

Traffix Group

Green Travel Plan

Proposed Mixed Use Development
200 Wells Street, South Melbourne

Prepared for



Pomeroy Pacific

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1. Introduction

Traffix Group has been engaged by Pomeroy Pacific to prepare a Green Travel Plan for the Proposed Mixed Use Development at 200 Wells Street, South Melbourne, in response to Condition 23 of the existing permit for the site.

Condition 23 states:

23. Before the development starts (other than demolition or works to remediate contaminated land), a Green Travel Plan to the satisfaction of the Responsible Authority must be submitted to, and approved in writing by, the Responsible Authority. The Green Travel Plan must be prepared by a suitably qualified professional and must provide detailed advice regarding how traffic movements and staff parking will be managed and how any alternative, non-private vehicle transport modes will be encouraged. The Green Travel Plan should also identify specific opportunities for the provision of more sustainable transport options and encouragement of their use. The Green Travel Plan must include, but not be limited to:

- a) a requirement that tram, train and bus timetables be installed in prominent locations in lifts and public areas (on noticeboards, etc);*
- b) a requirement that bicycle parking areas be installed in well secured and prominent locations;*
- c) the installation of signs in prominent locations advising of the location of existing and proposed share car schemes, bicycle parking facilities for residents and visitors, tram stops, taxi ranks, railway stations, bus stops and bicycle paths;*
- d) a requirement that access to the on-site parking is restricted and controlled;*
- e) establishment of a car-pooling database for residents;*
- f) specific targets to guide the plans ongoing implementation;*
- g) identification of persons responsible for the implementation of actions;*
- h) estimate timescales and costs for each action;*
- i) a plan for monitoring and review of the Green Travel Plan on an annual basis for at least three years.*

The approved Green Travel Plan must be implemented to the satisfaction of the Responsible Authority.

This GTP is a management tool designed to reduce the reliance on motor vehicles, minimise the negative impacts of transport on the environment, manage car parking demands associated with the development, improve opportunities for those without access to a car and maximise the benefits associated with 'green travel' i.e. health and financial benefits.

Reference is made to the Traffic Engineering Assessment prepared by Traffix Group (Ref. G29542R-01B dated April 2021) which was prepared for the amended application.

This plan sets out a range of actions to be implemented by the Developer, Owners Corporation and Tenants to encourage sustainable travel choices and reduce car dependency

by prospective residents, staff, visitors and customers and outlines an implementation program as well as the requirements for monitoring and review of the plan.

It is based on amended plans prepared by BatesSmart dated April 2021.

2. Objectives and Methodology

The objectives of this GTP are to:

- promote travel alternatives such as public transport, cycling, and walking;
- reduce car dependency and greenhouse gas emissions;
- manage car parking demands;
- improve information and opportunities for those without access to a car; and
- benefit the community by minimising the traffic impacts of the development.

The methodology adopted in developing the GTP is as follows:

- review existing documentation and transport conditions;
- establish a management strategy;
- identify appropriate GTP actions for the site; and
- develop an implementation plan and monitoring regime.

The Owners Corporation/Commercial Building Manager(s) will be responsible for the implementation of the GTP and the annual reporting of Travel Demand Patterns to the relevant stakeholders.

3. The Development

3.1. Proposed Uses

The application proposes to develop the site for the purposes of a mixed use development inclusive of residential, office and retail uses.

The proposed development schedule is provided in Table 1.

Table 1: Proposed Development Schedule

Use		Current Scheme
Residential	2 bed dwelling	50 no.
	3+ bed dwelling	31 no.
	Total	81 no.
Retail		551 m ²
Office		5,076 m ²

3.2. Car Parking Provisions

The development will be constructed with a total of 159 on-site parking spaces. Car parking is proposed to be allocated as:

- 116 residential parking spaces, inclusive of:
 - 50 spaces to the 50 x two-bedroom dwellings (1 space/dwelling),
 - 66 spaces to the 31 x three-bedroom dwellings (2.13 spaces/dwelling)
- 33 office parking spaces (0.65 spaces / 100 m²)
- 6 retail staff parking spaces (1 space / 100m²)
- 4 visitor spaces

Access to the on-site car park will be provided from Little Bank Street at the north-west corner of the site.

3.3. Bicycle Parking & EOT

The application proposes the provision of 145 bicycle spaces, inclusive of 81 resident, 50 staff, and 14 visitor spaces.

End of Trip facilities are proposed on-site for staff, inclusive of three showers and changerooms.

An additional shower has been provided within the DDA accessible toilet on each commercial office level in addition to the End of Trip facilities.

4. Sustainable Transport Opportunities

4.1. Information for Residents & Staff

The provision of information is essential to ensuring that residents, staff and visitors are aware of the opportunities that they may have to access the site in a form other than a private car.

This is important, particularly for those residents with multiple cars, in establishing non car-based travel behaviours in the early stages of occupation.

Accordingly, and following discussion with the applicant, we understand that to implement the GTP and provide residents with associated information, resident and staff welcome packs will be distributed to all new tenants.

A notice board is to be provided within one (or more) of the public areas (i.e. entry lobby and/or lifts), which will provide basic Green Travel information (maps/timetables).

The Owners' Corporation/ may also choose to include relevant information (including a copy of this plan) electronically via the Owners' Corporation intranet or webpage.

It is recommended that this includes a copy of the TravelSMART map in the vicinity of the subject site and any other relevant bicycle and walking maps. An excerpt of the TravelSMART map for the City of Port Phillip is shown at Figure 1 below, and identifies the currently available bicycle and pedestrian infrastructure in the vicinity of the site. A description of these facilities and opportunities for the site to take advantage of them is provided in the following sections.

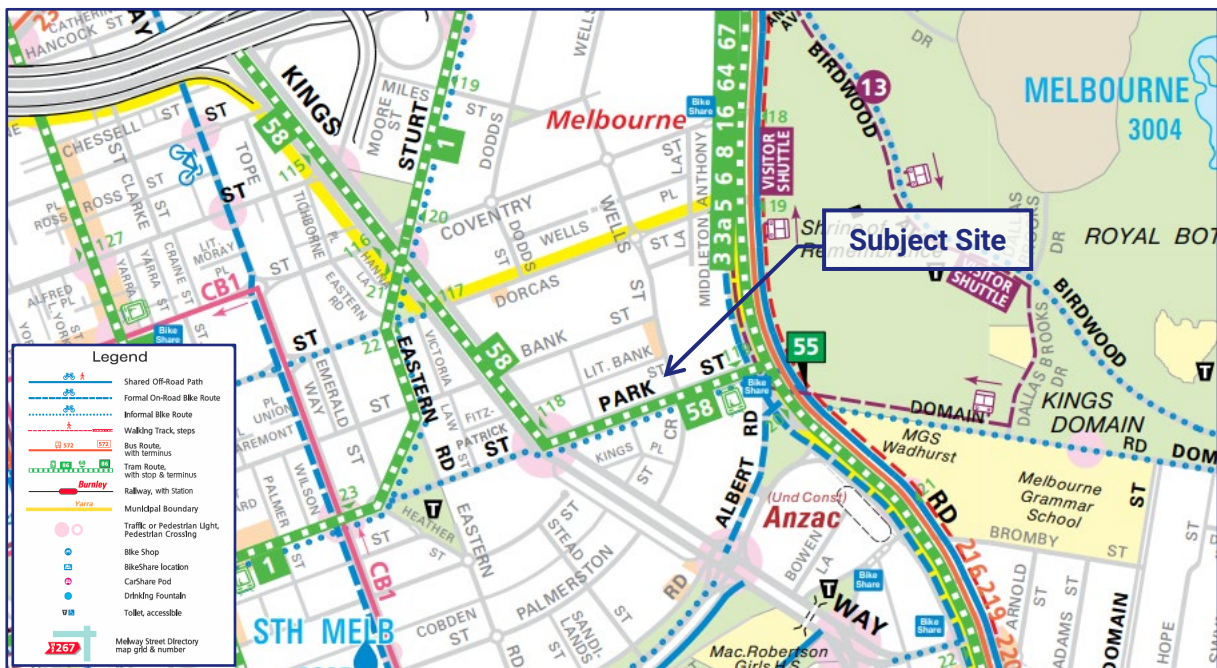


Figure 1: Excerpt of Port Phillip TravelSMART Map

4.2. Reduced Car Parking Provisions

A significant dispensation in car parking is proposed as part of the development associated with the office and retail uses.

The reduced provision of on-site car parking will actively encourage staff to utilise alternative transport modes to access the site as they may not be allocated an on-site car parking space and will be supported by the other green travel initiatives in this GTP.

4.3. Walking & Accessibility

The site is located within the St Kilda Road North Precinct and proximate to the Melbourne Central City and Southbank precinct, which offers a variety of retail, commercial, restaurant, cafe and entertainment uses.

The surrounding area includes a convenience supermarket directly west of the site and a full line supermarket within 1km. The area also provides a number of services such as banks, chemists and a post office within convenient walking distance of the site.

4.4. Public Transport Accessibility

4.4.1. Access to Services

The site is proximate to the Melbourne Central City and has accessibility to a number of tram services, including the recently constructed easy access tram stop immediately west of the site.

Table 3 summarises the available services, whilst Figure 7 illustrates the nearby routes.

Table 2: Public Transport Services in the Vicinity of the Subject Site

Service	Tram Route	Distance to Node
Route 1	East Coburg – South Melbourne Beach	~600m on Park Street
Route 3/3a	Melbourne Uni- East Malvern via City, St Kilda, & Caulfield	~120m on St Kilda Rd
Route 5	Melbourne Uni- Malvern via City, St Kilda, Windsor, & Armadale	~120m on St Kilda Rd
Route 6	Melbourne Uni- Glen Iris via City, St Kilda, Prahran, & Armadale	~120m on St Kilda Rd
Route 16	Melbourne Uni- Kew via City, St Kilda Rd, St Kilda Beach, & Malvern	~120m on St Kilda Rd
Route 58	West Coburg – Domain Interchange via City, Parkville & Sth Melb	Site's Frontage
Route 64	Melbourne Uni- East Brighton via City, St Kilda Rd, Windsor, & Caulfield	~120m on St Kilda Rd
Route 67	Melbourne Uni- Carnegie via City, St Kilda Rd, & Elsternwick	~120m on St Kilda Rd
Route 72	Melbourne Uni- Camberwell via City, St Kilda Rd, & Brighton	~120m on St Kilda Rd

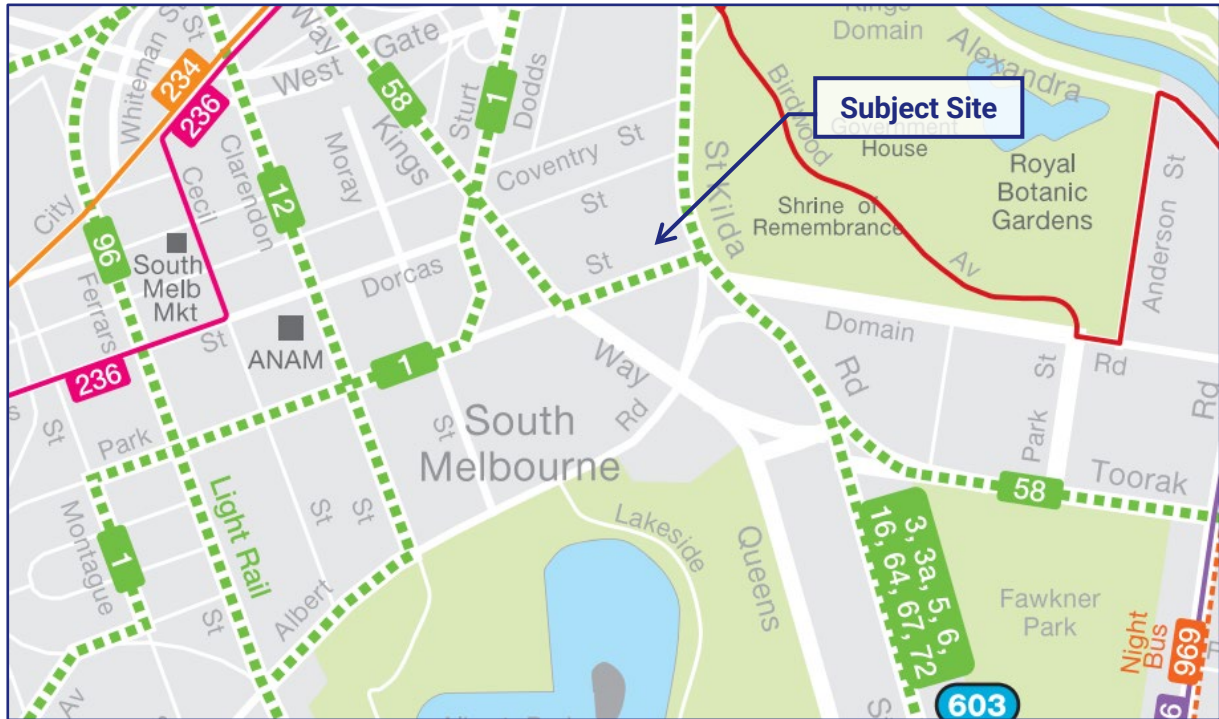


Figure 2: PTV Public Transport Map – Port Phillip

Source: Public Transport Victoria

Given the high level of public transport access in this locality, the proposed development is expected to generate car usage at a lower rate than a similar site within an inner suburban location with less accessibility to public transport.

It is also noted that the site is located approximately 300 metres west of the location of Anzac Station, part of the Melbourne Metro Rail Tunnel Project. Anzac station will provide a convenient and direct train / tram interchange with the inclusion of a new tram super stop on St Kilda Road. Anzac station will provide services on the Cranbourne/Pakenham lines, with links to the Frankston and Sandringham lines provided via South Yarra Station.

4.4.2. Journey Planning

Staff and residents should be encouraged to utilise the “PTV Journey Planner” available online at the PTV website and via Smartphone Applications.

Additional information on public transport facilities and service times can be obtained from Public Transport Victoria (Ph: 1800 800 007, ptv.vic.gov.au).

4.5. Bicycle Network Accessibility

The site is well serviced by the Principal Bicycle Network (PBN) with on-road and off-road bicycle paths linking the site to the City and surrounding municipalities, particularly those provided along Park Street, St Kilda Road and Albert Road.

An excerpt from the Principal Bicycle Network is provided at Figure 3, illustrating the surrounding bicycle priority network.

The proposal includes a generous provision of bicycle parking above the statutory requirements set out in the Planning Scheme. The provision of on-site bicycle parking will actively encourage residents, staff visitors/customers to access the site using a bicycle, thereby reducing motor-vehicle trips.

The proposal includes the provision of suitable repair and bike servicing tools and kits.



Figure 3: PBN Map - Port Phillip

4.6. Car Pooling

Car pooling for future staff of the proposal who live on similar travel routes can assist in reducing the reliance on single occupant motor vehicle trips and provide for an alternative for those staff without an allocated parking space.

As an incentive to encourage staff to share trips to/from the site, a car pooling database should be provided for future tenants and accessed via the Owners Corporation/tenant's intranet or webpage, to satisfy Condition 23 e).

A number of proprietary software car pooling systems are available for purchase, or the Owners Corporation could manage this in-house as part of its ongoing duties.

4.7. Car Share

Car share schemes have been operating within the City of Port Phillip since 2005, with a number of inner metropolitan Councils actively supporting their use by allocating on-street spaces throughout their municipalities for the purpose of accommodating 'car share' pods.

Port Phillip Council has an adopted car share policy (Car Share Policy 2016 to 2021). The policy actively encourages the Council's Sustainable Transport Strategy, which sets Council's

broader vision for a connected and liveable city where residents, visitors and workers can live and travel car free by improving the convenience, safety, accessibility and range of sustainable travel choices across the municipality.

The availability of a car share scheme provides a suitable alternative to the private motor vehicle as it allows users to make smarter travel choices and actively encourages them to seek alternate transport modes for the majority of trips.

Car share schemes provide access to a motor vehicle for the limited number of trips a car may be required. This opportunity to access a car is both convenient and cost-effective as motor vehicles can be hired on an hourly or daily basis.

A number of commercially operated car share pods are available proximate to the site, with the following three most closely located:

- Wells Street near Park Street (Go Get) on the site’s eastern boundary.
- Bank Street near Kings Way (Go Get) approximately 290 metres north-west of the site.
- Bank Street near Wells Street (FlexiCar) approximately 90 metres north of the site.
- Park Street near Eastern Road (PopCar) approximately 400 metres west of the site.

The nearest existing car share pods (spaces) are shown in Figure 4.

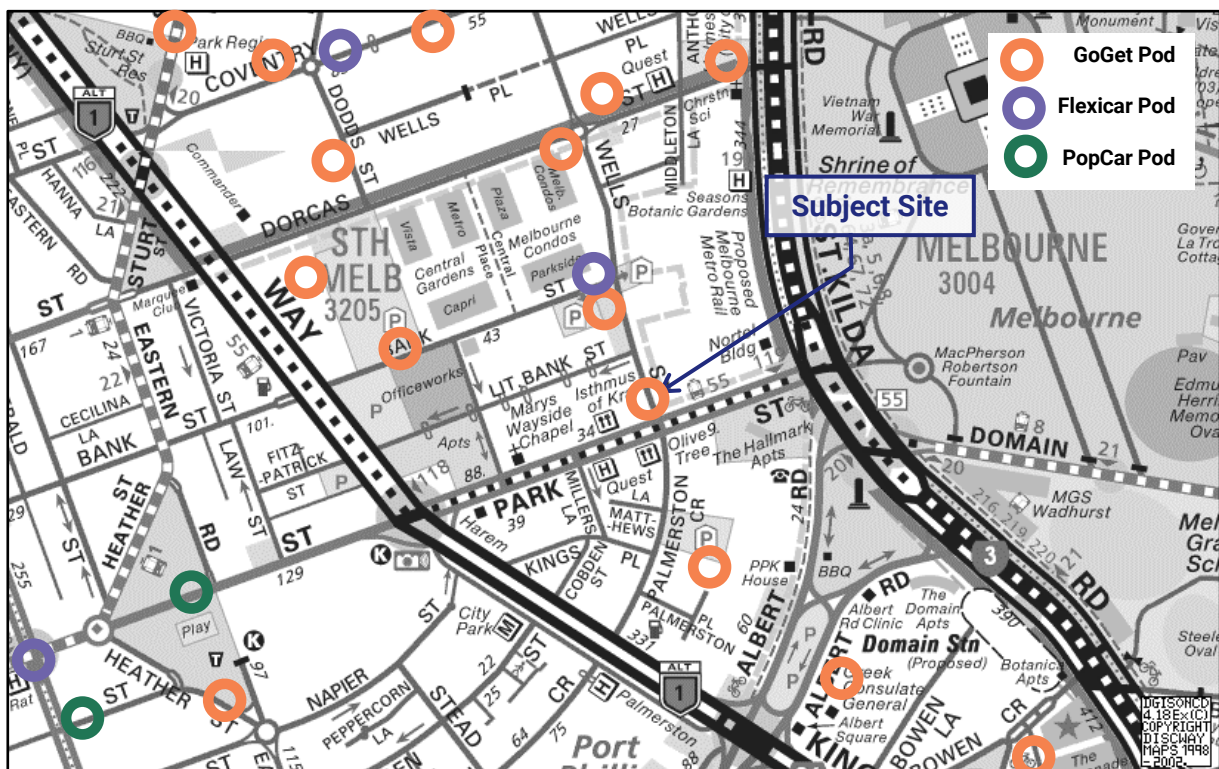


Figure 4: Proximate Car Share Pods

5. Actions

The Green Travel Plan aims to reduce the number of single occupant vehicle trips undertaken by any residents, tenants and visitors of the proposed development.

The following actions aim to improve the overall accessibility of the site and foster sustainable travel behaviour. In general, the Owners Corporation will be responsible for the ongoing implementation of the actions identified within the Green Travel Plan.

A representative from each commercial tenant and the residents should be nominated to 'Champion' and oversee the implementation of the Green Travel Plan in conjunction with the Owners Corporation, and to discuss the opportunities available to the site with individual tenants and/or identify areas for improvement.

A summary of the responsible party for each action within the Green Travel Plan, the stage of implementation and cost estimate, has been provided at Table 3.

Table 3: Green Travel Plan Actions

Action	Responsibility	Implementation & Timing	Cost ¹
Information and Promotion			
Display information regarding alternate sustainable travel modes within a public area, i.e. notice boards in entry lobby and/or lift, or alternately provide relevant information via an Owners Corporation webpage or intranet. Minimum information required includes: <ul style="list-style-type: none"> - Map(s) indicating the location of the most proximate train, tram and bus stops to the facility, bicycle facilities and car share facilities (e.g. TravelSMART Map of Port Phillip, available from http://www.portphillip.vic.gov.au/bike-riding-tools.htm). - Information on public transport fares and nearby outlets selling public transport tickets. Information is available from Public Transport Victoria (Ph: 1800 800 007, ptv.vic.gov.au). - Provision of train, tram, and bus timetable information (or relevant links). - The board/webpage should display an overview of frequencies and service times, and provide relevant phone numbers and web links to Public Transport Victoria and Yarra Trams timetabling services. 	Owners Corporation	On-going	\$

¹ Action Costing - \$\$\$ High Cost, \$\$ Medium Cost, \$ Low Cost

Action	Responsibility	Implementation & Timing	Cost ¹
<ul style="list-style-type: none"> Contact details for car share schemes and online carpooling websites to encourage reduced single occupant car trips. Details for taxi, UBER and ride share schemes to facilitate access to/from the site for staff, residents, visitors and customers. 			
<p>Provide each apartment with a relevant Green Travel Welcome Pack. The welcome pack should include:</p> <ul style="list-style-type: none"> Train, tram and bus timetables of the key routes in the nearby area. Map(s) indicating the location of the most proximate train, tram and bus stops to the facility, bicycle infrastructure, car share facilities and pedestrian walking paths (e.g. Travel Smart Map of Port Phillip, available from http://www.portphilip.vic.gov.au/bike-riding-tools.htm). Map(s) indicating the location of both on-site and off-site bicycle parking facilities. Contact details for car share schemes and online carpooling websites to encourage reduced single occupant car trips. 	Owners Corporation	On-going	\$
<p>Promote state and national sustainable events such as Walk to Work day, Ride to Work day and World Environment day (via email and intranet). The dates for these events and for other environmental events can be found at http://www.environment.gov.au/topics/about-us/media-centre/events.</p>	Owners Corporation	On-going	\$
<p>Provide directional signage on the site for nearby public transport services, taxi services, bicycle paths, and bicycle parking areas.</p>	Builder/ Developer	Owners Corporation	\$\$
Cycling			
<p>Bicycle facilities should be secure, easily accessible and clearly visible to residents and visitors to assist in promoting this mode. The location and details of access to the bicycle parking should be detailed to residents as part of the welcome pack.</p>	Builder/ Developer	Development Stage	\$
<p>Provide suitable on-site bicycle tools and kits available for staff and residents within the secure bicycle parking area.</p>	Owners Corporation	On-going	\$

Action	Responsibility	Implementation & Timing	Cost ¹
Encourage meetings between Green Travel Champions to assist with the management and coordination of bicycle user needs. For example, the Champion may investigate or advocate for: <ul style="list-style-type: none"> - Group activities/rides - Additional bicycle parking (if there is a demand) through the reallocation of space within the car parking areas, including any underutilised car parking (as available). 	Owners Corporation/ Tenants	Owners Corporation/ Tenants	-
Parking			
Parking spaces on-site should be secure and controlled. Residents need to be aware of the allocation of parking spaces.	Builder/ Developer	Development Stage	\$\$
Car Pooling			
Encourage car-pooling between residents and staff	Owner Corporation	On-going	\$
Car Share Schemes			
As an added incentive to encourage the use of car share schemes the Owners Corporation could investigate/negotiate with existing operators in the area to provide discounted introductory memberships for new residents.	Owners Corporation	Prior to occupation	\$

6. Travel Modes & Targets

6.1. Discussion

It is important to note that when setting targets for the proposed development, consideration should be given to the existing travel patterns for people living and working within the nearby area (or indeed the subject site).

Whilst parking is provided on-site for residents at or above the statutory rates and there is limited parking for staff of the commercial components, given the level of public transport access in this locality, and proximity to shops and everyday services, this does not necessarily translate to additional car trips. Furthermore, having regard to the amenities provided on site for residents and staff, the proposed development is expected to generate traffic movements at a lower rate than for a similar site in other less accessible, suburban locations.

The limitation of parking provisions on the site will suppress demands as staff without an allocated parking space will find it difficult to park on-street due to existing restrictions and availability.

6.2. Existing Journey to Work Data for Site and Similar Areas

The use of alternate transport for residents and staff/employees who are employed in the nearby area is highlighted by a comparison of the ABS 'Journey to Work' data for the 2016 Census between employees who work in Port Phillip – South Melbourne SA2 statistical area and the Greater Melbourne average.

This data is summarised in Table 4 and highlights that both residents and employees working within the Port Phillip – South Melbourne SA2 area are likely to seek alternative transport modes to travel to work as opposed to driving.

The data identifies that existing residents and employees have a lower reliance on private cars and a higher reliance on walking and cycling, in comparison to the Greater Melbourne average.

Table 4: Journey to Work Data (based on place of Employment) – 2016 Census

% Mode of Travel for 'journey to work' trips	South Melbourne Residents	South Melbourne Staff	Work within Greater Melbourne
Car as driver	39%	51%	60%
Public Transport	30%	26%	16%
Walking	20%	5%	3%
Cycling	5%	3%	15%
Other	6%	15%	20%

6.3. Targets

It is important to set aspirational, yet practical, targets for travel mode shifts.

The following targets are suggested to be set for modal shift.

6.3.1. Reduced Car, as Driver

A significant driver of modal shift for this site will be expected due to the reduced on-site parking provisions.

In this regard, it is considered that a significant reduction in Car, as Driver, trips by a commensurate proportion is a suitable target.

It is suggested that a target be set of only 33% of trips to the site are by Car as, Driver.

6.3.2. Public Transport

The site is provided with excellent access to public transport services and is located approximately 300 metres west of the location of the new Anzac Station, part of the Melbourne Metro Rail Tunnel Project.

Based on the proximity to multiple transport modes it is suggested that an increase in public transport trips of 10%

6.3.3. Walk

The site is located within the St Kilda Road North Precinct and proximate to the Melbourne Central City and Southbank precinct, which offers a variety of retail, commercial, restaurant, cafe and entertainment uses.

The surrounding area includes a convenience supermarket directly west of the site and a full line supermarket within 1km. The area also provides a number of services such as banks, chemists and a post office within convenient walking distance of the site.

The site's access to these amenities would imply that there is a significant proportion of walking trips that could be undertaken by residents, guests, and staff of the proposal. An increase of 5% in walking trips is expected.

6.3.4. Bicycle

The site has excellent access to existing bicycle trails and on-road facilities. The proposal includes a very generous provision of bicycle parking and end of trip facilities for staff and residents which will actively encourage the use of bicycles.

In this respect, a target of 15% of staff cycling is suggested.

A summary of the proposed targets for travel mode shifts is provided at Table 5.

Table 5: Proposed Target Travel Mode Shifts

% Mode of Travel for 'journey to work' trips	Targets
Car as driver	-30%
Public Transport	+10%
Walking	+5%
Cycling	+15%
Other	-

7. Monitoring & Review

This Green Travel Plan should be monitored and reviewed on a regular basis to ensure that it meets its objectives and has the intended impacts on car use and transport choice.

The Owners Corporation and nominated champion will be responsible for monitoring the Green Travel Plan in accordance with the monitoring program set out in Table 6 below.

The monitoring program should be undertaken annually over a three year period, with the first review of the program being conducted 12 months after occupation of the building.

It should be monitored a minimum of 5 yearly from that point forwards.

Table 6: Monitoring and Review Program

Monitoring/Review Action	Purpose
Undertake an occupancy survey of the car and bicycle parking provided on the site.	Gauge the level of use of car and bicycle parking facilities. If the bicycle parking usage is high, and there is demand for additional bicycle parking identified, then the Owners Corporation should investigate the potential to reallocate car parking for bicycles.
Undertake an Audit of the actions listed in Section 5 of this document and compile supporting evidence of actions implemented (i.e. notices, photos, etc).	To document the progress of the plan and ensure viability of the plan.
Review the plan/actions and identify any modifications and/or improvements.	To 'fine tune' the plan and ensure viability of the plan.
Undertake a questionnaire survey of residents and staff.	To determine the modal split of trips and determine progress and compliance of the plan.