so on until all the available space is allocated. If all uses can be satisfied without the need for allocation, then the space is not allocated to any particular use (as often happens in residential areas).

In considering which uses have priority to a specific section of kerbside space, consideration is given to the nature of the surrounding land use and the function that the particular road plays in the overall transport network. In some cases Council may determine exclusions from the hierarchy (such as the application of clearways). Importantly, these exclusions and the hierarchy itself are determined in a transparent way which can be understood (and challenged) by the local community.

The hierarchy of kerbside space users varies depending on the surrounding environment, Council objectives and community expectations for the area. Hence three types of hierarchy have been developed to assist Council prioritise the

allocation of space for kerbside parking as: Residential; Activity Centres; and Community Facilities/Services.

In light of the above, the Municipal Parking Strategy has developed a Kerbside Road Space User Hierarchy, which gives priority to the user groups as outlined in Appendix 1, Section 2 (Table A). Table B of this Appendix has been developed to assist with on-going implementation of priorities within the Kerbside Road Space User Hierarchy.

3.5 Local Area Traffic Management (LATM) Precincts

The Municipal Parking Strategy is an opportunity for Council to develop a more strategic and proactive approach to parking and traffic. Local Area Traffic Management (LATMs) precincts allow Council to address specific neighbourhood needs, whilst keeping an eye on the wider parking and traffic trends and issues across the municipality. To this end the use of LATM precincts can assist Council to ensure that traffic and parking initiatives:

- Are tailored to meet local needs;

- Address wider metropolitan based requirements (through traffic, arterial roads etc);

- Are coordinated and integrated across the municipality. (For example, they aim to ensure that traffic or parking measures in one area do not have a detrimental impact on a neighbouring precinct);

- Improve planning and coordination issues in traffic and parking management (including planning for traffic and parking capital works).

In general Council"s LATMs focus on traffic management measures. The most recent LATMs completed by Council were in 2008. Initiatives identified in the 2008 LATMs have, for the most part, been implemented or included within Council"s capital works program. However, increases in the municipal and metropolitan population, vehicle use and demand for parking means that much of the data (and associated actions) for these LATMs require further review and analysis.

Similarly Council currently manages on-street parking on a street by street basis. This approach can generate increased on-street parking demand on adjacent streets and an inefficient use of parking supply on a street where there is high parking demand. The experience of other metropolitan Councils within Victoria identifies that a LATM approach is a useful tool in managing this issue. By managing on-street parking on a precinct-level, demand and supply can be better correlated through spreading the demand throughout an area. This would include streets of low on-street parking demand and underutilised supply assisting in catering for the demand of adjacent streets. For example, as part of the LATM approach:

▸ Parking permit areas could be expanded beyond the specific street (as is currently) to more of an area based system which includes immediately adjacent and parallel streets (as per the City of Port Phillip) to limit the size of the area and potential misuse of permits. Feedback from public consultation undertaken by Booz and Co for this Strategy supported the concept of an area based permit system and suggested these areas be limited in size, for example, to adjacent streets;

▸ Traffic and parking conditions in each LATM area could be assessed against the proposed new Parking Demand Management Framework principles;

▸ Facilities (such as schools, railway stations, sporting venues etc) which generate specific parking and traffic issues, could be addressed in a systematic approach across the municipality;

▸ Capital works planning for traffic and parking initiatives can be improved.

In light of this, the Municipal Parking Strategy has identified 23 LATM precincts within Moonee Valley (refer Appendix 1, Section 3). The LATM boundaries are based on:

▸ Physical barriers to movement, for example, creeks, arterial roads, freeways, etc;

▸ Accessibility to major attractors, for example, activity centres, railway stations, schools, etc.

▸ Impact of changes are generally contained within the LATM area, for example, increases in restrictions will result in changes in parking behaviour and these will need to be assessed in this context;

▸ Relationship to major transport facilities, for example, rail, tram and bus routes.

▸ Local demographics and neighbourhood character.

LATMs are a management tool which will be applied in consideration of management tools identified in both Appendix 1 of this Strategy, and other Council policy and programs such as the:

▸ Management of parking around schools program and in narrow streets;

▸ Activity Centre structure planning;

▸ MVCC Walking and Cycling Strategy;

▸ MVCC Integrated Transport Plan; and

▸ Individual planning applications.

The areas immediately surrounding the Flemington Racecourse and Royal Melbourne Showgrounds will be designated as an „Events Area" as part of the LATM system. These designated areas will relate to precincts impacted in terms of parking as a result of large events held at either of the venues. Event areas

may involve parking restrictions to cater for events and a special parking permit arrangement.

3.6 Residential and Other Permit Parking

In 2008, Council adopted the Moonee Valley Resident Permit Parking Policy to manage demand for on-street parking in residential areas. In essence this Policy aims to protect residential amenity while providing equitable access to on-street parking areas for non-residential uses.

Council is under no obligation to issue parking permits to any property. Therefore, Council can choose not to issue permits to properties, particularly where there is a justifiable policy context. This could include not issuing permits from a given point in time for new dwellings that are approved through permits for multi-unit developments or subdivision. Similarly, Council is under no obligation to continue providing the same number of parking permits that it has done in the past.

On-street parking in residential streets within the municipality has become a major issue, especially in areas of high demand. Whilst the Policy meets resident needs in most areas it can be improved in terms of long term sustainability and meeting other user needs. Specific issues which need to be addressed include:

On-street parking capacity versus number of permits issued

‣ The large amounts of resident and visitor permits are being issued without consideration of the on-street parking capacity. In some streets there are more permits than car spaces, resulting in frustration for residents who cannot find a car space. To address this issue the Residential Permit Parking Policy needs to reflect the street capacity. For example, the street frontage of a typical residential lot can accommodate (on average) one on-street space (with one crossover).

‣ In most residential areas there is enough on-street space for 1-2 spaces per household if all the parking is designated for residential use. However, this often provides no spare capacity for other visitors. Many of the capacity issues only occur around Activity Centres or in areas of mixed use, which by their nature have car parking demands additional to that of local residents. Given this context, the existing uniform policy of offering up to 6 permits (4 resident and 2 visitors) per household in any parking permit area is considered to be unsustainable.

‣ In areas where the amount of multi-unit developments are being built, Council encourages developers to provide adequate off-street parking and has subsequently not allowed residents of these developments to have resident parking permits (including temporary visitor permits). However, as

areas of the municipality experience increasing density, permit parking areas may need to include adequate amounts of non-permit parking to meet other user needs in the area.

Comparison with other metropolitan Melbourne Councils

‣ Moonee Valley issues a large amount of resident/visitor permits in comparison to neighbouring Councils. A survey of 9[19] metropolitan Councils identified that Moonee Valley"s resident permit policy allows for more resident and visitor parking permits to be issued, and charges less than any of the Councils surveyed. For example, Moonee Valley can issue a maximum of six (4 resident and 2 visitor) permits, whereas the majority (5 out of 9) Councils issued a maximum number of 3 permits, with two Councils (Melbourne and Maribyrnong) issuing a maximum of 2 permits. When temporary visitor (short term visitor permits) were included, Moonee Valley was third highest in terms of total permits allowed per dwelling, (with 11permits able to be issued). The City of Melbourne (max 18-20 permits) was the highest and the City of Port Phillip (max 13 permits) was second. However, both Melbourne and Port Phillip have a low maximum number of resident and visitor permits able to be issued with (0-2 and 3 respectively). Refer Appendix 4, Section 1.

Possible misuse of visitor permit parking system

‣ There is anecdotal evidence to suggest that the visitor permit system is being misused by residents selling or passing on these permits for use by other people (such as commuters). There is a high number of visitor permits issued by Council compared with other parking permits. For example, in June 2011 a total of 6,492 households in Moonee Valley had been issued with parking permits. Of these households, 9,750 resident permits had been issued; and 14,800 visitor parking permits had been issued. Furthermore, under the current scheme, monitoring visitor parking permits to prevent misuse is difficult, onerous and very costly to Council. A preferable system would be one where misuse was more difficult and enforcement measures were easier to apply.

Reducing reliance on private vehicle use

‣ Moonee Valley"s generous permit parking policy means there is little incentive to reduce reliance on private vehicle use, despite Council policies seeking to achieve this objective [Integrated Transport Plan (section 7.3), Cycling and Walking Strategy 2004 (section 2, Objective A), Environmental Sustainability Plan 2007-2012 (Section 4), Greenhouse Strategy 2010

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[19] Survey conducted by MVCC staff, May-June 2011

(Sections 5 and 6.1c), Council Plan 2009-2013 (Strategic Objective 3, Outcome 3.1)].

‣ Many residents who contact Council regarding parking issues indicate that they park on the street for convenience, regardless of whether they have access to off-street facilities. Therefore, Council will need to develop educational processes and documents to better inform and encourage residents to use their garages and driveways to help reduce on-street parking issues. By having a high usage of off-street parking may significantly reduce parking demands and pressures in a street.

‣ Surveys[20] have highlighted that residents are under utilizing their available off-street parking, particularly in the use of their garages. Recent events (August 2011) associated with thefts from cars, prompted the local Victoria Police to suggest residents to park their car in garages. The behaviour issues around convenience, habits, adherence to state and council laws, perceptions of safety, sensitivity to others needs (for example, pedestrians, traders, other residents, etc), etc requires the community to also take action to improve access to their off-street parking. This plays an important role in the way residents address parking issues in their area.

‣ The Age newspaper (August 2011) ran articles focusing on the cost of cars, suggesting to families who own more than one car that there are direct benefits (e.g. pay their loans off quicker, etc) to reduce car ownership and adapt their travel habits around less cars.

Cost of parking permits

‣ The current system doesn't cover its operating costs and is subsidised by Council rates. Currently there is a cost to Council of approximately $19 per permit issued. In the 2010/2011 financial year period Council issued some 27,300 parking permits (including resident, visitor, temporary and general permits), with a cost of over $500,000 (including enforcement costs). The Booz and Co draft[21] noted that the:

> "...permit system should operate on a "user pays" basis and (that)...Fees should be charged for all parking permits to ensure cost recovery of the system. This will ensure that Council doesn't encourage car ownership through subsidising the parking permit system, and residents without cars are not disadvantaged by such subsidies."

‣ Further to this, Action 83 of the Integrated Transport Plan proposes "...*Charges for parking permits will be based on vehicle fuel efficiency*." To implement this, it is considered appropriate to offer residents a voucher system which allows for discounts on parking permit fees if they are able to

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[20] MVCC Household Survey 2010
[21] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (section 3.5)

prove that they have a fuel-efficient vehicle. This may encourage the community to factor in fuel efficiency when buying vehicles.

▸ Further consultation and investigation is required to determine the extent to which Council uses the price of parking permits as a disincentive for their up-take and reduced reliance on private vehicle use. However, these investigations will be informed by:

(a) Council"s policy framework to reduce reliance on private vehicle use (outlined above);

(b) The administrative cost to Council of issuing and enforcing the permit parking system (this could include benchmarking against other Victorian metropolitan local government parking permit fees);

(c) Consultation with key stakeholders.

Trader and community service parking permits

▸ Council currently has no formal policy or procedures regarding the issuing of parking permits to traders or other community service organisations. Council has reviewed the list of recipients of non-residential parking permits and identified over 190 permits currently issued to organisations (such as traders, educational institutions, police, medical and sporting organisations). There are no clear criteria or policy procedure as to how trader or community service permits are issued or reviewed.

Multi-unit Developments and New Resident Awareness

▸ To date Council has issued resident parking permits to existing dwellings that have insufficient (or no) off street parking (for historical reasons). Current planning policy[22] generally means that when an owner seeks to develop a property to increase the number of dwellings, it is their responsibility to provide sufficient off street parking. That is, new developments are generally required to be self-sufficient for parking and should not add to the demand for on street parking spaces. Whilst this approach is adequate for lower density residential areas, the current rates of parking required in the Moonee Valley Planning Scheme may require further consideration where land is at a premium, and other transport modes are easily accessible [refer section 3.8 *Off-Street Parking* for further discussion on this issue).

▸ Residents of multi-unit developments are generally not eligible for residential parking permits. The exception to this is where residents of apartments who have been issued with permits prior to 30 June 2006, are entitled to 1 resident permit and 1 visitor permit per apartment, (however

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[22] Under the Moonee Valley Planning Scheme, Rescode generally applies parking provisions to residential developments including one dwelling and two or more dwellings on a lot. For residential developments of four or more storeys, Clause 52.06 applies.

permits cannot be issued to new residents moving into these apartments or to other residents of these apartments who have not held permits in the past). These provisions can relatively complex and difficult to administer.

▸ Council currently receives a number of complaints from new residents of multi apartment developments who are not eligible for residential parking permits and were not aware of this restriction on their property when they moved in.

▸ The issue of new buyer/renter awareness needs to be resolved, potentially through improvements to the statutory planning and land information certificate processes, in addition to Council information brochures.

▸ MVCC currently does not provide new residents with an information kit or an information brochure that focuses on explaining permit parking.

Parking permit areas and the LATM approach

▸ As outlined in the LATM section above, the Municipal Parking Strategy is moving away from managing parking and traffic issues on a street by street basis to a more precinct based approach. This is to ensure that traffic and/or parking management measures in one area do not have a detrimental impact on neighbouring streets. In terms of the permit parking system this approach will have two key impacts:

Council currently issues residential parking permits on a street by street basis. Many Councils in metropolitan Melbourne have adopted an area based system which includes adjacent streets (City of Port Phillip), or even whole parking precincts (City of Yarra). This approach increases parking options and spreads parking demand in a local area. An important aspect of any area based system is to ensure that sub-areas are designed to ensure that it is designed to discourage car journeys within the area. This Municipal Parking Strategy will therefore investigate changing from a specific street based approach for issuing parking permits; to an area based system which includes immediately adjacent and parallel streets (the City of Port Phillip model).

▸ On-street parking signage which allows for full time „permit parking only" generates relatively poor efficiency of on-street supply (e.g. high utilisation after hours but low during the day when residents are at work). This adds considerable parking pressure in areas of high parking demand where demand for on-street parking during the day is high (such as adjacent to Activity Centres). The Municipal Parking Strategy will therefore look to incrementally modifying 24-hour „permit parking only" signage to at least include a time-based system where permit holders are exempt from local time-based restrictions. For example, altering a street which has 24-hour „permit parking only" restrictions on both sides to having „permit parking only" during the evenings and time-based arrangements during the day. Under this system, residents will still have prioritised access to local on-street parking, but there will be improved accessibility for other users in times when parking demand from residents is lower.

Proposed Changes to Resident Parking Permit Policy 2008

‣ In light of the above issues, the Residential Permit Parking Policy 2008 should be reviewed with some key drivers being the need to:

→ Bring Moonee Valley‟s permit parking policy in line with other comparable metropolitan Councils resident permit schemes;

→ Have the permit parking policy more accurately reflect on street parking capacity. (Where typically the street frontage of an average residential lot can accommodate one on-street space, with one crossover);

→ Support existing Council policy which encourages new developments to provide adequate off-street car parking spaces (particularly those which increase the number of dwellings or number of separate occupancies per site);

→ Encourage residents to reduce reliance on private vehicle use;

→ Encourage residents to park within their own property boundaries (to relieve on street parking pressure);

→ Coordinate the permit parking system with other key parking management tools such as the Parking Demand Management Framework, Kerbside Road Space User Hierarchy, LATM precinct planning, etc;

→ Introduce an „Events Area‟ permit scheme for residents, businesses and organisations within the events area (area immediately surrounding the Flemington Racecourse and Royal Melbourne Showgrounds).

‣ Particular proposals to address these issues include changes to:

→ The maximum number of resident and visitor permits allowed per dwelling outlined in Appendix 1, Section 4 (Table C). This includes reducing the maximum number of resident permits that can be issued from 4 permits to 2. For every crossover the property has, one less resident or visitor permit will be issued. The current temporary visitor system will be changed from a maximum of 5 permits to a time based booklet with vouchers scheme.

→ Provisions for properties with 2 or more dwellings on 1 lot. These properties would not be eligible for any resident or visitor or permits where a certificate of occupancy was issued after 1 June 2006. As this may limit the ability of residents of these properties to have visitors, it is necessary that on-street restrictions provide appropriate time periods for those without residential parking permits to park temporarily, such as a 2 hour time restriction for those without a parking permit. This arrangement will allow for temporary visitors without having a significant impact on resident parking;

→ The maximum number of permits allowed for residents of public housing accommodation, education facilities, businesses and organisations within the „Events Area‟ are outlined in Appendix 1, Section 4 (Table C);

→ Residential permit areas from a specific street based approach to an area based system of immediately adjacent and parallel streets;

→ Parking permit fees and charges (subject to further consultation and further investigation);

→ How Council issues parking permits to local traders/ business and other community service organisations. It is anticipated that a revised Permit parking policy would formalising policy and guidelines for issuing parking permits to these groups.

‣ Council recognises that changes to the Resident Parking Permit Policy 2008 may require parking adjustment with some residents. To this end the Municipal Parking Strategy proposes a staged introduction of the new permit scheme, whereby changed permit conditions will apply to residents with existing parking permits from July 2013 [refer Appendix 1, Section 4(b)].

3.7 Parking in Narrow Streets and on Nature Strips

Over the past decade an increasing number of residents have been parking on nature strips in Moonee Valley. This generally occurs where residents perceive parking on the roadway may create safety concerns and restrict access for traffic.

In response to this demand, Council adopted arrangements for managing parking on nature strips.[23] These arrangements allowed parking on nature strips under special circumstances and developed a set of criteria under which parking on nature strips would be considered. Since this time, streets where there is a demand for parking on nature strips have been assessed and deemed as having either "no parking issue" or requiring "further investigation" (in terms of a parking solution). Streets requiring further investigation have been placed on an internal register, and parking restrictions (prohibiting parking on nature strips) are not enforced unless a complaint is received. However there are a number of disadvantages regarding the current management arrangements, which include:

‣ Interim arrangements allowing parking on nature strips in certain streets (but not others), has fostered a sense of disparity in local parking conditions amongst some residents and created uncertainty around this issue;

‣ Parking cars on nature strips is causing significant damage to Council"s assets (to grassed and paved areas, kerbs and public utilities). The number of requests to repair nature strips increased by 42% from 2009 (153 requests) to 2010 (215 requests). By mid May 2011, Council had received some 77 requests to repair nature strips;

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[23] Council resolution of 10 June 2003 regarding „Parking on Nature Strips".

▸ Council is liable for both damages to public utilities and public safety issues which result from allowing parking on nature strips.

Appendix 4, Section 2 provides background information which has informed Council"s position regarding parking in narrow streets and on nature strips including issues such as:

▸ Safety Issues associated with parking on nature strips; and

▸ Legal issues associated with parking on nature strips for Council.

In light of the issues outlined here and in Appendix 4, Section 2 the Parking Strategy has developed an approach to this issue which provides greater clarity and certainty going forward. In principle, parking on nature strips is not supported and is undesirable as it:

▸ Is contrary to the intent of the Victorian Road Rules 2009;

▸ Increases asset maintenance costs to Council (through damage to public assets and increases Council"s road renewal burden);

▸ Decreases the visual amenity of the area;

▸ Restricts pedestrian, wheelchair and pram access;

▸ Contributes to a range of other safety issues such as visibility and speed; and

▸ Presents considerable on-going liability to Council.

In instances where limited parking opportunities creates an on-going demand for parking on nature strips and footpaths, Council will adopt a formalised and consistent approach to managing this issue, which is outlined in the Parking on Narrow Streets Management Framework (refer Appendix 1, Section 5). In essence this framework involves a two staged process whereby:

▸ *STAGE 1:* Council seek to resolve demand for car parking in narrow streets by applying engineering solutions within the current public land use allocations of the road reserve (line markings etc). However, where such an approach is not viable, then, where appropriate, proceed to the second stage;

▸ *STAGE 2:* Council will consider (through a formalised process) changing public land use from nature strip (non-road infrastructure) to on-street parking (road infrastructure).

Such changes to public land use will only occur where road width ranges, road design standards and other strategic criteria are met; and where the capital cost of the change is the responsibility of property owners initiating the change.

3.8   Off-Street Parking

While on-street parking is managed through a combination of mechanisms, off-street provision is controlled primarily through the Moonee Valley Planning Scheme.

The current off-street parking requirements for land outside of Activity Centres (and not located in close proximity to services and public transport) are considered suitable. The Municipal Parking Strategy mainly seeks to resolve issues for Principal and Major Activity Centres and other areas experiencing high-density development. Council has developed or is in the process of developing Structure Plans[24] for all of its Principal and Major Activity Centres.

Off-street parking within Principal and Major Activity Centres is an area of major concern within the City of Moonee Valley. With increasing levels of development and a relatively stable supply of on-street parking, off-street parking is perceived as a valuable commodity. However, the oversupply of off-street parking often results in increased vehicular traffic and subsequent amenity loss. Moonee Valley City Council is committed to enhancing the amenity of its urban areas, which includes effectively managing the provision of off-street parking.

The current rates of parking required in the Moonee Valley Planning Scheme are not appropriate for constrained urban environments where land is at a premium, and other transport modes are easily accessible. Therefore, innovative approaches are needed to achieve an appropriate level of car parking within Principal and Major Activity Centres.

Commercial Facilities

As both Victorian and Moonee Valley Planning Policies seek to reduce vehicle congestion within Principal and Major Activity Centres and improve pedestrian amenity, it is considered inappropriate to increase vehicular traffic within these centres. One of the challenges in developing parking policy for Principal and Major Activity Centres is that in order for them to be economically viable and offer a point of difference from other shopping centres, they need to simultaneously:

- Have high levels of urban and pedestrian amenity;

- Have excellent links to public transport infrastructure (and other infrastructure which encourages alternative modes of transport such as bicycle parking etc);

- Provide a level of car parking provision.

A balanced solution is to provide consolidated multi-decked parking facilities on the peripheries of the centres, thereby allowing access to parking for patrons/visitors without being to the detriment of pedestrian safety and amenity. These consolidated facilities would offset a reduced provision of off-street

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[24] Structure Plans are defined as *"Planning tools that set out an integrated vision for the desired future development of a place (typically with a mix of land uses which include commercial activity), and establish a planning and management framework to guide development and land-use change in order to achieve stated environmental, social and economic objectives."* Melbourne 2030, October 2002, State Government of Victoria.

parking within commercial developments located within Principal and Major Activity Centres.

At the present time, Council-managed car parks within Principal and Major Activity Centres are generally at-grade and spread throughout the centres, not necessarily on the peripheries. There are some multi-deck facilities located in Moonee Ponds, but few elsewhere in the municipality. The location of at-grade car parks has generally been for historic rather than strategic reasons.

This lack of clear guidelines for integrated car park development and safe facility design has resulted in small, inefficient and poorly designed car parking facilities being developed in most areas of Moonee Valley. In addition, the lack of strategies (Parking Precinct Plans) for parking provision within Principal and Major Activity Centres makes it difficult to fund, plan and construct off-street parking facilities in a coordinated manner.

The difficulties in providing these consolidated facilities, notably the costs involved in land acquisition and construction, need to be addressed through innovative solutions.
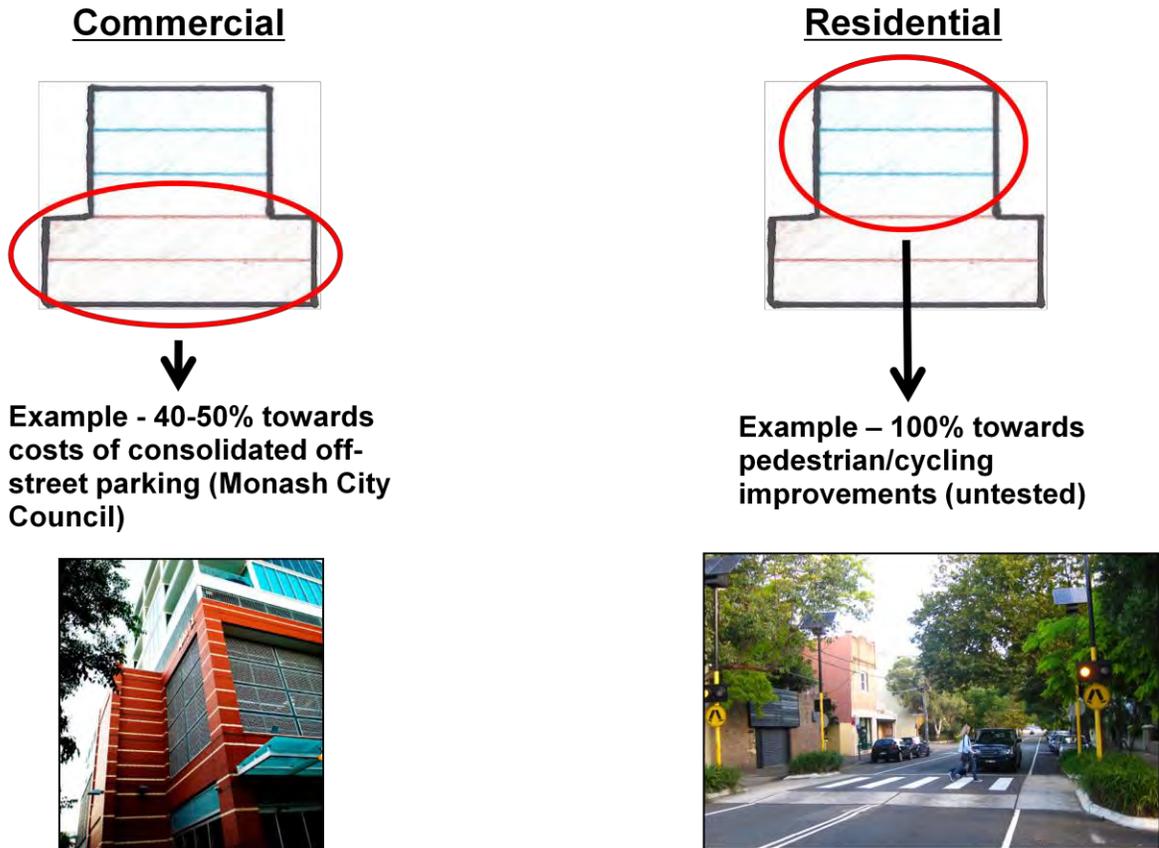
Residential Provision

Vehicle congestion is not appropriate in Principal and Major Activity Centres as it conflicts with other transport modes and overall decreases amenity for residents and visitors. Population growth and increased densities is anticipated in these areas. To create a quality urban realm, avoid vehicle congestion and foster healthy local businesses, new residents will be encouraged to use alternative models of mobility, such as public transport, walking, cycling and carshare programs. Therefore the current parking requirements for new residential development (as outlined in the Planning Scheme) are outdated and should be reduced to better reflect these objectives.

Quality walking and cycling infrastructure is an important incentive to encourage residents and visitors to Activity Centres to use alternative modes of transport – it is unlikely that new residents will opt to use alternative modes of transport unless their journey to and from home is pleasurable. That is, residents in Activity Centres using alternative mobility modes contribute to *and benefit from* a vibrant, safe and accessible urban area. Walking and cycling infrastructure will need to be upgraded in a coordinated and timely manner as residential populations increase in Principal and Major Activity Centres (with limited/no access to parking). This highlights a need to secure funding from new residential developments for these works, possibly through a cash-in-lieu scheme. It is important to note that it would be inappropriate use a cash-in-lieu scheme to develop more parking for residential uses; rather contributions should be used to improve access to alternative modes of transport for residents.

Parking Precinct Plans

The Victorian Department of Planning and Community Development (DPCD) has produced guidelines on the development of Parking Precinct Plans in Activity Centres. Once a Parking Precinct Plan has been adopted into the Planning Scheme, Council can immediately apply revised car parking rates, new policies and cash-in-lieu schemes (where car parking waivers requested); the latter allowing Council to better fund infrastructure improvements.

Although Parking Precinct Plans are generally applied to commercial developments, Council has obtained some preliminary legal advice identifying that a cash-in-lieu scheme could be applied to residential developments (in Activity Centres) with the funds used to contribute to pedestrian and cycling infrastructure improvements. This would allow the new residents to more easily access public transport and services. Whilst further investigation is required, this essentially means that Moonee Valley"s Parking Precinct Plans could be developed with two components; a scheme for residential uses and one for commercial uses. Figure A below identifies how this scheme could work.

Commercial

Example - 40-50% towards costs of consolidated off-street parking (Monash City Council)

Residential

Example – 100% towards pedestrian/cycling improvements (untested)

*Council will seek to implement both these schemes concurrently

Figure A: Possible model for how Parking Precinct Plans could include cash-in-lieu schemes for car-parking waivers for commercial and residential floor area in new developments.

State Parking Provisions Review

DPCD is currently reviewing the State Parking Provisions[25] in an effort to ease the burden on Councils when seeking a more localised approach to parking. Upon examination of the proposed changes to the State Parking Provisions, the new provisions would allow more flexibility for Council to apply „customised‟ parking controls to selected areas, including Principal and Major Activity Centres. It is considered that the proposed changes may be beneficial to Moonee Valley City Council but are subject to further review and comment.

Interim arrangements for responding to car-parking waiver requests

Developers in Activity Centres are currently able to obtain car parking waivers without being required to contribute to parking infrastructure in the area. Parking Precinct Plans represent a formal mechanism for resolving this issue, but there are considerable lead times in developing Parking Precinct Plans. This Strategy therefore proposes that Council develop interim guidelines which adopt a consistent approach to managing car-parking waiver requests (to be used prior to the establishment of Parking Precinct Plans).

Off-Street Parking for Alternative Transport Modes

Melbourne 2030 and other Victorian Government policies encourage the use of alternative modes of transport through the provision of parking facilities for alternative modes of transport, such as bicycles, scooters and motorcycles. However, these outcomes cannot be achieved through the current Moonee Valley Planning Scheme. More ambitious parking guidelines and requirements are needed for these alternative modes.

3.9   Compliance and Enforcement

Enforcement is a key management tool for encouraging parking compliance. Without parking compliance, parking restrictions are unable to influence parking demand and maximise the efficiency of parking resources as intended. Consultation from the Booz & Co Draft[26] also identified a community concern to improve drivers‟ compliance with parking restrictions.

Factors influencing occupancy and compliance rates

The Booz and Co Draft[27] notes occupancy and compliance rates are influenced by a number of factors including:

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[25] Review of Parking Provisions in the Victoria Planning Provisions: Advisory Committee Report, August 2007, State Government of Victoria.
[26] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (section 3.8)
[27] Ibid

▸ **Parking occupancy**:   Drivers are more likely to park in an illegal space when they can"t get a legal parking space. Reduced time limits make more spaces available.

▸ **Cost of parking**:   Charging for parking can increase non-compliance (particularly with non-payment of fees). Education programs (particularly in preparation for change) can improve driver knowledge and awareness resulting in higher compliance rates. Any proposal to charge for parking would be subject to processes (including formal Council approval) as outlined in the Parking Demand Management Framework.

▸ **Infringement penalties**: Parking infringement penalties are set by the Victorian Government.

▸ **Enforcement resources**: Resources available for enforcement have a significant impact on the likelihood of drivers being caught and subsequently on the rate of compliance.

▸ **Role of enforcement staff**: There is often justification to provide some leniency regarding enforcement of time restrictions – particularly in Activity Centres where users" needs are less predictable and may change during their visit. However, this leniency is usually catered for through the time it takes for enforcement staff to make their rounds and find a particular non-complying vehicle.

Parking enforcement in Moonee Valley

Council"s enforcement activity is primarily through its enforcement personnel who do not have infringement quotas. The Victorian Road Rules 2009 governs parking enforcement activity. The main types of enforcement activity in Moonee Valley are:

▸ Monitoring schools zones during school drop off and pick up times to ensure children"s safety;

▸ Monitoring clearway zones during rush-hours to improve traffic flow;

▸ Patrol time based restrictions to improve parking availability;

▸ Attending complaints relating to unsafe parking such as:

• Blocking access to driveways;

• Parking in disabled area without permit;

• Parking too close to an intersection, etc.

Council also monitors occupancy rates through the "PODS" technology applied to some car spaces throughout the municipality and through surveys of specific sites at particular times. The use of POD technology (sensors placed on a designated parking bay that detects the presence of a car) enables information to be collected on the duration and utilization/turnover of parking. This technology is

predominately used in areas where turnover is important to allow equitable access to parking that matches the needs in that area.

Firstly, the technology allows enforcement inspectors to identify those who overstay and areas where overstaying is an issue. This information enables enforcement to be better targeted and effective. Secondly, the information gathered provides a history on how the car spaces are being utilized over the day providing input into the effectiveness of the current restrictions. The greater use of this technology in areas where demand is approaching or higher than the capacity available would provide important input when undertaking traffic studies in the area. This would save in costs in one off data collection and provide better access to information.

There is only one street in Moonee Valley which has parking meters. Signage is therefore another key mechanism for kerbside parking controls.

Parking compliance rates vary from year to year. Compliance has decreased in the last financial year, whereby Council issued an additional 1,920 infringement notices[28]. This increase occurred without any changes to Council"s enforcement approach. Council does not have set compliance rates for specific areas, but will use the Parking Demand Management Framework to monitor parking areas of high demand and will increase enforcement measures where there is parking pressure to increase turnover and improve supply.

There is a need to formally document existing approaches to parking enforcement within Council. This information could be captured through a parking enforcement operational guidelines document.

Enforcement resources

As compared with nearby Municipalities of Moreland, Darebin, Yarra and Port Phillip, Moonee Valley City Council has the least amount of parking enforcement staff, and spends the least amount of staffing hours on parking enforcement. There may be a need to invest more resources into this area, ensuring that parking restrictions are fairly managed. Refer Appendix 2 Table vii for further details.

Enforcement is undertaken by a separate business unit to parking management. However, both the Traffic and Major Projects and Parking Control and Local Laws departments receive numerous enquiries with concerns about parking. To date, the increasing number and frequency of these enquiries has hindered the Traffic and Major Projects unit"s capacity to be proactive about major strategic parking issues within the municipality. This could be addressed through review of how Council responds to day-to-day operational and enforcement enquiries from

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[28] Parking Infringements issued for the past 2 financial year periods: 2009/10= 47,688 infringement notices. 2010/11= 49,608 infringement notices

the community. A „one-stop-shop" to address concerns about parking policy, restrictions and enforcement issues could improve customer service and Council"s ability to work strategically in this area.

<u>Enforcing restrictions on private land</u>

Council manage approximately 781 parking spaces on 8 privately owned off-street car parks across the municipality. The majority of these sites (7 out of 8) has an agreement between Council and the private land owner. Council follows a documented process when a proposal to use a site as an off-street car park is received. However there is no criteria for assessing the merits of such proposals. It would therefore be useful to develop some clear and consistent criteria for all agreements to enforce restrictions on private land.

3.10   Parking Data - Understanding a Dynamic Environment

The Booz and Co Draft[29] notes that a coordinated parking data collection and management program can:

▸ Build a picture of parking supply and user demands as they change over time;

▸ Make monitoring and planning for parking assets easier and more efficient;

▸ More accurately estimate future car parking (and other related transport mode) requirements and appropriate management techniques;

▸ Improve understanding of important influences at a local level across the municipality;

▸ Capture and coordinate data from a range of parking related activity within Council (such as traffic studies and compliance rates, duration of stay and occupancy in specific areas);

▸ Lower costs for future parking studies and precinct plans;

▸ Improve day to day information to the public about existing parking arrangements and availability;

▸ Improve business processes when responding to requests for changes to parking conditions.

Council currently collects parking data on an „as needed" basis, which is then stored by different Council departments. The Booz and Co Draft[30] notes:

> "One of the current limitations facing Moonee Valley Council is the lack of a central database or information repository for parking related

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[29] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (section 3.9)
[30] MVCC Draft Municipal Parking Strategy for Community Consultation, June 2010, Booz & Company (Australia) Pty Ltd, (section 3.9)

information. Even basic information such as the total number and location of parking spaces available within each centre is not readily available."

Whilst Council manages an estimated 3437[31] off-street car parking spaces, there is no available data regarding the total number of on-street parking spaces across municipality. This data is important as there is a finite supply of on-street spaces, and parking pressures exist in areas where supply cannot be met. A summary of data gaps includes:

▸ Total supply information including on-street and off-street (public and private) mapped geographically;

▸ Restriction types where applicable. This includes a regulatory and parking signage inventory of the whole municipality, and condition assessments (data collection of car parking signs, type, condition and location). This could:

   → Include an audit to ensure parking and regulatory signs comply with the Australian Standards

   → Inform the development of a long term (typically 10 year cycle) sign replacement and maintenance program

▸ Annual surveys of usage including occupancy and compliance at various times of the day/week;

▸ Biannual user surveys to determine driver search times, their needs and economic impact;

▸ Occupancy surveys on an irregular basis if high occupancy is thought to be causing a specific problem;

▸ A regular data collection program in areas of high parking demand regarding on-street parking demands and compliance;

▸ Analysis of occupancy rates at the local level (given that short-stay parking demand is derived on a block by block basis), to identify where occupancy is moderate, high or saturated;

▸ Coordination with data on other transport modes within the municipality which may impact on parking management techniques (such as cycling and walking trends etc).

Geographic information systems (GIS) can be used to organise and analyse data that is spatially represented. There is currently limited parking data on Council"s GIS system, with the majority of parking data available in a variety of formats and departmental locations. Similarly, Council is continually collecting parking data from external sources (consultants etc), but rarely requests this information be provided in a format which can be directly exported onto Council"s GIS system.

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[31] This includes 18 Council owned off street car parks (2656 spaces), and 9 privately owned off street car parks (781 spaces) which are managed by Council.

GIS system makes the data available to all Council departments, and reduces reliance on individual officers" memories, knowledge of current site arrangements and specific department data sources. This is important given the number of Council departments reliant on parking data including: Transport and Major Projects; Parking Control and Local Laws; Citizen Services; Assets and Engineering; Operations; Waste Management and Street Cleansing; Aged and Disability Services; Statutory and Strategic Planning; Recreation and Leisure Facilities.

Going forward it will therefore be useful to:

▸ Undertake an audit of existing parking data and its uses within Council including the development of a specification that can be used internally and externally to assist in improving access to this information; and

▸ Request all future initiatives collecting parking data (consultancies and studies etc) to make the data available in a format which can be directly related Council"s GIS system.

GIS data can be communicated to the public in an immediately useful form, and can assist customer services, such as:

▸ Advice to public regarding nearest disability parking for example; or

▸ Highlighting areas where parking spaces have high or low vacancy rates. This could significantly alleviate the difficulty some people experience to find car parking in certain areas.

Programs already exist to make some parking occupancy data available to mobile phone users in real time. Moonee Valley has the opportunity to lead local development of this software application to improve public access to local Activity Centres.

3.11   Implementation

In order to effectively address the complexity and range of issues identified, the Parking Strategy"s implementation will:

▸ Include a cross-organisational approach;

▸ Clearly articulate roles and responsibilities within Council;

▸ Include the introduction and consolidation of key parking management tools (outlined in Appendix1);

▸ Require further policy work (such as the Parking Precinct Plans, review of permit parking system etc);

▸ Require Council officers to use their discretion regarding the implementation of policy objectives set out in this document.

A key component of the Strategy"s implementation will be the development of a Parking Strategy Implementation Plan to deliver on key actions and timelines set

out in this document. A preliminary Parking Strategy Implementation Plan is outlined in Appendix 1, Section 6 (Table E); which uses the actions outlined in chapter 4 of this Strategy as basis for developing a more detailed implementation approach. To ensure accountability and that the actions of the Strategy are delivered, an annual update report will be provided to Council on the Implementation Plan progress.

An officer based Parking Working Group will be established to:

- Oversee the Parking Strategy Implementation Plan;

- Advise on policy matters on an on-going capacity, including the identification of issues requiring further Council consideration;

- Ensure Council continues to apply a cross-organisational approach to the management of parking within the municipality.

Key roles and responsibilities and implementation areas of the Parking Strategy are outlined in Appendix 1, Section 6 (Table F).

4. Objectives and Actions

4.1 Parking Demand Management Framework

4.1.1 Objectives

Parking Demand Management Framework objectives are to:

i.   Maximise the utilisation of existing car parking spaces;

ii.   Ensure an equitable spread of road users can access parking (a finite and shared resource);

iii. Manage traffic congestion;

iv.   Ensure the community is informed and has input into changes to local parking conditions;

v.   Provide an accountable, rigorous and consistent method for applying parking restrictions across the municipality, (which consider localised traffic and parking conditions); and

vi.   Apply a consistent and coherent approach to kerbside parking signage.

4.1.2 Actions

Number	Action	Timeframe	Responsible	Resources
1.	Adopt the Parking Demand Management Framework as outlined in Appendix 1, Section 1.	Immediate	Council	Within Existing
2.	Apply the Parking Demand Management Framework to areas experiencing parking pressure within the municipality as required.	On-going	Transport and Major Projects	Within Existing
3.	Develop templates for community education programs where changed parking conditions are proposed (to improve driver knowledge, awareness and compliance with parking restrictions resulting in higher compliance rates).	Within 6 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing

4.2 Kerbside Road Space User Hierarchy

4.2.1 Objectives

The Kerbside Road Space User Hierarchy objectives are to:

i.   Minimise vehicle congestion, create a safe environment and improve the efficiency of kerbside road space;

ii.   Support residential amenity in areas which are predominantly residential;

iii.   Foster a vibrant local economy and a quality urban realm in Activity Centres;

iv.   Encourage the use of more sustainable transport modes within the road infrastructure and decrease reliance on private vehicles[32];

v.   Ensure ease of access for users of community facilities and services (particularly for aged, frail and disabled members of our community; and

vi.   Provide greater transparency and consistency in Council decision making on the allocation of kerbside space.

4.2.2 Actions

Number	Action	Timeframe	Responsible	Resources
4.	Adopt the Kerbside Road Space User Hierarchy as outlined in Appendix 1, Section 2.	Immediate	Council	Within Existing
5.	Apply the Kerbside Road Space User Hierarchy to areas experiencing parking pressure within the municipality as required.	On-going	Transport and Major Projects	Within Existing
6.	Develop a program to work with all schools in Moonee Valley to develop specific local traffic and parking management plans to address local parking issues.	Within 12 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
7.	Undertake a review of the Kerbside Road Space User Hierarchy in 2 years from date of adoption to determine effectiveness.	Two years after adoption of this Strategy by Council.	Transport and Major Projects	Within Existing

4.3 Local Area Traffic Management Precincts

4.3.1 Objectives

The Local Area Traffic Management Precinct objectives are to:

i.   Coordinate and integrate traffic and parking across the municipality;

ii.   Improve the correlation between parking demand and supply within a precinct by encouraging parking to be spread throughout an area;

iii.   Ensure traffic and parking improvements meet both local needs and address wider metropolitan issues;

iv.   Provide prioritised access to local on-street parking for residents whilst improving accessibility for other parking users;

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[32] In line with Council"s Integrated Transport Plan (Policy 22) and Municipal Strategic Statement (Clause 21.09).

v. Provide a coordinated, systematic and consistent approach to specific parking issues (such as school zones) across the municipality;

vi. Develop a more strategic approach to planning for capital works associated with traffic and parking improvements.

4.3.2 Actions

Number	Action	Timeframe	Responsible	Resources
8.	Adopt the Local Area Traffic Management (LATM) precincts as outlined in Appendix 1: Section 3.	Immediate	Council	Within Existing
9.	Develop criteria to prioritise a program to review each Local Area Traffic Management (LATM) precinct.	Within 3 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
10.	Prepare an updated LATM Implementation Program.	Within 6 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
11.	Commence LATM Implementation Program.	On-going (On completion Action # 10)	Transport and Major Projects	$1,035,000 ($45,000 per LATM precinct)
12.	Develop Events Area around Flemington Racecourse and Royal Melbourne Showgrounds.	Within 3 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
13.	Investigate and develop parking permit arrangements for Events Area.	Within 3 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing

4.4 Permit Parking

4.4.1 Permit Parking Objectives

The Permit Parking objectives are to:

i. Encourage the community to utilise sustainable transport modes and reduce reliance on private vehicle use;

ii. Encourage residents to utilise their existing off-street parking spaces (i.e. garages and driveways within private property boundaries);

iii. Ensure new development provides appropriate levels of off-street parking;

iv. Protect residential amenity while providing equitable access to on-street parking areas for other users in line with the Kerbside Road Space User Hierarchy;

v. Protect existing (typically historic) housing stock which does not have capacity to provide off-street parking;

vi. Implement a rigorous permit parking system that precludes misuse of permits;

vii. Ensure the operation of the parking permit system is consistent with other Victorian metropolitan local governments (in terms of administrative best practice; maximum allowable permit numbers; cost etc);

viii. Ensure the amount of residential parking permits provided corresponds to the number of available on-street spaces.

ix. Encourage wider use of fuel efficient vehicles in the community.

4.4.2 Actions

Number	Action	Timeframe	Responsible	Resources
14.	Adopt the revised residential permit parking allocations as outlined in Appendix 1, Section 4.	Immediate	Council	Within Existing
15.	Review and update the MVCC Resident Parking Permit Policy (2008) as the MVCC Parking Permit Policy for adoption by Council. The revised Policy will be updated to include: • Changes to the residential permit parking policy outlined in Appendix 1, Section 4; • Business Parking Permit provisions; • Other Non Residential Parking Permits provisions (such as those issued to other government agencies; educational; sporting and other community organisations); • A review of the parking permit fees (including a discount system for pensioners); • Implement a system for residents which allows for discounts on parking permit fees for residents with fuel-efficient vehicles with a high star rating; • Other temporary permit	Within 12 months of the adoption of this Strategy by Council Within 18 months of the adoption of this Strategy by Council	(Review of Resident Permit Parking Policy) Transport and Major Projects (Database changes for review of RPPP) Transport and Major Projects / Citizen and Information Services	Within Existing $3,000 (initial works required to determine scoping of database changes) Additional resources to be further determined and referred to future Capital Works Program

	parking systems; • An area based system for issuing parking permits which includes adjacent streets (rather than a specific street); and • Arrangements for Events Area.			
16.	Undertake 18 month communication/ education campaign to advise residents of new permit parking policy. (Refer Appendix 1, Section 4,Table D *Revised Permit Parking Policy Implementation Timeframe*).	Immediate	Transport and Major Projects/ Communications	$55,000 (temporary position developed for 6 months)
17.	Develop Council processes and information to ensure that new residents are made aware of residential parking permit restrictions.	Within 12 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
18.	Review „permit parking only" signage in accordance with the Kerbside Road Space User Hierarchy.	By 30 June 2013	Transport and Major Projects	Within Existing

4.5 Parking in Narrow Streets Management Framework

4.5.1 Objectives

The Parking in Narrow Streets Management Framework objectives are to:

i.   Manage road infrastructure and facilities for the benefit of the community and for future generations;
ii. Maintain high levels of amenity and safety throughout the municipality;
iii. Provide on-street parking in a fair, transparent and consistent manner;
iv. Balance the interests of all road users and uses in line with the Kerbside Road Space User Hierarchy;
v.   Discourage parking on nature strips and enforce parking restrictions.
vi. Increase community understanding and compliance with the Victorian Road Rules;
vii. Ensure the cost of changing public land from nature strip to on-street parking (where appropriate) is the responsibility of residents who initiate the land use change, not Council.

4.5.2 Actions

Number	Action	Timeframe	Responsible	Resources
19.	Adopt and implement the *Parking on*	Immediate	Council	Within Existing

	Narrow Streets Management Framework, as outlined in Appendix 1: Section 5.			
20.	Prepare template documents (forms, letters, community information brochures etc) required to implement the *Parking on Narrow Streets Management Framework.*	Within 6 months of adoption of this Strategy by Council.	Transport and Major Projects/ Communications	$55,000 (temporary position developed for 6 months)
21.	Complete on-street parking assessments in line with the *Parking on Narrow Streets Management Framework* for all roads on Council‟s register of streets currently „under investigation‟.	Commence within 6 months and complete within 18 months of adoption of this Strategy by Council.	Transport and Major Projects	$37,500 (immediate 2011-12 operating budget $75,000 (2012-13 operating budget) (temporary position developed for 18 months)
22.	Review the *Parking on Narrow Streets Management Framework.*	3 years after adoption of the Strategy.	Transport and Major Projects	Within Existing

4.6 Off-Street Parking Provision

4.6.1 Objectives

Off-street parking provision objectives for *Principal and Major Activity Centres* are to:

  i.   Foster high levels of urban and pedestrian amenity which contribute to dynamic and thriving community precincts;

 ii.   Ensure that the reduced provision of off-street parking is offset by contributions towards sustainable transport improvements;

iii.   Encourage the adequate provision of off street parking for alternative vehicles (bicycles, motorbikes, scooters etc);

 iv.   Coordinate Structure Planning work with the development of Parking Precinct Plans

v.   Ensure that Structure Plans adequately inform the development of Parking Precinct Plans;

Off-street parking provision objectives *across the municipality* are to:

vi.   Encourage the use of sustainable modes of transport and limit off-street parking provision within new developments where appropriate, particularly when the proposed development is well serviced by public transport;

vii.   Off-street parking provision for new developments should be assessed on the basis that there will be no residential parking permits available for future residents where the number of dwellings or number of separate occupancies have increased on the site;

viii.   Encourage residents and businesses to utilise their existing off-street parking spaces (i.e. garages and driveways within private property boundaries);

ix.   Off-street parking facilities should be located and designed to:

    a.   Be financially viable for Council (if Council owned);

    b.   Positively impact on the streetscape and surrounding area;

    c.   Provide active frontages and be built to the front property boundary;

    d.   Be easily accessible for pedestrians and cyclists;

    e.   Be consistent with the Parking Demand Management Framework.

x.   Ensure the location and design of crossovers limits the impact on the supply of on-street parking spaces.

4.6.2 Actions

Number	Action	Timeframe	Responsible	Resources
23.	Amend the *Moonee Valley Planning Scheme* to include: • Guidelines for the location, design and development of off-street parking facilities. • Policy supporting the provision of parking for alternative vehicles. • Policy relating to the design and location of crossovers, considering their impact on on-street parking supply. • Policy reflecting any additional principles and objectives of this Strategy.	Within 12 months of adoption of this Strategy by Council.	Strategic Planning	$6,000
24.	Establish interim guidelines for	Within 3	Statutory	Within Existing

Number	Action	Timeframe	Responsible	Resources
	the assessment of parking reductions and/or waivers for parking in areas without a prepared Parking Precinct Plan (PPP), consistent with the objectives of this Strategy.	months of adoption of this Strategy by Council.	Planning	
25.	Develop Parking Precinct Plans for each activity centre (where a relevant Structure Plan has been prepared) ensuring: • Costings and a cash-in lieu scheme (which offsets any parking shortfall in new developments) for all necessary public parking and sustainable transport facilities and improvements within the centre; • The first PPP is used as a template for subsequent Activity Centres. • The incorporation of the Parking Precinct Plan into the Moonee Valley Planning Scheme	Commence within 12 months of adoption of the relevant Structure Plan.	Strategic Planning / Transport and Major Projects	$500,000 ($100,000 per Major Activity Centre) (will require internal and external resources)
26.	Develop a Parking Precinct Plan for the Moonee Ponds Principal Activity Centre and incorporate this into the Moonee Valley Planning Scheme.	Within 6 months of the adoption of this Strategy by Council.	Strategic Planning / Transport and Major Projects	$100,000 (will require internal and external resources)
27.	Develop a Parking Precinct Plan for the Airport West Principal Activity Centre and incorporate this into the Moonee Valley Planning Scheme.	Upon incorporation of the Moonee Ponds Parking Precinct Plan into the Moonee Valley Planning Scheme.	Strategic Planning / Transport and Major Projects	$100,000 (will require internal and external resources)
28.	Ensure the development of new Structure Plans adequately informs the subsequent development of a Parking Precinct Plan, including information such as:	On-going	Strategic Planning	Within Existing

Number	Action	Timeframe	Responsible	Resources
	• Parking demand and supply; • Population/demographic projections; • Preferred transport network (including walking and cycling); and • Necessary transport improvements (including new parking facilities).			
29.	Advocate to the State Government regarding the Review of Parking Provisions in the Victorian Planning Provisions.	Immediate	Strategic Planning	Within Existing
30.	Advocate to the State Government regarding appropriate park and ride facilities within the Metropolitan Melbourne Context.	Within 12 months of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
31.	Advocate to State Government to undertake a review of the train network zone boundaries and fare structure, to ensure passengers do not drive long distances to avoid the higher (zone 2) pricing system.	Immediate	Transport and Major Projects	Within Existing

4.7 Compliance and Enforcement

4.7.1 Compliance and Enforcement Objectives

Compliance and enforcement objectives are to:

i.   Maximise the efficiency of parking resources;

ii. Ensure the safety of pedestrians and users of kerbside road space;

iii. Improve parking availability within the municipality;

iv. Improve traffic flow and reduce traffic congestion within the municipality (particularly at peak traffic times);

v.   Ensure the enforcement of parking restrictions is consistent and accountable.

vi. Encourage driver understanding and compliance with parking restrictions.

4.7.2 Actions

Number	Action	Timeframe	Responsible	Resources
32.	Develop a parking enforcement operational procedure document.	Within 12 months of adoption of this Strategy by Council.	Governance and Local Laws	Within Existing
33.	Develop clear and consistent criteria for all agreements to enforce restrictions on private land.	Within 12 months of adoption of this Strategy by Council.	Governance and Local Laws	Within Existing
34.	Introduce PODs into all activity centres and high demand areas in a staged process which includes:			
	a) Identification of priority PODS sites;	Within 6 months of adoption of this Strategy by Council.	Governance and Local Laws	Within Existing
	b) Preparation of PODS implementation plan (presented to Council with associated costs);	Within 12 months of adoption of this Strategy by Council.	Governance and Local Laws	Within Existing
	c) Staged installation of PODS commences.	Within 18 months of adoption of this Strategy by Council.	Governance and Local Laws	Additional resources will be determined at the completion of Action 3b)

4.8 Information and Data

4.8.1 Objectives

Parking data objectives are to:

i. Develop a strategic, comprehensive and coordinated approach towards parking data collection and management;

ii. Understand parking supply and user demands as they change over time, at both a local and municipal level;

iii. Improve monitoring and planning for parking assets;

iv. More accurately estimate future car parking (and other related transport mode) requirements and appropriate management techniques;

v. Capture and coordinate data from a range of parking related activity within Council;

vi. Lower costs for future parking studies and precinct plans;

vii. Improve day to day information to the public about existing parking arrangements;

viii. Improve day to day information to the public about parking availability in local activity centres;

ix. Improve business processes when responding to requests for changes to parking conditions.

4.8.2 Actions

Number	Action	Timeframe	Responsible	Resources
35.	Undertake an audit of existing parking data and its uses within Council including the development of a specification that can be used internally and externally to assist in improving access to this information	Within 5 months of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
36.	Develop a summary of parking data gaps and requirements.	Within 9 months of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
37.	Work across Council departments and prepare a Parking Data Collection program which addresses information gaps.	Within 12 months of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing

4.9 Implementation

4.9.1 Objectives

Implementation objectives are to:

i. Effectively address the complexity and range of issues and actions identified in this Strategy;

ii. Ensure a cross-organisational approach is applied when implementing this Strategy with actions, roles, responsibilities and timelines clearly articulated and delivered; and

iii. Ensure that the Strategy"s key management tools are delivered in a consistent and accountable manner.

4.9.2 Actions

Number	Action	Timeframe	Responsible	Resources
38.	Establish an officer based Parking Working Group to: → Oversee the Parking Strategy Implementation Plan; → Advise on policy matters on an on-going capacity, including the identification of issues requiring further Council consideration; → Ensure Council continues to apply a cross-organisational approach to the management of parking within the municipality.	Within 1 month of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
39.	Develop a Parking Strategy Implementation Plan to deliver on key actions and timelines set out in Appendix 1, Section 6.	Within 2 months of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing
40.	Provide an annual update report to Council on the Implementation Plan progress.	First update report due 12 months from adoption of Strategy by Council.	Transport and Major Projects	Within Existing

Appendix 1:
Key Parking Management Tools

Appendix 1 (Section 1):
Parking Demand Management Framework

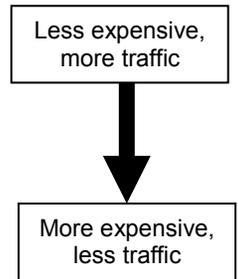**a)   Figure 1: Parking Demand Management Framework Process**
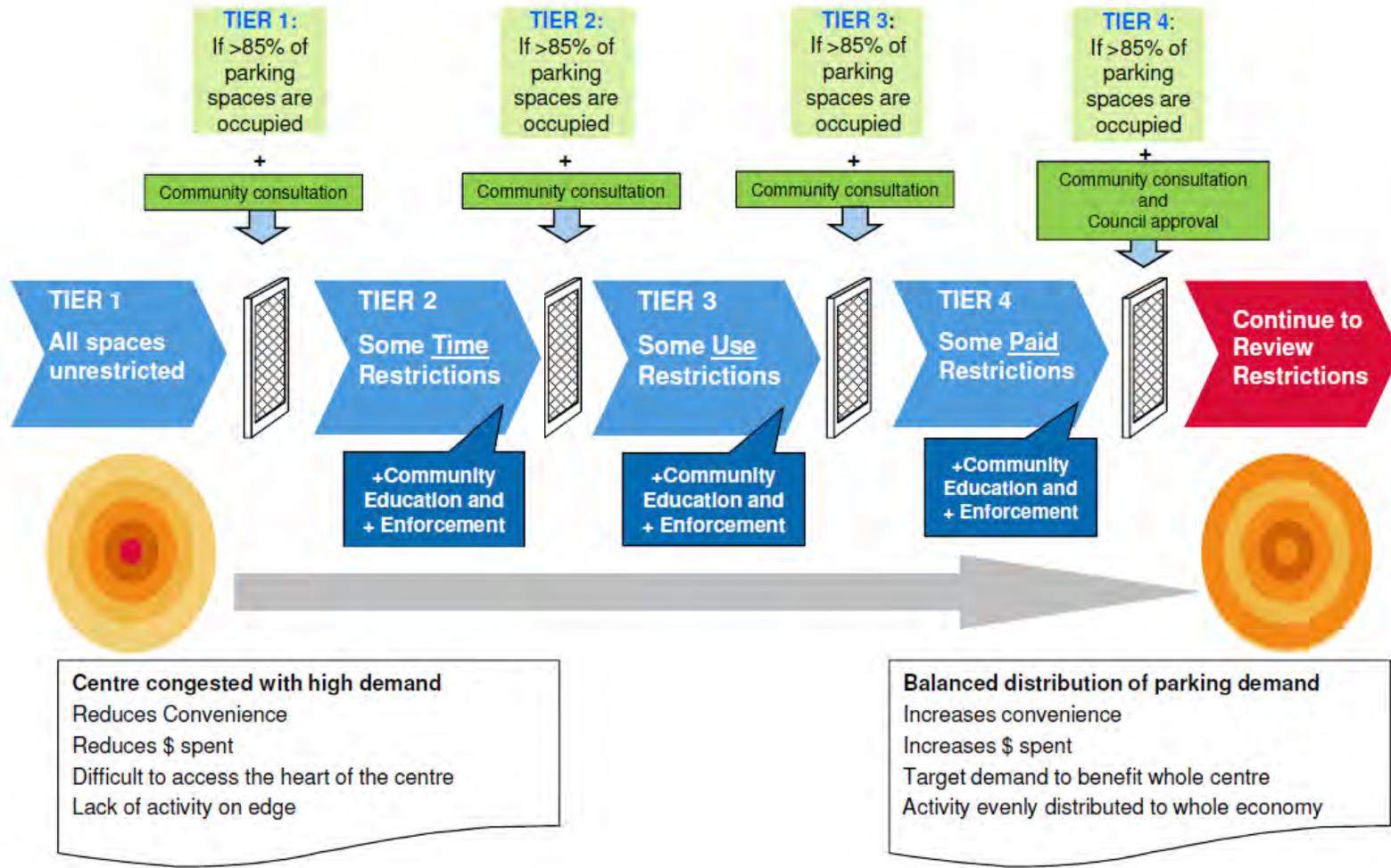
b) Parking Demand Management Framework Description

The Parking Demand Management Framework:

- Is used to manage parking resources more efficiently in areas of high demand. These locations should be monitored to assess current occupancy rates and pricing mechanisms applied (as last tier) to the specific locations which experience highest demand.

- Applies a 4 tier restriction system which increases parking controls as parking demand grows (as shown in Figure 1 above);

- Involves checking for high occupancy set at or below 85% (typically over a ½ to four hour period. The time period may vary depending on the local parking conditions). This should result in drivers being able to find a convenient space more easily and reliably.

- Gives clear direction to officers about when they should apply various parking restriction techniques. The 85% occupancy rate provides a clear trigger for the implementation (or removal) of each tier in the management process. Only spaces occupied more than 85% of the time have the next tier of restrictions applied to them. If over time, occupancy decreases, then the lower tier restriction is applied;

- Allows parking conditions to be customised to the specific needs and issues of a certain area. (Whilst this tool could be applied anywhere in the municipality, they most typically apply to Principal and Major Activity Centres, busy railway stations and major event precincts such as the Royal Melbourne Showgrounds.)

- Includes a capacity to introduce paid on-street parking conditions (as the final step in a four tier process). Any proposal for paid on-street parking restrictions will be presented to Council for approval prior to being introduced. Where revenue is derived from paid on-street parking, Council will:

  → Establish dedicated budget accounts for revenue from parking fees in each Activity Centre (as introduced);

  → Will use revenue from parking fees specifically on transport improvements (including pedestrian and cyclist amenity) in the Centre where the revenue is generated; and

  → Communicate that parking fees revenue is being directed back into the Activity Centre where the revenue is raised.

  → Typical pricing models are outlined below:

Model	Example
Free Parking (Option 1)	Free parking at all times but difficult to find a convenient space
Encourage Compliance (Option 2)	Difficult to find a space for $0.60 per hour
Cost Recovery (Option 3)	Every 20th space is vacant for $1 per hour
Decrease Occupancy (Option 4)	Every 10th space is vacant for $2 per hour
Demand Management (Option 5)	Easy to find a space for $3 per hour

Less expensive, more traffic

↓

More expensive, less traffic

- Community involvement in the Parking Demand Management Framework process includes:
    → *Community consultation and feedback* where Council is considering changes to local parking conditions;
    → *Community education* initiatives to:
        ▪ Advise of changed local parking conditions and assist regular users to find a parking space with convenient access to their destination (behavioural change); and to
        ▪ Improve compliance and assist with enforcement measures.

Appendix 1 (Section 2):
Kerbside Road Space User Hierarchy

Table A: Kerbside Road Space User Hierarchy

User Category	Priority	Residential	Activity Centre	Community facilities/ Services
Safety Zone	Safety is the highest priority in all situations.	1	1	1
Public Transport Zone	Public transport is the second highest priority in all situations for efficiency, environmental and social equity reasons. Typically tram/bus stop. Also includes provision of cycle and bus lanes and bicycle parking on a location specific basis.	2	2	2
Disabled Permit Zone	People with disabilities are the third highest priority across all situations for social equity reasons.	3	3	3
Residents (including visitors)	Residents are the next highest priority in residential areas. In Major Activity Centres residents should not expect priority access to on-street parking.	5	7	7
Loading zone	Loading zones have a medium priority in all areas to support local economic activity. In residential areas loading operations should be conducted on-site wherever possible.	6	5	10
Customers	Customers have medium priority in Major Activity centres and residential areas	7	4	6
Car Sharing	On-street parking spaces for car sharing assist in reducing overall parking demand and therefore are encouraged.	4	6	9
Commuters	Commuters have medium-low priority in all areas. Their priority is generally higher than local employees as they require access to specific locations such as railway stations and tram stops. This also includes park and ride spaces.	9	9	8
Local employees	Local employees are encouraged to use alternative modes or use the least convenient car parking- leaving more convenient spaces for customers	8	8	11
School Zone	School students have low priority in residential and activity centre areas as most school students are under the legal driving limit and in an attempt to encourage more sustainable transport options to commute to school.	10	10	5
Commercial Zone	Using the kerb side for commercial activity is a low priority except in specific circumstances where Council has slowed traffic speeds and is encouraging pedestrian activities.	11	11	4

Table B: Definitions and Descriptions of User Categories

Table B has been developed to assist with understanding and on-going implementation of the priorities within the Kerbside Road Space User Hierarchy.

User Category	Definition	Description
Safety Zone	A section from which parking is excluded, providing a safe area for pedestrians and cyclists.	‣ Safety zones are the highest priority for all three hierarchies. ‣ State and local policies support public safety as the highest priority consideration and therefore take precedence over all uses. ‣ Provision for emergency service vehicles is a specific need not included in the Kerbside Road Space User Hierarchy.
Public Transport Zone	An area in the roadway for the exclusive use of public transport, typically tram stops, bus stops or bus lanes.	‣ Public Transport zones are the second highest priority for all three hierarchies. ‣ Both State Government and Moonee Valley City Council are seeking to reduce reliance on private vehicles and support more sustainable transport modes. It follows that if kerbside space is required to improve sustainable transport it should be a high priority. ‣ *Cycle and bus lanes and bicycle parking*: These uses are supported by Council (and identified within the „public transport zone" in Table A above) but need to be considered on a location specific basis. Allocation of kerbside space for cycle and bus lanes will be considered from a strategic network perspective and this may override priorities with the Kerbside Road Space User Hierarchy. Each of these allocations of road space (and any others identified) will be dealt with on a case by case basis. However, consideration of this issue on a case by case basis will be informed by the fact that cycle and bus lanes and bicycle parking are identified within „public transport zone" and will be given priority where feasible. ‣ Requests for allocation outside the adopted hierarchy will be dealt with on a case by case basis through officer recommendations to Council, with an emphasis on encouraging sustainable transport modes. ‣ Note: Although a taxi is classified as a private hire vehicle, the inclusion of taxi ranks will only be considered within Activity Centres and not in residential areas. Requests involving the installation of taxi ranks will be undertaken in consultation with the Victorian Taxi Directorate and surrounding properties owners.

| User Category	Definition	Description
Disabled Permit Zone	An area in the roadway for the exclusive use by a vehicle transporting a disabled person with a valid disabled permit. A disabled permit is only eligible to people who have a significant intellectual or ambulatory disability.	‣ Providing equity of access (a key policy of "A Fairer Victoria" and Council"s Community Plan) requires a high priority to be given to people with a disability recognising these people are often faced with other inherent access barriers. ‣ People with disabilities often face substantial access and mobility barriers. Some barriers can be overcome through private car use supported by appropriate facilities at trip origin and destination. Therefore disabled permit zones are the third highest priority for all three hierarchies. ‣ To provide the easiest access and avoid infrastructure duplication the provision of kerbside disabled parking should only occur in instances where the equivalent off-street facility is not available. ‣ In Activity Centres, parking supply should be determined as a ratio of the number of Moonee Valley residents holding permits. Parking should also be supplied in activity specific locations such as medical centres. Parking should be located on roads with sufficient width to provide the additional area required for safe access and egress from the vehicle. ‣ In residential areas, on street parking should be supplied on-demand provided that: ➢ The Category 1 permit holder can demonstrate that no other parking is available at the time of permit application, this includes off-street parking on their premises; and ➢ The road is sufficiently wide (or long) for the additional area required for a disabled parking space to be provided safely.
Residents (including visitors)	A resident dwells in a place for a lengthy amount of time. A visitor is a person who socially calls on another or spends time at a place with certain intent.	‣ In residential areas, residents have traditionally had access to local on-street parking close to their homes. ‣ Furthermore, new higher density residential developments are expected to provide car parking within each development and therefore residents of these buildings are excluded from the resident parking permits.

User Category	Definition	Description
Loading zone	An area provided to allow the pick up or delivery of loads of goods or people close to their destinations. In Victoria the following groups of vehicles can use loading zones while actually taking up or setting down passengers or loads: a public passenger vehicle, taxi or other commercial passenger vehicle licensed under the Transport Act 1983; trucks, vans, utilities and other vehicles constructed principally for carrying loads; sedan, station wagon, motor cycles and other similar delivery or courier vehicle with a permanently fixed sign on both sides on the body of the vehicle.	▸ Deliveries needed to be made in order to maintain the supply of goods to each commercial centre – these vehicles require short-stay parking that is readily available and conveniently located with respect to where the goods are to be delivered. Given the importance of deliveries to ensure efficient business this is regarded as a high priority within commercial centres. ▸ Provision for Australia Post vehicles near postal boxes is a specific need not included in the Kerbside Road Space User Hierarchy.
Customers	A person that has the intention to purchase goods or services.	▸ Ensuring adequate visitor parking is important to businesses within Activity Centres. However, visitors should be encouraged to consider other options of travel and when they choose to drive off-street parking can generally meet their requirements. ▸ This is therefore a lower priority for on-street parking.
Commuters	Somebody who regularly travels between places, especially between home and work.	▸ „Park"n"ride" and commuter parking generally is seen as important in providing access to high quality public transport. ▸ However, its provision can discourage the use of feeder public transport modes and may also encourage commuter travel into an activity centre. ▸ It is therefore of low importance to the function of an Activity Centre.
Car Sharing	A model of care rental where people rent cars for short periods of time, often by the hour. They are attractive to customers who make only occasional use of a vehicle, as well as others who would like occasional access to a vehicle of a different type than they use day-to-day.	▸ The provision of car sharing arrangements is recognised as a sustainable alternative to individual car ownership, and may assist in reducing demand for resident parking spaces. ▸ Car share spaces are preferred in areas of high demand, as determined by the provider(s).
Local employees	A person who works in the area.	▸ Employee parking is one of the lower value uses of on-street parking within centres. ▸ Employees should be encouraged to use other modes but if they choose to drive then parking can be provided either off-street or out-of-centre in many instances.

User Category	Definition	Description

School Zone	An area near a school in which children and teenagers up to the age of 17 are taught.	▸ Provision for Australia Post vehicles near postal boxes is a specific need not included in the Kerbside Road Space User Hierarchy.
		▸ Short term (drop off/pick up) parking facilities at schools has a relatively high priority because of the strong correlation to student safety. The supply of short term parking facilities should reflect peak demand periods which occur at school start and finish times.
		▸ Supply should also result in quick turnover of parking spaces to ensure that localized network congestion is minimized.
		▸ Depending on road conditions some streets around schools may be restricted to one-way flow or closed. If pedestrian volumes and vehicle movement lead to safety issues on particular streets around a school, these may be closed to non-local traffic and parking restrictions will be implemented on other nearby streets to enable short-term student drop-off.
		▸ Due to the limitations around most schools to provide close short-term parking (as consideration needs to be given to all users categories e.g. residents, business, etc), council works with schools to encourage:
		
		(1) Parents to park further away from the school & walk their children to school.
		(2) Parents to allow their children to walk or ride their bikes to school
		(3) Parents to establish "Walking School Bus" routes where younger children require supervision
		(4) Locate safe suitable drop/pick up zones.
		
		▸ School Zones should aim to:
		  ➢ Minimise vehicle congestion, create a safe environment and make best use of the limited parking options available near schools;
		  ➢ Acknowledge walking and cycling to school provides improved community, health and interdependency outcomes.

Commercial Zone	An area used for commercial activities which includes the buying and selling of goods and services in retail businesses, wholesale buying and selling, financial establishments and a wide variety of services that are broadly classified as „business."	A number of commercial activities add to the life of the centre (such as al fresco dining). Use of strategic locations within a centre for these activities can significantly improve the attraction of customers and economic vitality of a centre. By their nature the use of additional kerb space for these activities needs to be considered on a case by case basis.

User Category	Definition	Description
Community facilities and services	In general, community facilities and services are defined as stand-alone community facilities outside of Activity Centres such as libraries, bowling clubs, tennis clubs, medical facilities etc.	▸ The need to address this issue in the Kerbside Road User Hierarchy has evolved with the aging population, whereby Council now receives frequent requests for special parking dispensation (for aged and frail) users of community facilities such as libraries and bowls clubs. ▸ Community buildings such as Council Chambers tend to generate a large number of trips during business hours. However, given that many of these facilities are located in Activity Centres and service a local catchment, kerbside parking allocation should be a low priority. ▸ Exceptions should be made where an activity generates parking for a specific community segment such as disabled residents. Outside Activity Centres, specific time based parking restrictions are likely to be appropriate for on-street parking around some community facilities. ▸ Where community facilities compete with other user categories (e.g. part of an activity centre or group of facilities (regional park, or on a major road), priority needs to be balanced with the other user categories. ▸ Where community facilities have specific demands on certain times of the day, at different times of the year (e.g. lawn bowling tournaments which are dominated by the elderly) it is very difficult to cater effectively if there is no "onsite" parking. ▸ "Non-parking" options need to be considered for those wishing to attend these facilities under those circumstances, e.g. park & ride, taxis, pooling cars, etc for such events.
Activity Centres	Activity centres are vibrant hubs where people shop, work, meet, relax and often live. Usually well-served by public transport, they range in size and intensity of use from local neighbourhood strip shopping centres to universities and major regional shopping malls.	▸ In order to promote economic activity, priority will be given to loading activities, customers, employees and commuters (in that order). ▸ Allocation of kerbside space will also consider impact of use on streetscape and urban realm amenity.
Residential Areas	An area where the predominant land use is residential.	
Clearways		▸ Provision for clearways is a specific need not included in the Kerbside Road Space User Hierarchy. ▸ Council supports better use of clearways on high volume Arterial Roads and has implemented a clearway on Buckley Street to improve public transport flow during peak times. ▸ Clearways need to be considered on a case by case basis and outside Activity Centres, would override all but public transport and safety needs.

Appendix 1 (Section 3):
Local Area Traffic Management Precincts
Figure 2: Moonee Valley Local Area Traffic Management (LATM) Precincts
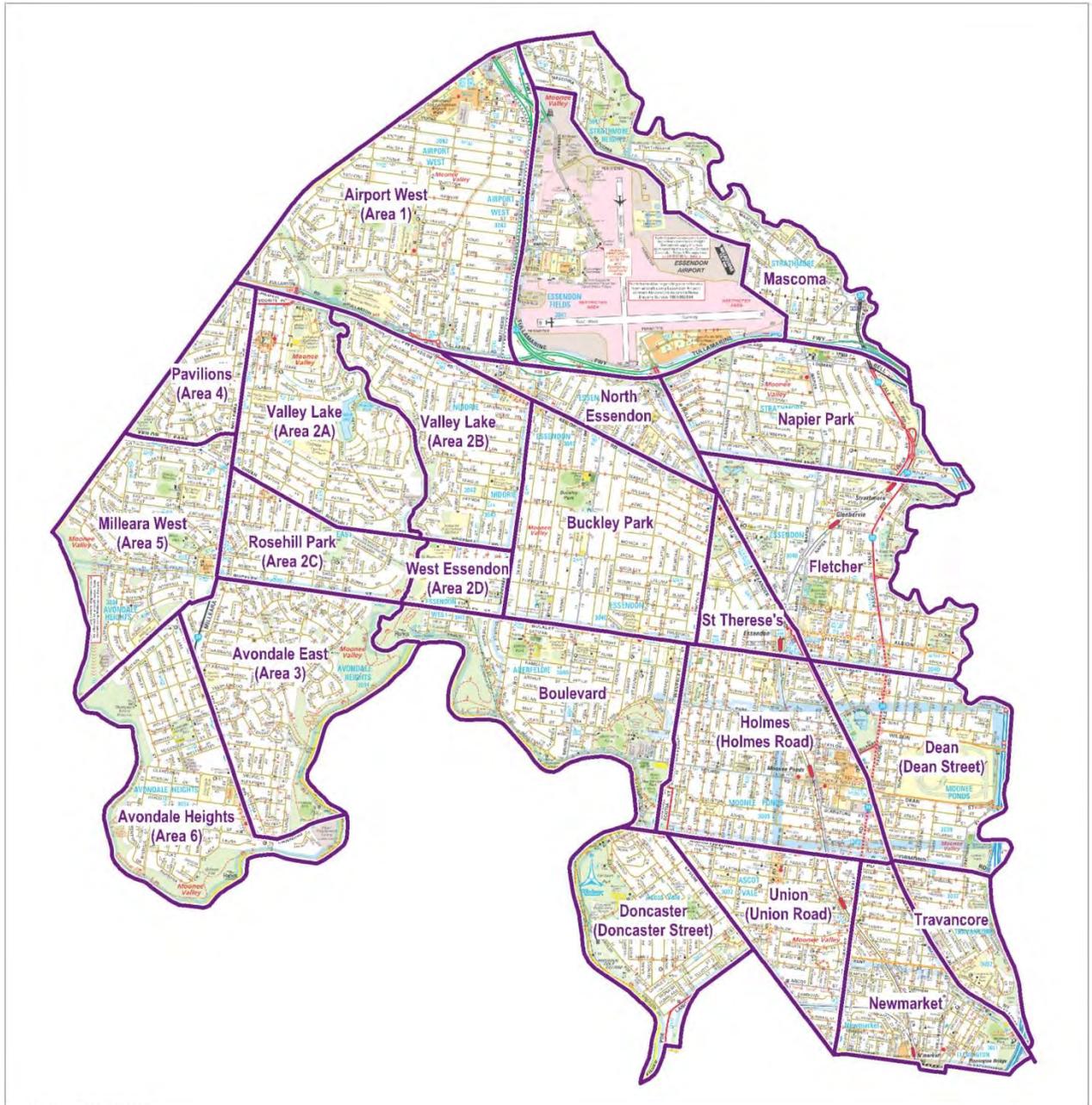
Last Modified: 15 NOV 2011

Appendix 1 (Section 4):

Revised Resident Permit Parking Policy

a)   Table C: Permit Parking – Table of Maximum Allowable Permits per Dwelling (from 1 July 2013)

The MVCC Resident Permit Parking Policy will be updated in accordance with the table below.

Dwelling Type	Maximum number of permits per dwelling		
	Resident Permits	Visitor Permits	Temporary Visitor Vouchers[1]
ONE OR TWO DWELLINGS ON 1 LOT [2] [3]			
House [4]	2	2	Book of 10, max of 1 booklet issued per 3 months
- Where a statement of compliance for subdivision was issued after 01/01/2006.[5]	0	0	Book of 10, max of 1 booklet issued per 3 months
-Subject to the condition above, where the resident/s of the House were issued with more than 2 Resident Permits prior to 20 September 2011.	Existing permits to household apply	2	Book of 10, max of 1 booklet issued per 3 months
Shop-top or Rear-of-shop residence [6]	1 [7] **or**	1	Book of 10, max of 1 booklet issued per 3 months
Townhouse or unit [8]	1 [9] **or**	1	Book of 10, max of 1 booklet issued per 3 months
- Where a statement of compliance for subdivision was issued after 01/01/2006	0	0	Book of 10, max of 1 booklet issued per 3 months
MULTI-DWELLING DEVELOPMENT [10]			
For properties within Event Areas [11]	0	0	Book of 10, max of 1 booklet issued per 3 months
For properties outside Event Areas	0	0	0
EVENTS AREA			
Department of Human Services - public housing accommodation [12]	1	0	Book of 10, max of 1 booklet issued per 3 months
Businesses and Organisations [13]	0	2	0
Education Facilities [14]	0	1 per employee	Book of 10, max of 1 booklet issued per 3 months

Footnotes:

1. *Temporary visitor vouchers will be issued in booklet form for short term (typically daily) use and will be further defined as part of the MVCC Resident Permit Parking Policy review.*

2. *For every crossover a property has, one less resident or visitor permit will be issued.*

3. *A "Lot" is defined as a part (consisting of one or more pieces) of any land (except a road, a reserve, or common property) shown on a plan, which can be disposed of separately and includes a unit or accessory unit on a registered plan of strata subdivision and a lot or accessory lot on a registered cluster plan. (Planning & Environment Act, 1987, Clause 72)*

4. *"House" means a residential property with 1 dwelling on a lot.*

5. *The date 01/01/2006 has been used as per the MVCC Residential Parking Policy (2008).*

6. *"Shop-top or Rear-of-shop-top" means a single dwelling above or at the rear of a shop or commercial premises. Properties within Major or Principal Activity Centres (as per Clause 21.06 of the Moonee Valley Planning Scheme) are not eligible for residential parking permits.*

7. *A residence in this category is allowed a maximum of 1 parking permit, and may choose either a resident parking permit or a visitor parking permit.*

8. *"Townhouse or unit" means 2 or more dwellings on a lot.*

9. *A residence in this category is allowed a maximum of 1 parking permit, and may choose either a resident parking permit or a visitor parking permit.*

10. *"Multi dwelling development" means a dwelling in a building with 2 or more dwellings over 2 or more levels.*

11. *An "Event Area" is defined as an area that is impacted by parking as a result of events held at the Flemington Racecourse and/or the Royal Melbourne Showgrounds.*

12. *This category includes a residence of public housing accommodation provided by the Department of Human Services that fall within the "Events Area" only.*

13. *This category includes businesses and organisations that fall within the "Events Area" only.*

14. *This category includes primary schools, secondary schools, kindergartens and child care centres that fall within the "Events Area" only.*

b)   Revised Permit Parking Policy: Implementation Timeframe

In order to provide residents with adequate notification of changes to the MVCC Resident Permit Parking Policy (2008), the following implementation timeframe will be adopted:

Table D: Revised Permit Parking Policy Implementation Timeframe

Existing MVCC Resident Parking Permit Policy (2008) reviewed and updated as the MVCC Parking Permit Policy and adopted by Council.	12 months (refer action #8)
Existing permit holders to receive info package as part of renewal notices about a permit parking changes).	June 2012 (when annual renewal notices are issued)
Undertake 18 month communication/ education campaign to advise residents of new Permit Parking Policy.	End of 2011 to June 2013
Apply new system to apply to all holders of resident parking permits.	July 2013

Appendix 1 (Section 5):
Parking in Narrow Streets Management Framework

1)   Parking in Narrow Streets Management Framework

Council will adopt a management framework for assessing on-street parking demand in narrow streets. As a priority, Council will seek to resolve demand for car parking in narrow streets by applying engineering solutions within the current public land use allocations of the road reserve (line markings etc). However, where such an approach is not viable, then, where appropriate, Council will apply a management framework for changing public land use from nature strip (non-road infrastructure) to on-street parking (road infrastructure). Such changes to public land use will only occur where road width ranges, road design standards and other strategic criteria are met; and *where the capital cost of the change is the responsibility of property owners initiating the change*.

a)   General Approach

In instances where limited parking opportunities create an on-going demand, Council will adopt the following approach:

Education:	• Educate residents and support greater understanding and compliance with the Victorian Road Rules.
Engineering:	• *Where no changes of public land use*: Investigate if engineering solutions can address parking demand (line markings etc) within the current road width. (I.e. no change of public land use within the road reserve); or
	• *Where change of public land use requested*: Provide an assessment process for community requests to widen the road width. That is, change public land use from nature strip (non-road infrastructure) to on-street parking (road infrastructure).
Enforcement:	• Where Council has provided adequate information to residents; identified that existing engineering arrangements are satisfactory; or that alternative parking arrangements (such as change of public land use) is not justified, then parking restrictions will be enforced.

b)   On-Street Parking Assessment Process

Council will investigate alternative on-street parking arrangements for streets experiencing parking pressures.

There are two possible stages when considering alternative on-street parking arrangements. In all instances where streets are experiencing parking pressures, engineering solutions which propose no change to current land uses within the road reserve will be investigated first. That is where:

- *Stage 1: No change to current land uses within the road reserve is proposed*. That is, engineering solutions address parking demand (via line markings etc) within the current public land use allocations of the road reserve. The capital cost of implementing engineering solutions which do not involve a change in land use from nature strip to on-street car parking will be the reasonability of Council;

and where

- *STAGE 2: A change of land use within the road reserve is requested by members of the community*. That is, a request to change public land use from nature strip (non-road infrastructure) to on-street parking (road infrastructure). The capital cost of works to accommodate a change of land use from nature strip to car parking will be the responsibility of property owners. Note: Council may refuse any request to change public land use within the road reservation.

2. Criteria for On-Street Parking Assessments

Assessment criteria will be applied to the consideration of all alternative on–street parking arrangements. The assessment criteria are outlined below.

a) General Criteria

Council will consider the following when assessing alternative on-street parking proposals:

i. *Impact on the overall streetscape amenity*. The impact on streetscape amenity is a major consideration in the provision of future on-street parking bays. Council will have regard to the MVCC Planning Scheme"s Residential Design Provisions; Heritage Studies; Heritage Overlays; and other local amenity issues.

ii. *Adequate clearways are provided for through-traffic*, where more than 700 vehicles per day are accessing the street.

iii. *Likely impact on traffic speeds*. Any parking management measures within the road reservation should encourage reduced traffic speeds.

iv. *No removal of or damage to existing street trees*. A minimum setback to the trunk of a tree must be provided of 4 meters (if a non-permeable surface), and 1 meter (if a permeable surface). Council will have regard to the *Moonee Valley City Council Street Planting Strategy* (2007).

v.   ***Impact on infrastructure within the nature strip/footpath***. Council may require the approval of infrastructure providers to pave over or relocate services within nature-strips. Relocating or paving over services may be expensive and/or unfeasible. Where feasible, the cost of relocating or paving over services will be passed onto property owners. Significant relocation or changes to existing services may mean the introduction of parking bays is not viable in some locations.

vi.   ***Other relevant road design standards***. For example, no reduction to permeable surfaces within the road reservation, etc. Similarly, nature strips cannot be changed to parking spaces unless the sub-base and pavement is properly designed and constructed. In many cases this pavement material would need to be permeable to protect existing trees within the nature strip

vii.   ***Adequate access arrangements for waste collection and street sweeping vehicles***. Any parking management measures should consider improved arrangements for waste collection and street sweeping vehicles at locations where access and safety issues have been identified for these vehicles. This should include access to move freely down the street, turn where required and undertake collections without restricting access to bins. Also arrangements will be made to facilitate collections from an aggregated point where access is restricted.

viii.   ***Impact on overall safety***. For example driver visibility, proximity to footpaths, intersections, bends, crests etc.

b)   Road and Footpath Width Criteria

All on-street parking arrangements must ensure the following road widths are maintained:

i.   Min 3 meters of road for driving (low traffic[33] roads)
ii.   Min 6 meters+ of road for driving (high traffic[34] roads)
iii.   Min 2.1 meters for parallel parking
iv.   Min 1.5 meters for footpath.

c)   Categories of Road Widths for Determining Future On-Street Parking Arrangements

Table I provides categories of road widths which will be used to manage on-street parking arrangements. Streets will be managed depending on their width as outlined in category A, B and C.

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[33] Low traffic roads are where traffic can be managed within one through traffic lane and which typically carry 2000 vehicle movements or less per day.
[34] High traffic roads are where traffic requires at least 2 lanes and which typically can carry a range from 2000+ vehicle movements per day.

Table I: Road Width Categories (kerb to kerb)

Category	Road Width	Parking arrangement
A	<5.2m	**Streets are too narrow for on-street parking – could require change of land use**
B	5.2m - 7.2m	**Some streets could accommodate parking on one side of the street/ or possible engineering solution**
C	>7.2m	**Streets wider than 7.2m can accommodate parking on both sides – education and enforcement**
Note: These road width dimensions relate to low traffic roads, where traffic can be accommodated within one through lane (i.e. motorists would need to yield to on-coming vehicles). High traffic roads would require an additional 3 meters (minimum) and be subject to an analysis of traffic volumes for the particular road section.		

A description of management arrangements for each category of road width is outlined in Table II below.

Table II: Description of management arrangements for Road Width Categories A, B and C

Category A: <5.2m
Category A Streets: • Pertain to streets whose road width (kerb to kerb) is less than 5.2 meters. • Which have a road width too narrow for on-street parking. • Where in general, parking is not allowed and restrictions are enforced. HOWEVER: Council will investigate alternative on-street parking arrangements where: • Parking demand is evident; and • Council receives a written request from the community (see section 2.4 below).
Category B: 5.2m - 7.2m
Category B Streets: • Pertain to streets whose road width (kerb to kerb) ranges from 5.2 meters to 7.2 meters. • Streets in this category could typically accommodate parking on one side of the road. HOWEVER:

Council will investigate alternative on-street parking arrangements where:

- Parking demand is evident; and
- Council receives a written request from the community (see section 2.4 below).

Category C: >7.2m

Category C Streets:

- Pertain to streets whose road width (kerb to kerb) is greater than 7.2 meters.
- Streets in this category have a road width which is wide enough for parking on both sides of the road.
- Therefore Council will only investigate alternative on-street parking arrangements which do not involve a change of use from nature strip to on-street parking, for streets in this category. That is, Council will investigate engineering solutions which assist with on street parking (e.g. kerb outstands, line markings etc).

3. Alternative On-Street Parking Arrangements Process

This section describes the process to be applied when considering alternative on–street parking arrangements. Note: in all instances where streets are experiencing parking pressures, engineering solutions which propose no change to current land uses within the road reserve will be investigated first (Stage 1).

STAGE 1

Engineering Solutions with No Change to Current Land Uses within Road Reserve

Step 1: Investigate engineering solutions (line markings, kerb outstands etc) in consultation with residents.

Step 2: Implement engineering solutions (cost of capital works will be the responsibility of Council).

Step 3: Undertake a 12 month review (post implementation of engineering solutions) to determine effectiveness.

→ If engineering solutions implemented during STAGE 1 are deemed effective[35], then no further action required.

→ If engineering solutions implemented during STAGE 1 are <u>not</u> deemed effective by Council, then Council may consider undertaking STAGE 2 below.

STAGE 2

<u>Change of land use</u> within Road Reserve Is Requested
(From Nature Strip to On-Street Parking)

Step 4: Send brochure and pro-forma petition to resident (upon request) regarding process for changing land-use from nature strip to on-street parking. (Petition must include signatures from 60% of property owners, acknowledging costs are their responsibility).

Step 5: Preliminary feasibility analysis undertaken by Council officers to determine whether change of land-use from nature strip to on-street parking is considered appropriate.

Step 6: Council receives petition from street (must include property owners) requesting change of land-use from nature strip to on-street parking and acknowledging costs.

Step 7: Preliminary Assessment

Based on:

- Assessment against criteria;

- Parking Demand Analysis (PDA), which includes resident survey of parking pressures etc.

  o If PDA and criteria assessment = high demand and justification then proceed to Step 8.

  o If PDA = low, and change not justified under criteria then process is concluded, residents advised and existing parking conditions enforced.

Step 8: Write to residents advising PDA/ criteria assessment result, and that eligible to change land use from nature strip to on street parking. (Send out application forms to property owners).

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[35] That is, address the criteria as outlined in section 2.3 of this *Parking on Parking on Narrow Streets Management Framework* document.

Step 9: Council develops concept plan for street car parking design.

Step 10: Concept Plan approved by Council"s Parking Working Group.

Step 11: Council send out approved concept plan and cost estimates to property owners of all properties in the street. Undertake consultation with street and property owners.

Step 12: 60% of property owners must agree (clear majority) and sign and return forms to Council.

Step 13: If 60% of property owners in the street agree then a special charge scheme is applied.

Step 14: Works undertaken.

Appendix 1 (Section 6):

Implementation

a)   Table E: Preliminary Parking Strategy Implementation Plan

The preliminary Parking Strategy Implementation Plan outlined below uses actions outlined in chapter 4 of this Strategy as the starting point for a more detailed implementation approach.

Number	Action	Timeframe	Responsible	Resources		
				2011-12 Mid Year Budget	2012-13 Budget	Future Budget Considerations
Immediate Actions						
1	Adopt the Parking Demand Management Framework as outlined in Appendix 1, Section 1.	Immediate	Council	Within Existing		
4	Adopt the Kerbside Road Space User Hierarchy as outlined in Appendix 1, Section 2.	Immediate	Council	Within Existing		
8	Adopt the Local Area Traffic Management (LATM) precincts as outlined in Appendix 1: Section 3.	Immediate	Council	Within Existing		
14	Adopt the revised residential permit parking allocations as outlined in Appendix 1, Section 4.	Immediate	Council	Within Existing		
16	Undertake 18 month communication/ education campaign to advise residents of new permit parking policy. (Refer Appendix 1, Section 4,Table D *Revised Permit Parking Policy Implementation Timeframe*).	Immediate	Transport and Major Projects and Communications		$55,000 (temporary position developed for 6 months)	
19	Adopt and implement the *Parking on Narrow Streets Management Framework* , as outlined in Appendix 1: Section 5.	Immediate	Council	Within Existing		
29	Advocate to the State Government regarding the Review of Parking Provisions in the Victorian Planning Provisions.	Immediate	Strategic Planning	Within Existing		
31	Advocate to State Government to undertake a review of the train network zone boundaries and fare structure, to ensure passengers do not drive long distances to avoid the higher (zone 2) pricing system.	Immediate	Transport and Major Projects	Within Existing		
On-going Actions						
2	Apply the Parking Demand Management Framework to areas experiencing parking pressure within the municipality as required.	On-going	Transport and Major Projects	Within Existing	Within Existing	Within Existing
5	Apply the Kerbside Road Space User Hierarchy to areas experiencing parking pressure within the municipality as required.	On-going	Transport and Major Projects	Within Existing	Within Existing	Within Existing
11	Commence LATM Implementation Program.	On-going (On completion Action #10)	Transport and Major Projects			$1,035,000 ($45,000 per LATM precinct)
28	Ensure the development of new Structure Plans adequately informs the subsequent development of a Parking Precinct Plan, including information such as: • Parking demand and supply; • Population/demographic projections; • Preferred transport network (including walking and cycling); and • Necessary transport improvements (including new parking facilities).	On-going	Strategic Planning	Within Existing	Within Existing	

Number	Action	Timeframe	Responsible	Resources		
				2011-12 Mid Year Budget	2012-13 Budget	Future Budget Considerations
Within 3 months of adoption of the Strategy by Council						
9	Develop criteria to prioritise a program to review each Local Area Traffic Management (LATM) precinct.	Within 3 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing		
12	Develop Events Area around Flemington Racecourse and Royal Melbourne Showgrounds.	Within 3 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing		
13	Investigate and develop parking permit arrangements for Events Area.	Within 3 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing		
24	Establish interim guidelines for the assessment of parking reductions and/or waivers for parking in areas without a prepared Parking Precinct Plan (PPP), consistent with the objectives of this Strategy.	Within 3 months of adoption of this Strategy by Council.	Statutory Planning	Within Existing		
38	Establish an officer based Parking Working Group to: → Oversee the Parking Strategy Implementation Plan; → Advise on policy matters on an on-going capacity, including the identification of issues requiring further Council consideration; → Ensure Council continues to apply a cross-organisational approach to the management of parking within the municipality.	Within 1 month of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing		
39	Develop a Parking Strategy Implementation Plan to deliver on key actions and timelines set out in Appendix 1, Section 6.	Within 2 months of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing		
Within 6-9 months of adoption of the Strategy by Council						
3	Develop templates for community education programs where changed parking conditions are proposed (to improve driver knowledge, awareness and compliance with parking restrictions resulting in higher compliance rates).	Within 6 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing		
10	Prepare an updated LATM Implementation Program.	Within 6 months of the adoption of this Strategy by Council.	Transport and Major Projects	Within Existing	Within Existing	
20	Prepare template documents (forms, letters, community information brochures etc) required to implement the *Parking on Narrow Streets Management Framework.*	Within 6 months of adoption of this Strategy by Council.	Transport and Major Projects and Communications	$55,000 (temporary position developed for 6 months)		

Number	Action	Timeframe	Responsible	Resources		
				2011-12 Mid Year Budget	2012-13 Budget	Future Budget Considerations
21	Complete on-street parking assessments in line with the *Parking on Narrow Streets Management Framework* for all roads on Council's register of streets currently 'under investigation'.	Commence within 6 months and complete within 18 months of adoption of this Strategy by Council.	Transport and Major Projects	$37,500 (temporary position developed for 18 months)	$75,000	
26	Develop a Parking Precinct Plan for the Moonee Ponds Principal Activity Centre and incorporate this into the Moonee Valley Planning Scheme.	Within 6 months of the adoption of this Strategy by Council.	Strategic Planning and Transport and Major Projects		$100,000 (will require internal and external	
34. a)	Introduce PODs into all activity centres and high demand areas in a staged process which includes: • Identification of priority PODS sites.	Within 6 months of adoption of this Strategy by Council.	Governance and Local Laws	Within Existing		
35	Undertake an audit of existing parking data and its uses within Council including the development of a specification that can be used internally and externally to assist in improving access to this information	Within 5 months of adoption of this Strategy by Council.	Transport and Major Projects	Within Existing		
36	Develop a summary of parking data gaps and requirements.	Within 9 months of adoption of this Strategy by Council.	Transport and Major Projects		Within Existing	
Within 12 months of adoption of the Strategy by Council						
6	Develop a program to work with all schools in Moonee Valley to develop specific local traffic and parking management plans to address local parking issues.	Within 12 months of the adoption of this Strategy by Council.	Transport and Major Projects		Within Existing	
15	Review and update the MVCC Resident Parking Permit Policy (2008) as the MVCC Parking Permit Policy for adoption by Council. The revised Policy will be updated to include: • Changes to the residential permit parking policy outlined in Appendix 1, Section 4; • Business Parking Permit provisions; • Other Non Residential Parking Permits provisions (such as those issued to other government agencies; educational; sporting and other community organisations); • A review of the parking permit fees (including a discount system for pensioners); • Implement a system for residents which allows for discounts on parking permit fees for residents with fuel-efficient vehicles with a high star rating; • Other temporary permit parking systems; and • An area based system for issuing parking permits which includes adjacent streets (rather than a specific street).	Within 12 months of the adoption of this Strategy by Council Within 18 months of the adoption of this Strategy by Council	Transport and Major Projects (Review of Resident Permit Parking Policy) Transport and Major Projects and Citizen and Information Services (Database changes for review of RPPP)	Within Existing $3,000 (initial works required to determine scoping of database changes)	Within Existing Additional resources to be further determined and referred to future Capital Works Program	Additional resources to be further determined and referred to future Capital Works Program

Number	Action	Timeframe	Responsible	Resources		
				2011-12 Mid Year Budget	2012-13 Budget	Future Budget Considerations
17	Develop Council processes and information to ensure that new residents are made aware of residential parking permit restrictions.	Within 12 months of the adoption of this Strategy by Council.	Transport and Major Projects		Within Existing	
23	Amend the *Moonee Valley Planning Scheme* to include: • Guidelines for the location, design and development of off-street parking facilities. • Policy supporting the provision of parking for alternative vehicles. • Policy relating to the design and location of crossovers, considering their impact on on-street parking supply. • Policy reflecting any additional principles and objectives of this Strategy.	Within 12 months of adoption of this Strategy by Council.	Strategic Planning		$6,000	
25	Develop Parking Precinct Plans for each activity centre (where a relevant Structure Plan has been prepared) ensuring: • Costings and a cash-in lieu scheme (which offsets any parking shortfall in new developments) for all necessary public parking and sustainable transport facilities and improvements within the centre; • The first PPP is used as a template for subsequent Activity Centres. • The incorporation of the Parking Precinct Plan into the Moonee Valley Planning Scheme	Commence within 12 months of adoption of the relevant Structure Plan.	Strategic Planning and Transport and Major Projects			$500,000 ($100,000 per Major Activity Centre) Note: will require internal and external resources
30	Advocate to the State Government regarding appropriate park and ride facilities within the Metropolitan Melbourne Context.	Within 12 months of adoption of this Strategy by Council.	Transport and Major Projects		Within Existing	
32	Develop a parking enforcement operational procedure document.	Within 12 months of adoption of this Strategy by Council.	Governance and Local Laws		Within Existing	
33	Develop clear and consistent criteria for all agreements to enforce restrictions on private land.	Within 12 months of adoption of this Strategy by Council.	Governance and Local Laws		Within Existing	
34. b)	Introduce PODs into all activity centres and high demand areas in a staged process which includes: • Preparation of PODS implementation plan (presented to Council with associated costs).	Within 12 months of adoption of this Strategy by Council.	Governance and Local Laws		Within Existing	
37	Work across Council departments and prepare a Parking Data Collection program which addresses information gaps.	Within 12 months of adoption of this Strategy by Council.	Transport and Major Projects		Within Existing	
40	Provide an annual update report to Council on the Implementation Plan progress.	First update report due 12 months from adoption of Strategy by Council.	Transport and Major Projects		Within Existing	

Number	Action	Timeframe	Responsible	Resources		
				2011-12 Mid Year Budget	2012-13 Budget	Future Budget Considerations
Within 18 months - 2 years of adoption of the Strategy by Council						
7	Undertake a review of the Kerbside Road Space User Hierarchy in 2 years from date of adoption to determine effectiveness.	Two years after adoption of this Strategy by Council.	Transport and Major Projects		Within Existing	
34. c)	Introduce PODs into all activity centres and high demand areas in a staged process which includes: • Staged installation of PODS commences.	Within 18 months of adoption of this Strategy by Council.	Governance and Local Laws			Additional resources will be determined at the completion of Action 3b)
18	Review 'permit parking only' signage in accordance with the Kerbside Road Space User Hierarchy.	By 30 June 2013	Transport and Major Projects	Within Existing	Within Existing	
Within 3 years of adoption of the Strategy by Council						
22	Review the *Parking on Narrow Streets Management Framework*.	3 years after adoption of the Strategy.	Transport and Major Projects			Within Existing
Date to be determined						
27	Develop a Parking Precinct Plan for the Airport West Principal Activity Centre and incorporate this into the Moonee Valley Planning Scheme.	Upon incorporation of the Moonee Ponds Parking Precinct Plan into the Moonee Valley Planning Scheme.	Strategic Planning and Transport and Major Projects			$100,000 (will require internal and external resources)
			Indicative Cost	$95,500	$236,000	$1,635,000
			Total Indicative Cost	$1,966,500		

b)   Roles and Responsibilities

Key roles and responsibilities and implementation areas of the Parking Strategy
are outlined below (Table F).

Table F: MVCC Roles and Responsibilities

Area	Responsible	Description
Policy setting	Councillors	➢ Policy setting is a function of the Councillors through resolutions at formal Council meetings. ➢ The Municipal Parking Strategy sets clear direction on key issues, and identifies further policy work for Council consideration.
Parking Management	(Officers)	**Traffic & Major Projects**: ➢ Parking Strategy implementation ➢ Development of new parking related policy such as Parking Permit Policy; ➢ Application of adopted parking policy; and ➢ Investigation of day-to-day issues; **Strategic Traffic Management**: ➢ Parking Strategy implementation (incl. coordination of Parking Strategy Implementation Plan); ➢ Development of new parking related policy; ➢ Application of adopted parking policy; ➢ Parking Reference Group coordination; and ➢ Coordination with road safety and sustainable transport parking related issues.
		Operations: ➢ Implementation of new parking restriction signage.
		Assets & Engineering: ➢ Construction of new parking bays and parking infrastructure requiring capital works.
		Statutory & Strategic Planning: **Strategic Planning**: ➢ Coordinating the development of Parking Precinct Plans for Council‟s Principal and Major Activity Centres. ➢ Preparing the Planning Scheme Amendments necessary to further the objectives of the MPS and any subsequent strategies. **Statutory Planning**: ➢ Before the relevant Parking Precinct Plan is prepared, assessing reductions/waivers for parking in line with the interim guidelines included in the Municipal Parking Strategy. ➢ Identifying properties ineligible for parking permits. ➢ Ensuring relevant departments within Council are provided with up to date information on parking eligibility for properties.
		Communications: ➢ Targeted community education campaigns.

Area	Responsible	Description
		Citizen & Information Services: ➢ Assist in the development of database changes required to implement the review of the Resident Permit Parking Policy. ➢ Administration of Parking Permit Policy.
Enforcement	(Officers)	**Governance and Local Laws:** ➢ Undertake parking enforcement. ➢ Issue and administer Parking Permit Policy. ➢ Manage „one-stop-shop" for day-to-day operational and enforcement enquiries from the community and residents regarding concerns about: ➢ Policy and specific restrictions; and ➢ Particular enforcement issues.

Appendix 2: Data

Table i: Moonee Valley Population Data[36]

Moonee Valley Population Data (Estimated)	2006	2011	Difference	Average annual change %	% Change
Residential Population	106,800	114,000	+ 7,200	1.3	+ 6.7
Households	43,000	46,000	+3,000	1.4	+ 6.9

Moonee Valley Population Data (Estimated)	2011	2026	Difference	Average annual change %	% Change
Residential Population	114,000	124,000	+10,000	0.6	+ 8.8
Households	46,000	53,000	+7,000	1.0	+15.2

Table ii: Residential Building Approvals, City of Moonee Valley
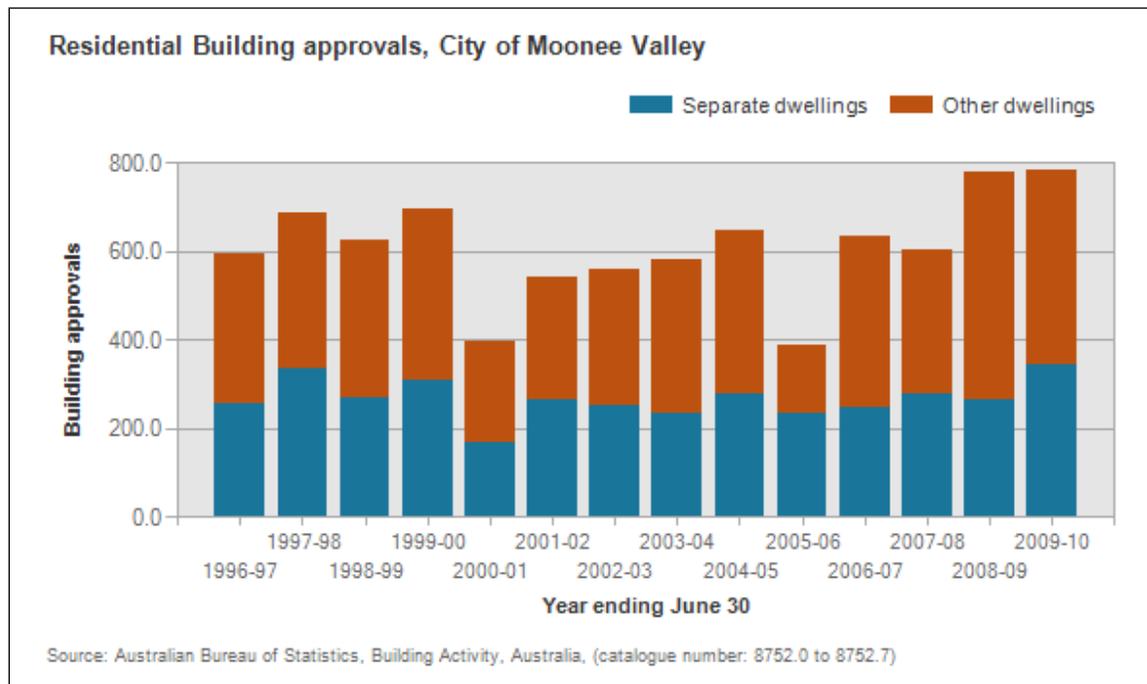

Table ii above refers to residential building approvals within the municipality over the last 14 years. Note: *separate dwellings* are detached homes while *other dwellings* refer to multi-unit developments.

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[36] This data has been determined through a combination of current population projections, including ABS information.

Table iii: Local Government Areas of residence for workers in City of Moonee Valley

Top 10 Local Government Areas of residence for workers in City of Moonee Valley, 2006[37]			
Rank	Local Government Area	Number	Percent (%)
1	Moonee Valley (C)	10,223	33.6
2	Hume (C)	3,258	10.7
3	Brimbank (C)	3,177	10.4
4	Moreland (C)	2,648	8.7
5	Melton (S)	1,344	4.4
6	Maribyrnong (C)	987	3.2
7	Darebin (C)	858	2.8
8	Wyndham (C)	790	2.6
9	Whittlesea (C)	784	2.6
10	Hobsons Bay (C)	650	2.1
	Other areas	5,709	18.8
	Total workers in the City of Moonee Valley	30,428	100.0

Table iii above identifies a total of 30,428 people working in Moonee Valley, with 20,205 people commuting into the municipality from other areas.

Table iv: Modes of Transport for Travel to Work

Travel to work (includes multi-mode journeys)[38]	Moonee Valley City						
	2006			2001			
Enumerated data	number	%	Melbourne Statistical Division %	number	%	Melbourne Statistical Division %	Change 2001 to 2006
Train	5,304	11.1	8.5	4,392	9.3	7.7	912
Bus	461	1.0	1.2	504	1.1	1.3	-43

[37] Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2001, 1996 and 1991.
[38] Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2001, 1996 and 1991.

Tram or Ferry	1,545	3.2	2.0	1,455	3.1	2.0	90
Taxi	101	0.2	0.2	111	0.2	0.2	-10
Car - as driver	28,759	60.0	61.1	28,634	60.7	61.7	125
Car - as passenger	2,113	4.4	4.7	2,376	5.0	5.1	-263
Truck	327	0.7	0.9	453	1.0	1.1	-126
Motorbike	226	0.5	0.4	189	0.4	0.4	37
Bicycle	659	1.4	1.1	430	0.9	0.8	229
Walked only	979	2.0	3.1	867	1.8	2.4	112
Other	402	0.8	0.9	308	0.7	0.8	94
Worked at home	1,371	2.9	3.7	1,369	2.9	3.9	2
Did not go to work	4,777	10.0	10.1	4,864	10.3	10.2	-87
Not stated	879	1.8	1.9	1,220	2.6	2.3	-341
Total	47,903	100.0	100.0	47,172	100.0	100.0	731

Table v: Traffic Flow Increases on Arterial Roads
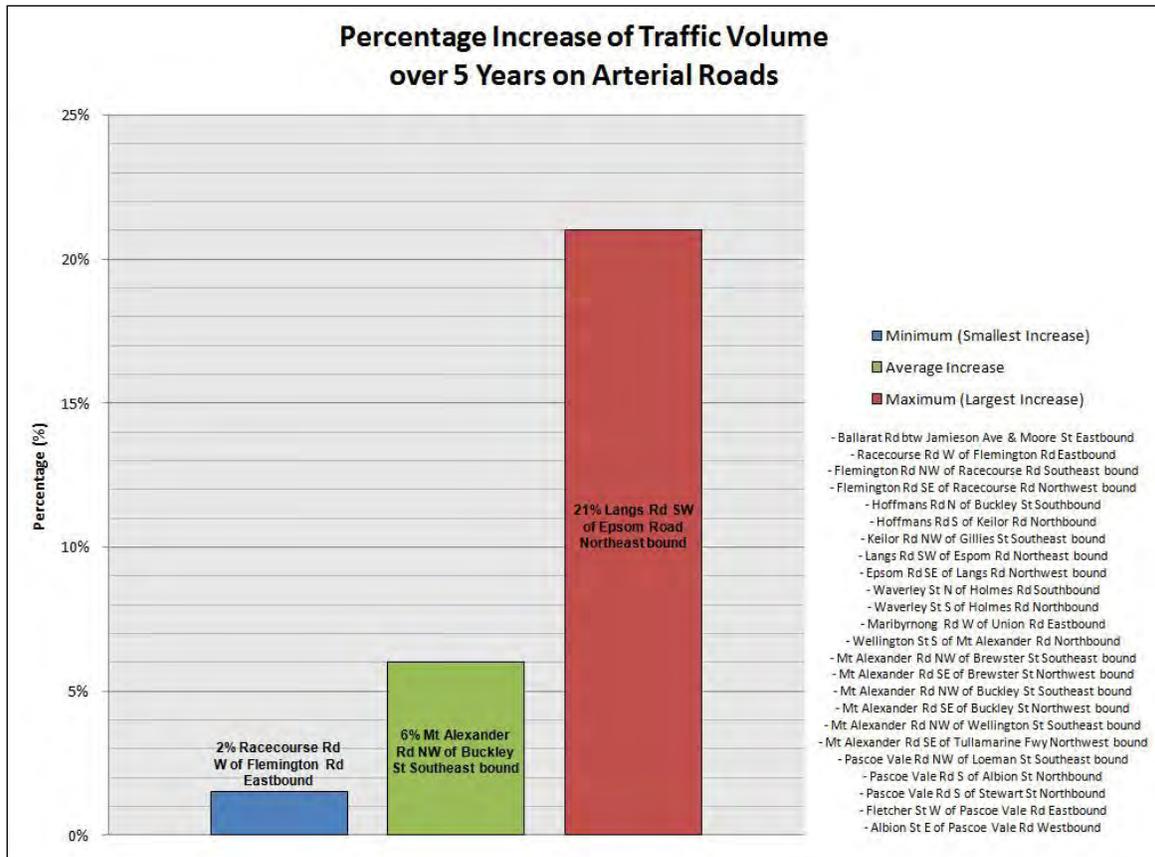
Table vi: Traffic Flow Increases on Freeways

Percentage Increase of Traffic Volume over 5 Years on Freeways

- Minimum (Largest Decrease)
- Average Increase
- Maximum (Largest Increase)

-11% Tullamarine Fwy btw Calder Fwy & Bulla Rd Northbound

15% Tullamarine Fwy E of Bulla Rd Under Napier St Eastbound

36% Calder Fwy Under Collinson St Ped O/P (Wrr I/C) Westbound
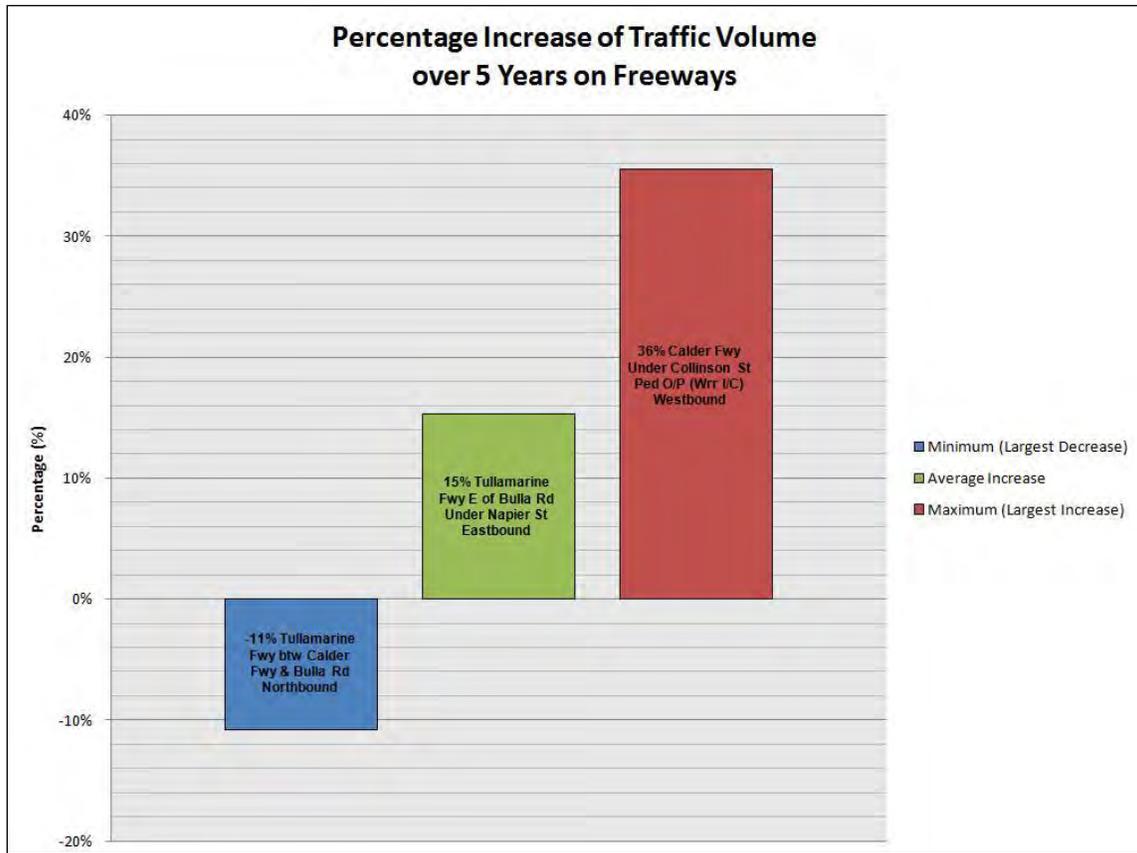
Map i: Traffic Flow Increases – Airport West/Essendon North
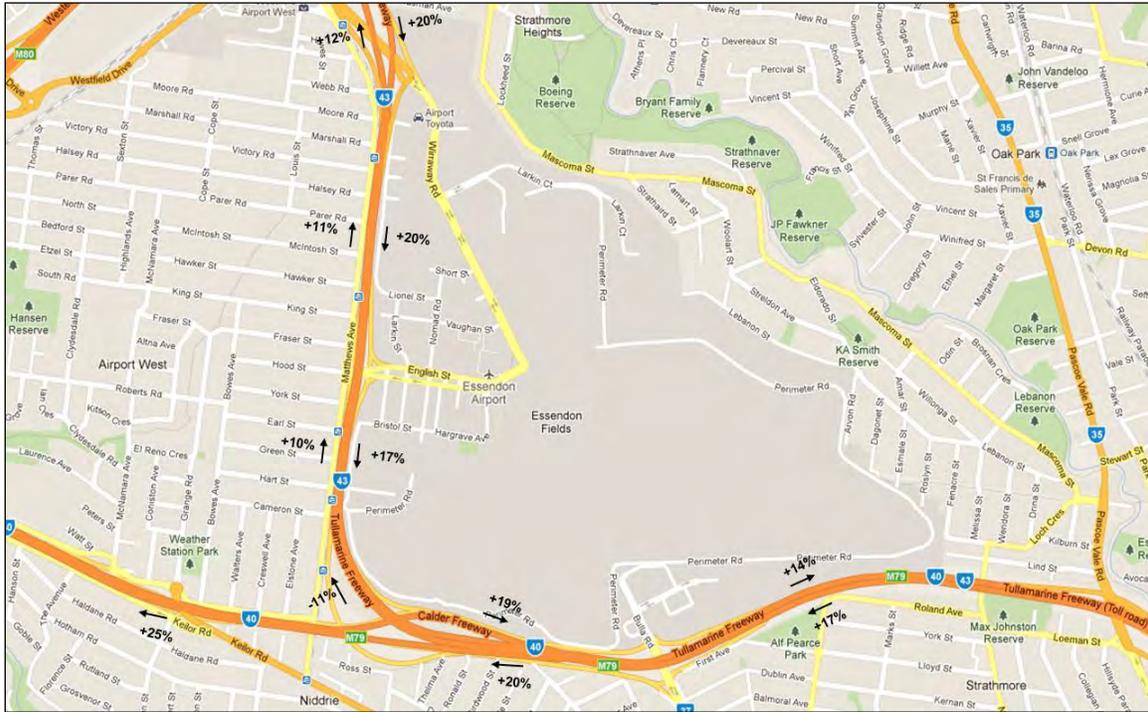
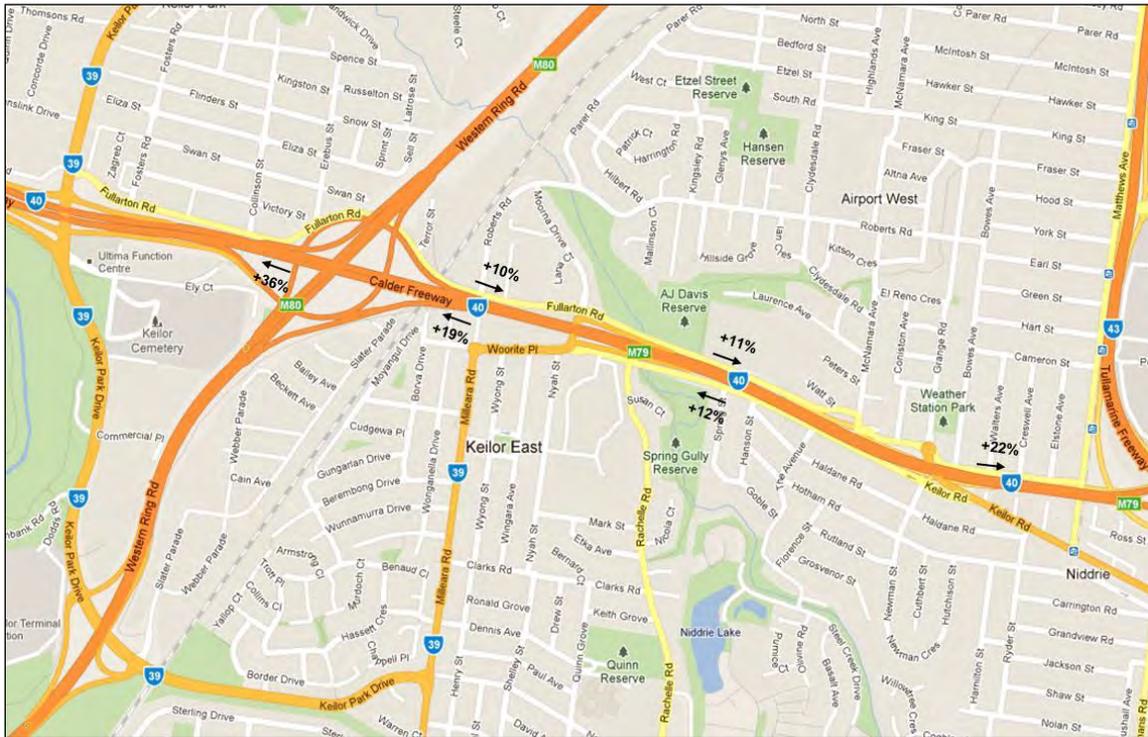**Map ii: Traffic Flow Increases – Airport West/Keilor East**

Table vii: Parking Enforcement Comparison

Parking Enforcement
Comparison

Council	Full Time Officers	Part Time Officers	Contract Officers	Total Hours per weekday (avg)	Total hours per weekend day
Yarra	15	14	0	183	125
Port Phillip	22	0	0	126	126
Moonee Valley	6	0	6	64	48
Darebin	7	3	0	77	84[1]
Moreland	10	0	0	128	57

[1]No patrols on Sundays, on-call officer available.

Table viii: Estimated Average Household Car Ownership in Moonee Valley

Precinct	Average car ownership*	
	2008	2011
Airport West	1.75	2.11
Ascot Vale	1.31	1.42
Avondale Heights	1.78	1.75
Essendon/Essendon North/Aberfeldie	1.45	1.61
Flemington/Travancore/Newmarket	0.40	0.41
Keilor East	1.95	1.87
Moonee Ponds	1.43	1.44
Niddrie/Essendon West	1.38	1.61
Strathmore/Strathmore Heights	1.81	1.88
City of Moonee Valley	**1.51**	**1.60**

*Note these are estimates only
Data source: VicRoads, 2011

Table ix: Number of Registered Motor Vehicles Kept at Home (Victoria)

Number of Registered Motor Vehicles Kept at Home, By state/territory–March 2000 to March 2009 (by % of population)		
Household Type	**March 2000**	**March 2009**
None	10.3	9
1 car	36.3	35.1
2 cars	37.4	38.5
3 or more	16.1	17.4

Data source: ABS, 2009

Appendix 3:
Policy Context

Victorian Government Policies and Legislation

Victorian Government policies relevant to the Moonee Valley Draft Municipal Parking Strategy are outlined below.

i.　Melbourne 2030 (2002)

Melbourne 2030 is the State‟s strategic plan to manage growth across Metropolitan Melbourne and the surrounding region. Many of the actions outlined in Direction 8 of Melbourne 2030 are directly relevant to parking in Moonee Valley, including:

▸ Review how transport is priced and the amount of car parking that is provided;

▸ Promote the use of sustainable personal transport options, such as public transport, walking and cycling;

▸ Review parking requirements; and

▸ Review car parking policies and management at Principal and Major Activity Centres, so that more people will be encouraged to switch to public transport (while considering the needs of shoppers and short-term visitors).

Activity Centres incorporate activities such as retailing, workplaces, residential development and community services. Melbourne 2030‟s Activity Centres policy emphasises the desirability of concentrating future developments within existing activity centres (for example, the Major Activity centres at Keilor Road - Niddrie, North Essendon and Union Road – Ascot Vale). The purpose of concentrating development around Activity Centres is to increase opportunities for "linked trips" using non-motorised modes and also provide better access by walking, cycling and the use of public transport.

ii.　Melbourne @ 5 million (2008)

Melbourne @ 5 million is an update to Melbourne 2030 which takes the increased population growth forecasts from Victoria in Future 2008 into account. The plan provides complementary planning policy initiatives to Melbourne 2030 and includes directions regarding; a more compact city, better management of growth, networks within the regional cities and a greener city.

The document outlines the „multi-centre‟ city structure required, with a better distribution of jobs and activities, with the following characteristics:

▸ Several large Central Activities Districts (CADs);

▸ Employment corridors aligned with public transport networks;

▸ Targeted redevelopment with more intense housing developments in and around activity centres, along tram routes and the Principle Public Transport Network; and

‣ New sustainable communities.

iii.   Victorian Transport Plan (2008)

The Victorian Transport Plan (VTP) is based on an integrated approach to transport and land use planning, and sets a clear direction for the Victorian Transport System.

The plan specifies six priorities for action:

1. Shaping Victoria
2. Linking rural, regional and metro Victoria
3. Creating a Metro System
4. Moving around Melbourne
5. Taking practical steps for a Sustainable Future
6. Strengthening Victoria‟s and Australia‟s Economy

Specific to the parking strategy is Priority Action 4 – Moving Around Melbourne, which has the aim of *"Linking our communities by closing gaps, reducing congestion and improving safety on the road network."* Council‟s Parking Strategy will aid this State Government aim by seeking to achieve a better functioning local road network.

iv.   Transport Integration Act (2010)

This legislation establishes a new framework for the provision of an integrated and sustainable transport system in Victoria. It sets out, in one central statute, the Victorian Government‟s vision, objectives and principles for the transport system. The vision for the act is as follows:

"Victoria aspires to have an integrated and sustainable transport system that contributes to an inclusive, prosperous and environmentally responsible state."

In addition, the act outlines six objectives for Victoria‟s transport system:

1) Social and economic inclusion;
2) Economic prosperity;
3) Environmental sustainability;
4) Integration of transport and land use;
5) Efficiency, coordination and reliability; and
6) **Safety, health and wellbeing.**

Of relevance is Section 12 – Efficiency, coordination and reliability, which specifies under subsection (2)(a) that *"the transport system should maximise the efficient use of resources including infrastructure, land, services and energy."*

In addition, Section 10 – Environmental sustainability state that *"the transport system should actively contribute to environmental sustainability by protecting, conserving and improving the natural environment."*

The Municipal Parking Strategy will seek to achieve these objectives through more efficient methods for allocating land for parking.

v.   Victorian Road Rules 2009

Under the Victorian Road Rules 2009 (clause 197) it is illegal to park a vehicle (or trailer) on a nature strip.

The Victorian Road Rules also state that it is illegal to drive over a nature strip (as would be required to park on it). Therefore, each time a car is parked on a nature strip two state laws are being broken, and a third is broken when the car is driven off the nature strip.

Clause 197 (1) (a) allows parking on a nature strips where Council signage is present.

Booz & Co[39] identify several reasons why parking on nature strips is illegal under the Victorian Road Rules, including:

- Vehicles parked on nature strips can cause damage to grassed and paved areas, kerbs and public utilities, hence increasing maintenance costs and decreasing visual amenity.
- Emergency vehicle access is also restricted as nature strips generally contain valuable and essential infrastructure such as water, sewage, gas, Telstra and drainage pipes.
- Vehicles parked on nature strips/footpaths can restrict pedestrian access.
- Access for wheelchair and pram users can become particularly difficult and even impossible.

vi.   Victorian Cycling Strategy (2008)

The Victorian Cycling Strategy sets out a number of priority actions aimed at establishing cycling as a viable, sustainable, affordable and safe transport option.

Of particular interest is that under Strategic Direction 3 - Reduce Conflicts and Risks for Cyclists, a future direction is to *"investigate improving safety through*

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[39] Booz & Co (Aust) Pty Ltd, Draft MVCC Municipal Parking Strategy, June 2010

traffic-calming measures on local roads, such as changes to car parking and road widths."

vii.   Australian Disability Parking Scheme (Draft)

Work is continuing on this scheme which aims to improve parking opportunities for people with a disability by introducing:

- Consistent eligibility criteria

- Concessions

- A national design to remove inconsistencies in rules and permits across jurisdictions

The roll-out of the scheme includes the Australian Disability Parking Permit, which will be distributed by 31 March, 2011 (except in Victoria which is yet to determine its roll-out arrangements).

At the time of writing, the current rules continue to apply in each State and Territory.

viii.   State Parking Provision Review (Draft)

The State Government is currently reviewing the Parking Provisions in the Victorian planning schemes. This review has highlighted that the existing provision rates are too high in many cases and has also noted that the lack of a maximum rate often leads to oversupply of car parking and increased traffic.

These provisions are currently being circulated for public comment. It is expected that the review is likely to change the way new developments provide car parking and may influence the rates and tools used to reduce car parking requirements.

Moonee Valley City Council Policies

Council policies relevant to the Moonee Valley Municipal Parking Strategy are outlined below.

i.   Moonee Valley 2020 – Community Vision

MV2020 describes a long term vision which captures what the community would like Moonee Valley to be in the future:

> *"...In 2020, Moonee Valley will be an engaged and connected City where individuals and communities work together to support and improve the wellbeing and sustainability of its people, places and environments."[40]*

MV2020 identifies five key community priorities as:
- Creating and sustaining healthy, safe and active communities;
- Accessing quality infrastructure and services
- Caring for our environments.
- Fostering local character
- Working together for prosperity.

The following MV2020 aims and objectives relevant to the MVCC Municipal Parking Strategy are:

Accessing quality infrastructure and services	Manage, maintain and renew appropriate Council infrastructure and facilities for the benefit of the community and for future generations.
	Create choices for the movement of goods and people through our City ensuring these choices are sustainable.
Fostering local character	Maintain and enhance residential streetscape quality and character.

ii.   Moonee Valley Council Plan (2009 – 2013)

The Council Plan 2009-2013 sets out Moonee Valley City Council‟s four-year strategic direction in response to the community consultation undertaken as part of the Community Vision.

Council will concentrate on the following six strategic objectives to meet the community‟s shared vision:

- A creative City with connected communities;

MV2020 'Living Together Living Well' Community Vision, Page 3 (July 2009).

- A healthy environment and a sustainable City;
- A City providing smart and accessible transport that connects people;
- A City for investment and growth;
- A well-planned and managed City; and
- A dynamic, responsive organisation

In addition, the Council Plan clearly highlights Moonee Valley‟s commitment to sustainability. In order for Council to achieve this is it will be necessary to have a level of „parking control‟ in order to manage demand.

iii.   Moonee Valley Integrated Transport Plan (ITP) (2008)

The Integrated Transport Plan serves as an overarching document which provides direction for Council‟s transport planning and operations. The main objective of the plan is:

"To create choices for movement of people and goods through our City while ensuring these choices provide valuable, sustainable outcomes that contribute to our citizens‟ lifestyle."

The plan is guided by the following six objectives and outcomes for transport within the municipality:

Objective	Outcome
Travel Demand	Reduce the need to travel, trip numbers and lengths.
Congestion	Reduce congestion and manage movement of private and heavy vehicles.
Environmental Impact	Reduce environmental impact through use of more environmentally sustainable transport options.
Improve Amenity	Improve the look and feel of the City.
Safety	Improve transport safety.
Social Inclusion	Create a more inclusive society that can undertake its activities and continually improve with ease. The ITP can assist by creating an accessible and affordable transport system.

iv.   Moonee Valley Resident Permit Parking Policy (2008)

The objectives of the Moonee Valley Resident Permit Parking Policy are to:

- Protect residential amenity while providing equitable access to on-street parking areas for non-residential land uses;
- Provide sufficient parking for all members of the community, while maintaining the traffic flow function and safe operation of roads in the municipality; and

- Provide consistent policy guidelines to manage the on-street car parking supply throughout the municipality.

v. Moonee Valley Cycling and Walking Strategy (2004)

Moonee Valley Council‟s Cycling and Walking Strategy encourages people to make "more trips, more often" by either cycling or walking. This strategy is currently being revised and will complement and be coordinated with this Parking Strategy.

The Cycling and Walking strategy provides direction for Council to achieve the following:

- Improve the physical cycling and walking networks.
- Overcome the perceived barriers through employing additional promotional and educational strategies.
- Encourage more people to cycle and/or walk or adopt changes in their lifestyle to cycle and/or walk more often.

Of relevance is Action C.2 of the strategy, which states to *"Provide secure cycle parking at stations and in activity centres."*

vi. Moonee Valley Road Safety Plan (2010-2014)

The Moonee Valley Road Safety Plan is an important 5-year plan which aims to greatly enhance the safety of all road users within Moonee Valley. The vision of the plan is to:

„Reduce the risk of injury on our roads and paths, so that people of all ages and abilities are free to travel on the road and path network to their chosen destinations, safely and with confidence".

The Road Safety Plan sets out the following seven key priority areas that have been developed to address the main road safety challenges and opportunities facing Moonee Valley City Council and its key road safety partners:

1. Coordination and leadership of road safety planning and action;
2. Road safety promotion at schools and safe school travel;
3. Developing and maintaining a safe road and path network;
4. Young children and their families: Safety for pedestrians, including motorised scooter users;
5. Safer cycling; and
6. Safer driving and safer cars.

Key priority area 2 consists of goals and actions to help students travel to and from school safely, and support schools to provide well targeted and proven traffic safety education programs that address the variety of risks young people face on the road at different stages of their lives. It also promotes safe dropping off and picking up of students, and safe traffic conditions around schools.

vii. Moonee Valley Street Planting Strategy (2007)

The Moonee Valley City Council Street Planting Strategy outlines how trees are managed in street landscapes within the City, and acknowledges the need to:

- Further develop neighbourhood character;
- Protect local street amenity
- Create accessible, pleasant and safe public spaces;
- Create neighbourhoods with shared interests;
- Foster the „greening" of our City;
- Foster inter-generational resource sharing.

Street plantings and car-parking can compete for space within the streetscape. The following Street Planting policies and initiatives are of relevance to the Parking Strategy:

Policy 5.1: Ensure a net gain in street tree numbers is achieved annually through replacement planting; and

Policy 5.2: Advocate on behalf of the community to protect existing street plantings from any new infrastructure development ..."

viii. Summary of Moonee Valley Resident Permit Parking Policy (2008)

Under the Moonee Valley Resident Permit Parking Policy (2008):

- Residents are entitled to park in a Permit Zone or within a time limited parking area on their street for an unlimited duration;
- Existing residential houses are entitled to four resident permits, two visitor permits and up to five temporary visitor permits each.
- Residents are entitled to the first 2 resident permits and 2 visitor permits free of charge. Any subsequent permits are currently charged at $51.50 per permit.
- The maximum number of Resident and Visitor Permits that can be issued per dwelling is outlined in Table viii below. Moonee Valley issues a large amount of resident/visitor permits in comparison to neighbouring Councils (refer Appendix 4, Section 1).

Table viii: MVCC Resident Permit Parking Policy 2008 - Existing Maximum Number of Resident/ Visitor Permits per Dwelling

Dwelling Type	Maximum Number of Permits per Dwelling			
	Resident Permits	Visitor Permits	Temporary Visitor Permits	Total
House	4	2	5	11
Townhouse or unit that received planning approval before 1/1/2006	2	2	5	9
Townhouse or unit that received planning approval after 1/1/2006	0	1	5	6
Shop-top or rear-of-shop residential property	2	0	5	7
Existing or future multi-storey apartments	0	0	0	0

Source: City of Moonee Valley Resident Permit Parking Policy (2008)

Appendix 4:
Background on Key Issues

Appendix 4 (Section 1):

Resident Parking Permit Policy- Comparison with Melbourne Metropolitan Councils[41]

Table ix: Table of comparison with other metropolitan Councils

Council	Resident	Visitor	Temp Visitor *	Total (Resident + Visitor only)	Total (all permits)	Charge
Moonee Valley	**4**	**2**	**5**	**6**	**11**	**4 Free**
Darebin	0-2	0	3-4	0-2	3-6	All
Moreland	2	1	**	3	3**	All
Port Phillip	2	1	10	3	13	All
Yarra	2	1	1	3	4	All
Stonnington	2	1	**	3	3**	2 Free
Maribyrnong	2	2	6	4	10	2 Free
Melbourne	0-2	0	18	0-2	18-20	All
Glen Ira	2	1	**	3	3**	3 Free

Column header spans: "Maximum No. of Resident Permits Issued Per Household"

*Valid between 1 day to 4 weeks.
**Temporary Permits issued on request

Appendix 4 (Section 2):

Background issues regarding Parking in Narrow Streets and on Nature Strips

a)   Associated Legal Issues

There are a considerable legal issues regarding parking on nature strips in the:

- Victorian Road Rules 2009 (clause 197);
- Road Management Act 2004 – Clause18, Management of road and utility infrastructure in road reserves, and Clause 40, Specific powers and duties of road authorities**.**

Details   regarding   these   provisions   are   outlined   in   sections   below.

a)-i) Victorian Road Rules 2009

Under the Victorian Road Rules 2009 (clause 197) it is illegal to park a vehicle (or trailer) on a nature strip.

The Victorian Road Rules also state that it is illegal to drive over a nature strip (as would be required to park on it). Therefore, each time a car is parked on a nature strip two state laws are being broken, and a third is broken when the car is driven off the nature strip.

Clause 197 (1) (a) allows parking on a nature strips where Council signage is present.

Booz & Co[42] identify several reasons why parking on nature strips is illegal under the Victorian Road Rules, including:

- Vehicles parked on nature strips can cause damage to grassed and paved areas, kerbs and public utilities, hence increasing maintenance costs and decreasing visual amenity.
- Emergency vehicle access is also restricted as nature strips generally contain valuable and essential infrastructure such as water, sewage, gas, Telstra and drainage pipes.
- Vehicles parked on nature strips/footpaths can restrict pedestrian access.
- Access for wheelchair and pram users can become particularly difficult and even impossible.

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[42] Booz & Co (Aust) Pty Ltd, Draft MVCC Municipal Parking Strategy, June 2010

a)-ii) Road Management Act 2004

The Road Management Act identifies the use of nature strips as the preferred location for utility infrastructure; Council has an obligation as the road authority to ensure a utility has access to the nature strip for installation and ongoing operational purposes.

"a) In accordance with clause 5 of Schedule 7, minimise damage to road infrastructure that may be caused during the installation, or associated with the ongoing operation, of utility infrastructure as far as reasonably practicable;

For example, consideration could be given to the following order of priority where practicable:
Most preferred location

- *Under/within open areas within the road reserve or existing easement;*
- *Under/within nature strips;*
- *Under footpaths/bicycle paths.*

Least preferred location

- *Under road pavements/tram and rail tracks."*

The Act recognises that road reserves are available for management of Infrastructure in Road Reserves (Victorian Government October 2008).

a)-iii) Road Management Act 2004 – Clause18, Management of road and utility infrastructure in road reserves

Clause 18 of the Road Management Act highlights the use of nature strips as the preferred location for utility infrastructure, Council has an obligation as the road authority to ensure a utility has access to the nature strip for installation and ongoing operational purposes. The nature strip not considered part of the road infrastructure. Clause 18 of the associated Code of Practice the Act recognises that road reserves are available for the installation and ongoing operation of both road and non-road infrastructure.

a)- iv) Road Management Act 2004 – Clause 40, Specific powers and duties of road authorities

Clause 40 of the Road Management Act states specific powers and duties of road authorities. Currently roadside features such as nature strips are not under any duty by Council to maintain as they are considered non-road infrastructure. However, if nature strips were to be used for vehicle parking (as part of the road infrastructure) then this position may change, and Council could be found to be responsible for their maintenance.

Clause 40 (Statutory Duty to Inspect, Maintain and Repair Public Roads) notes the following example:

"Example: A road authority has a duty to maintain its roadways and pathways on a public road for use by vehicles and pedestrians. However, a road authority is not under a duty to maintain roadside bushland for public use and is not responsible for maintaining non-road related infrastructure. [43]

b)   Safety Issues

In addition to some of the issues outlined above, Booz and Co identify[44] the following safety issues associated with parking on nature strips:

* Parking vehicles on the nature strip (rather than on the roadway) increases the speed at which vehicles travel along the road and introduces obstacles to clear vision along the street resulting in greater confusion for drivers;

* Child safety is compromised as children are more likely to be visible (before getting on the street) to drivers if cars are parked on the roadway and can be hidden behind cars on nature strips (as the car is higher and produces a greater visual obstruction);

* Drivers inherently drive slower on a narrow roadway when compared with a wider roadway. Parking vehicles on the roadway serves to narrow the space available for drivers and this generates a similar effect to a speed hump (where drivers travel slower while passing parked cars). A wide street with no obstacles is more likely to encourage „hoon" type driving behaviour (as there is less risk to the driver or their car);

* Whilst some residents believe their car will be more secure if it is parked on the nature strip. There is no evidence to suggest this is the case. This is because the benefit of being further from moving vehicles is off-set by the increased speed of passing vehicles, and reduced safety generated by the visual clutter of the vehicle.

c)   Use of Public Land

Public land including road reserves are used for a range of uses and infrastructure that benefit the wider community. For example, many road reserves include nature strips add to the value of land in the area (through amenity from trees) and provide a convenient location for public utilities (such as water, drainage, electrical and phone lines).

Public land is not available for "any" use the public wishes to make of it. Various State and Local Laws govern activities that are permitted (or prohibited) on public

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[43] Road Management Act 2004, Clause 40, page 61
[44] Booz & Co (Aust) Pty Ltd, Draft MVCC Municipal Parking Strategy, June 2010

land. Parking on nature strips is effectively changing the use of public land from „nature strip" to „on-street parking". This would involve providing indented on-street parking by paving over nature strips.

The initial capital for such works and on-going maintenance costs would require significant Council resources. The estimated capital cost to Council is around $3,000 to $5,000 per parking space. This figure excludes the cost of relocating services within the nature strip or on-going maintenance of the parking bay once created. Nature strips could not be changed to parking spaces unless the sub-base and pavement is properly designed and constructed. In many cases this pavement material would need to be permeable to protect existing trees within the nature strip. There is generally a higher maintenance cost for porous surfaces as they need to be cleaned and unclogged on a regular basis. Whilst the capital cost of changing the land use from a nature strip to on-street parking would be the responsibility of the property owners applying for the change (through a special rates levy); the on-going maintenance obligations would be Council"s responsibility (as per clause 40 of the Road Management Act). This would therefore add to Council"s overall road renewal burden.

Such changes would therefore need to be subject to a rigorous process where the benefits and implications are carefully and fairly considered.