

Attachment 5– Officer Response to Feedback Received when parking fee in Area 1 was reduced to \$1.00 per hour (12 March 2019 to 31 November 2019)

| Location | Key Reoccurring Feedback/Inquiries | Officers' Comments |
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| Area 1 | <p>1 Owners/occupiers advised they were not made aware of or were not consulted on parking restriction changes.</p> | <p>Previous consultation and engagement was undertaken from March 2018 to November 2018 regarding changes to parking controls and the introduction of paid parking fees (refer to section 3.3 – 3.7 in the briefing report for details regarding this engagement).</p> <p>Following the February 2019 council resolution, which resolved to reduce hourly paid parking rates from \$1.90 to \$1.00 per hour in Area 1, the following consultation and engagement process was undertaken:</p> <p>Direct emails were sent to community members listed on an existing distribution list, including businesses and community groups such as the Fishermans Bend Business Forum to update them of outcome of the Council Meeting and seek feedback on the parking fee reduction.</p> <p>An email was sent to 89 people and/or representatives who registered interest during the consultation in 2018 and the 12-months period (between 12 November 2018 and 31 November 2019).</p> <p>The community was able to provide feedback via email, phone call, letter, or submit their feedback via Council's online project webpage which remained open for feedback from 12 November 2018 to 31 November 2019.</p> <p>The project webpage was updated to reflect the reduced paid parking rate of \$1.00 per hour http://www.portphillip.vic.gov.au/FBparking.htm.</p> <p>Variable Message Signs were installed on key roads in Area 1 to inform drivers of the paid parking rate changes.</p> |
| | <p>2 The paid parking spaces were underutilised</p> | <p>Since the reduction of the paid parking rate, the parking assessments have indicated that parking utilisation has increased as identified in Section 3.12.</p> <p>In May 2019, the 2P paid parking spaces were 28% occupied and all-day parking spaces were 36% occupied.</p> <p>In February 2020, the 2P paid parking spaces were 36% occupied and all-day parking spaces were 49% occupied.</p> <p>Parking availability however continues to remain high and outside the desired target occupancy range of 75%-85%.</p> |

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| | 3 | Workers and visitors in the area should not have to pay to park. | <p>Council's Integrated Transport Strategy "Move, Connect, Live 2018-2028" sets Outcome 4 – Our community understands that parking is a limited and shared resource, and opportunities to work with Council to ensure fairest access.</p> <p>Works and visitors to Area 1 have a number of parking options. Paid parking is one option. There are 80 spaces with 4P free parking restriction in Area 1 and a number of free unrestricted parking spaces, 4 and 6-hour parking restrictions (long-term parking) in Area 2.</p> |
| | 4 | Given the lack of available and convenient access to public transport, many businesses, staffs and visitors are very reliant on all-day parking. | <p>In regard to available long-term parking refer to Response 3.</p> <p>The lack of convenient public transport is acknowledged. Council's Integrated Transport Strategy "Move, Connect, Live 2018-2028" sets out a priority of actions to deliver on strategic outcomes. Outcome 1 – Priority Action 3 – <i>Partner with the Victorian Government to ensure the Fishermans Bend Framework and precinct plans optimise wider transport connections for both current and future Port Phillip residents and workers.</i></p> <p>Fishermans Bend Framework Object 1.1 <i>Deliver public transport services that connect to the existing Melbourne network and are a ten minute walk from all residences and workplaces.</i></p> |
| Area 2 | 5 | Lack of available long-term parking in Area 1. | Based on the initial community consultation, the parking controls were revised, a number of free unrestricted parking spaces were retained, 4 and 6-hour parking restrictions (long-term parking) were introduced. It is considered that changes to the Area 1 paid parking controls from 2 hours to all day paid parking may provide more flexibility for users wanting to stay for longer periods. |
| Area 3 | 6 | No response or feedback was received from Area 4. | No response required. |
| Area 4 | 7 | No response or feedback was received from Area 4. | No response required. |

On Tuesday 25 June 2019, a Council officer met with a Fishermans Bend Business Forum's representative on-site to discuss his observation of parking in the area.

| Key items raised were | Officer's comments |
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| Changing some of the 2P on Brady Street to short term, to accommodate the café and the electronic security business | Implementing short term parking (e.g. 15 or 30 minutes) can be considered. Officers will monitor the utilisation of parking near these businesses to assess the need to change. If the need is confirmed, officers will consult with affected business prior implementing any changes. |
| Changing some of the 2P on Brady Street to 4P, to cater for the skills training centre | Officers recommend changing 2P paid to all-day paid parking. |
| Reviewing the need for the Permit Zone in Fennell Street | The Permit Zone in Fennell Street between Ingles Street and Boundary Street must remain. The Michelin site was developed in the 1990s. A VCAT decision overruled parking specifications under the planning scheme for that site and forced Council to provide dedicated parking on street and parking permits. This is the only business in the City of Port Phillip that has access to parking permits. |
| Extending some restrictions (2P to 4P and 4P to unrestricted) to encourage greater usage. | <p>Officers recommend changing 2P paid to all-day paid parking in Area 1.</p> <p>In Area 2, the parking controls provide a mixture of parking restrictions. This ensures access to both short stay (e.g. 2P) and longer stay (4P, 6P and unrestricted) parking. The Transport Safety Engineering team will continue to monitor parking utilisation with a view of finetuning parking restrictions as required and as consulted with affected parties.</p> |