



**10.2** **RECOMMENDED UPDATES TO FISHERMANS BEND  
PARKING CONTROLS**

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**1. PURPOSE**

- 1.1 To provide Council with an update on the Fishermans Bend and Port Melbourne Parking Controls Project and seek endorsement for changes to encourage parking occupancy within the 75 to 85 percent target range to optimise parking availability.

**2. EXECUTIVE SUMMARY**

- 2.1 Paid parking and supporting changes to parking controls (new free, time based parking restrictions) commenced operation from 12 November 2018. A map of the parking controls implemented is included at Attachment 1. This includes the location of the 80 free 4-hour parking spaces within Area 1 of the project.
- 2.2 Fishermans Bend is currently undergoing a transition of land use from industrial to high density residential and mixed use developments. Council has acted proactively in advance of new residents moving into the precinct, to better manage parking resources to ensure fairer access to the limited on-street parking supply.
- 2.3 Prior to the implementation of parking controls the Fishermans Bend precinct had a limited supply of parking with high utilisation particularly between 10am to 2pm (94% utilisation) affecting availability for residents, employees and customers. A parking occupancy level between 75-85% is considered international best practice in parking management as it provides sufficient parking availability while ensuring the parking controls are fit for purpose.
- 2.4 Since the implementation of parking controls, Council officers have commenced the evaluation stage of the project and have been monitoring the effectiveness of the parking controls. This has included receiving feedback from the community in Fishermans Bend and Port Melbourne.
- 2.5 The first of four quarterly parking occupancy surveys were recently completed by a specialist survey company on behalf of Council. The results of the February parking occupancy survey are included at Attachment 2 and summarised as following:
- **Area 1:** There was an average 60% 4-hour peak parking occupancy between 8am and 6pm on a typical weekday.



- **Area 2:** There was an average 85% 4-hour peak parking occupancy between 8am and 6pm on a typical weekday.
  - **Area 3:** There was an average 66% 4-hour peak parking occupancy between 8am and 6pm on a typical weekday.
- 2.6 Following a review of parking occupancy, community feedback and parking machine data on the newly implemented parking controls, Council officers recommend a reduction to the hourly paid parking price within Area 1 of the precinct from \$1.90 to \$1 to encourage parking occupancy into the target range of 75 to 85%.
- 2.7 As part of recommending this price adjustment, Council officers have completed benchmarking of pricing in surrounding commercial off-street car parks as a guide for the recommended price change. This is included at Attachment 3.
- 2.8 Council will continue to monitor the effect of this pricing change and may propose further adjustments to time limits of free time controlled parking in Area 1 and Area 2 within the subsequent months. The purpose of any future changes will continue to encourage parking occupancy to move within the target range. These changes will only need to be made if there continues to be parking occupancy outside the target range.

### 3. RECOMMENDATION

That Council:

- 3.1 Endorses adjusting the on-street paid parking rate from \$1.90 to \$1 per hour within the area bounded by Woodgate Street, Westgate Freeway and Boundary Street (Area 1) to encourage parking occupancy within the 70-85% target range.
- 3.2 Delegates the authority to the CEO to adjust on-street paid parking rates and parking controls as required between March and 30 November 2019, with community notification and public information, to generate parking occupancy within the 75-85% target range to optimise the level of parking availability.
- 3.3 Notes that Council officers will continue to monitor parking occupancy as part of the 12-month evaluation of the Fishermans Bend and Port Melbourne parking controls concluding in November 2019 and will present an evaluation report for Council's consideration in early 2020.

### 4. KEY POINTS/ISSUES

#### Background

- 4.1 The City of Port Phillip is rapidly growing with a forecast 23% increase in our population over the next 10 years. With a finite supply of on-street car parking available, Council needs to ensure this valuable public asset is managed equitably,



so more people can find an on-street car park more often. The way to achieve this is with the introduction and adjustment of parking controls.

- 4.2 Prior to the implementation of parking controls the Fishermans Bend precinct had a limited supply of parking with high utilisation particularly between 10am to 2pm (94% utilisation) affecting availability for residents, employees and customers. A parking occupancy level between 75-85% is considered international best practice in parking management as it provides sufficient parking availability while ensuring the parking controls are fit for purpose.
- 4.3 Fishermans Bend is currently undergoing a transition of land use from industrial to high density residential and mixed use developments. Council has acted proactively in advance of new residents moving into the precinct, to better manage parking resources to ensure fairer access to the limited on-street parking supply.
- 4.4 Improved parking management is also identified as a key priority in Council's recently adopted *Move, Connect, Live Integrated Transport Strategy 2018- 2028* (the Strategy). The changes to the proposed parking controls in Fishermans Bend contributes to the delivery of outcome four within the Strategy: "Our community understands that parking is a limited and shared resource, and works with Council to ensure fairest access for parking management for and actions in the strategy.
- 4.5 Following community consultation and engagement, Council, at the 20 June 2018 meeting, resolved to:
- 4.5.1 Implement the following parking controls in October 2018 to operate Monday to Friday between 8am-6pm in Fishermans Bend and Port Melbourne:
- **Area 1:** 80 parking spaces with a 4 hour unpaid timed parking controls distributed to meet the needs of businesses currently operating in Area 1. New all day paid parking priced at \$1.90/hr; and 2 hour timed parking controls priced at \$1.90/hr in designated areas;
  - **Area 2:** New timed parking controls with a mixture of 2, 4 and 6 hour timed parking controls and uncontrolled all day parking. Area 2 has been updated to include Boundary Street;
  - **Area 3:** New 2 hour timed parking controls on one side of residential streets and no parking controls on the other side of the street;
  - **Area 4:** No new parking controls will be implemented; and
  - Retain the existing specialised parking controls in all areas (e.g. loading zones, accessible parking spaces and car share parking bays).
- 4.5.2 Monitor the impact of the parking control changes in the above Areas by collecting data, and reviewing community feedback.
- 4.5.3 Establish a parking occupancy level target of between 75-85% spaces occupied across designated parking Areas and vary parking controls to maintain the desired level of occupancy.



- 4.5.4 Conduct a 12-month post-implementation review regarding the effectiveness of the proposed parking controls drawing upon the above information.

#### Evaluation of Parking Controls

- 4.6 Paid parking and supporting changes to parking controls (new free, time based parking restrictions) commenced operation from 12 November 2018. A map of the parking controls implemented is included at **Attachment 1**. This includes the location of the 80 free 4-hour parking spaces within Area 1 of the project.
- 4.7 Since the implementation of parking controls, Council officers have been monitoring the effectiveness of the parking controls as part of the 12-month evaluation stage of the project and observed much lower than forecast parking occupancy in Area 1 of the precinct. Officers have since completed an evaluation of the following data:
- community feedback
  - three monthly parking occupancy surveys including the surrounding area to monitor parking availability
  - parking machine data
- 4.8 Community feedback has included:
- 4.8.1 29 customer enquiries logged with Council
- 4.8.2 Direct contact with up to 10 business representatives from within Fishermans Bend
- 4.8.3 26 responses to the community feedback questionnaire on the project website – 10 responses to the Fishermans Bend (Area 1 and 2) and 16 responses to the Port Melbourne (Area 3) feedback form.
- 4.9 Prior to the implementation of parking controls, parking occupancy in Fishermans Bend were in excess of 90% occupied in weekday business hours.
- 4.10 The first of four quarterly parking occupancy surveys were recently completed by a specialist survey company on behalf of Council. The results of the February parking occupancy survey are included at **Attachment 2** and summarised as following:
- **Area 1:** There was an average 60% 4-hour peak parking occupancy between 8am and 6pm on a typical weekday.
  - **Area 2:** There was an average 85% 4-hour peak parking occupancy between 8am and 6pm on a typical weekday.
  - **Area 3:** There was an average 66% 4-hour peak parking occupancy between 8am and 6pm on a typical weekday.
- 4.11 Council has in-ground parking sensors within the 80 free 4P parking spaces in Area 1 and these are showing 79% occupancy on average across Monday to Friday.



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- 4.12 Anecdotally parking enforcement officers are seeing higher usage in the Normanby Road to the 109 tram light rail path and lower levels of parking closer to the Westgate Freeway.
- 4.13 Council officers recommend a reduction to the hourly paid parking price within Area 1 of the precinct from \$1.90 to \$1. This is intended to make it more competitive with the surrounding commercial car parks, maintain a premium for the convenience of parking on-street close to people's destination, while continuing to discourage commuter car parking in the precinct.
- 4.14 As part of recommending this price adjustment, Council officers have completed benchmarking of surrounding commercial off-street car parks. A map that shows the different rates in include at **Attachment 3**.
- 4.15 There may need to be further adjustments to time limits of free time controlled parking in Area 1 and Area 2 within the 12-month evaluation period to encourage parking occupancy to move within the target range for each area in the precinct. These changes will only need to be made if there continues to be parking occupancy outside the 75 to 85% target range.

### 5. CONSULTATION AND STAKEHOLDERS

- 5.1 As a part of the community consultation, brochures were delivered to 2200 residents, businesses and property owners in March 2018 and again in August 2018 to communicate the agreed parking controls approved by Council.
- 5.2 A project update letter was distributed to approximately 2200 tenants and landowners in October 2018 in advance of parking controls being implemented.
- 5.3 These brochures and the letter are available electronically from the project webpage - <http://www.portphillip.vic.gov.au/FBparking.htm>
- 5.4 The community has been encouraged to provide feedback on the operation of the new parking controls, via a Survey page on Council's website and customer request category.
- 5.5 This will form part of the evidence into the 12-month evaluation, based on the adopted intervention levels of 75-85% parking occupancy.
- 5.6 The following teams within Council were consulted as part of devising the officer recommendations of this report:
  - Strategic Transport Team
  - Transport Safety Engineering Team
  - Parking Permits and Enforcement Team
  - Finance Team



## 6. LEGAL AND RISK IMPLICATIONS

- 6.1 Changing parking controls is within Council's authority under the Local Government Act.
- 6.2 Parking availability: There has been significantly lower than anticipated parking occupancy in the paid parking spaces over the first three months since parking controls and pricing came into effect on 12 November 2018. This has led to many spaces being vacant and Council on-street parking supply in Area 1 not being used effectively as a result. This compares to Council's target range of 75% to 85% of all spaces being occupied at any given time so that roughly one out of every five parking spaces is available.
- 6.3 Managing impacts: The introduction of parking controls, in particular paid parking, was anticipated to lead to increased competition for free and uncontrolled parking spaces. Long term (four-hour and six-hour) free parking available very close to the paid parking spaces has led to much greater parking demand and occupancy within these spaces in Area 2 and 3. If not addressed, a lack of parking availability may affect visitors to businesses on these streets and then into residential streets in adjoining neighbourhoods. This will continue to be monitored during the 12-month evaluation, ending 30 November 2019.

## 7. FINANCIAL IMPACT

- 7.1 Consistent with the Council resolution of 20 June 2018, the introduction of the hourly parking rate at \$1.90 per hour within the paid parking spaces of the precinct was forecast to generate \$950,000 in revenue as part of the 2018/19 budget.
- 7.2 Significantly lower than anticipated parking occupancy in the paid parking spaces has generated a \$300,000 shortfall in revenue over the first three months since parking controls and pricing came into effect on 12 November 2018, compared to the original budget forecast.
- 7.3 There are 80 free four-hour parking spaces within the paid parking area of Area 1 and 289 free four-hour and six-hour parking spaces on Boundary Street. If no changes to parking pricing in Area 1 or timed controls in Area 2 are made to increase parking occupancy to be within the target range of 75-85% and current trends in usage continue there will be a \$815,000 shortfall by the end of the 2018/19 Financial Year.
- 7.4 To implement the recommended change in the paid parking price, Council will incur a costs from its parking machine provider to reprogramme the machines.

## 8. ENVIRONMENTAL IMPACT

- 8.1 Implementation of parking controls may reduce vehicle greenhouse gas emissions by promoting a reduced reliance on car based transport in future developments which is in line with the Fishermans Bend Framework.



## 9. COMMUNITY IMPACT

- 9.1 Implementation of new parking controls is anticipated to make it easier for people to travel and park in Fishermans Bend and the adjacent Port Melbourne area. The rollout of the revised parking controls will be monitored closely and incorporate quarterly parking surveys and a 12 month evaluation, which will be presented to Council.
- 9.2 Having parking occupancy outside of the 75-85% target range means the community is impacted either through local employees and visitors not being able to access their place of business or for residents and visitors it means not being able to find a park close to their house as there is insufficient parking availability.
- 9.3 Changes to parking controls and consequential shifting of the parking demand from Area 1 to Area 2 is leading to some of these drivers seeking to park in the residential streets of Port Melbourne in Area 3. This has affected parking availability in these residential streets and generated concerns from some residents about the impact of this on their ability and that of their visitors to find a park, especially in the sections of street where there are no parking controls. This has generated some community push-back to the parking changes and community enquiries to Council.

## 10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The proposed changes to improve parking management in the Fishermans directly related to Strategic Direction 2: 'We are connected and it's easy to move around'. The City of Port Phillip Council Plan 2017-2027 included the strategic outcome of 'demand for parking and car travel is moderated as our City grows' and that council will work toward this by 'Managing parking demand through technology, policy and pricing'.
- 10.2 The Council Plan 2017-2027 specifies the priorities for the next 4 years including:
- 'Develop a Parking Management Plan as part of the Integrated Transport Strategy, and develop new policies for paid parking, on-street permits and parking provision rates for new development*
- Implement clever parking initiatives that help manage parking supply and turnover, and improve customer experience.'*
- 10.3 The parking changes are directly related to two of Council's four transformation, which are Transport and Parking, and Fishermans Bend.
- 10.4 Prior to the implementation of paid and timed parking controls in Fishermans Bend and Port Melbourne, the lack of parking controls in Fishermans Bend was resulting in a lack of parking availability for workers, visitors and residents. This situation would have continued to worsen as the redevelopment of Fishermans Bend occurred as well as with increasing pressure from commuter parking.
- 10.5 As with the original proposal, the adjustments to parking controls recommended by this report for Fishermans Bend seek to discourage commuter parking, encourage modal change, bring parking availability within suitable levels whilst signalling to developers and tenants that unpaid on street parking will not continue into the future.

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## 11. IMPLEMENTATION STRATEGY

### 11.1 TIMELINE

11.2 The proposed timeline for implementation of the officers recommendation is as follows, noting there may be minor changes to these timeframes based on Council's contractors:

Date	Task	Comment
Ongoing	Community feedback	The community will be able to provide feedback on the operation of the new parking controls and to highlight any areas of concern (located on project webpage: <a href="http://www.portphillip.vic.gov.au/FBparking.htm">http://www.portphillip.vic.gov.au/FBparking.htm</a> )
Ongoing	Monitoring	Continued monitoring of parking machine, sensor and quarterly parking occupancy surveys to understand parking occupancy levels.
20 February 2019	Council Meeting	A report on proposed adjustment to the paid parking pricing controls
Early March 2019	Public Information	Inform stakeholders via direct electronic notification of Council's decision and the timeframes for the paid parking pricing change coming into effect.
Early March 2019	Variable Message Signs	Variable Message Signs (VMS) are placed on key streets in the precinct notifying users of the paid parking price change for two-weeks following the price change.
Early March 2019	Pricing change	Paid parking machines reprogrammed and new hourly paid parking pricing comes into effect.
May 2019	Parking surveys	Second quarterly parking occupancy surveys conducted in the affected and surrounding areas.
August 2019	Parking surveys	The community will be able to provide feedback on the operation of the new parking controls and to highlight any areas of concern.
November 2019	End of evaluation period	The 12-month evaluation period for the parking controls is concluded presented at a future Ordinary Meeting of Council for consideration.
Late 2019	Council Meeting	A report that presents the 12-month evaluation findings and provides recommendations to Council of further refinements to the Fishermans Bend and Port Melbourne parking controls.



11.3 COMMUNICATION

11.4 The community will be informed (pending a Council decision) via:

- The project email distribution list, including the email database of businesses and groups such as the Fishermans Bend Business Forum;
- Updates to the project webpage; and
- Variable Message Signs, which will be installed on key roads in Area 1 with the paid parking to inform drivers of the paid parking price change once implemented;

11.5 Feedback channels will remain open via Council's website.

11.6 Key Messages:

- Fishermans Bend has been subject to high levels of parking demand in certain areas that warranted the introduction of parking controls to manage an increasingly limited resource, to ensure fair and shared access for all users.
- Council revised its initially proposed set of parking changes in response to community feedback received in mid-2018. The Council endorsed paid parking and surrounding time controls came into effect on 12 November 2018.
- As part of delivering on Council's *Move, Connect Live – Integrated Transport Strategy 2018-28*, the parking controls implemented have sought to provide sufficient parking availability, with parking occupancy in the 75-85% target range.
- The proposed adjustments to paid parking pricing are intended to encourage parking occupancy within the 75-85% target range for each of the three areas of the Fishermans Bend and Port Melbourne precinct.
- Council continues to welcome feedback on the parking controls in Fishermans Bend and Port Melbourne and monitor parking occupancy over the coming months to make any further adjustments to parking controls need to be made. This will be consolidated in a 12-month evaluation report for Council to consider at an ordinary council meeting in early 2020.

**12. OFFICER DIRECT OR INDIRECT INTEREST**

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

**TRIM FILE NO:** 30/21/22

**ATTACHMENTS**

- 1. Map of Installed Parking Controls - Fishermans Bend and Port Melbourne parking controls**
- 2. Parking Occupancy by Area of Fishermans Bend and Port Melbourne precinct**
- 3. Map of Commercial Car Parking Price Benchmarking**