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Acknowledgements

The preparation and development of this plan commenced with the Parking Summit in February, 2000. Special thanks are extended to the expert panel and community representatives that participated in the summit. These members were:

Expert Panel

Professor Peter Newman, Dr. Wendy Sarkissian, David Engwicht, Henry Turnbull

Community Representatives

Leonie Sandercock, Professor David Yencken, Professor John Friedmann, Joel Khan, Freda Erlich, Meredith Doig, Janet Cropley, Rob Faulkner, Alan Cassell, Robert Crigan, Roger Taylor, Gerry Tickell.

The consultation process to develop the plan was guided by a Community Steering Committee comprising:

Alan Cassell, Gerry Tickell, Freda Erlich, Mark Peddey and Phil Kemp.

The preparation of the plan was undertaken by a staff group led by the Director City Development, Geoff Oulton & Business Development Executive, Anthony Jacobs, with significant input from Strategic Planner, Damon Rao and many other staff.

The greatest acknowledgment however goes to the contributors to the plan, the Community of Port Phillip. To them the Councillors and staff offer their sincere thanks.

Foreword



by Mayor Julian Hill

Parking is in crisis in many parts of the City of Port Phillip and this Parking Plan tells us why - a booming population, already over 80,000, more and more residents relying on cars, limited off-street parking on our streets built mostly over 100 years ago, insufficient use of public transport, bicycles and other alternative means of transport and millions of visitors to our foreshore, eateries and nightspots.

The residents and traders who flooded into our nine parking 'think tents' in shopping centres, filled out surveys or responded to formal surveys by Newton Wayman Chong and i.d. Consulting or logged onto our website have told us what the crisis means in terms of their everyday lives - the tears that come after circling their blocks vainly in search of a park within cooee of their homes, the difficulties of having friends or relatives over, and the visitors who illegally take up spots in "residents' only" parking spots or in their driveways.

To those thousands of Port Phillip citizens who responded to our community consultation and who have opened this rather long document, many thanks. With your help, the City of Port Phillip can begin to tackle the series of interconnected and complex parking problems outlined in the first part of this ten year plan. It would be easier to ignore the parking crisis and say it's too complex. But if some things aren't changed soon, then finding a park in Port Phillip will become nigh on impossible. Our streets will be choked with cars circling like vultures, our air polluted and our health jeopardised.

The existing system of parking management evolved from the amalgamations of the former councils in late 1994. Since that time Port Phillip's population has risen by around 30% and to date our responses have been inadequate.

Parking Plan 2010 draws together all the components impacting on car parking and responds to them in an integrated manner. The plan outlines a number of measures to address the crisis - changes to urban planning policies, the residential parking permit system, parking enforcement and zoning. These measures balance the rights of resident motorists with those of pedestrians, visitors, cyclists and public transport users - along with those of our fragile environment. In the longer-term, we all need to think about whether we need a second (or third) car and whether hopping on a tram, a bicycle or simply walking isn't a better alternative for many of the short journeys we make.

But alternatives to cars need to be more attractive in this competitive world. The City of Port Phillip has some of the best public transport in Melbourne but it's still not good enough. There should be a service connecting Port Melbourne to St Kilda along Beaconsfield Parade. Elwood needs better public transport. Frequency of services, safety (a big factor for women), links between routes, signage, seating at stops all need to be improved. Lifts for people on wheelchairs and parents with prams need to be installed on our trams and buses. More bike lanes, paths and bike racks are also part of the answer. A loop tram running every five minutes from St Kilda Road to Luna Park on weekends might convince visitors to park and ride. We will continue to do everything in our power to push for change at a State and Federal level.

Existing parking spots can probably be better shared around by the judicious mix of residents' parking permits, restricted parking areas and parking enforcement outlined in this plan. Some residents may be convinced to use their garages instead of on the street. The solutions will depend on the neighbourhood.

But the real challenge is how to wean ourselves off our dependence on cars - to use public transport, bikes, scooters, or just walking for many of the trips - especially short trips - we currently undertake. Local government can't fix this problem alone. We need the active cooperation of the, State and Federal Governments and public transport companies if the parking crisis is not to bring inner-city life to a standstill. A starting point would be for the Federal Government to replace road funding with transport funding. As long as governments worship at the altar of the car, most citizens will continue to pray in their cars.

With your help, we can begin this important process of change. Through community steering committees, residents will have an on-going role in implementing local components of the parking plan - including deciding how and where to spend some of the funds from the permit system. Other inner-city councils face a similar parking crisis and look to the City of Port Phillip for inspiration. I commend to you Parking Plan 2010 and look forward to your creative assistance in making it a reality.

Cr Julian Hill,

Mayor City of Port Phillip

PARKING PLAN 2010

Executive Summary

Introduction

Parking in the City of Port Phillip is a complex issue with no simple solution. There are many competing demands and potential impacts of interventions, posing many challenges in preparing a plan to manage this issue into the future. The support of many sectors of the community is required.

Background

The City of Port Phillip was created in its current form in mid 1994 and covers the stretch of foreshore from Elwood to Port Melbourne and includes East St. Kilda, South Melbourne and St. Kilda Road, abutting the CAD. The area has developed since the 1850s, with much of the subdivision and private developments occurring more than a century ago.

The major implication in terms of transport and parking of this historical development, much of it before automobiles, is that we effectively have to manage with what we have already. Opportunities to build our way out of trouble by meeting increasing demand with increasing supply are limited, even if this were a direction that the community wanted to pursue.

Port Phillip is different from the rest of Melbourne and contains many differences within its boundaries. Around 80,000 residents live and 75,000 people work within the City. In addition to this more than a million tourists visit annually. The population is truly diverse and cosmopolitan, with over a third of residents born overseas. Council recognises and encourages these differences through its neighbourhood approach to planning within the city to ensure locally relevant responses to community demands.

The current transport network provides a solid public transport foundation with opportunities for further improvement. Car ownership is lower in Port Phillip than the metropolitan average, but car ownership together with population and number of dwellings is on the increase.

Access to parking and a fair and equitable system of parking were the two key areas identified by the community for improvement arising in the most recent survey of community opinion in late 1999. It is obvious our current techniques for parking management are inadequate and the community is demanding change.

Process

In response to this demand for change, Council initiated and facilitated a Parking Summit in February 2000, bringing together community representatives, Councillors, staff and international experts to focus on the issues and provide intellectual inspiration for addressing the growing problem of parking. Four key themes emerged to provide a focus for further consultation following preparation of a discussion paper:

- Urban development
- Parking management, including permits and enforcement
- Community participation and involvement
- Alternative transport modes and travel demand management

Consultation through a variety of mechanisms occurred through the middle of 2000, including 'think tents', public forums, market research, questionnaires, area specific workshops and meetings with traders and approaches to the multicultural community.

Council is empowered to implement a Parking Plan whereby all residents (including older and disadvantaged people), workers, traders and visitors, are provided with fair, equitable and safe access to Port Phillip's facilities and attractions. By integrating its planning, Council will ensure that in the Plan, it gives equal priority to bicycles, pedestrians and public transport in order to reduce the use, frequency and harmful impact of cars on the municipality's social, cultural and natural environment. Council will continuously improve people's movement both in and between the municipality's neighbourhoods by using funds raised from the Plan and continuing to consult with the people involved.

In formulating this purpose for the Parking Plan, Council supports both the over-arching vision contained in the municipality's Community Plan and the Key Results Areas prescribed in the Annual Corporate Plan.

Recommendations

This consultation broadly supports the guiding principles which Council adopted following the Parking Summit.

- i. Reduction of the impact of cars on the local community and environment.
- ii. Consultation and implementation of the Plan at the level of the neighbourhood and precinct, or sub-neighbourhood. The goals are to recognise the diversity that exists within the municipality and community, and to address the range of parking problems and their impact. For some approaches, local trials will be required.
- iii. Development of a comprehensive set of governing considerations and principles in order to guarantee a fair system throughout the municipality.
- iv. Ensuring that newly constructed developments are self-sufficient in parking, and that the new residents' streets do not rely on the streets to meet their parking needs.

- v. Recognition that parking problems can be attributed to many causes; that the problems are not solely generated by residents, visitors, commuters or businesses; and that all the people associated with the problem have to be viewed as being part of the solution.
- vi. Acknowledgement that measures for achieving Parking Plan 2010 in the long term have to include both disincentives and incentives.
- vii. Acceptance that all additional income generated from any new permit fees and charges, and from other sources in order for the Plan to be implemented, are to be spent exclusively on implementing the Plan.
- viii. Recognition that in order for the Plan to be successful, it is essential that there be effective communication, consultation, information dissemination and community involvement.
- ix. Acceptance that whenever possible, Council should adopt a comprehensive, integrated approach to solving the parking problems and resolving the transport-planning issues in question.
- x. Devising co-ordinated, inner-urban solutions to the inner city's growing parking problems by co-operating with neighbouring councils.

Significant changes to parking enforcement have already been implemented and have generally been well received. These have included additional staff, expansion to 24 hour enforcement and direct access to staff after hours with improved responsiveness to complaints.

Council must now determine the appropriate first steps in the journey towards a more sustainable parking future. Two key issues arising from the consultation and the Summit are the future operation and charges associated with a resident parking permit system and the initial strategic actions for funding and implementation.

Permits

The primary purpose of the parking permit system is to provide residents with an opportunity to park in close proximity to their place of residence. Key recommendations in relation to the parking permit system include:

- Redefining the area in which a permit is valid to a smaller area than the current postcode wide system to reinforce the primary purpose of the system.
- Introducing a fee to at least cover the costs of administering the system.
- Allocation of all additional income generated back to parking related improvements.
- Maintaining the current limit of 3 permits per household, but providing the opportunity for exceptions to this limit for shared households and large families.
- Improved off-peak access to foreshore parking.
- Maintaining annual visitor parking permits, with revised fees.
- Restricted access to parking permits for new developments with inadequate parking supply.
- Implementing an improved administration and verification process for permit management.

Strategic Actions

The list below summarises the key recommendations, a priority for action, an indicative budget and whether the proposed actions are within Council's ability to control or to influence.

Council will need to decide which are the issues of highest priority. It will also be necessary to ensure that the financial and staff resources are made available.

Key actions in the first year include:

Greater Council control of parking requirements for new development.

Implementation of an improved parking permit system.

Expanded enforcement, including quicker response, greater coverage and tow away provisions.

Extensive small area consultations to ensure suitable signage is provided and appropriate works undertaken to match local needs.

Identify & advocate strongly for improvements to public transport and options for increased transport choices.

Initially there will be an emphasise on detailed investigation and planning of future actions, whilst physical works and improvements will have greater prominence after the first year.

Summary of Strategic Actions

1. Balancing Growth by Planning the Urban Environment

Strategic Action	Timeline	Indicative Budget Estimates	Council Controlled or Influenced
1.1 Develop specified parking rates for new development by neighbourhood to include opportunities for reduced car use.	S	\$100K	I - Council's need to put in a substantial amount of work into the collection of empirical data and policy work. An amendment to the Parking provision rates - is
1.2 Develop Parking Precinct Plans.	S awaiting DoI	\$10K each	I - Once again - Council will have to undertake a substantial amount of work - but will be dependent on Ministerial approval.
1.3 Remove restaurants as an ias of right use in Business zones.	S - M Advocacy Role	\$5K	I - Requires a changes to the Victoria Planning Provisions
1.4 Facilitate cash in lieu for parking and transport improvements.	M	\$20k	C - Feasibility studies can take time and consultation with the local community will be required.
1.5 Continue and improve the system of restriction of no access to resident permits for new developments.	M - Continue & improve current practice while awaiting resolution.	\$20k	I - requires state level legislative changes.
1.6 Review application of Heritage Area Crossover & parking policy.	M - review application of council policy	\$10K	C - Council policy work.
1.7 Bicycle parking for new developments	M	Policy work - part of Bicycle strategy	C - Could remain at policy level - however if extended to Amendment will require Ministerial Approval.

Details of each of the actions proposed have been cross referenced to the Plan The timeline is broken down as follows:

S - Short Term - immediate to 12months
M - Medium Term - 1 year to 3 years
L - Long Term - 3 years or more

2. Protecting Residential Access by Having Parking Permits

Strategic Action	Timeline	Indicative Budget Estimates	Council Controlled or Influenced
2.1 Adopt a revised parking permit system.	S	\$100K	C
2.2 Implement small street based areas to replace postcode wide system.	S	Part of Parking Permit system	C
2.3 Recover costs of permit system operation.	S	Part of Parking Permit system	C
2.4 Continue restrictions on the number of permits.	S	Part of Parking Permit system	C
2.5 Expand discounts for pensioners & Health Care card Holders.	S	Part of Parking Permit system	C
2.6 Improve parking permit administration	S - continue present improvements	Part of Parking Permit system	C
2.7 Review business parking permits.	M	Budgetary requirements will need to be resolved at the time the work is to be commenced.	C
2.8 Improved of peak access to foreshore parking.	M	\$5K	C

Details of each of the actions proposed have been cross referenced to the Plan. The timeline is broken down as follows:

S - Short Term - immediate to 12months
M - Medium Term - 1 year to 3 years
L - Long Term - 3 years or more

3 Achieving Fairness By Enforcing Parking Laws

Strategic Action	Timeline	Indicative Budget Estimates	Council Controlled or Influenced
3.1 Continue expanded and improved enforcement service.	S - continue current	Already part of 2000 - 2001 budget, estimated at \$650K	C
3.2 Implement tow-away provisions.	S - Planning November / implementation on Mar 2001	Costs recovered from penalties	C
3.3 Expand enforcement officer role	S - plan & train progressively commencing Nov 2000	\$10K	C
3.4 Introduce alternative transport for enforcement officers.	S	Staff time	C

Details of each of the actions proposed have been cross referenced to the Plan. The timeline is broken down as follows:

S - Short Term - immediate to 12months
M - Medium Term - 1 year to 3 years
L - Long Term - 3 years or more

4. Rationing Parking By Effective Restrictions

Strategic Action	Timeline	Indicative Budget Estimates	Council Controlled or Influenced
4.1 Ensure parking restrictions meet local needs through small area consultations.	S - Plan and	Estimate 70 small area consultation of 500 households @ \$2K each - approximately \$140K	C
4.2 Rationalise restriction signage across the municipality and increase compliance with permit zones.	S - March - 2001	\$30K - \$50K	C
4.3 Improve supporting infrastructure such as signs and lighting.	S - July 2001	Capital works and maintenance budgets	C
4.4 Expand and implement where appropriate paid parking.	S - January 2001	Paid parking is generally self funding	C
4.5 Investigate additional parking stations in strategic locations.	M	\$15K per feasibility studies.	C

Details of each of the actions proposed have been cross referenced to the Plan The timeline is broken down as follows:

S - Short Term - immediate to 12months
M - Medium Term - 1 year to 3 years
L - Long Term - 3 years or more

5. Assisting Community Participation And Awareness

Strategic Action	Timeline	Indicative Budget Estimates	Council Controlled or Influenced
5.1 Engage the community and provide advocacy and leadership for public debate.	S - to be undertaken via micro area consultation commencing February 2001 - and to be undertaken municipality wide from 2001 onwards.	\$20K pa. Also achieved by 4.1	C
5.2 Ensuring community led local responses by forming Local Community Steering Committees.	S - To commence with micro consultations - February 2001	Refer to 4.1	C
5.3 Implement locally prioritised capital works.	S - M - Will be continuing as and when capital works budgets become available,	Capital works budgets	C
5.4 Undertake consultation with large companies to introduce improvements in travel demand management for their staff.	M - envisaged as a role to be undertaken	Refer to 6.2	C

Details of each of the actions proposed have been cross referenced to the Plan The timeline is broken down as follows:

S - Short Term - immediate to 12months
M - Medium Term - 1 year to 3 years
L - Long Term - 3 years or more

6. Increasing Transport Choices And Travel Demand Management

Strategic Action	Timeline	Indicative Budget Estimates	Council Controlled or Influenced
6.1 Promote availability & use of Alternative Transport Modes.	S - M - on going	Refer to 6.2	C
6.2 Advocate strongly for improved public transport.	S - appointment by November	\$65K per annum	C
6.3 Improve bicycle network and end trip facilities.	M - L as part of the bicycle strategy	Part of bicycle strategy	C
6.4 Improve pedestrian access and safety .	M - pre planning can commence	Part of Capital works & maintenance budgets	C
6.5 Improve the connectivity and frequency of public transport.	M - commencing mid 2000	Refer to 6.2.	C
6.6 Facilitate traffic management works to improve public transport.	M - research undertaken by Transport Advocate	Staff time - and possible contribution from Capital works	C
6.7 Investigate alternative transport choices for the local community.	M - L - mini bus service & car hire schemes.	\$10,K feasibility and refer to 6.2	C
6.8 Improve alternative transport choices for visitors and tourists	M - research undertaken by Transport Advocate	\$10K	C

Details of each of the actions proposed have been cross referenced to the Plan The timeline is broken down as follows:

S - Short Term - immediate to 12months
M - Medium Term - 1 year to 3 years
L - Long Term - 3 years or more

Part I

The Strategic Framework for the Parking Plan

Introduction



1.0.1 Independent research of community attitudes undertaken in November 1999 indicated that access to parking and a fair and equitable system of parking where the two highest priority areas for improvement of all Council services. This has been reinforced by the extensive consultation process taken in formulating this plan. Many residents, businesses and visitors experience significant problems relating to parking and are already at peak stress levels about the issue.

1.0.2 For the Port Phillip community, Council's role is to provide leadership in order to ease the parking problem and to recognise that the community is increasingly requiring sustainable solutions. People in the Port Phillip municipality have reached a juncture, and Council now has to decide which direction to take.

1.1 Why we need a Parking Plan

1.1.1 It is clear that parking is a complex problem. Many issues and factors are involved that often conflict with each other. The solution has to be an holistic one so everyone benefits in the future. As clearly verified in all the research findings, a large percentage of the Port Phillip community find car parking to be a problem, and according to the projected demographic data, the situation will worsen.

1.1.2 In order to mount a coordinated response, Council has to define its direction and vision, then spell out its objectives, measures and required outcomes. Unless Council defines its direction and how it intends to follow it, the only direction the community will follow is the way of more stress and confusion.

1.1.3 In devising the Parking Plan, Council has to draw on the community's common needs and aspirations, as well as clearly address the competing demands of:

- the residents who have to be able to park safely, securely and close to their home, and
- the workers and customers of local businesses who need to be able to access the businesses easily, and
- the visitors and tourists who wish to access the Port Phillip foreshore and other regionally significant local features.

1.2 Influences on Council in Preparing The Plan

1.2.1 In Chapter 3 of this plan, Council declares it is dedicated and committed to following an exhaustive process in order to ensure the voices of the community have been heard. The following actions influenced Council in preparing this plan.

- Council produced the Port Phillip Planning Scheme's Municipal Strategic Statement (MSS).
- Council prepared an Integrated Transport Strategy.
- Council devised Parking Precinct Plans
- In December 1999, Council conducted a Community Satisfaction Survey.
- In February 2000, Council held a Parking Summit

- Council circulated a Parking Discussion Paper.
- A Community Steering Committee was formed to oversee the consultative process.
- Council erected “think tents” in each of the municipality’s shopping centres.
- Two consultants: Newton Wayman Chong and Associates; and i.d.Consulting, undertook research independently.

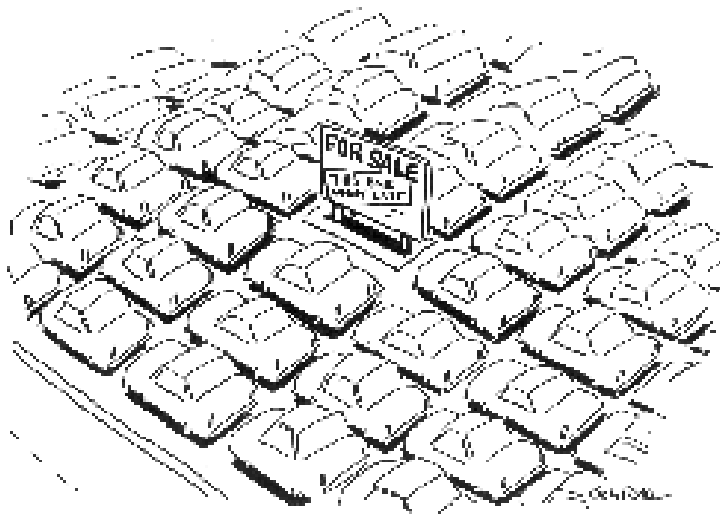
1.3 The Structure of the Parking Plan

1.3.1 The structure and form of the Parking Plan are similar to those of the Municipal Strategic Statement (MSS), Council’s key land use planning document in the planning scheme. The six major elements are as follows:

- A background to the City;
- Key issues;
- Decision-making criteria;
- Vision;
- Objectives and strategies, and implementation; and
- Monitoring and review.

The Parking Plan’s six key issues are as follows.

- Balancing growth by planning the urban environment
- Protecting residents’ access by a parking permit system.
- Achieving fairness by enforcing parking laws
- Rationing parking by having restrictions
- Assisting community participation and awareness
- Increasing transport choices and travel-demand management



Developing the Parking Plan



2.1 The Parking Summit Held in February 2000

2.1.1 In response to the community's concerns, Council held a Parking Summit over the five days of 4 to 8 February 2000. The delegates to the Summit included more than 200 local residents, as well as Councillors, Council staff and four international car-parking experts. The summit proceeded as follows.

- A background paper was presented in which the existing facts about parking and transport in Port Phillip parking were identified.
- The delegates toured the municipality and visited various sites, including places that become key parking 'hot spots' on both weekdays and weekends.
- A community consultation and feedback session was conducted.
- Each of the four international experts delivered a presentation.

- A 'charrette' process (a group session focussed on accomplishing a task) was undertaken in order to identify the specific actions and interventions necessary for addressing the parking problem over the next decade.

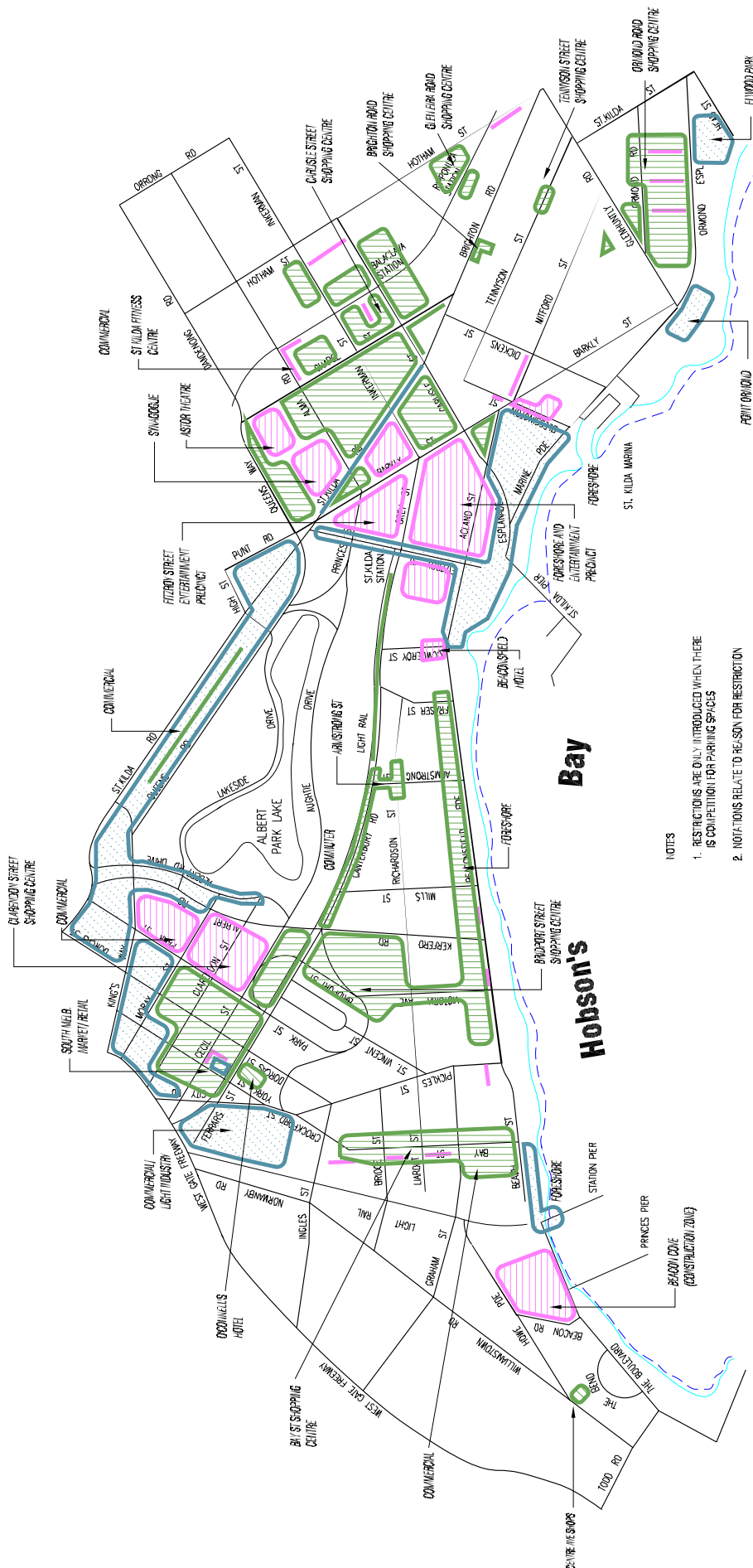
2.2 The Outcomes of the Summit

2.2.1 The delegates reached consensus about the following three points.

- i. The situation at present cannot continue.
- ii. In future, it would be untenable to have a parking situation in which current management options were applied.
- iii. Parking issues have to be dealt with in the context of the broader metropolitan issues of car use and transport.


2.2.2 The Key Findings

1. The more people have and use cars, the greater the impact on the street. However, the reverse is also true: the way in which Council designs streets determines the way in which people use cars.
2. The community is transport dependent, and people will not reduce their car use unless the alternative modes of transport are convenient, reliable and attractive.
3. Council could significantly improve the quality of the environment if car use were reduced.
4. The number of visitors' cars has to be significantly restricted in order to reduce the deleterious impact of cars on both the society and the environment.
5. Both the residents' concerns and the experts' findings were grouped into four critical areas, as follows:



LEGEND

 TYPICALLY PERMIT ZONE ONE SIDE 1, 2 HOUR PARKING ON OTHER SIDE

 TYPICALLY 1, 2 HOUR PARKING ON BOTH SIDES

 PAID PARKING

NOTES

1. RESTRICTIONS ARE ONLY INTRODUCED WHEN THERE IS COMPETITION FOR PARKING SPACES
2. NOTATIONS RELATE TO REASON FOR RESTRICTION
3. RESTRICTIONS HAVE BEEN DEVELOPED AND IMPLEMENTED IN RESPONSE TO COMMUNITY REQUESTS
4. IN ADDITION TO MAJOR RESTRICTIONS THERE ARE ISO-LATED LOCAL RESTRICTIONS ADDRESSING LOCAL NEEDS
5. TENDENCY IS TO RETAIN RESTRICTIONS ONCE INTRODUCED
6. SOME RESTRICTIONS IN MIDDLE PARK AND ALBERT PARK NEED TO BE REVIEWED WITH A VIEW TO REDUCTION IN AREA
7. PINK AREAS EQUATE TO 'HOT SPOTS'
8. GREEN AREAS EQUATE TO LESSER INFILTRATION AND COMPETITION FOR PARKING SPACES
9. PAID PARKING (BLUE AREAS) RELATED TO FORESHORE AND COMMERCIAL AREAS

MAJOR EXISTING PARKING RESTRICTION TYPES

APRIL 2000



A Urban Development

Because Council is authorised to approve proposals for new developments and land use, the City has the opportunity to address the wider issue of parking supply.

B Parking Management and Enforcement

This area involves managing the public parking resource and enforcing restrictions.

C Community Participation and Involvement

Because the community strongly wishes to reduce the impact of cars, Council is mandated to find alternative transport solutions. When these solutions are implemented, the people are in turn empowered, and are enabled to choose modes of transport whereby both their access to facilities and their movement around the municipality are improved.

D Alternative Transport Modes and Car-reduction Strategies

Council can promote alternatives to the car, such as public transport, bicycles and pedestrian travel, and can implement measures for reducing car use and travel demand.

2.2.4 On 20 March 2000, in the wake of the Summit, Council's Community and Services Development Committee considered a report in which the strategic directions from the Summit were presented to Council.

2.3 The Community Discussion Paper Presented in April 2000

The Committee resolved in March to form a Working Party of councillors and staff members in order to examine the strategic directions, and to report to the Community and Services Development Committee on 17 April 2000. The Working Party developed a Discussion Paper for consulting with the community. The Discussion Paper replaced the original report to Council, and contained the following elements:

- (a) Guiding principles for formulating a 10-year Parking Plan
- (b) Detailed exploration of the issues, problems, questions and strategic recommendations with reference to the four critical areas identified by the delegates to the Parking Summit:
 - i. urban development, now termed urban planning,
 - ii. parking management and enforcement, which covers parking permits, enforcement, restrictions and rationing,
 - iii. community empowerment, which is expanded to cover community participation and involvement, and
 - iv. alternative modes of transport, which include strategies for reducing car use and number of trips.
- (c) Exploration of other options
- (d) An outline of a process for assisting community participation and raising public awareness of the Plan in order to address the critical issues
- (e) A discussion of future funding strategies

2.4 The 'Think Tents' Conducted in July and August 2000

2.4.1 Council took a proactive approach to encouraging the community to contribute and to building understanding of the issues.

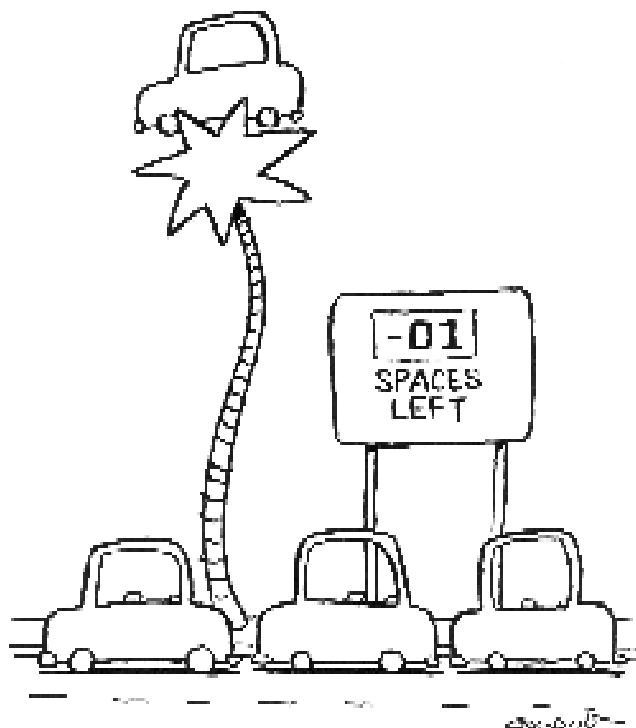
2.4.2 Council set up nine 'think tents' at the municipality's seven shopping centres. The tents used informative displays in order to stimulate discussion with Councillors and Council staff. More than 4000 people visited the tents. More than 1500 people completed a questionnaire at a tent, by mail or via Council's Web site.

2.4.3 The tents were staffed for up to 11 hours per day to enable residents, workers and visitors to participate at the eight locations:

- Acland Street, St. Kilda (two tents)
- Bay Street, Port Melbourne
- Bridport Street, Albert Park
- Ormond Road, Elwood
- Clarendon Street, South Melbourne
- Carlisle Street, Balaclava
- Fitzroy Street, St Kilda
- Coventry Street, South Melbourne

2.5 The Ongoing Web Site Set Up in February 2000

2.5.1 In February 2000, in order to use every avenue to disseminate information and promote community participation, a Web site was established that includes all the relevant reports and recommended strategic directions Council is considering. Over the months of July and August, Council established a 'virtual think tent' to coincide with the on-site 'think tents'. About 400 people had visited the Web site up to August 2000 and some respondents returned their questionnaire via the Web.



2.5.2 The Web site will remain active so Council can continue to inform the community about progress made in developing and implementing the Parking Plan and can receive the public's feedback and contributions on an ongoing basis.

2.6 The Community Steering Committee Set Up from June to August 2000

2.6.1 A community committee of councillor-nominated members monitored Council's consultation with the community, helped design the questionnaire and telephone survey, and helped develop the Parking Plan. Council very much appreciates the Committee's efforts.

2.7 Market research.

2.7.1 by Newton Wayman Chong.

Independent market research, involving telephone surveys of more than 300 residents, was conducted by Newton Wayman Chong to provide statistically reliable input into the parking



plan. Key findings of this research included:

- 75% of residents indicated parking was an issue for them.
- The main causes of parking problems were identified as both residents and their visitors
- More than 80% thought Council should continue to provide a parking permit system
- The majority supported increased towaway provisions and the ability to park across their own driveway
- Around two thirds indicated support for additional parking facilities in areas of high demand and shopping centres
- More than 80% supported improved facilities for bicycles and pedestrians, with about three quarters supporting a loop or shuttle tram for St. Kilda.

2.7.2 i.d.Consulting analysis of questionnaires

i.d. consulting analysed the 1500 questionnaires that were returned as part of the consultation process. Key findings from this research indicated:

- On street parking is a problem for 89% of residents.
- 41% believe tourists and visitors are a cause of parking problems with around 19% believing residents are a cause.
- Two thirds supported a change to the current postcode based parking permit system.
- 80% supported a limit on the number of permits issued.
- Approximately a quarter of respondents supported a fee for the first permit, 43% supported a fee for the second permit and more than 75% supported a fee for a third or subsequent permit.
- 85% supported additional parking facilities, with the greatest demand for improvements in shopping centres, with 58% support for funding through paid parking on site.

In considering the results of the surveys and current demographic trends, i.d highlighted the facts that:

- population is increasing (by 8,000 people between 1996 & 1999 to 80,000 now and by a further 8,000 by 2006)
- new households contain fewer people (average of 1.97 in 1991 to 1.90 in 1996)
- car ownership is increasing (71% of households had one or more cars in 1991 compared to 77% in 1996 and estimated to be more than 80% now)

leading to the conclusion that the parking situation will continue to worsen without intervention and change

2.8 Public Consultation Meeting August 2000

2.8.1 A public consultation meeting was held on Sunday August 13th in the St Kilda Town Hall. The meeting was widely advertised as an opportunity for those who were unable to attend one of the 9 'think tents' that were held throughout July and August. The meeting comprised a brief presentation of current parking issues and then a facilitated discussion. Although the attendance was low, the input from that meeting has contributed to the plan.

2.9 Hot-spot Neighbourhood consultations August 2000

2.9.1 On the 24th and 31st of August two hot spot consultations were undertaken in the following areas;

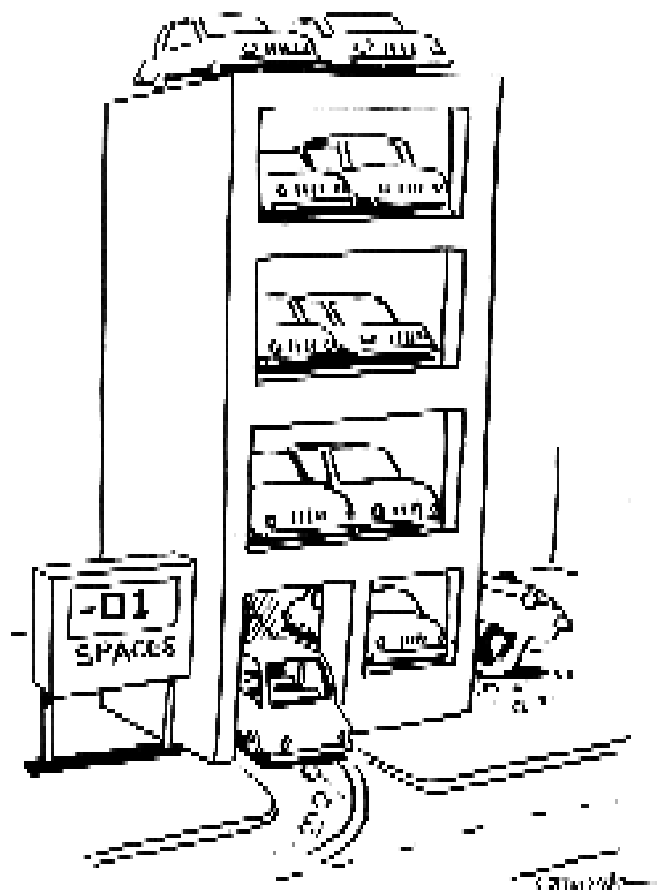
- Cobden Street local area - South Melbourne
- Acland Street - St Kilda

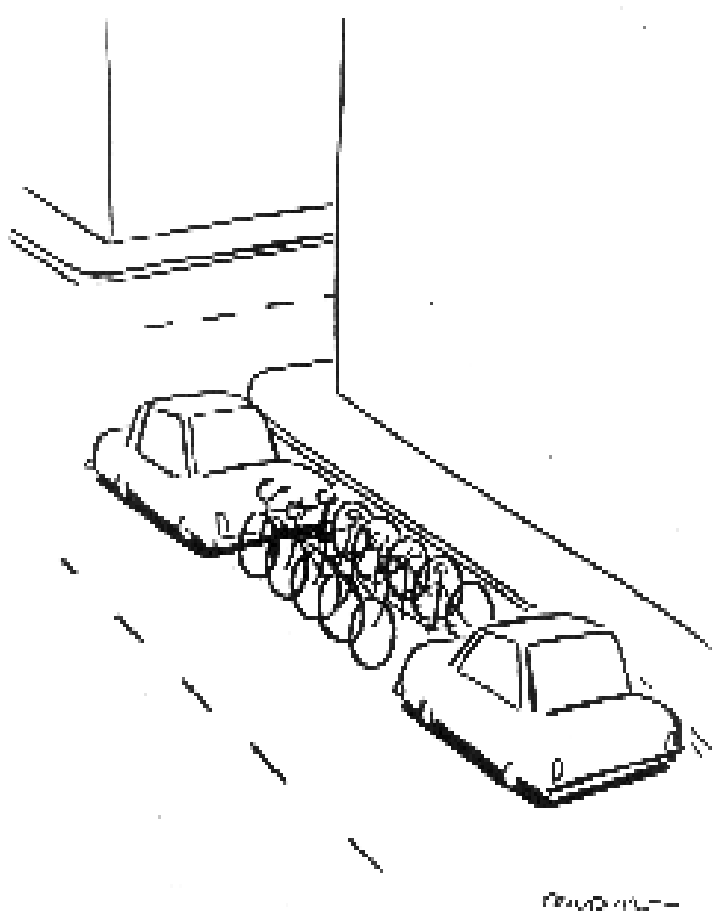
These two consultations provided an opportunity for residents in two local areas subject to parking pressure to discuss and share their views on parking for their local perspective

It was clear from these two meetings that significant issues in relation to micro traffic management and parking permits needed to be addressed at the local level. Of particular concern was the level of new development being undertaken within the city without the provision of adequate off street car parking for its occupants and visitors.

2.10 Traders Meeting - August 2000

2.10.1 A meeting of Councillors, staff and representatives of the Port Phillip Business Association were held to seek their views on what local business needs should be considered in the parking plan.





- Council undertake the strategic work to ensure that parking precinct plans for each of the shopping centres is completed.

2.11 Non English Speaking Background Consultation

2.11.1 Limited consultation has been undertaken with some groups and the feedback has been that groups would prefer to see a draft plan to enable them to respond in a more productive manner.

A consultation process with these groups will be facilitated by the Manager Neighbourhood Amenity and form part of the feedback on the draft plan.

2.10.2 The Association representatives believed that Council needed to work in close conjunction with individual associations to consider the best approach to resolving parking issues in and around shopping centres.

Some of the major concerns raised were:

- Changes to parking conditions should not deter local residents from accessing the shopping centres.
- Should pay parking be introduced, that these revenues be directed to fund parking improvements in the shopping centre.
- Council should consider the levying of special rates to assist with funding the key properties for acquisition and site consolidation for the purposes of car parking. Certain properties behind the Clarendon Street shopping centre shops were considered a strategic purchase opportunity for Council.
- Consideration be given to the development of options for employee parking.
- Parking restrictions should reflect the predominant use of the shopping centre.

The City's Background

3.0.1 Council's primary land use planning strategy document is the Municipal Strategic Statement (MSS) contained within the Port Phillip Planning Scheme. The following information is drawn from the MSS to provide a strategic background to the City and its people.

3.0.2 The City of Port Phillip is located on the north-eastern shore of Port Phillip Bay. It is 20.4 square kilometres in area, and includes the suburbs of Port Melbourne, Garden City, Albert Park, South Melbourne, Middle Park, West St Kilda, St Kilda, East St Kilda, Elwood, Ripponlea and Balaclava. The City was created on 22 June 1994, whereby the former cities of Port Melbourne, South Melbourne and St Kilda were merged.

3.0.3 Port Phillip is a diverse municipality that comprises residential neighborhoods, urban centres, industry, business, and tourist and leisure attractions. In developing its strategy, Council has taken a neighbourhood-based approach. For planning purposes, Council has designated a total of 6 neighbourhoods:

- Port Melbourne & Garden City
- St Kilda Rd & Queens Rd
- Elwood/Ripponlea
- St Kilda
- South Melbourne, Albert Park & Middle Park
- East St Kilda

3.0.4 In the MSS, Council reflects this approach by placing municipal-wide matters at the beginning of its presentation of the issues, vision, objectives and strategies; then, when relevant, Council presents the additional matters that are specific to each neighbourhood. Council believes that in taking this approach, it best meets the needs of the communities and therefore of the City as a whole.



3.1 A Snapshot of Port Phillip

Regional attraction

3.1.1 The City of Port Phillip contains a substantial percentage of Melbourne's significant tourism features and infrastructure. The City's foreshore is Port Phillip Bay's most urbanised and intensely used stretch of coastline, and the Victorian State Government recognised it as being a vital part of Victoria's capital city. The beaches and foreshore are key nodes for recreational and tourism activity, and attract visitors from throughout Melbourne and elsewhere. Albert Park is a major recreational facility, and the Formula One Grand Prix is an annual international event that attracts large crowds. Tourist accommodation, especially for backpackers, is another element that draws tourists to the area. Station Pier is used by the *Spirit of Tasmania*, cruise ships, and many recreational vessels from both interstate and overseas.

Heritage

3.1.2 The City of Port Phillip's heritage buildings and places are among Melbourne's most significant, and contribute greatly to the area's attractiveness as a destination for tourists, as well as to both Victoria's and Australia's cultural heritage. The City's exemplary Victorian- heritage precinct, located in South Melbourne, Albert Park and Middle Park, is a showcase for the State's heritage. The precinct has more than 10,000 significant heritage buildings, as well as buildings and areas listed on the Register of the National Estate.

Location

3.1.3 The City of Port Phillip is located on the north-eastern shore of Port Phillip Bay. The City is bounded by the municipalities of Bayside to the south, Glen Eira to the east, and Melbourne and Stonnington to the north. It comprises 11 suburbs: Albert Park, Balaclava, Elwood, Garden City, Middle Park, Port Melbourne, Ripponlea, South Melbourne, St Kilda, East St Kilda and West St Kilda.

Demographics

3.1.4 Although for many years Port Phillip's population declined, over the past few years it has been substantially increasing: from 70,930 in 1991 to 73,092 in 1996, and to 80,127 in 1998. This increase has mostly resulted from the fact that major, higher density housing developments have been constructed on redundant former industrial and mixed-use sites, such as Beacon Cove.

3.15 Although Port Phillip has fewer children, teenagers and family households, it has more young adults than is the metropolitan average. Fourteen per cent of the City's residents are younger than 19, compared 26 per cent in the Melbourne-metropolitan area. Seventeen per cent of the City's residents are older than 60, and the City has 1 per cent more residents older than 70 than is the average for the Melbourne Statistical Division (MSD).

3.1.6 Port Phillip has a very high population density: 34.5 people per hectare, or 18.5 dwellings per hectare. This figure is significantly higher than that for other inner municipalities: 26.9 people, or 12.8 dwellings, per hectare.

3.1.7 By mid-2000, Port Phillip's population was projected to have reached 81,405. Although the municipality's population is expected to continue to increase, over the next 20 years the growth rate is expected to slow down. This trend reflects the pattern occurring both in the Melbourne-metropolitan area and Victoria wide, whereby slower growth rates are expected because fertility rates are low and the population is ageing. By 2021, Port Phillip is expected to have more than 93,000 residents.

3.1.8 Port Phillip's families are limited in their choice of housing: of all the dwellings, 59 per cent are either a flat / apartment, both of which are often too small for most families to live comfortably in. Only 24 per cent of Port Phillip's households are family ones, compared with the Melbourne-metropolitan average of 51 per cent. As a counter-balance to this situation, Port Phillip has many one- and two-person households, which represent 78.5 per cent of all its households. Only 39 per cent of Port Phillip's dwellings are either owned or being purchased, whereas approximately 50 per cent of its residents are living in private rental accommodation, compared with the Melbourne-metropolitan average of 23 per cent.

3.1.9 Port Phillip's beaches and foreshore are a vital resource for both the local community and the wider Melbourne-metropolitan community.

Open space

3.1.10 Port Phillip's open space comprises a range of popular parks and open spaces, which extend over 370 hectares. These areas include Albert Park Reserve, which covers 225 hectares, is managed by Parks Victoria, and represents 18 per cent of the municipal area.

3.1.11 Port Phillip's natural environment contains 16 hectares of restored, remnant indigenous vegetation. More than 50 species of native flora have been observed in the municipality, including regionally significant indigenous plant communities located along the light-rail corridor. With reference to the environment, Port Phillip's community and council have five important objectives to:

- protect the flora and fauna,
- reduce waste,
- preserve water and air quality,
- minimise energy consumption and
- promote ecologically sustainable development.

Commerce & Industry

3.1.12 With reference to industry, commerce and retailing, Port Phillip's main commercial areas are located on St Kilda Road, Queens Road, Kings Way and Albert Road. Approximately 74,000 people work in the municipality, and 8500 of them live in it. Workers coming into the municipality generate a large percentage of its peak-hour traffic. In 1991, the municipality contained 1029 retail outlets, which are mainly concentrated in the various neighbourhood strip-shopping centres.

What is Stated in the Integrated Transport Strategy?



4.0.1 Council adopted the Integrated Transport Strategy in November 1998. The strategy addresses transport issues and outlines a number of objectives and strategies to be implemented over a three-year period. Council is reinforcing and continuing to investigate many of these areas while it is formulating this Parking Plan.

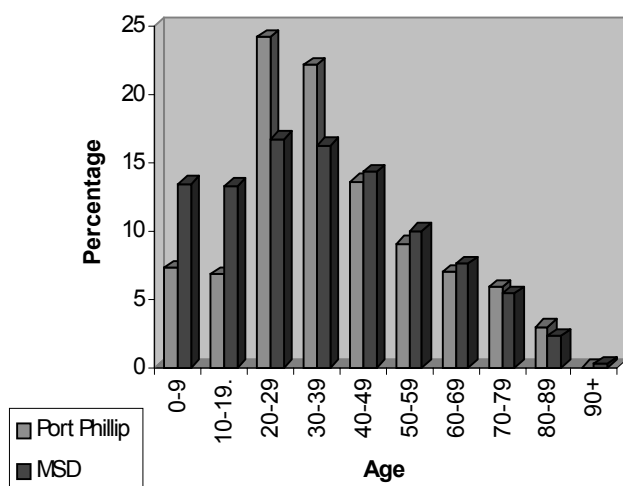
Following is an edited extract from the Integrated Transport Strategy.

4.1 Introduction

4.1.1 In the City of Port Phillip, many demands are placed on the municipality's transportation and parking systems. In preparing an Integrated Transportation Strategy, Council has to understand the nature of the transport system's users, the activities the users undertake and the users' associated travel patterns. In this strategy, Council considers 11 elements in preparing appropriate core objectives and subsequent recommendations:

- i. Strategic location
- ii. 'journey to work' data
- iii. Existing road, public-transport and bicycling networks
- iv. Parking issues
- v. Changes to land use
- vi. Accident data
- vii. The framework of existing policies
- viii. Directions for managing traffic
- ix. Environmental influences
- x. The results of a SWOT analysis
- xi. Community consultation

Port Phillip Age Structure compared with MSD



Source: Department of Infrastructure 1996

4.2 The 'journey to work'

4.2.1 Based on 1996 Census data, approximately 74,000 people work in the City of Port Phillip, so compared with other Melbourne-metropolitan municipalities, the City is a significant employment centre. Sixteen per cent of the 74,000 workers live in the municipality, and 36 per cent of them live in a neighbouring municipality within an 8 kilometre radius. According to recent trends, people are relying more heavily on private transport and subsequently relying less on public transport. According to the most recent Census, approximately 69 per cent of people either drove to work or arrived at work in a car as a passenger. This figure represents an increase of 9 per cent

City of Port Phillip Strategic Framework Plan



Neighbourhood areas

- Neighbourhood shopping centres
- Residential neighbourhoods
- Opportunities for new residential growth
- Parks and foreshore

Employment areas

- Industrial areas
- Mixed office and industrial areas
- Mixed office and residential areas

Transportation and access

- Light rail
- Heavy rail
- Tram
- Major through roads
- Scenic foreshore
- Major visitor areas
- Marina/harbour

Port Phillip Municipal Strategic Statement 1997
This is not a Planning Scheme map. Please check the Plan Scheme maps for accurate zone and overlay information.



City of Port Phillip Strategic Transport Framework

- | | |
|--|--------------------------------|
| — Major roads | — Scenic foreshore road |
| - - - Train lines, light rail and stations | Bike paths |
| - - - Tram lines | - - - Neighbourhood Boundaries |
| Buses | ■ Retail centres |
| - - - Ferries | |

This is not a Planning Scheme map. Please check the Planning Scheme maps for accurate zone and overlay information.

since 1991. In contrast, 22 per cent of people arrived at work by public transport, and 10 per cent arrived by either cycling or walking. Similar splits in modes of transport also apply for people who visit the foreshore in order to engage in recreational activities.

4.2.2 The City of Port Phillip has approximately 33,000 working residents, of whom 60 per cent work in either the municipality or the City of Melbourne. Another 18 per cent of residents work in an adjacent municipality. Port Phillip's residents rely significantly less on the car as their mode of transport: 14 per cent travel by tram, compared with the Melbourne-metropolitan average of 2 per cent. Also, Port Phillip's residents cycle and walk twice as frequently as do people who live in the Melbourne-metropolitan area.

4.2.3 In summary, approximately 60 per cent of all work trips to and from the City of Port Phillip are fewer than 8 kilometres in length. Port Phillip's residents are significantly greater supporters of both public transport and the walking or cycling mode of transport.

4.3 Car Ownership

4.3.1 Between 1991 and 1996, car ownership of Port Phillip's residents increased at a rate of approximately 1.7 cars per new dwelling, and the number of residences that had no car decreased from 29 per cent of dwellings to 23 per cent. The trend of relying more heavily on the car is thereby confirmed. St Kilda's Central and Hill neighbourhoods have the largest percentage of non-car ownership: 33.5 per cent and 26.7 per cent, respectively.

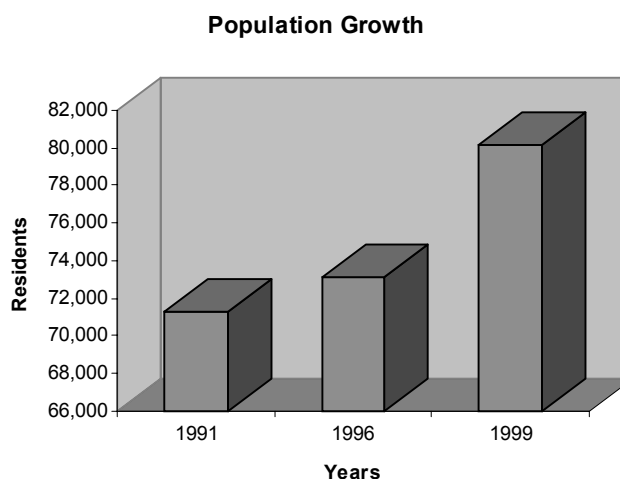
4.4 The Existing Transportation and Parking Network

4.4.1 Port Phillip's transport network is well established. It includes a world-class public-transport infrastructure system that comprises heavy and light rail, and bus services. The municipality has approximately 30 services. Annually, the City's road traffic is increasing at a rate of 2.3 per cent. Compared with the



Melbourne-metropolitan average of between 2 and 3 per cent annually, this figure is within acceptable limits. Over the past 10 years, on-road and off-road bicycle paths and facilities have been significantly increased, as have pedestrian facilities.

4.4.2 Over the decade 1990—2000, significant pressure has been placed on the network of on-street car parking. In the locations in which parking demand is higher, Council has maximised on-street parking by introducing a variety of initiatives, including installation of parking restrictions in order to ration and balance supply with reference to the competing stakeholders. Council has also efficiently used the available



Source: Australian Bureau of Statistics 1999

space by installing angle parking on an ongoing basis, reinstating redundant cross-overs, allowing motorists to park closer to intersections where it is safe to do so, and line marking individual parking spaces. In St Kilda and South Melbourne, in which parking demand is higher, Council has maximised the on-street parking space.

4.4.3 Over the past five years, the municipality's casualty traffic accidents have been progressively increasing. Compared with its neighbouring municipalities, Port Phillip is at the higher end of the accident scale. Of specific concern are accidents in which pedestrians and cyclists are involved.

4.4.4 At present, opportunities to increase the infrastructure of roads, parking and public transport are limited. Port Phillip will therefore be challenged to manage a more effective, safe and efficient transport network in order to cope with the increasing demands.

4.5 The Strategic Context

4.5.1 In its Corporate Plan for 1998—99 and 2000—01, its Municipal Strategic Statement of October 1997, and its Sustainable Development Strategy of April 1996, Council outlined its vision for transport: to promote environmentally friendly and sustainable modes of transport whereby the needs of residents, businesses and visitors are met; transport users are safe; and desirable and attractive places in which to live are provided. In order to realise this vision, Council discourages people from using cars, and supports increased use of the modes of public transport, cycling and walking.

4.5.2 Council has based its traffic and parking policies on the vision and objectives contained in other strategies. The policies include a car-parking policy, a parking-permit policy and several site-specific policies.

4.6 The Environmental Influences

4.6.1 Council acknowledges it operates in an environment whereby the extent varies as to how much Council can influence people to directly achieve environmentally sustainable transport.

4.7 The Transport-system Elements

4.7.1 In this strategy, Council outlines 10 transport-system elements it believes have a significant impact on how equitably, safely and efficiently people and goods move through Port Phillip. Council has defined these elements by analysing existing conditions, strategic directions and environmental influences. The 10 elements are:

- i. The regional road network
- ii. The local road network
- iii. Changes to land use
- iv. Parking
- v. Road safety
- vi. Public transport
- vii. Bicycles and pedestrians
- viii. Freight
- ix. Management of events traffic
- x. Management of travel demand.

4.7.2 Council has based its objectives and recommendations on these 10 transport-system elements.

4.8 The SWOT Analysis

4.8.1 When Council completed a SWOT analysis of the 10 transport-system elements, its belief was confirmed that the road and public-transport infrastructure has limited opportunity for future growth. Demand on the system will, however, continually increase.

4.8.2 The Specific Opportunities

Public Transport

The municipality's public transport, especially its extensive tram system, should be better used. In 2001, when the municipality's public-transport system is privatised, the platform for reform might be provided and a customer focus might be significantly improved. Each day, a substantial number of workers travel fewer than 8 kilometres to work.

Bicycles

Because of Port Phillip's geographic location, and the fact the municipality has both better than average bicycle facilities and short 'journey to work' travel distances, a unique opportunity is provided for continuing to promote cycling as an attractive, healthy and environmentally friendly mode of transport.

Pedestrians

Both walking and cycling are cheap, healthy and environmentally friendly. Council should continue to promote walking, to improve linkages, to promote dual modes of transport, to improve safety and to support walking as being a legitimate form of transport.

Management of Travel Demand

In formulating initiatives for managing travel demand, Council attempts to reduce car dependency by increasing the competitiveness of alternative modes of transport. In the traffic and parking climate that exists within specific areas of the municipality, a sound base is provided for Council to trial its initiatives in travel-demand management.

4.8.3 The Specific Threats Changes to Land Use

As a result of land-use changes that are occurring in Port Phillip, higher density residential development is tending to be supported in the municipality's inner region. Because car-ownership levels are higher, pressure is increasingly being placed on the infrastructure system of mature roads, and the system has limited capacity to absorb the increased demands. In general, people are living closer to their workplace, so public transport has to be used more efficiently.

CityLink

It is projected that the CityLink project's opening and operation will have a negligible impact on Port Phillip's road-infrastructure network. The major traffic redistribution's in the City of Port Phillip were evident with the closure of the Graham Street Westgate Freeway ramps in 1998. Given the project's magnitude and the fact that significant changes in travel patterns are expected to occur in a number of neighbouring municipalities, the project will nevertheless have to be closely monitored during its first two years of operation in order to ensure the impacts are minimised.

Webb Dock

As a result of the expansion of Webb Dock, the potential exists that traffic conditions on Williamstown Road will deteriorate more. Council will continue to support the immediate construction of Dockside Road, whereby it is expected that the truck volumes on Williamstown Road will be significantly reduced.

The Car's Increased Attractiveness Compared with Alternative Modes of Transport

In 2001, unless users of the public-transport service significantly benefit from the Public Transport Corporation's privatisation, and unless the service's profile significantly improves, the car's attractiveness as a mode of transport will potentially be the single-biggest threat to environmentally sustainable transport.

The Increased Attractiveness of Major Visitor Centres

Port Phillip's foreshore is one of Victoria's major visitor centres; millions of people visit it each year. The foreshore is becoming more popular every year, and during peak times an additional burden is being placed on the municipality's already congested road system. For Council, the challenge will be to use traffic-management techniques whereby these impacts are minimised and at the same time the attractive qualities of the municipality's 'jewel in the crown' are retained.

The Key Issues

5.1 The Guiding Principles and Values

5.10 The Discussion Paper presented a set of 10 *Guiding Principles and Values* to provide a foundation for the consultation process and ultimately for the development of this parking plan. A key element of the *Guiding Principles and Values* is that in formulating the Parking Plan, Council should ‘work with residents to make a better and fairer system that provides more satisfactory solutions for residents, workers and visitors in coming years.’

5.11 In developing the 10 principles, Council has provided the Car Parking Plan’s strategic directions for the next decade. The principles are listed as follows.

- i. Reduction of the impact of cars on the local community and environment.
- ii. Consultation and implementation of the Plan at the level of the neighbourhood and precinct, or sub-neighbourhood. The goals are to recognise the diversity that exists within the municipality and to address the range of parking problems and their impact. For some approaches, local trials will be required.
- iii. Development of a comprehensive set of governing considerations and principles in order to guarantee a fair system throughout the municipality.
- iv. Ensuring that newly constructed developments are self-sufficient in parking, and that the new residents’ do not rely on the streets to meet their parking needs.
- v. Recognition that parking problems can be attributed to many causes; that the problems are not solely generated by residents, visitors, commuters or businesses; and that all the people associated with the problem have to be viewed as being part of the solution.
- vi. Acknowledgement that measures for achieving the Parking Plan 2010 in the long term have to include both incentives and disincentives.

vii. Acceptance that all additional income generated from new permit fees and charges, and from other sources, are to be spent exclusively on implementing the Plan.

viii. Recognition that in order for the Plan to be successful, it is essential there be effective communication, consultation, information dissemination and community involvement.

ix. Acceptance that whenever possible, Council should adopt a comprehensive, integrated approach to solving the parking problems and resolving the transport-planning issues in question.

x. Devising co-ordinated, inner-urban solutions to the inner city’s growing parking problems by co-operating with neighbouring councils.

5.1.2 At the Parking Summit that Council held in February 2000, Council identified four key issues. Through the consultation process, these have been expanded to the following six key car-parking issues:

- i Controlling growth by planning the urban environment
- ii Protecting residents’ access by parking permits
- iii Achieving fairness by enforcing parking laws
- iv Rationing parking by restrictions
- v Assisting community participation and awareness
- vi Increasing transport choices and travel-demand management

5.1.3 In this document, Council addresses these issues comprehensively in Section 8 Key issues, Objectives and Strategies, and Implementation, in order to help it adopt a balanced and holistic approach to meeting the competing demands of car parking.

Assessment Criteria

6.0.1 To ensure that the Parking Plan meets all the *Guiding Principles and Values*, Council will use the following seven criteria and their preconditions in order to test and evaluate the Plan's priorities and success.

- iii The Plan can be funded within Council's budget constraints
- iv Council addresses the community's real issues and expressed concerns

6.1 Economic

- i Port Phillip's commerce and industry are not comparatively disadvantaged

6.2 Social

- i The needs of the community's groups, such as residents, workers, visitors, disadvantaged people, people who have a disability, and pedestrians, are balanced
- ii The benefits of other modes of movement and transport are promoted
- iii Movement and social interaction in the municipality are promoted
- iv The municipality's values and character are maintained and complemented

6.3 Technical

- i The Plan is easy to administer and enforce
- ii The Plan is transparent and equitable
- iii Thieves and vandals are deterred as a result of the Plan's implementation
- iv Automation is maximised
- v The Plan is consistent with and informs other Council policies

6.4 Community-sustainability

- i Longer term solutions are promoted
- ii The Plan is can be easily explained and justified.

6.5 Financial

- i The Plan is cost neutral, but that ideally a surplus is generated in order to fund future research, development and capital investment
- ii The Plan is self-funding without being a burden on any one sector of the community

6.6 Environmental

- i Alternative modes of transport and systems are actively promoted
- ii The municipality's limitations in accepting an increase in the number of cars are recognised

6.7 Legislative Compliance

- i The Plan complies with all the relevant State and Federal Government legislation
- ii If legislative change is required, the difficulty and likely success of pursuing these changes

The Purpose

7.1 The Purpose of the Parking Plan

7.1.1 Council is empowered to implement a Parking Plan whereby all residents (including older and disadvantaged people), workers, traders and visitors, are provided with fair, equitable and safe access to Port Phillip's facilities and attractions. By integrating its planning, Council will ensure that the Plan, gives equal priority to bicycles, pedestrians and public transport in order to reduce the use, frequency and harmful impact of cars on the municipality's social, cultural and natural environment. Council will continuously improve people's movement both in and between the municipality's neighbourhoods by using funds raised from the Plan and continue to consult with the people involved.

7.1.2 In formulating this purpose for the Parking Plan, Council supports both the overarching vision contained in the municipality's Community Plan and the Key Results Areas prescribed in the Annual Corporate Plan.

7.2 The City's Vision, from the Community Plan

7.2.1 In February 1997, the delegates to Council's Community Summit developed the Port Phillip's Vision and Community Plan for the next 10 years. They established many of the objectives, strategies and actions that Council is now working on in order to achieve the municipality's vision.

7.2.2 The vision for the City of Port Phillip is for a municipality in which:

- i Community diversity is sustained and harmony is promoted in the community
- ii people have a high level of civic pride and share responsibility

- iii all residents, businesses and visitors powerfully experience a feeling of community
- iv people of all ages, and all cultural and socio-economic backgrounds, work, live and play together in a community that contains no pockets of economically disadvantaged people
- v dynamic urban villages retain their distinct character and unique identity, and
- vi people can enjoy streets, parks and public spaces without fear, and can move safely in and between the various urban villages.

7.2.3 Environment

- i the environment is valued and protected; the air, beaches, water and streets are clean and quiet; and parks and gardens are abundant
- ii the municipality's 'jewel in the crown', its foreshore, is both protected and enhanced
- iii the environment, both natural and built, contributes to the municipality's character, and
- iv the community leads the way in environmental management, and takes pride in and responsibility for implementing a plan in order to lead the way.

7.2.4 Transport

- i the needs of residents, businesses and visitors are accommodated by way of properly planning and managing traffic and transport, including traffic flow, public transport, pedestrians and cyclists

- ii the traffic system is well integrated, and cyclists and pedestrians are a priority consideration, and
- iii the parking facilities in the neighbourhood centres are balanced so traffic congestion is minimised, public transport links are optimised, access to the municipality's facilities is enhanced and people are discouraged from using cars.

7.2.5 Urban Planning

- i Planning and development are integrated; the planners and developers are responsive to both the unique heritage and the community's environmental values; and social, cultural and economic diversity is maintained. The distinctive character of the neighbourhood villages is promoted, and physical and social links are built across the municipality. Inappropriate and poorly located high-rise development is restricted, and a balance is maintained between the needs of residents, businesses and visitors
- ii the community has a feeling of control over its destiny, and local government is empowered to meet the community's expectations
- iii the services function properly; match people's needs; and are innovative, responsive and continually improving, and
- iv the services are wide ranging, and encompass the performing arts, sport, public housing, leisure activity and multicultural access.

7.2.6 The vision is for a city in which the local council is a leader in its field, especially in the areas of community consultation and communication, strategic planning, financial management, and implementation of the community's wishes.

The community will be recognised and acknowledged for:

- accepting unique cultural and socio-economic diversity
- providing services that both are effective and meet the community's needs
- having vital, thriving local businesses
- valuing and maintaining its prized assets: the foreshore, parks and gardens
- having both physical and social links across the municipality
- having dynamic urban villages that have a distinct character and unique identity
- leading the way in environmental management and education, and
- consulting and communicating with all members of the community.

7.3 The Corporate Plan

7.3.1 The corporate plan contains specific strategies to be undertaken in the Financial year 2000 - 2001. One of the actions is to develop a Parking Plan this financial year.

In Key result area 2 of the Corporate plan the Goal is as follows:

To preserve and enhance the built environment by having excellent planning, design and maintenance.

The Parking Plan with its objectives, strategies and actions will work toward fulfilling this goal. following actions and objectives are also listed under Key Result Area 2 in the Corporate Plan.

The Parking Plan will also contribute towards achievement of Council's Key Result areas of:

KRA 3 - A community who understands the impact of its behaviour on the natural environment and its biodiversity and actively participates in achieving environmental outcomes for Port Phillip.

KRA 4 - We will have a mindset that considers the place and community living there when delivering a service or implementing a project - providing a better service or outcome, one that is attuned to the needs of the community.

KRA 5 - We will listen and respond to the needs of the community and strive to reduce the gap between community expectations and our performance.

Part II

Key Issues, Objectives,
Strategies & Targets



8.1 Overview

8.1.1 In the context of urban development, the City of Port Phillip has complex car-parking problems.

8.1.2 It has been suggested that one way to achieve an overall, long-term reduction in car usage would be for Council to adopt a policy whereby new developments would have to have either no on-site car parking or parking at rates that were lower than the ones generally specified in the Port Phillip Planning Scheme, which includes the rates set out in the *Good Design Guide for Medium Density Housing*. The intention would be to make the municipality attractive to new residents who chose to either not use a car or use only one car per household.

8.1.3 However, in the short term, and in the absence of the complementary strategies outlined in the chapter in which Council addresses how to improve transport choices, Council believes that were it to adopt this policy, the demand for on-street car spaces would only be exacerbated, and the result would be that pressure on the City's streets would increase.

8.1.4 Council believes that were it to adopt this policy, it would probably not meet the current market demand as advised by the development industry. According to survey results, new residents moving to the municipality are increasingly becoming car dependent and are looking for accommodation in which car parking is provided. On average at present, every time a new dwelling is constructed in the municipality, an average of 1.7 cars have to be allowed for.

8.1.5 However, despite these factors, developers are often very reluctant to provide car parking for their new developments at rates that are adequate for ensuring the developments are self-sufficient, that is, that they are not at all dependent on on-street car parking. Council has to explore this tension that exists between developers about providing either maximum or minimum car-parking spaces for their new developments. According to surveys Council undertook using Newton Wayman Chong and i.d Consulting, the community is evenly divided about the issue of what constitutes 'self-sufficiency'. In both the consultants' surveys, each definition of self-sufficiency: having enough car parking for residents, and enough car parking for both residents and their visitors, scored 48 per cent.

8.1.6 Council is also faced with the issue of how car-parking requirements are structured in the Victoria Planning Provisions, in which car-parking rates for various land uses and the grounds on which a dispensation can be sought are specified. It is arguable that in the municipality, in many cases the specified base rates are not appropriate in a local context, given the extreme car-parking shortages already being experienced. However, Council has not been supported by the Victorian Civil and Administrative Tribunal because of the difficulty involved in presenting satisfactory empirical evidence in order to substantiate Council's preferred parking-provision requirements.

8.1.7 The Tribunal has also not supported Council's attempts to be proactive by compelling developers to advise potential purchasers that on-street parking permits might not be available in future. In order for Council to achieve this objective, it therefore has to investigate other mechanisms outside the planning process.

8.1.8 Another issue Council faces is the conflict between its wanting to provide off-street car parking and the implications this has for the municipality's heritage streetscapes. If Council permits vehicle cross-overs to be constructed in some of the municipality's heritage overlay areas, the appearance of the areas' streets and the streetscape character can be detrimentally affected. Council therefore has to formulate a balanced response to car parking. Council's concerns were reflected in the surveys Council undertook, whereby 34 per cent of residents believed it would be reasonable to waive car-parking requirements if restoration of a heritage building were involved.

8.2 Objectives

- To create and maintain a high level of safety and access in local areas
- To ensure that heritage, amenity and urban character are not detrimentally affected by provision of car parking
- To promote balance and diversity in making decisions about transport choices
- To identify areas in which there might or might not be the opportunity to enable new developments to have a lower rate of on-site car parking in order to cater for the proposed developments' car-parking requirements
- To balance the parking needs of the community, residents and visitors with reference to both existing and new developments

8.3 Strategies

Council is to implement a significant number of the strategies on a municipal-wide basis. However, it will have to consider how the strategies might have an impact on local-neighbourhoods. In order to address local issues, it will have to develop area-specific strategies at those levels.

Listed below are strategies that will be undertaken over the life of the plan. Specific timelines and budgets are elaborated on in Appendix I.

- 1.1 Develop specified parking rates for new development by neighbourhood to include opportunities for reduced car use.**
- 1.2 Develop Parking Precinct Plans**
- 1.3 Remove restaurants as an "as of right use" in Business zones.**
- 1.4 Facilitate cash in lieu for parking and transport improvements**
- 1.5 Continue and improve the system of restriction of no access to resident permits for new developments.**
- 1.6 Review application of Heritage Area Crossover & parking policy**
- 1.7 Bicycle parking for new developments**

8.4 Performance Indicators and Targets

- Completion of Parking Precinct Plans for Fitzroy Street, Ormond Road, Armstrong Street, Albert Park Shopping Centre and Victoria Avenue, and exhibition and incorporation of the plans in the Port Phillip Planning Scheme
- Modification of the “As of Right Use” provision for restaurants in the Business Zone in the Victoria Planning Provisions.
- Provision of an effective mechanism to inform future occupants of a development of the non availability of resident parking permits.
- Modification of the Planning Scheme to incorporate preferred parking rates.
- Conducting surveys in areas where residents have been encouraged to use their off-street car parking, that they access via laneways

Protecting Residential Access

by Having Parking Permits

9.1 Overview

9.1.1 The system of Resident Parking Permits and associated charges has been in place in its current form since the council amalgamations that occurred in mid 1994. Parking permit schemes also existed in the St. Kilda and South Melbourne Councils prior to amalgamation. Council provided the system on the basis that a resident who held a permit would be more able to obtain a parking space within a designated area close to their home.

9.1.2 Despite the fact that Council has considerably increased both the number of parking-permit areas and the number of permits issued, over the past six years Council has made no substantive changes to the system.

9.1.3 Council introduced the parking-permit system in order to provide residents with an increased opportunity to park in close proximity to their homes. The current system requires review to ensure that this primary aim is better achieved in the future.

9.1.4 Council attributes the high demand for on-street parking to the fact that:

- people depend on the car as their main mode of transport
- non-resident car users – car users who come into the municipality from outside — create a demand for parking
- commercial, retail and residential parking is inadequate to meet demand
- because of the historical nature of the built form, there is either minimal or no off-street parking, and
- during peak times, parking in areas that are regional destinations is inadequate.

9.1.5 The situation is confirmed in Council's survey results, whereby accessing car parking is a problem for an average of more than 80 per cent of residents. This level of concern is reflected in the fact that a large percentage (82%) of residents agree that Council has to continue to provide a permit system in order to guarantee that parking is available.



9.1.6 Also, when Council analysed Newton Wayman Chong's survey results, it found that 38 per cent of residents who have a parking permit are prepared to pay a fee. The fact that residents are more prepared to pay was also revealed in the results Council obtained from its 'think tents'.

9.1.7 At present, Council issues parking permits to only residents and their visitors, and does not make commercial permits available. The availability of permits for commercial properties is a frequent request and is recommended for further review in the future.

It is important to note that even though the person has a parking permit, he or she is not guaranteed a parking space. It is also important to note that parking permits are only required where residents have inadequate off street parking and existing demand exceeds supply, requiring the installation of parking restrictions.

9.1.8 Residents supported Council's placing limitations on the number of permits issued per household: approximately 63 per cent were satisfied with Council's current policy. However, 38 per cent of residents reflected the increasing parking problem by considering it appropriate to reduce the level of permits from three to two per household.

9.1.9 Data that Council gathered in late 1999 during its Community Satisfaction Survey, indicated almost 30 per cent of residents are prepared to meet the administrative costs of the Resident Parking Permit scheme. Survey results from the 'think tents' showed that 22 per cent of residents were prepared to pay for the 1st permit with this number increasing to 43 per cent & 70 per cent for the 2nd and 3rd permit respectively.

9.1.10 Almost 63% of residents who responded to the market survey believe that pensioners and Health Care Card holders should receive a discount on any permit charges.

9.1.11 It is expected that, with the introduction of even a modest fee for resident permits that there will be a substantial drop-off in the number of permits issued.

9.1.12 Further improvements could be made to the current system of issuing permits by giving consideration to localised parking demand or to off street parking potential. However, at this stage a uniform approach is recommended which could be further modified subject to local level consultations. It is important that this issue be addressed because demand for car parking is increasing and supply of it is static, the effectiveness of any permit scheme will be eroded, and ultimately the scheme will be unsustainable. Evidence in support of this is listed below.

1. In several 'hot spot' streets, the number of parking permits Council is issuing is significantly exceeding the number of on-street parking spaces.
2. Residents from other areas of the municipality and motorists who have illegally obtained a permit are parking in residential streets located on the periphery of shopping centres, so parking availability is being significantly reduced.
3. It is common for motorists not to use off-street parking spaces efficiently: they might often take up the areas for extra storage or other uses. In some cases, motorists find on-street parking to be more convenient.
4. Residents complain that in various places and at various times, they are unable to park near their residence.

9.1.13 In the market survey, 38% of respondents attributed the parking problems mainly to residents' visitors, and 35% attributed them to residents themselves.

9.1.14 According to demographic data, by 2006 Port Phillip's population will have grown by more than 10 per cent, to almost 90,000 residents. Substantially more residents will own a car although household size will have diminished: it is now estimated to be 1.90 people per household, which is down from 1.97 people as revealed in the 1991 Census.

9.1.15 Because the average rate of car ownership will be 1.70 cars, significant pressure will be added to the traffic grid, and the level of demand for car parking at shopping centres and locations such as the foreshore will increase.

9.1.16 Council has reviewed the limitations of the postcode-based system of permits because a significant percentage of residents – 51 per cent of market-survey respondents and 77 per cent of 'think tent' visitors — preferred to move away from the system that is in place. Furthermore, given the issues created as a result of 'hot spots', especially the ones located around shopping centres and the St Kilda Hill area, Council has the impetus necessary for reviewing the system if residents in these areas are to have improved access to car parking close to their home.

9.1.17 As previously stated, Council introduced the original parking-permit system in early 1995. Since then, the local population has risen from approximately 69,000 to more than 80,000, and by 2006 is projected to have increased to almost 90,000. As a result, and because household sizes are decreasing and car-ownership levels have substantially increased, Council will have to modify the existing system.

9.2 Objectives

- Continue to provide a Resident Parking system that is fair and equitable
- Provide a Resident Parking Permit system whereby Council attempts to maximise residents' parking opportunities close to where the residents live

- Continue to ensure that the permit system strives to protect residents from the impacts of tourists and visitors accessing the area.
- Formulate ongoing strategies for preventing people from abusing the parking-permit system
- Ensure the parking-permit system, generates enough funds to meet its operational costs.

9.3 Strategies

Council is to implement a significant number of the strategies on a municipal-wide basis. However, it will have to consider how the strategies might have an impact on local-neighbourhoods. In order to address local issues, it will have to develop area-specific strategies at those levels.

Listed below are strategies that will be undertaken over the life of the plan. Specific timelines and budgets are elaborated on in Appendix I.

- 2.1 Adopt a revised parking permit policy**
- 2.2 Implement street based areas to replace postcode wide system**
- 2.3 Recover costs of permit system operation**
- 2.4 Continue restrictions on the number of permits**
- 2.5 Expand discounts for Pensioners & Health Care Card Holders**
- 2.6 Improve parking permit administration**
- 2.7 Review business parking permits**
- 2.8 Improved of peak access to foreshore parking**

9.4 Performance Indicators and Targets

- Reduction of the number of complaints associated with parking permits
- Increasing of permits' effectiveness in ensuring that residents are able to park in close proximity to their home
- Reduction of the number of residents issued with parking-infringement notices
- Reduction in the number of parking permits issued
- Ability of residents who have no off-street parking to find a parking space more easily
- Generation of enough income to meet the costs of administrating and enforcing the parking-permit system

10.1 Overview

10.1.1 Council has identified, by way of the many surveys it has undertaken and the requests made to it, that the community is concerned about the level and visibility of parking enforcement.

10.1.2 In light of these findings, Council has increased the number of parking officers to 26, and enforces the parking laws 24 hour per day. Also, with reference to calls the community makes, Council is striving to achieve a 20 minute response time.

10.1.2 To date, the community has complied admirably, especially with reference to resident-only parking areas and complying with parking restrictions placed around shopping centres.

10.1.4 In the community, the service of parking-law enforcement often has poor visibility. Some residents complain they rarely see a Parking Officer in their area. In many areas in which there is a commercial—residential interface, patrols are required more frequently throughout the day than Council can at present achieve. The serious issue of how to manage these interfaces is likely to be exacerbated over time, because businesses are operating for longer hours, and infiltration of residential areas is therefore greater.

10.1.5 According to Newton Wayman Chong's market research, more than 70 per cent of residents request that Council introduce tow-away provisions for clearways, driveways, laneways and parking for people who have a disability. Council will therefore have to have a considerable amount of resources. The overall cost of the enforcement task is increased when tow-away provisions are enforced. Whilst a significant fee is charged for car recovery, this does not cover the cost to the Council hence providing increased tow away services is increasingly costly to administer.

10.1.6 In enforcing the parking laws, Council has two objectives: to manage the supply and demand of car-parking spaces in order to ensure that no illegal parking occurs, and to penalise motorists who are in breach of the parking restrictions. Because people do not always voluntarily adhere to the restrictions, the incentive to ensure the restrictions are adhered to is provided in the form of the threat and consequences of enforcement. Without enforcement, restrictions will become largely ineffective. Enforcement also acts as a deterrent to many.

10.2 Objectives

- Have transparent, fair and equitable enforcement that the community supports
- Enforce the laws more regularly, efficiently and effectively
- Reduce illegal parking and ensure the effectiveness and integrity of the resident permit system

10.3 Strategies

Council is to implement a significant number of the strategies on a municipal-wide basis. However, it will have to consider how the strategies might have an impact on local-neighbourhoods. In order to address local issues, it will have to develop area-specific strategies at those levels.

Listed below are strategies that will be undertaken over the life of the plan. Specific timelines and budgets are elaborated on in Appendix I.

- 3.1 Continue expanded and improved enforcement service**
- 3.2 Implement tow-away provisions**
- 3.3 Expand enforcement officer role**
- 3.4 Introduce alternative transport for enforcement officers**

10.4 Performance Indicators and Targets

- Improving motorists' level of compliance with parking restrictions, particularly placed in 'hot spot' areas.
- Reduction of the number of parking-related complaints, particularly in 'hot spot' areas, made to Council's ASSIST Centre
- Increasing of vehicle turnover in areas adjacent to shopping centres
- Completion of training of parking-enforcement officers to take on a wider role in community liaison

11.1 Overview

11.1.1 Council has been developing parking restrictions throughout the municipality for many years. It introduces restrictions in response to the community's request to introduce them when demand for available parking exceeds unrestricted supply of spaces.

11.1.2 In residential areas, Council first introduced time- based restrictions in order to ration parking, and exempted Resident Parking Permit holders from being subject to the restrictions. In areas in which the pressure has been greatest, Council has introduced Permit Zone restrictions in order to increase the likelihood that residents will be able to park in close proximity to their home.

11.1.3 In the high-demand residential areas of St Kilda Hill and in the area of South Melbourne located behind Albert Road, Council has undertaken strategic reviews which have generally resulted in the introduction of Permit Zone restrictions on one side of the street and time-limited parking, for 2 hours, on the opposite side.

11.1.4 In order to discourage commuters from parking all day, Council has introduced 4 hour parking restrictions in parts of the municipality located along a public-transport route and, in South Melbourne, around a retail centre. Council could improve the effectiveness of these restrictions in a number of areas.

11.1.5 For retail centres, it is typical for parking within the main shopping strip to be a mix of quarter-hour and 1 hour parking, and for adjacent side streets and off -street parking areas to have 2 hour restrictions. Council considers this mix to be a reasonable balance, whereby it provides for the highest turnover of parking spaces in the prime locations.

11.1.6 Council has also subjected foreshore areas to paid parking in order to ration scarce parking supplies and discourage people to drive, in favour of using an alternative transport mode such as going by public transport or cycling to get to the beach.

11.1.7 The State Government has set the amount for a parking-infringement fine with reference to a permit zone and a 'No stopping' area at \$60 and \$100, respectively, and Council sets penalties with reference to 'green' or time-limit zone restrictions to a maximum of \$50. Council has set its existing penalties at the maximum rate.

11.1.8 At present, the municipality has approximately 6250 on-street parking spaces which are subject to paid parking. It is estimated that this equates to around 10% of the municipality's total available on-street parking supply. When paid parking is combined with an appropriate time restriction in order to suit individual locations, a greater opportunity is provided for spaces to be turned over regularly and, consequently, for increasing the availability of 'parking opportunities'.

11.1.9 It is increasingly evident that this approach is successful in the St Kilda Road business precinct, in which people comply more with time-limited restriction.

11.1.10 With reference to installing paid parking, Council has adopted six principles. To date, the areas in which Council has installed paid parking have been consistent with the principles, which are:

1. not creating parking difficulties for residents
2. being part of an overall parking strategy
3. having a surrounding set of parking restrictions that contain the proposed paid parking, and not permitting parking to simply migrate to adjacent areas
4. having a sufficient and regular turnover of parking vehicles in order to be economically viable
5. providing a level of attractiveness sufficient to justify the cost, and
6. not having an adverse impact on the economic viability of adjacent shopping areas.

11.1.11 Acknowledged experts in the area of parking management, have advised that ‘where there is a captive market, the introduction of paid parking does not have much effect on parking demand of an area.’ When paid parking is installed, it results in a higher turnover of vehicles, and additional parking opportunities are thereby provided; the number of vehicles parked in an area is not reduced, and paid parking ‘by the very nature can only increase parking supply and opportunities.’

11.1.12 In some commercial and industrial areas, Council has used paid parking effectively in order to help ration scarce public parking areas. During both the ‘think tent’ process and the market surveys, a significant percentage of the community – 63 per cent — indicated that Council should provide additional parking facilities in shopping centres and put in place a ‘user pays’ arrangement. Members of the Community Steering Committee also indicated that if paid parking were introduced in shopping centres, parking accessibility would be improved.

11.1.13 According to the advice Council has received, a shopping centre’s economic viability should not be adversely affected by installation of paid parking.

11.1.14 Over the past nine years, the paid parking that Council has been progressively implementing along the municipality’s foreshore, commercial areas and industrial areas satisfies the above mentioned six principles. It will be important to continue this into the future.

11.2 Objectives

- To ensure that people use existing parking spaces efficiently
- To use parking restrictions in conjunction with the Residential Parking Permit system in order to protect residential streets from commercial parking

- To review parking restrictions in consultation with local communities, commence the consultation and action in areas that are subject to the greatest parking pressure, and tailor the restrictions to local areas’ characteristics
- To make the restrictions clear and simple so they can be enforced easily and are widely accepted by the community
- To not permit the municipality’s shopping centres to be disadvantaged as a result of introduction of paid parking

11.3 Strategies

Council is to implement a significant number of the strategies on a municipal-wide basis. However, it will have to consider how the strategies might have an impact on local-neighbourhoods. In order to address local issues, it will have to develop area-specific strategies at those levels.

Listed below are strategies that will be undertaken over the life of the plan. Specific timelines and budgets are elaborated on in Appendix I.

- 4.1 Ensure parking restrictions meet local needs through small area consultations**
- 4.2 Rationalise restriction signage across the municipality and increase compliance with permit zones**
- 4.3 Improve supporting infrastructure such as signs and lighting**
- 4.4 Expand and implement where appropriate paid parking**
- 4.5 Investigate additional parking stations in strategic locations**

11.4 Performance Indicators and Targets

- Increasing the number of consultations undertaken at local level with reference to parking restrictions
- Reduction of the number of complaints about parking signage
- Increasing of use of public car parks
- Reduction of visitors' and tourists' infiltration into residential areas
- Demonstration of the reduced infiltration by maintaining data about infringements and enforcement in 'hot spots'
- Increasing turnover of shopping-centre parking spaces

12.1 Overview

12.1.1 Throughout the municipality, residents have nominated their main concern to be access to parking. The solutions to immediate problems will be based on neighbourhoods and precincts, and Council will proceed on that basis. Simultaneously, a significant opportunity is provided for Council and residents to jointly consider the broader issues that affect how the municipality will develop.

12.1.2 As car ownership and usage increases, the quality of life in urban neighbourhoods diminishes: there is more noise and noxious emissions, and pedestrians' safety is more threatened. People who are chronically exposed to these elements, especially children and older people, have a much higher level of auditory and respiratory illness. Council has to find creative solutions to the problem. In the municipality, the rate of traffic and pedestrian accident rates is also unacceptably high, and the community has to participate in planning local-area solutions to the problem.

12.1.3 Historically, the municipality's streets were available for more than mere movement and access: in a neighbourhood context, they were available for socialisation, celebration, children's play and even economic activity. These activities have been slowly eroded as car traffic has increased.

12.1.4 To provide an opportunity for these matters to be considered within the municipality and in a broader metropolitan context, a two-fold approach will be adopted as follows.

1. In order to consider which long-term directions are appropriate for the municipality, the stakeholder groups should actively discuss and debate these and related issues. The stakeholder groups include:
 - residents
 - traders
 - employees
 - and visitors



An open debate will be promoted by strategies such as public meetings, setting up e-mail chat rooms, publishing a range of views expressed by interested parties, conducting seminars, providing information and undertaking research in order to explore the broad issues at policy level. An opportunity would thereby be provided for people to exchange views and for the long-term strategies to be developed gradually.

2. The approach taken should be that of participation by neighbourhood communities whereby action is undertaken in order to address how to manage the most pressing parking issues, and to encourage local residents to both consider the immediate and longer term impacts of car use on the environment and people's health and consider the alternatives available. An opportunity would thereby be provided for local residents to both reduce the impact of vehicles on their street and investigate other practical options for meeting the demands associated with travelling and parking.

12.2 Objectives

- Strengthen and build local communities
- Develop local solutions to local problems by assisting community-development input

- Enlist the community's support for the Parking Plan
- Improve the community's understanding of the relationships between the parking problem's various components
- Instill in the community a feeling that it 'owns' the parking plans implementation

12.3 Strategies

Council is to implement a significant number of the strategies on a municipal-wide basis. However, it will have to consider how the strategies might have an impact on local-neighbourhoods. In order to address local issues, it will have to develop area-specific strategies at those levels.

Listed below are strategies that will be undertaken over the life of the plan. Specific timelines and budgets are elaborated on in Appendix I.

- Completion of an education program in local schools about the impacts of motor vehicles and use of reduction strategies
- Hosting or sponsoring a minimum of three forums, seminars or discussion groups in conjunction with the State Government and other local governments regarding the issues and development of policies with reference to car parking and traffic
- Establishment of a 'Parking and Travel Solution Shop' in a high-profile area, and creation of a 'Virtual Shop' on Council's Web site

- 5.1 Engage the community and provide advocacy and leadership for public debate**
- 5.2 Ensuring community led local responses by forming Local Community Steering Committees**
- 5.3 Implement locally prioritised capital works**
- 5.4 Undertake consultation with large companies**

12.4 Performance Indicators and Targets

- Establishment of a minimum of two local, highly participatory Community Steering Committees
- Undertaking of changes to capital-works and traffic management in response to a request made by the Local Steering Committees in a minimum of two local neighbourhoods

13.1 Overview

13.1.1 An intrinsic link exists between parking, car use, transport and land use. Parking is storage of a car when motorists and passengers have reached their destination and before they move on again. Reduction of overall demand for car travel is closely linked to the objectives of this parking strategy. In order to achieve reduction in car use and thereby reduce parking and other car-related impacts a number of complementary strategies are required.

13.1.2 Public transport is crucial in any long-term strategy for reducing car use. The municipality already has a good network of public-transport infrastructure, including light rail, heavy rail and several bus lines. However, many opportunities for improvement exist. If any alternative transport mode is to be successful, people have to find it more attractive than a private motor vehicle.

13.1.3 Areas in which opportunities for improvement exist in public transport include frequency of service, spread of service hours, cost and cleanliness. Although services are typically scaled back during the night and on the weekend, in some areas these periods are peak times for parking demand. Along the foreshore, north—south links and connections are inadequate. Under their contract with the State Government, providers of a public-transport service are required to significantly increase their patronage, and an opportunity is therefore presented that can be seized to the advantage of all the municipality's residents, businesses and visitors. Council will have to have a strong advocacy role in ensuring that the parking strategy's components that depend on there being improved public transport are vigorously addressed.

13.1.4 Scope also exists for developing other transport alternatives, which could include an expanded community-bus service, 'park and ride' schemes in order to connect otherwise under-used parking areas with activity areas, shuttle buses, a tram loop around the main tourist precincts, water transport, car sharing and car-hire schemes. Alternative transport options are not well developed: in order to reduce car use, it is necessary to have more facilities for cyclists and pedestrians, as well as a larger pool of demand-responsive and shuttle buses.

13.1.5 At a local level, people could make many short trips safely, quickly and with less environmental impact by walking or cycling, especially if local traders supported them by offering features such as free home delivery of shopping or other goods.

13.1.6 Council cannot 'build' its way out of all the parking problems, although selected locations might require more parking spaces. Council has to partly base its long-term sustainable solutions to the transport and parking problems on encouraging people to increase their use of modes of travel other than the private car.

13.1.7 In the surveys undertaken by both Newtown Wayman Chong and i.d. Consulting, substantial support is evident for alternatives to the car, especially for having improved access for cyclists and pedestrians (81%) and for having a loop or shuttle tram operate around St Kilda (76%). Also, because more than 50% of residents living and working in the municipality use their motor vehicle to travel to work, even more scope exists to promote alternatives to car use.

13.2 Objectives

- Increase people's choice of modes of transport, especially local-area transport
- Reduce people's dependency on the car as their main mode of transport
- Achieve a higher level of integration between transport and land use

- Develop improvements to the cost, frequency and coverage of public-transport services, and implement the improvements over the long term in conjunction with public-transport providers in order to benefit the community and ease parking problems.

13.3 Strategies

Council is to implement a significant number of the strategies on a municipal-wide basis. However, it will have to consider how the strategies might have an impact on local-neighbourhoods. In order to address local issues, it will have to develop area-specific strategies at those levels.

Listed below are strategies that will be undertaken over the life of the plan. Specific timelines and budgets are elaborated on in Appendix I.

- 6.1 Promote availability & use of Alternative Transport Modes**
- 6.2 Advocate strongly for improved public transport**
- 6.3 Improve bicycle network and end trip facilities**
- 6.4 Improve pedestrian access and safety**
- 6.5 Improve the connectivity and frequency of public transport**
- 6.6 Facilitate traffic management works to improve public transport**
- 6.7 Investigate alternative transport choices for the local community**
- 6.8 Improve alternative transport choices for visitors and tourists**

13.4 Performance Indicators and Targets

- Completion of a feasibility study for introducing a demand-responsive shuttle-bus service and loop tram
- Completion of a feasibility study, which includes indicators for costs and usage level, for developing change-room facilities along bicycle routes
- Establishment of a working group in conjunction with public-transport providers in order to consider:
 - making infrastructure improvements to roads in order to improve access for public transport
 - increasing ‘connectivity’ to proposed satellite parking sites,
 - developing a financial-incentive package for the municipality’s residents in order to increase use of public-transport
- Completion of local-area studies with reference to pedestrians and cyclists

Monitoring & Review

14.1 Monitoring

14.1.1 Close monitoring of the progress of the plan is required to ensure that positive outcomes are being delivered to the community.

14.1.2 The identification and measurement of the key performance indicators and the frequency of reporting will need to evolve with the implementation of the plan. The informational requirements of key stakeholders may also change and the necessary administrative infrastructure will need to be built to reflect this.

14.1.3 To ensure as much relevant information as possible is provided the following questions need to be asked:

- What information is needed?
- Why is it needed?
- Who requires it?
- When is it needed?
- What form should it take?

Further considerations in the strategy development phase are:

14.2 Time-scales:

14.2.1 Time for completion of activities on the critical path of strategies and actions.

14.2.2 Time for completion of individual actions.

14.2.3 Ensuring that the corporate plan and individual work-plans of staff reflect the need to have work completed by due dates.

14.3 Finance:

14.3.1 Ensuring that budgets are being adhered to and that sufficient resources are made available so that actions are completed.

14.3.2 Establishing budgets and processes that reflect Council's commitment to ensure that funds generated from the sale of permits and the additional revenue from the installation of paid parking be returned to implement the strategies and actions of Parking Plan 2010.

14.4 Staff:

14.4.1 Staff undertaking work on fulfilling Parking Plan 2010 will need to have the necessary skills to complete the work. They will also need to be clear on the vision, objectives and time-lines of the plan to ensure that these are delivered on time.

14.4.2 Staff resources will need to be committed with specific responsibility to ensure the strategy is delivered.

14.5 Quality:

14.5.1 Close monitoring of projects to ensure that quality processes are developed and documented. Features that the monitoring system will need to have are:

- Timeliness
- Simplicity
- Sufficient flexibility to adjust to changing conditions
- restricted to useful information
- related to the strategies and actions of the plan.
- cost - effectiveness

14.5.2 These process will also need to be documented and be replicable, particularly to the micro area consultations and parking management at the neighbourhood level.

14.6 Strategic Alignment:

14.6.1 As this plan is proposed to be implemented over a ten year period it will be important to ensure that it is over this period of time relevant to the:

- Organisational goals, policies and funding priorities
- Community's requirements, needs and aspirations; and

External environment and relevant stakeholders beyond the City of Port Phillip

Appendix I

Strategic Action Details

1.1 DEVELOP SPECIFIED PARKING RATES FOR NEW DEVELOPMENT BY NEIGHBOURHOOD TO INCLUDE OPPORTUNITIES FOR REDUCED CAR USE.

Strategy

Establish and apply Council's preferred parking provision rates for new developments, particularly for identified "hot spots".

Undertake research in order to obtain empirical data for justifying Port Phillip's preferred parking- provision rate, which varies from the rate specified in the Victoria Planning Provisions. Council is to implement the rate by firstly in the short term adopting this rate as Council's policy and applying this for new developments and secondly preparing and incorporating either a Parking Precinct Plan or a Local Parking Policy into the Port Phillip Planning Scheme.

It is vital for Council to be able to manage the parking impacts of new development within the City to ensure that such development does not detrimentally effect on-street parking availability or otherwise impact on the local area. This is best achieved through an amendment to the Port Phillip Planning Scheme.

The first step in the process will be to collect, collate and analyse data for major existing land uses within the City. Land use types that will need to be included as a minimum are; residential (high and medium density), retail, restaurant and café. This analysis will need to also consider neighbourhood characteristics to adequately deal with differences across the city.

This data will form the basis of a parking precinct plan that will provide the strategic basis for specifying parking provision rates for all forms of new developments and use within a precinct. A formal planning scheme amendment process will then commence to incorporate plan into the Planning Scheme.

Related projects include the development of

both ResCode and Metropolitan Strategy at a State Government level. Some State legislative change may also be required.

Implementation

The initial data collection and analysis could be undertaken externally by consultants to Council, managed by the Strategic planning unit with appropriate input from traffic management staff. Policy formulation could either be undertaken in house or with the assistance of external specialist planners. The planning scheme amendment process would normally be managed by Council staff, with appropriate legal input and would involve public notification and most likely an independent hearing.

Budget

Data collection could cost in the order of \$50,000, whilst the policy development work could be of the order of a further \$20,000. Council would also need to meet the panel costs of up to \$10,000, as well as appropriate legal and technical advice throughout the processing possibly costing a further \$20,000. An overall budget allocation of \$100,000 would be appropriate.

Timelines

The data collection component, including brief preparation, project tendering, awarding a contract, undertaking the work, analysing and collating the results and then presenting them back to Council would be expected to take at least 3 months. Some flexibility in this timing would be appropriate in order to ensure surveys were undertaken at an appropriate time of the year.

Policy development and consideration by Council could potentially take a further three months, potentially with some overlap with the data collection phase.

A Planning Scheme Amendment process, including public notification and panel hearing

would be expected to take at least 6 months but could easily take 9 months.

Ministerial approval is then required for incorporation into the Planning Scheme, possibly taking a further 2 months. Overall, this project could be expected to take between 15 to 18 months.

1.2 DEVELOP PARKING PRECINCT PLANS

Strategy

Parking Precinct Plans are a policy tool used to ensure that Councils can exercise more flexibility in managing the special parking needs of particular geographic areas (or precincts) within their municipalities. Parking Precinct Plans are allowed under the Car Parking control Clause 52.06 of the Victoria Planning Provisions.

The City of Port Phillip has identified eight key areas where Parking Precinct Plans should be introduced. These areas are consistent with the local neighbourhood approach whereby local policies are being developed for each neighbourhood as a means of enhancing and reflecting the unique qualities of each area.

Implementation

- Continue to develop and implement Parking Precinct Plans for areas that are under parking pressure, strategic planning objectives with special emphasise on commercial and retail centres.
- Parking Precinct plans completed and awaiting finalisation are:
- Armstrong Street - Middle Park Shopping Centre
- Bridport Street - Albert Park Shopping Centre
- Fitzroy Street Shopping Centre - St Kilda
- Victoria Avenue - Albert Park
- Ormond Road - Elwood Shopping Centre.

- Parking Precinct Plans to be undertaken or partially completed:
- Carlisle Street - Balaclava Shopping Centre
- St Kilda Road - Commercial & Office precinct
- Acland Street - shopping Centre
- Lobby Department of Infrastructure to finalise format of PPP's and then develop and incorporate Parking Precinct Plans in the Port Phillip Planning Scheme. In the interim, use any developed and exhibited Parking Precinct Plans as Council policy in assessing development applications.

Budget

The development and amendment process is costly and budget provisions of \$10,000.00-\$20,000 each will be required.

Timelines

The time-line for adoption and inclusion of these plans into the Port Phillip Planning Scheme will be dependent on the Department of Infrastructure finalising their policy position. Once these are completed Parking Precinct Plans will be given a high priority.

1.3 REMOVE RESTAURANTS AS AN "AS OF RIGHT" USE IN BUSINESS ZONES

Strategy

Currently Restaurants are an "as of right use" in a Business Zone in the Victoria Planning Provisions. Restaurants have a different use to most other land uses in a Business Zone where high level usage during non business hours for extended periods of time can have adverse amenity impacts particularly in regard to the movement and parking of vehicles in adjacent residential areas.

Not needing to apply for a planning permit has

meant that many popular areas have been subject to a substantial increase in the proportion of restaurants and cafes at the expense of local retail uses and services in shopping centres. Over development of restaurants and cafes has also led to a deficit in on street parking availability in some areas of Port Phillip.

Implementation

- Pursue changes to the Victoria Planning Provisions in order to facilitate removal of the “As of Right Use” for cafes and restaurants in Business Zones; that is, require that these uses be subject to issuing of a permit.
- Commence lobbying of the State Government. Suggest how the Zone can be modified by way of including a Schedule or another means in order to require a permit for dining and similar uses. Enlist the support of neighbouring councils and bodies such as the Municipal Association of Victoria in order to implement this action.

Budget

A budget allocation of \$5,000 is considered appropriate, however most costs will be in officer time.

Timelines

This strategy and action is considered to require immediate attention and will be undertaken as a priority.

1.4 FACILITATE CASH IN LIEU FOR PARKING AND TRANSPORT IMPROVEMENTS

Strategy

Require businesses to make parking contributions – cash *in lieu* of providing car parking or improved transport facilities – for access by their employees and customers.

Currently a cash in lieu system exists for new developments in some areas of Port Phillip. Whilst this system only relates to car parking, it is recognised that improvements in other components of the transport system can affect modal split and effectively service a proportion of the demand that may be associated with a new development. It is proposed that cash in lieu be extended beyond car based transport to all urban passenger transport.

Implementation

- Develop comprehensive plans for providing additional car parking in specific areas in which demand is significant. Council can then take reserves and cash *in lieu* contributions — for new developments or by way of a special rate — in order to aid funding for any projects.
- The development of Parking Precinct Plans together with complementary strategies will enable council to offer robust policies and projects to facilitate the requirement for the payment of cash in lieu by developers for transport improvements.

Budget

An allowance of \$10,000 - \$20,000 per centre would be required for feasibility studies.

Timelines

It is proposed to undertake these projects upon completion of Parking Precinct Plans.

1.5 CONTINUE AND IMPROVE THE SYSTEM OF RESTRICTION OF NO ACCESS TO RESIDENT PERMITS FOR NEW DEVELOPMENTS

Strategy

The Council intent behind this policy is to ration the scarce resource of kerbside parking. In this regard, Council has been keen to not

provide resident parking permits to those developments which do not meet the statutory or policy carparking requirements and where the applicant is successful in arguing that sufficient parking has been provided.

Council has been pursuing this line of action for some time with limited success particularly when such a permit condition has been the subject of an appeal to VCAT.

Implementation

- Provide an effective mechanism for implementing Council's decisions to restrict Resident Parking Permits for specific properties.

Depending on the circumstances, when developers have failed to provide enough car parking, Council may issue permits that include conditions as follows: 'Please note that Port Phillip City Council will not issue "resident parking permits" to any owner or occupier in the current development for this development or land use. This is because at the time the application was made, the developer claimed enough on-site parking would be supplied.'

- Commence an advocacy role and enlist the support of local government organisations and Councils to effect legislative change at the state level.

Budget

Predominantly legal costs for opinion to support the advocacy for change position of Council - \$15,000 - \$20,000.

Timelines

Legislative change and reform is a lengthy process and it is not envisaged that this will be achieved within the next 12 months.

1.6 REVIEW APPLICATION OF HERITAGE AREA CROSSOVER & PARKING POLICY

Strategy

Review the application of council's existing policies to judge its effectiveness in protecting heritage streetscapes.

Implementation

- Undertake a review of Statutory Planning decisions made over the past twelve months, that have included provisions in relation to crossovers in heritage streetscape area and judge whether these have been effectively applied.
- Include a policy statement in the *Heritage Local Policy* — in the Local Planning Policy Framework of the Port Phillip Planning Scheme — whereby people are encouraged to access properties via rear laneways whenever possible.
- Whenever possible, identify lanes and ensure the strategy is implemented, in consultation with all the adjoining residents. Council will have to ensure that access is maintained at all times.
- This is currently in council's adopted version of Amendment C5 in the proposed Heritage Policy clause 22.04 of the Port Phillip Planning Scheme.
- The policy will need to be monitored by assessing the extent to which residents in Heritage Overlay areas are using rear lanes where possible. It may be necessary to develop a practice note on this issue to provide more guidance encouragement to applicants to use rear lanes.

Budget

An estimate of \$10,000 - \$15,000 for primarily policy development work.

Timelines

From policy development to incorporation into the Port Phillip Planning Scheme could take in excess of twelve months. It is not envisaged to commence this until July, 2001.

1.7 BICYCLE PARKING FOR NEW DEVELOPMENTS

Strategy

This action would require developers to provide safe and accessible bicycle parking, and related end-of-trip facilities - showers and lockers - in new developments.

Just as car parking provision requirements are prescribed in planning law, it is also important that end of trip facilities are provided for bicyclists at destinations. Necessary facilities include showers, lockers and secure long and short term parking facilities. It is recognised that over 2% of trips in Metropolitan Melbourne are taken by bicycle this is an even higher proportion in the inner city. This should be proportionately represented by the provision of associated infrastructure.

The Austroads Guide to Traffic Engineering, Part 14, Bicycles, Part 10 End of Trip Facilities outlines the basic framework for the provision of such facilities and examples of their inclusion into local planning policy. Table 10-1 of Austroads Part 14 Guide provides a guide to the number of bicycle-parking spaces which should be provided for various land uses. The *Austroads Design Manual*, Part 14: Bicycles, Section 10: provides a useful framework in determining locally appropriate infrastructure requirements for use in local planning policy.

Implementation

- Determine locally appropriate requirements for various land uses.
- Include separate requirements for both long term secure residential and staff facilities and short term visitor and customer parking.

- Incorporate these rates into the Port Phillip Planning Scheme.
- Lobby the Department of Infrastructure for similar requirements to be incorporated into the Victoria Planning Provisions.

Budget

It is envisaged that these costs will be minimal as it can be considered as part of 1.1 - Establishing Neighbourhood Parking Rates

Timelines

Subject to the completion and establishing of neighbourhood policies outlined in 1.1 - Establishing Neighbourhood Parking Rates.

Protecting Residential Access

by Having Parking Permits

2.1 ADOPT A REVISED PARKING PERMIT POLICY.

Strategy

Ensure that the Parking Permit system works to Improve access for residents to park in close proximity to their homes.

Implementation

- Ensure that the new Parking Permit policy is designed in such a manner so as to reinforce the primary aim of assisting permit holders to find parking in proximity to their homes.
- To enable this to happen a move away from the present postcode wide system is to be undertaken and the introduction of a more specific area street based system.
- A further significant aspect is a more robust and vigilant administrative system that should:
- Decrease the incidences of fraud and misallocation
- Issue permits in a more timely manner
- Ensure safer and secure delivery of permits

Details of the revised system can be found in **Appendix II**

Budget

Increased security and improved administrative systems will impose additional costs, which are included in the discussion on the policy to found in **Appendix II**

Timelines

The revised policy can be implemented with the renewal process commencing in January, 2001.

2.2 IMPLEMENT STREET BASED AREAS TO REPLACE POSTCODE WIDE SYSTEM.

Strategy

Review the postcode-based system in favour of having a sub-postcode area in order to reinforce residents' ability to park in close proximity to their home.

Implementation

- Issue permits with an encrypted street code to replace existing postcodes boundaries.
- Develop information packs and devise an extensive advertising campaign to advise residents of changes to the system. .
- Permit a brief grace period on enforcement in residential streets during the transition phase.
- Undertake appropriate changes to signage to denote the new zonings.

Details of the revised system can be found in **Appendix II**

Budget

The new system together with infrastructure changes will require additional funding. Further discussion on the budgetary implications can be found in the policy appendix.

Timelines

The revised policy can be implemented with the renewal process commencing in January, 2001.

2.3 RECOVER COSTS OF PERMIT SYSTEM OPERATION

Strategy

Seek to recover the costs of administering the permit system and to generate revenue to fund actions recommended as part of Parking Plan 2010..

Implementation

Commence the new fee structure as determined by Council during the next permit-renewal phase as follows:

\$25.00 for the first & second permit

\$40.00 for the third permit

Budget

Subject to the take up rate the proposed fee level should raise sufficient revenue to recover the costs of the system and to contribute to the implementation of the Plan.

Timelines

The introduction of fees can be introduced with the revised policy and can be implemented with the renewal process commencing in January, 2001.

2.4 CONTINUE RESTRICTIONS ON THE NUMBER OF PERMITS

Description

Continue restrictions on the number of permits issued.

Implementation

- Restrict permits issued in accordance with existing policy with scope for increased allocations in exceptional circumstances. As part of the local area consultation give

consideration to lowering these numbers for areas that have permits in excess of on-street capacity.

- Review 'hot spot' locations and collect empirical data in order to demonstrate that the number of permits issued is in excess of the available street supply. When this situation has been identified, consult with residents in order to determine how the shortfall is to be addressed.

Refer to draft parking policy in **Appendix II**

Budget

Included as part of the new permit system

Timelines

Initially commencing in January, 2001 and then will be progressively reviewed as part of the local area consultations.

2.5 EXPAND DISCOUNTS FOR PENSIONERS & HEALTH CARE CARD HOLDERS

Strategy

Place a discount on any fee for residential permits charged to specific groups of residents such as Health Care Card holders and long-term older residents.

Implementation

Exempt Health Care Card holders and pensioners from being subject to any charges associated with Council's parking policy.

Refer to draft parking policy in **Appendix II**

Budget

Included as part of the new permit system

Timelines

Initially commencing in January, 2001 and then will be progressively reviewed as part of the local area consultations.

2.6 IMPROVE PARKING PERMIT ADMINISTRATION

Strategy

Redesign the administration system and supporting software to improve management of parking permits.

Implementation

Implement the outcomes of the review currently underway to address concerns with the current system and improve administration.

Improvements to the system are outlined in the revised parking permit policy found in **Appendix II**.

Budget

Outlined in permit policy.

Timelines

Implement the outcomes of the review currently underway to address concerns with the current system and improve administration.

2.7 REVIEW BUSINESS PARKING PERMITS

Strategy

Investigate the potential for business parking permits after changes to the residential parking-permit system have been implemented.

Implementation

- Undertake a review that involves consultation with residents and businesses in identified areas in order to determine the areas' ability to accommodate business parking.
- Identify appropriate sites for business parking and consider mixed use efficiencies that can be introduced with residential off street parking in areas adjacent to shopping centres.
- Develop a "Business Parking Permit Policy".

Budget

Budgetary requirements will need to be reviewed at the time and be appropriate to the scale of work.

Timelines

Proposed to commence in the financial year commencing 2002.

2.8 IMPROVED OFF PEAK ACCESS TO FORESHORE PARKING

Strategy

Improve access to the foreshore for all residents, not just those with parking permits, modify existing paid parking restrictions to create free parking areas at selected times. This change also reinforces the primary purpose of a resident parking permit to enable residents to park in close proximity to their home.

Implementation

- Modify the current paid parking restrictions at various foreshore parking locations to create free parking before noon.
- Remove the current exemption from foreshore fees for resident parking permit holders.

- Notify residents of changes to foreshore parking arrangements by advertising in the local press.

Free parking will be created in the following locations before noon 7 days per week:

- Elwood foreshore car park, Elwood
- “Turkey Toms” carpark - north of the Marina, St. Kilda
- Point Ormond car park, Elwood

Free parking will be created in the following locations before noon Monday to Friday:

- Pier Road, St. Kilda
- Beach St car park, Port Melbourne
- Beach St, Port Melbourne

Budget

An overall budget allocation of \$5,000 would be required for sign changes and notification.

The overall budget impact on pay parking income is difficult to estimate, as there will be lost revenue from the creation of free parking, partially offset by revenue from residents accessing the foreshore by car at the designated locations during peak periods.

Timelines

Consistent with the introduction of the revised resident permit policy, foreshore parking changes are proposed for introduction in December, 2000.

Achieving Fairness

by Enforcing Parking Laws

3.1 CONTINUE EXPANDED AND IMPROVED ENFORCEMENT SERVICE

Strategy

In residential areas, focus a significant number of enforcement resources on the impact of illegal parking by tourists and visitors.

Implementation

- Increase the number of parking-enforcement staff members. Develop area-based rosters in order to ensure that surveillance in the areas remains at a high level. Record data about enforcement officers' visits to 'hot spot' areas. This has already commenced with enforcement staff to be increased to 26. Other service improvements include:
 - Foot patrols in shopping centres
 - Data recording of penalty infringements by area.
 - Increased coverage across the municipality.
- Continue the current trail of 24 hour enforcement to address resident safety and access needs.
- During peak times, ensure that an adequate number of staff members are available to respond to the community complaints in a timely way.

Budget

Has already been included as an increased expense in the 2000 - 2001 Council budget.

Timelines

Commenced and ongoing: In December 1999, Council had 17 parking officers, and in 2000 it increased the number to 26. In August 2000, Council introduced area-based rosters for officer foot patrols in shopping centres. In

Autocite data, Council records the number of tickets issued over time.

24 Hour enforcement commenced August 2000 and ongoing.

Commenced and ongoing: In August 2000, Council introduced smaller areas in order to ensure that response times are quicker.

3.2 IMPLEMENT TOW-AWAY PROVISIONS

Strategy

Extensive consultation has uncovered widespread community concern in relation to illegal parking and support for the expansion of tow away provisions by council.

Implementation

- Implement tow-away provisions
 - clearways
 - driveways: only when the owner-occupier of the affected property makes a request, and
 - other areas in which implementation is required for safety reasons.
- Log and record the number of patrols mounted to designated 'hot spots' in order to provide the community with feedback.
- A review Councils tow away policy to be undertaken to ensure that the legal framework exists for expanded tow away provisions to be implemented.

Budget

Tow away provisions are generally cost neutral, however limited costs in administration and bad debts may be incurred.

Timelines

Commencing from October, 2000.

3.3 EXPAND ENFORCEMENT OFFICER ROLE

Strategy

Train enforcement staff members to be multi-skilled so they can have an expanded 'street watch' role that includes being responsible for addressing a range of issues associated with safety and amenity.

Implementation

- Arrange for parking officers to undergo training courses in which they are provided with the skills necessary for undertaking an expanded role in the community.
- Investigate the possibility of Parking officers reporting on matter such as :
 - i. discarded syringes
 - ii. damaged signage
 - iii. litter
 - iv. abandoned vehicles
- Investigate enhanced computer software to ensure that timely reports are delivered on performance and implementation of enforcement initiatives.

Budget

additional costs in training, administration and system changes will be incurred.

Timelines

From October 2000: Parking officers report to Council about a range of other matters, including syringes, signage, litter, and abandoned vehicles. Council is to improve the reporting by introducing upgraded software.

3.4 INTRODUCE ALTERNATIVE TRANSPORT FOR ENFORCEMENT OFFICERS.

Strategy

In 1989 Victoria Police started several bicycle patrol groups in the suburbs and the city to increase the visibility and transport options for their officers. There is currently a bicycle patrol group operating in St Kilda and surrounding areas. In 1999 the City of Melbourne commenced an ongoing trial of parking enforcement officers on bicycles. This course of action was taken as council wanted to be seen to be taking a pro-active role in car use reduction by setting a positive example. It is envisaged that such a program at Port Phillip would be a valuable enforcement tool particularly on the foreshore during peak times and in residential areas.

Implementation

- Meet with City of Melbourne staff and monitor the progress of the City of Melbourne's trial with the use of bicycles by parking enforcement staff.
- Seek input from Victoria Police on the effectiveness of their bicycle program.
- Consider how the outcomes of this trial could be used to form an effective enforcement model for Port Phillip.

Budget

To be determined after the review of City's of Melbourne's trial is complete. Budgetary implications are considered to be limited.

Timelines

Tentative commencement date is July 2001.

4.1 ENSURE PARKING RESTRICTIONS MEET LOCAL NEEDS THROUGH SMALL AREA CONSULTATIONS

Strategy

Ensure that changes to parking restrictions and permit areas are implemented only after the local community has been consulted. Through the development of Parking Plan 2010 Council has already received numerous requests for improvement to parking arrangements at the neighbourhood level.

Implementation

- Collect relevant data on issues impacting on car parking in the area.
- Engage with the local community as part of the 'micro area' consultations.
- Use consultants or trained staff to facilitate local area meetings.
- Survey options and analyse information about "Best Fit" solutions for the area.
- Develop implementation plans with the local community.
- Identify capital works that are responsive to the changes requested by the local community.

Budget

Two additional staff that are suitably qualified will be required together with funding to undertake minor works at the local level. Approximately \$100,000.00 per annum for a minimum of 2 years is envisaged.

Timelines

Micro area consultation will commence as soon as the strategy is adopted by Council.

4.2 RATIONALISE RESTRICTION SIGNAGE ACROSS THE MUNICIPALITY AND INCREASE COMPLIANCE WITH PERMIT ZONES.

Strategy

Simplify and standardise restrictions in order to ensure they are uniform and consistent throughout the municipality. Ensure greater compliance with permit zone restrictions.

Implementation

- Conduct a municipal-wide and detailed review of restrictions and signage.
- Develop a standard suite of signage in consultation with the community.
- Ensure that the signage is robust and well installed.
- Run an advertising campaign to ensure that the community are aware of the new signage and able to understand it.
- Install simplified and standardised signage throughout the municipality.
- Progressively replace Permit Zones with 'No stopping — permit holders excepted' restrictions in order to improve residential access and discourage visitors and tourists from parking illegally.
- Ensure that residents are made aware of local restrictions.
- Ensure enforcement staff are available. To at first play an advisory role and then to ensure restrictions are adhered to.

Budget

A considerable amount of officer time is required. Budget implications are limited as this will be undertaken as part of the local area consultation and will incorporate the signage changeover.

Timelines

Initially implementation is likely to commence in early 2001. It will take some period of time to judge the effectiveness of the new signage and as such a review will be undertaken in late 2001. Enforcement will be subject to local area consultation with implementation commencing in mid 2001.

4.3 IMPROVE SUPPORTING INFRASTRUCTURE SUCH AS SIGNS AND LIGHTING

Strategy

Investigate the improvements made to infrastructure, such as improved lighting and signage, in order to encourage people to use under-used parking resources, including car parks.

Implementation

- During consultation with the community, identify 'micro areas' to be improved and the necessary actions, based on analysis of local conditions and adoption of a sub-neighbourhood approach.
- Ensure that works identified are reflected in capital works budgets and in maintenance schedules.
- Undertake surveys and collect data on the usage patterns of under utilised car parks.

Budget

Cost implications will be reflected in maintenance costs and capital works budgets.

Timelines

Commencing with the new budget period in 2001.

4.4 EXPAND AND IMPLEMENT WHERE APPROPRIATE PAID PARKING.

Strategy

Expand paid parking in selected locations as a way to ration parking spaces and ensure they are turned over, expand paid-parking areas over time to include the municipality's major retail, commercial and foreshore areas while protecting residents' need to have locally convenient shopping.

Council has developed and established key principles that need to be fulfilled prior to the installation of paid parking. These are discussed in Section 11 of the report.

Implementation

- Implement paid parking across the municipality in accordance with established guidelines. It may be necessary in some instances, given the complexity of the issues, to first have completed a Parking Precinct Plan which can then lead to the installation of Paid Parking.
- Ensure that the local effected community are consulted and informed of the installation of paid parking in the area.

Budget

Subject to the hours of operation paid parking is generally self funding over a period of time.

Timelines

Subject to the adherence to the 6 principles for effective paid parking and appropriate locations being identified, installation is not envisaged until 2001.

4.5 INVESTIGATE ADDITIONAL PARKING STATIONS IN STRATEGIC LOCATIONS

Strategy

Consider the potential for creating additional parking facilities in high-demand areas.

Implementation

- Undertake a feasibility study for providing additional parking facilities in 'hot spots', especially in shopping centres such as Fitzroy Street and Clarendon Street following assessment as part of a parking precinct plan
- Give consideration to financing options for these facilities, and investigate the options in conjunction with the local- business associations.

Budget

To be determined by the scope of the study.

Timelines

Following completion of Parking Precinct Plans

5.1 ENGAGE THE COMMUNITY AND PROVIDE ADVOCACY AND LEADERSHIP FOR PUBLIC DEBATE**Strategy**

Facilitate a broad-community debate about the long-term policy issues associated with traffic and parking by adopting an approach of co-operating with neighbouring inner-urban councils.

Implementation

- Approach the mayors of the Inner South Metropolitan areas as well as the Metropolitan Transport Forum.
- Continue to work with existing community based and government organisations.
- Undertake a substantial information provision campaign to the community about Parking Plan 2010 on its vision and objectives.
- Hold seminars and forums to discuss the issue of car use and its impacts on local communities.
- Provide schools, community groups and residents with up-to-date information about the nature and effects of parking in order to enable all community members to actively engage in finding solutions.
- Continue to publicise the parking strategy in neighbourhood newsletters.
- Provide information both on a neighbourhood-specific basis and a municipality-wide basis.
- Hold a schools competition where primary/secondary schools identify practical solutions in reducing car use.
- Encourage local businesses to provide incentives for customers who leave their cars at home.

Budget

Costs will be associated with this strategy and a provision of \$10,000 - \$20,000 will be required.

Timelines

This is considered a key task that will be required to be undertaken through the life of the plan. However priority will need to be given to this strategy from the time of adoption of the policy.

5.2 ENSURING COMMUNITY LED LOCAL RESPONSES BY FORMING LOCAL COMMUNITY STEERING COMMITTEES**Strategy**

Form local community steering committees in order to implement the parking strategy's local components.

Implementation

- Consult councillors and review the methods used for enlisting residents to participate in the Local Community Steering Committees.
- Undertake and trial a minimum of two pilot local-area consultations in 'hot spot' areas in order to determine how the strategy would be best implemented at neighbourhood level. Given the work already undertaken in the Acland & Cobden Street areas these may be appropriate to commence this project.
- Trial these areas and use them as pilot examples of what can be achieved at the local level in reducing car use.
- Develop an implementation timetable for the rest of the municipality with particular emphasis on the hot spot areas.
- Membership of steering committees to include residents and traders.

Budget

Cost may be incurred with the use of facilitators, however this will mainly require staff time and administrative resources.

Timelines

It will be necessary to demonstrate some tangible positive results from the implementation of the plan and it will be necessary to undertake this task upon adoption of this strategy.

5.3 IMPLEMENT LOCALLY PRIORITISED CAPITAL WORKS

Strategy

Direct permit revenue to local projects that are to be decided and prioritised by the relevant Local Steering Committee.

Implementation

Encourage each Local Community Steering Committee to:

- Identify and implement infrastructure improvements associated with both parking and managing travel demand
- Identify and implement strategies and actions for reducing travel demand
- Facilitate co-operative strategies, in conjunction with local businesses, for working more effectively with the local residential community and addressing visitors' and tourists' intrusion into residential streets.

Budget

Apart from officer time costs will be incurred in the development of appropriate landscape plans and signage. Costs associated with works can be included as part of the normal capital works budgetary process.

Timelines

This will be dependent on the establishment of the committees and it not envisaged that works would commence before 2001.

5.4 UNDERTAKE CONSULTATION WITH LARGE EMPLOYERS

Strategy

Assist large employers to introduce improvements in travel demand management for their staff

Implementation

- A role envisaged for the Alternative Transport Advocate. The purpose would be to assist companies with large numbers of employees with travel demand management.
- Identify the top 10 largest companies and approach them to discuss travel demand management.
- Investigate with the Victorian Employers' Chamber of Commerce alternatives to motor vehicle salary packaging, that could include public transport cost subsidies.
- Investigate with public transport providers the possibility of offering discounted tickets to employees of these companies.
- Assist in the facilitating of car sharing and pooling schemes.

Strategy

Establish inter-governmental partnerships with the State Government and other local governments, by way of addressing the issues through avenues such as the Metropolitan Transport Forum.

Following adoption of the Parking Plan by Council, select and recruit an officer to deliver

the outcomes on alternative transport modes and to provide a focus for information and advocacy.

Timelines

To be undertaken upon adoption of the plan.

Implementation

- Continue to participate at all State Government and local-government forums in order to promote the parking strategy's objectives.
- Hold regular meetings with the relevant transport providers and when possible with the Minister for transport
- Have a dedicated officer to champion this aspect of the strategy.
- Co ordinate and ensure funding is provided to encourage alternative transport use.
- Engage public transport providers, bicycle - taxi and hire car companies to promote the use and cost effectiveness of using alternative transport modes.
- Ensure that all avenues are used to distribute information to the community about alternative transport choices in their neighbourhoods.
- Investigate the feasibility of council providing direct financial incentives to public transport companies to encourage increased patronage from local residents.
- Ensure that Council's web site offers up-to-date advice on alternative transport choices for both the local community and for visitors / tourists to the municipality.
- Lead Council in contributing to the public transport component of the Metropolitan Strategy.
- Maintain and develop high level contacts at both the State and federal government level.

Budget

Costs to employ a suitably qualified advocate together with supporting resources is envisaged to be in the vicinity \$60,000 - \$80,000.

6.1 PROMOTE AVAILABILITY & USE OF ALTERNATIVE TRANSPORT MODES

Strategy

Provide information about modes of transport, and promote the modes that entail benefits to people's health and the environmental, by aiming to achieve a shift in transport use towards modes that have lower specific emissions and accident risks.

Promote and explore the financial and other incentives for people to use public transport, and especially promote the incentives to the municipality's visitors and tourists.

Implementation

- Conduct discussions with public- transport companies in order to explore what financial incentives can be provided for increasing public-transport use by the municipality's residents. It may be necessary to explore programs undertaken interstate or overseas.
- Trip data will need to be gathered to ascertain which are the most frequently undertaken journeys by Port Phillip residents.
- Analysis of journey to work data to determine where best public transport can provide a more attractive alternative to the use of the car.
- Analyse timing & schedules of public transport to ensure that they meet the needs of the local community.
- Undertake an audit of public transport stops to ensure that these are appropriately placed, have lighting, are clean and provide protection from inclement weather.
- Where stops fail to meet acceptable criteria work with the public transport providers to develop a schedule of works addressing first the areas of greatest need.
- Investigate the feasibility of establishing a 'Parking Shop' in order to provide residents with advice about the issues involved in car use and the alternatives to it.

- Set up a 'Virtual Shop' on Council's Web site in order to promote the parking strategy and offer residents suggestions for parking and travel alternatives.

Budget

A significant portion of the budget will be required to undertake these tasks as data collection and the establishment of a parking shop will require resources and staff.

Timelines

Given other priorities in the areas of planning and local area consultation this task will need to be deferred until July 2001. It is envisaged that this will be an ongoing role for the proposed position of an ongoing alternative transport advocate.

6.2 ADVOCATE STRONGLY FOR IMPROVED PUBLIC TRANSPORT.

Strategy

Establish inter-governmental partnerships with the State Government and other local governments, by way of addressing the issues through avenues such as the Metropolitan Transport Forum.

Following adoption of the Parking Plan by Council, select and recruit an officer to deliver the outcomes on alternative transport modes and to provide a focus for information and advocacy.

Implementation

- Continue to participate at all State Government and local-government forums in order to promote the parking strategy's objectives.
- Hold regular meetings with the relevant transport providers and when possible with the Minister for transport
- Have a dedicated officer to champion this aspect of the strategy.

- Co ordinate and ensure funding is provided to encourage alternative transport use.
- Engage public transport providers, bicycle - taxi and hire car companies to promote the use and cost effectiveness of using alternative transport modes.
- Ensure that all avenues are used to distribute information to the community about alternative transport choices in their neighbourhoods.
- Investigate the feasibility of council providing direct financial incentives to public transport companies to encourage increased patronage from local residents.
- Ensure that Council's web site offers up-to-date advice on alternative transport choices for both the local community and for visitors / tourists to the municipality.
- Lead Council in contributing to the public transport component of the Metropolitan Strategy.
- Maintain and develop high level contacts at both the State and federal government level.

Budget

Costs to employ a suitably qualified advocate together with supporting resources is envisaged to be in the vicinity \$60,000 - \$80,000.

Timelines

To be undertaken upon adoption of the plan.

6.3 IMPROVE BICYCLE NETWORK AND END TRIP FACILITIES.

Strategy

Provide people who do not use a car with end-of-trip facilities: lockers, showers and parking.

The role that cycling could play in replacing the many short trips made by car in Port Phillip could be greatly increased, however for this happen we need to create an environment where cycling is safe and comfortable. Council is in a position to provide end of trip facilities for cyclists at key destinations in Port Phillip.

In addition to secure parking, the provision of showers and lockers at some destinations can be beneficial to many others who would also use such facilities.

The first step in this process would be to identify a series of key locations where such facilities are required and where council is in a position to install them. The scale and potential use of such facilities should then be determined and prioritised.

That improvement of bicycle facilities be identified and implemented to improve resident and visitor access to local facilities.

Implementation

- The development of a bicycle strategy with a 3 year roll out program in order to improve bicycle facilities throughout the municipality.
- Extension of the Principal Bicycle Network through the municipality with connectivity in mind to complement the existing network in neighbouring municipalities.
- Improve bicycle facilities for both on and off road paths in the way of line marking and signage.
- Improve and increase public bicycle storage facilities ie, racks and storage areas at major inter modal stations.
- The strategic location of information guides indicating Council's bicycle routes.
- Investigate the development a bicycle users guide, highlighting safety in road use and care and maintenance of bicycles.
- Investigate the feasibility of establishing bicycle storage and change-room facilities at key destinations along bicycle routes.

Budget

Details of budget implications will be considered as part of Councils bicycle strategy, however limited funds will be available to be directed towards this strategy.

Timelines

Subject to councils adoption of the Bicycle Strategy, it is envisaged that implementation of this strategy would commence in mid 2001.

6.4 IMPROVE PEDESTRIAN ACCESS AND SAFETY

Strategy

Undertake detailed studies in and within a 400 metre radius of each shopping centre in order to identify and remove the physical and situational barriers to pedestrian access, especially paying attention to safety, amenity and accessibility. Include intensive consultation with and marketing to all households in the identified walking catchment. Also conduct such studies at key public transport interchanges.

Support the State Government's canvassed initiative of creating a low-speed culture in residential precincts.

Implementation

- Support the implementation of a speed limit of 50 kilometres per hour in residential streets together with appropriate infrastructure treatments.
- Identify and implement improvements to pedestrian access in order to improve residents' and visitors' access to local facilities.
- Check that sufficient lighting is provided along pedestrian routes.
- Ensure wherever possible that trip hazards are removed and crossovers are well maintained.
- Ensure that plantations and street trees are well maintained that makes walking an enjoyable experience.
- Communicate with public transport companies to help reduce the problem of pedestrian/car crashes at tram stops.

Budget

The 50kmh signage has already been provided for in existing budgets, additional works to pedestrian access and safety will be considered as part of capital works and maintenance budgets.

Timelines

This strategy will be part of micro area consultations and possibly parking precinct plans. This will commence in July 2001.

6.5 IMPROVE THE CONNECTIVITY AND FREQUENCY OF PUBLIC TRANSPORT

Strategy

To reduce travelling times, reduce the gridlock and also the impacts of tourist traffic

The aim of a St Kilda loop tram would be to reduce the level of traffic congestion on busy days during peak times. The loop tram would operate around St Kilda on a circuit including Fitzroy Street, The Esplanade, Carlisle Street, and St Kilda Road. This has also been identified in the Port Phillip Integrated Transport strategy to facilitate a park n ride service for the St Kilda foreshore area.

Turning points would need to be constructed at two points in St Kilda Road. It is possible that this action could be linked to paid parking in the area whereby variable rates during peak times could redirect revenue into the operation of the tram.

Implementation

- Develop a project proposal with options and feasibility for presentation to private operators and the Department of Infrastructure.
- Conduct discussions with the relevant public-transport providers in order to investigate establishing a loop-tram service to operate in the St Kilda area, especially in summer.

Appendix II

Parking Permit Policy

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1.0 Preamble

The policy provides for: -

- i) **residents** to park their vehicles in designated residential parking areas within the proximity of their residence;
- ii) residents to be issued with 'Visitor Permits' and 'Party Permits' allowing **resident visitors** to park their vehicles in designated residential parking areas within the proximity of the subject residence;
- iii) employees and members of **community service organisations** to park their vehicles in designated residential parking areas within the City of Port Phillip;
- iv) **members of eligible foreshore clubs/ associations** to be exempt from paying the appropriate fee at designated foreshore paid parking areas;
- v) **Disabled residents** to park their vehicles as per statewide guidelines;
- vi) **Tradepersons** to park their vehicles in designated residential parking areas within the proximity of a residential property being serviced;
- vii) **Residents and businesses of 1 St.Kilda Road and 201 - 217 Fitzroy Street** to be issued with permits to park in the Pattison Street carpark between 8am and 8pm.

2.0 Definitions

- 2.1 'Resident' - means a person who lives and sleeps at a residence as described and is so named on the Council Role, or who provides documentary proof of such, eg. copy of Lease, Contract, Tenancy Agreement or Rent Book, etc
- 2.2 'Residence' - means the principal or sole dwelling house of a resident which is oc-

cupied as such and the word 'resides' means to be a resident in the principal or sole dwelling house.

- 2.3 'Private Vehicle' - means a sedan/station wagon or hatch and includes a small van or utility, which is currently registered for use in Victoria to the applicant, or for which documentary proof can be provided that the applicant is afforded sole use of the vehicle, but does not include any van over 1.5 tonne in weight, any truck, caravan, boat or trailer and does not include any vehicle over 7 metres in length.
- 2.4 'Visitor Permit' & 'Party Permit' - means a permit held by a resident and allocated for use to any genuine visitor to the residence.
- 2.5 'Community Service Organisation' - means organisations (outlined in the Appendix and modified from time to time by the Authorised Officer) which provide a specific community endorsed service to residents (eg Red Cross, Royal District Nursing Association, Salvation Army, Scared Heart Mission, Police, Child Care Centres, Meals on Wheels,

- Home Help, Consulates, Boarding/ Rooming Houses and Serviced Apartments).
- 2.6 'Foreshore Paid Parking' - means the areas designated in the Appendix and modified from time to time by the Authorised Officer.
- 2.7 'Eligible Foreshore Club/Association' - means clubs and organisations outlined in the Appendix and modified from time to time by the Authorised Officer.
- 2.8 'Disabled' - means persons satisfying the eligibility criteria in the 'Code for the Disabled Persons Parking Scheme'.
- 2.9 'Tradesperson' - means a registered member or employee of an authority, company or organisation servicing a residential property.
- 2.10 'Pattison Street Carpark' - means the 33 space carpark located on the south east corner of the Princes Street and Pattison Street intersection, St.Kilda.
- 2.11 'Adjoining' residential properties - means fronting, siding or backing onto a residential property.

3.0 Parking Permit Types

Eight parking permit types are available: -

- i) Resident;
- ii) Visitor;
- iii) Community Service Organisation;
- iv) Foreshore Club;
- v) Disabled;
- vi) Tradesperson;
- vii) Party and
- viii) Pattison Street Carpark.

4.0 Streets/Areas in Which Policy Applies

- 4.1 The Policy applies in: -
- i) Areas adjoining residential properties in the municipality where parking restrictions apply (Resident, Visitor, Party, Community Service Organisation and Tradesperson parking permits)
 - ii) Foreshore paid parking locations (Foreshore Club parking permits only)
 - iii) Disabled parking spaces (Disabled parking permits only)
 - iv) Pattison Street carpark (Pattison Street Carpark parking permits only)
- 4.2 The Policy does not apply in: -
- i) Clearways, No Stopping Areas (unless permit holders excepted) and red parking signs other than 'Permit Zone'
 - ii) Shopping centres[#], off street carparks[#], outside non-residential properties[#], including commercial, industrial and community land uses[#], and paid parking areas. A list of current paid parking areas where Foreshore Club Parking Permits are applicable is attached in Appendix C of this Policy and will be updated as required.

5.0 Eligibility

- 5.1 Parking permits will not be issued to properties where Council has resolved not to provide these based on parking

assessments during the statutory planning approval process for the subject property.

- 5.2 Parking Permits will not be issued to any property or person if the appropriate documentation and/or fees are not provided.
- 5.3 Clauses 5.4 to 5.10 are subject to the satisfaction of clauses 5.1 and 5.2.
- 5.4 Any person who resides in the City of Port Phillip is eligible to display a 'resident' parking permit.
- 5.5 Any person who is a visitor to a residential premises shall be eligible to display a 'visitor' or 'party' parking permit for the street and area for which it is issued according the same privilege as if the person was a resident.
- 5.6 Any community service organisation which requires their employee or member to visit, by private vehicle, a residential property within the City of Port Phillip during the course of any day on official duties, is eligible to display a 'community service organisation' parking permit. Permits will not to be issued or valid for the purposes of employee all day parking in the vicinity of their place of employment.
- 5.7 Any member of a eligible foreshore club/association shall be eligible to display a 'foreshore club' parking permit, which exempts the holder from paying the appropriate fee at designated foreshore paid parking areas.
- 5.8 Any person satisfying the eligibility criteria in the 'Code for the Disabled Persons Parking Scheme' shall be eligible to display a 'disabled' persons parking permit.
- 5.9 Any tradesperson shall be eligible to display a 'tradesperson' permit for the street

and area for which it is issued according the same privilege as if the vehicle displayed a valid Resident Parking Permit.

- 5.10 Any resident or businesses of 1 St.Kilda Road and 201 - 217 Fitzroy Street is eligible to display a 'Pattison Street Carpark' permit providing parking privileges in the Pattison Street carpark between 8am and 8pm.

Parking permit fees and limits apply to 5.4 - 5.10. Refer to Sections 7 and 8 of this Policy for further detail.

6.0 Designated Permit Parking Areas

- 6.1 Vehicles displaying a valid 'Resident', 'Visitor', 'Party or 'Tradesperson' Parking Permit are exempt from 'time limited (green signs), 'permit zone' and 'No Stopping Anytime Permit Holders Excepted' parking restrictions adjoining residential properties in the street of permit issue, any intersecting streets and any immediately parallel streets.
- 6.2 Vehicles displaying a valid 'Community Service Organisation' parking permit are exempt from 'time limited (green signs) and 'permit zone' parking restrictions adjoining residential properties in all streets within the City of Port Phillip.
- 6.3 Vehicles displaying a valid 'Foreshore Club' parking permit are exempt from paying the appropriate fee at designated foreshore paid parking areas. Parking time limits must be obeyed.
- 6.4 Vehicles displaying a 'Category 1 Disabled' (blue) parking permit will allow the holder to park in any designated disabled parking space as per State legislation. Vehicles displaying a 'Category 2

Disabled' (green) parking permit will allow the holder to park for twice the signed time limit as per State legislation.

- 6.5 Vehicles displaying a 'Pattison Street Carpark' parking permit will allow the holder to park in the Pattison Street carpark between 8am and 8pm.

7.0 Scope and Allocation of Permits

- 7.1 There is a maximum of three (3) Resident/Visitor Parking Permits per household which can include a maximum of two (2) Visitor parking permits.
- 7.2 There is a maximum of two (2) Visitor Parking Permits per household.
- 7.3 'Exceptions' to the three (3) Resident Parking Permit Limit will be based on the number of adults with vehicles in a household, minus one (1) parking permit for each off street carpark available at/to the household. A site visit will be required by a City of Port Phillip officer to verify the off street parking allocation. A statutory declaration advising of the number of adults with vehicles residing in the household will be required.
- 7.4 There is no maximum number of Foreshore Club Parking Permits.
- 7.5 There is no maximum number of Community Service Organisation Parking Permits.
- 7.6 A maximum of three (3) Tradesperson Parking Permits per household will be issued at any one time. There is no limit on the number of applications per year.
- 7.7 A maximum of ten (10) Party Parking Permits per household will be issued at

any one time. A maximum of five (5) applications for Party Permits can be made each year.

- 7.8 A maximum of thirty-three (33) Pattison Street Carpark Parking Permits will be issued per annum.
- 7.9 A permit may not be transferred to any person, vehicle or area except for Visitor, Community Service Organisation, Party and Pattison Street Carpark Parking Permits.
- 7.10 Parking Permits will only be in effect while the applicant permanently resides at the address stated at the time of the application, or as agreed with the Authorised Officer.
- 7.11 If a person holding a permit permanently moves from the residence listed in the application, such permit will be deemed to be cancelled and have no effect. Provided that if the permit holder permanently moves to another residence in the same street or residential area, the resident or other permanent holders must satisfy Council's eligibility criteria.
- 7.12 A separate application is required for each parking permit application.
- 7.13 A parking permit does not guarantee the availability of a parking space
- ## 8.0 Method of Application for Parking Permit and Fee
- 8.1 Application for permits are required to be in writing on the prescribed forms. Documentation and payment is required to accompany the application.
- 8.2 If a vehicle is registered to a company or organisation then a letter, on company letterhead, is to be provided stating that

the subject vehicle is parked overnight at a specific City of Port Phillip residential address.

- 8.3 Residents who change their vehicle frequently (ie greater than four times per year) or use different vehicles on any one day, may apply for a Visitor Parking Permit at the applicable fee.
- 8.4 New tenants/owners of a household may be required to complete a Statutory Declaration in instances where previous tenants/owners possessed Resident and/or Visitor Parking Permits who have now vacated the household. These previously issued permits will need to be cancelled in order for the current application to be processed within the three (3) parking permit limit.
- 8.5 Applications for Foreshore Club Parking Permits must be made on the prescribed form, include the signature of an office bearer of the club and include the club seal.
- 8.6 Applications for Community Service Organisation Parking Permits must be made on the prescribed form, including an attached letter on official letterhead of the organisation in question, and include the names and registrations of all applicable vehicles. A clear statement explaining the nature of the request is also required. The request is to be signed off by the CEO, General Manager or equivalent.
- 8.7 The applicant will be required to acknowledge acceptance of the Rules of this Policy by signing the application form and subsequent renewal notices.
- 8.8 The fee structure shall be determined from time to time by Council. The current fees are outlined in the Appendix.
- 8.9 No fee will apply to replace an existing Resident or Foreshore Club Parking

Permit (same name, address and registration) due to it being destroyed, lost or stolen.

- 8.10 The full Resident and Foreshore Club Parking Permit fee will apply for vehicles changed over during the course of a current valid 12 month parking permit period.
- 8.11 Where in excess of 50% of a Visitor/Community Service Organisation or Pattison Street Carpark Parking Permit cannot be provided due to it being destroyed, lost, stolen or misplaced, a replacement fee of \$250 and \$40 will be incurred for a Visitor/Community Service Organisation and Pattison Street Carpark Parking Permit respectively.
- 8.12 Where in excess of 50% of a Party or Tradesperson Parking Permit cannot be provided due to it being destroyed, lost, stolen or misplaced, a new application will need to be lodged with full payment at the prevailing rate.
- 8.13 The replacement fees outlined in Clauses 8.11 and 8.12 will not apply if a parking permit is stolen and adequate proof is provided (ie police report). A replacement parking permit will be provided free of charge in these instances.

9.0 Period of Permit

- 9.1 Resident, Visitor, Foreshore Club, Community Service Organisation and Pattison Street Carpark Parking Permits expire twelve (12) months from the date of issue.
- 9.2 Disabled Parking Permits expire three (3) years from the date of issue for per-

manent disabilities and within six months for a temporary disability in accordance with State legislation.

- 9.3 Tradesperson Parking Permits expire one (1) week from the issue date.
- 9.4 Party Parking Permits are valid for two (2) days and one (1) night.

10.0 Renewal of Permit

- 10.1 Resident Parking Permits are renewable each year (subject to the payment of the prescribed fee).
- 10.2 To ensure continuity of the Resident Parking Permit from year to year, the permit holder must forward payment with the renewal notice or attend the Municipal Offices prior to the expiry date and pay the required fee, if applicable.
- 10.3 A new application will be required if a vehicle registration or address has changed during the course of the year, or if an existing permit expires. The applicable fees will also apply.
- 10.4 All other parking permits are not renewable. A new application will be required.

11.0 Permit Sticker

- 11.1 Resident and Foreshore Club Parking Permits shall be in the form of a decal which must be affixed to the bottom left passenger side of the windscreen. The decal will designate the registration number, expiry date, cryptic street name (Resident Parking Permit only), 'Foreshore Club' text (Foreshore Parking Permit only), postcode, permit number and barcode.
- 11.2 Visitor, Community Service Organisation and Pattison Street Carpark Parking Permits shall be in the form of a card which is to be displayed on the dashboard on the left passenger

side of the vehicle. The card will designate the expiry date, street name, (or text Community Service/Pattison Street Carpark), postcode, permit number and barcode.

- 11.3 Tradesperson and Party Parking Permits shall be in the form of a letter which is to be displayed on the dashboard on the left passenger side of the vehicle. The letter will designate the registration (Tradesperson only), encrypted subject address, expiry date, 'Tradesperson' or 'Party' text, postcode, permit number and barcode.
- 11.4 Disabled Parking Permits shall be in the form of a plastic card and must be affixed with a suction cup to the bottom left passenger side of the windscreen. The card will designate the code, permit number and expiry date.
- 11.5 Failure to comply with the conditions outlined in 11.1 - 11.4 will result in the provisions of the Policy being not applicable to that vehicle and consequently the vehicle driver may be liable to any parking infringement notices to that vehicle.
- 11.6 The Authorised Officer must be notified if the parking permit holder disposes of the vehicle or moves residence.

12.0 Administration of the Scheme

- 12.1 The Scheme shall be managed by the Manager Neighbourhood Amenity (Senior Traffic Engineer) and administered by the ASSIST centre.
- 12.2 For the purpose of the Scheme, the Manager Neighbourhood Amenity (Senior Traffic Engineer) or, in that Officers absence, an Officer directed by the Man-

ager Neighbourhood Amenity (Senior Traffic Engineer), shall be the Authorised Officer.

- 12.3 Where a person is aggrieved by any failure of the Authorised Officer to issue or renew a parking permit, or enforce any of the conditions of the Policy, or where the enforcement of the Policy by the Authorised Officer appears not to be consistent with the conditions, that person may appeal in writing to the Director Organisational Development for the matter to be reviewed.
- 12.4 All parking permits issued are subject to the provisions that the use of any parking space within the Municipality may be suspended by the Authorised Officer or by members of the Victoria Police in cases of emergency or in other cases where the need warrants such suspension.
- 12.5 Council reserves the right to withdraw a permit at any time.

13.0 Permit Misuse

- 13.1 Misuse of parking permits may result in the withdrawal of all parking permit privileges for life and prosecution for any breaches of the relevant legislation.
- 13.2 Any person found misusing their parking permits (as determined by the Authorised Officer and is recommending the withdrawal of all parking permit privileges for the subject individual/household) will have opportunity to stand before Council to explain why the Council should not withdraw these privileges.

14.0 Discretion of Council

The Council may exercise discretion in issuing or renewing a parking permit in circumstances where there has been an appeal by the Applicant against a decision of the Authorised Officer and the Director City Development.

15.0 Application Form

The prescribed application and other associated forms will be in a format determined by the Authorised Officer. The Authorised Officer may from time to time amend the prescribed forms or prescribe other forms in connection with the Policy

Attachment A

Permit Type	Cost Per Permit			Permit Allocations, Replacement Fees and Validity
	1st	2nd	3rd	
Resident	\$25*	\$25	\$40	There is a maximum of three (3) Resident/Visitor Parking Permits per household which can include a maximum of two (2) Visitor parking permits. 'Exceptions' to the three (3) parking permit limit will be based on the number of adults with vehicles located at the property, minus one (1) space for each off street car space available. Resident Parking Permits in excess of the first two, will be charged at the third parking permit fee. Resident Parking Permits are valid for 12 months from the date of issue. The full Resident Parking Permit fee will apply for vehicles changed over during the course of a current valid 12 month parking permit period. No fee will apply to replace an existing Resident Parking Permit (same name, address & registration) due to it being destroyed, lost or stolen.
Visitor	\$40	\$40	N/a	There is a maximum of two (2) Visitor Parking Permits per household. Households with more than two (2) Resident Parking Permits will not be eligible for any Visitor Parking Permits Visitor Parking Permits are valid for 12 months from the date of issue. Where in excess of 50% of a Visitor Parking Permit cannot be provided due to it being destroyed, lost, stolen or misplaced, a \$250 replacement fee will be incurred. Clause 8.13 may however apply.
Community Service Organisation	\$0	\$0	\$0	A maximum number of Community Service Organisation Parking Permits will be allocated to each organisation as outlined in the Appendix. To be updated as required by the Authorised Officer. Community Service Organisation Parking Permits are valid for 12 months from the date of issue. Where in excess of 50% of a Community Service Organisation Parking Permit cannot be provided due to it being destroyed, lost, stolen or misplaced, a \$250 replacement fee will be incurred. Clause 8.13 may however apply.
Foreshore Club	\$60	\$60	\$60	There is no maximum number for Foreshore Club Parking Permits. Foreshore Club Parking Permits are valid for 12 months from the date of issue. No fee will apply to replace an existing Foreshore Club Parking Permit (same name, address & registration) due to it being destroyed, lost or stolen.
Disabled	\$0	N/a	N/a	Disabled Parking Permits are valid for 3 years for permanent disabilities and from six months for temporary disabilities. Tradesperson \$30 \$30 A maximum of three (3) Tradesperson Parking Permits per household will be issued at any one time. There is no limit on the number of applications per year A Tradesperson Parking Permit is valid for one (1) week Where in excess of 50% of a Tradesperson Parking Permit cannot be provided due to it being destroyed, lost, stolen or misplaced, a new application will need to be lodged with full payment at the prevailing rate. Clause 8.13 may however apply.
Party	\$2	\$2	\$2	A maximum of ten (10) Party Parking Permits per household will be issued at any one time. A maximum of five (5) applications for Party Permits can be made each year. A Party Permit is valid for two days and one night. Where in excess of 50% of a Party Parking Permit cannot be provided due to it being destroyed, lost, stolen or misplaced, a new application will need to be lodged with full payment at the prevailing rate. Clause 8.13 may however apply.
Pattison Street Carpark	\$0**	\$0	\$0	A maximum of thirty-three (33) Pattison Street Carpark Parking Permits will be issued per annum. Where in excess of 50% of a Pattison Street Carpark Parking Permit cannot be provided due to it being destroyed, lost, stolen or misplaced, a \$40 replacement fee will be incurred. Clause 8.13 may however apply.

*The first Resident Parking Permit is free for pensioners and health care card holders. Any additional permits to pensioners and health care card holders will be at half of the normal full fee.

**The Pattison Street Carpark Permit Fees are with lease and permit conditions

Attachment B

Resident Parking Permit

Documentation Schedule

Category 1

(Vehicle Address Check)

Registration Certificate
Vehicle Insurance
Company Letter

Category 2

(Resident Address Check)
Drivers Licence
Rates Notice
On Rates Database
Bank Statement
Lease Notice/ Contract/ Tenancy Agreement/ Rent Book
Utility Bill
(gas, electricity, water, telephone)

- **THREE** pieces of documentation/proof required
- One (1) piece of documentation/proof is required from Category 1 and two (2) from Category 2
- If not sending (or sighting an original), a copy **MUST** be signed and dated by a Justice of the Peace
- Category 1 - Documentation **MUST** include residents' name, subject address and registration number
- Category 2 - Documentation **MUST** include residents' name and subject address

Visitor Parking Permit

Documentation Schedule

Category 2

(Resident Address Check)

Drivers Licence
Rates Notice
On Rates Database
Bank Statement
Lease Notice/ Contract/ Tenancy Agreement/ Rent Book
Utility Bill
(gas, electricity, water, telephone)

- **TWO** pieces of documentation/proof required
- If not sending (or sighting an original), a copy **MUST** be signed and dated by a Justice of the Peace
- Category 2 - Documentation **MUST** include residents' name and subject address

COMMUNITY SERVICE ORGANISATION, FORESHORE CLUB, PARTY, TRADESPERSON PERMIT, PATTISON STREET CARPARK

Documentation Schedule

Community Service Organisation

- Applications for Community Service Organisation Parking Permits must be made on the prescribed form, including an attached letter on official letterhead of the organisation in question, and include the names and registrations of all applicable vehicles. A clear statement explaining the nature of the request is also required. The request is to be signed off by the CEO, General Manager or equivalent. Permits will not to be issued or valid for the purposes of employee all day parking in the vicinity of their place of employment.

Foreshore Club

- Applications for Foreshore Club Parking Permits must be made on the prescribed form, include the signature of an office bearer of the club and include the club seal.

Party

- If a resident has previously applied and been approved for a current Resident or Visitor Parking Permit only one (1) piece of Category 2 documentation is required.
- If a valid Resident or Visitor Parking Permit has not been issued, documentation consistent with the Visitor Parking Permit application will be required.

Tradesperson

- No proof required.
- Must provide property address where work is being conducted.
- Must provide vehicle registration.
- Must provide fee receipt number.

Pattison Street Carpark

- Automatic renewal to businesses outlined in Parking Manual eight (8) weeks prior to expiry. No proof required.
- If tenants change, then a copy of the new lease agreement must be provided indicating the number of carparking spaces allocated in the business, and details of the redundant Alfred Square

Marina Carpark

Spenser, Chaucer and Blessington Street
Pier Road

Elwood

Point Ormond Carpark
Elwood Carpark

Attachment C

FORESHORE PAID PARKING LOCATIONS

Vehicles displaying a valid Foreshore Club Parking Permit (not Resident or Visitor Parking Permits) are exempt from paying the appropriate fee at the following all day foreshore paid parking locations:-

Port Melbourne

Beach Street

Beach Street Carpark

Station Pier

Waterfront Place (note: parking time limits must be obeyed)

St.Kilda

Jacka Boulevard

Beaconsfield Parade

Cavell Street

Shakespeare Grove (All day parking section only)

Lower Esplanade

The Esplanade

Palace/Palais Carparks

Alfred Square

Marina Carpark

Spenser, Chaucer and Blessington Street
Pier Road

Elwood

Point Ormond Carpark

Elwood Carpark

