

Agenda Item 9.2 - Attachment 1



Parking Management Policy 2017

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Introduction

Maribyrnong is home to a diverse mix of residential, commercial, educational and public transport precincts which bring a heightened demand for public parking.

Planning for parking infrastructure, and the management of parking is a core function of Maribyrnong City Council. Parking supports residents, workers and visitors to the city and is an integral part of their daily life.

In some areas, particularly near activity precincts, the demand for parking spaces often exceeds supply. This is exacerbated by increasing car ownership, population growth, and changing patterns of land use and activity. Without careful planning and management, the problems associated with parking are likely to increase in the future.

Purpose

Appropriate parking management policies and parking infrastructure management will guide people's choices in travel mode and travel behaviour.

This Parking Management Policy provides principles to guide parking attractiveness in the city for residents, business, workers and visitors.

Vision:

A fair, locally responsive, and safe distribution of parking infrastructure throughout the City of Maribyrnong, achieved via community engagement, and parking management strategies

Scope

This policy establishes an effective system of vehicle parking and storage at residential, commercial and activity precincts in the city to:

- Provide car based visitor access that maximises both attractiveness and visitation to the precinct.
- Optimise community benefit by ensuring high vehicle turns.
- Maintain and enhance residential amenity.

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The preparation of Parking Management Precinct Plans will occur over a number of years, and will be prioritised, taking into account the size of each precinct, as well as the level of visitation.

Location:

The policy applies to all parking precincts in the city, with sufficient visitation to require the management of vehicle parking and storage.

Examples of these precincts include, Yarraville, Seddon, Footscray (River precinct, Joseph Road precinct), Barkly Village West Footscray, Footscray Hospital, Highpoint, Western Oval, school zones and Maribyrnong Defence Site.

The policy will be gradually implemented in all precincts, where it is appropriate, taking into consideration their type, size and occupancy levels.

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Definitions

| Term | Definition |
|--------------------------|--|
| Central Activity Area | Central Activity Area is a term used in urban planning and design for a mixed-use urban area where there is a concentration of commercial and other land uses. |
| Controls | User based, time based or fee based requirements that regulate the use of a parking bay |
| Hold | Maintain controls at the current settings as the occupancy is within the target range |
| Kerbside space | The space at the kerb for all uses including parking. |
| Occupancy (availability) | The average number of empty or 'available' bays in a group of bays over time (typically 1 hour). |
| Outer Areas | Areas outside the Central Activity Areas are considered as outer areas. |
| Parking (noun) | Occurs when a vehicle occupies a bay for less than 4 hours |
| Parking bay | A formally marked area set aside for parking or storing a motor vehicle (at the kerb, in off-street surface areas and in structures.) |
| Storage (noun) | Occurs when a vehicle occupies a bay for more than 4 hours. |
| Supply (Inventory) | The total number of bays available in an area. |
| Turns | The number of times that a parking bay is used in a specified period (typically a 24 hour day). 'Four turns a day' means that on average four vehicles are using each parking bay each day. |

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Responsibilities

Manager Engineering Services

Policy

A. Principles

Principle 1 - Occupancy

Parking occupancy is one of the central concepts in parking management. Whether in reference to on-street parking or to an off-street car park, parking occupancy describes the percentage of spaces that are occupied at any given time.

Parking occupancy rates, also called 'utilisation', reflect the relationship between parking supply and demand. A low occupancy rate in an area means that there are many spaces that are empty or unused. While this may be convenient for drivers travelling to that destination, lower occupancy rates can also mean that oversupplies of parking or inappropriate parking prices exist in the area. By contrast, an area, or precinct that has a very high level of occupancy could mean that the available parking supply is limited and needs management to accommodate a certain level of demand.

Ideally, the occupancy of parking facilities should be high enough to ensure that they are occupied at a level that justifies the supply but not so high that it is unreasonably difficult to find a space. Eighty-five per cent occupancy at times of peak demand means that approximately one parking space in every seven should be vacant.

When the average parking occupancy is regularly* above 85%, a change to the parking management approach may be necessary. This 85% benchmark is a recognised best practice approach to the management of on-street parking. It means that the parking resource is used but people can still easily find a space, thus reducing customer frustration and congestion. Generally, parking is considered 'at capacity' when available spaces are 85% occupied at times of peak demand.

** When the average parking occupancy is at 85% for a minimum of three days, over a one week period, or for time periods relevant to the local precinct.*

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Principle 2 - Hierarchy of kerbside road space

There is an increasing demand for kerbside space for parking (resident, commuter and visitor) as well as other uses including public transport, cycling, loading zones and al fresco dining. Therefore, it is necessary to establish clear priorities for the use of the available kerbside space.

In order to optimise the performance of a particular area and the overall transport network, the hierarchy identifies some uses as being more important than others. For example, public transport vehicles often require access to specific spaces in order to make connections easier, and delivery vehicles need spaces close to their destination in order to facilitate efficient economic activity. Table 1 (over page) summarises the prioritisation of kerbside parking space based on adjoining land use.

A hierarchy of kerbside space uses has been adopted by other local Victorian metropolitan Councils (Cities of Melbourne, Moreland and Yarra). This management tool has proved effective in these areas as it provides a considered and strategic decision making framework to assist Council officers in the allocation of limited kerbside space. Once the hierarchy is determined, officers apply it by determining how a specific section of road space should be used based on meeting the highest needs first.

In considering which uses have priority to a specific section of kerbside space, consideration is given to the nature of the surrounding land use and the function that the particular road plays in the overall transport network.

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Table 1 - Kerbside Road Space User Hierarchy (ranked 1 to 11)

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

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Principle 3 – Precinct based approach

Analysis of parking needs is best completed on a precinct basis so that parking demands are not merely moved to the next street following the introduction of change. This is especially true for shopping and commercial areas (defined as Central Activity Areas in this Policy). However, it is also acknowledged that it may be more appropriate in residential areas to consider parking needs on an individual street basis.

The following process has been identified as a mechanism to respond to parking needs on a strategic basis, rather than a reactionary need.

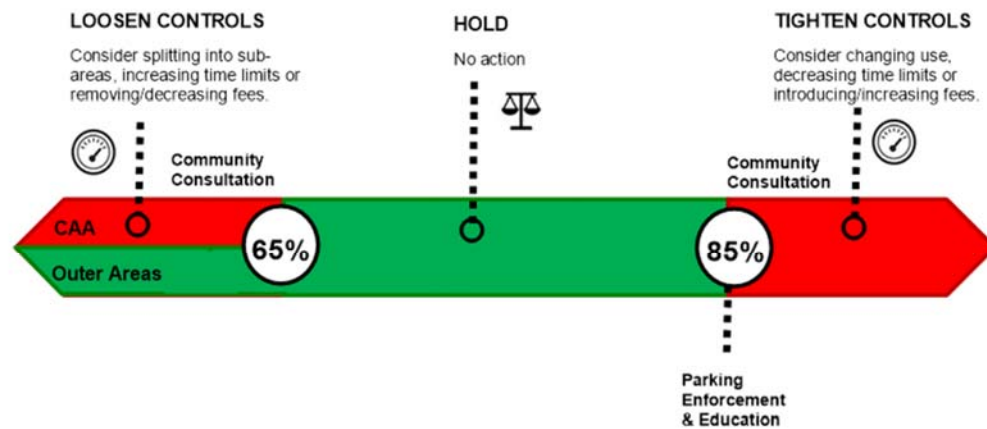
1. Define the precinct or study area boundary around the Central Activity Area (CAA). This could be based upon reasonable walking distance for traders/customers.
2. Measure parking occupancy, turnover and compliance with existing controls.
3. Undertake an analysis of current use of space in the precinct, and an assessment of potential future use of space in the next 3 to 5 years.
4. Prepare an inventory of the current total supply of parking bays both at the kerb and in the area, both public and private including the current controls that apply. Consider all the space available for parking and storage.
5. Summarise traffic control infrastructure, public transport facilities, pedestrian and cyclist facilities within and in close proximity to the precinct.
6. Summarise the perceived issues for the Precinct. Consider any inputs from the results of the parking surveys.
7. Undertake parking assessment for a time period during daytime (or evening) and on a weekday or weekend day, or both. This will establish parking demands and availability during these time periods.
8. Compare with actual parking demands recorded by parking surveys and identify areas of deficiency/surplus.
9. Recommendations should establish what measures are required to rebalance parking so that adequate provision exists for traders and customers in the precinct and lead to the development of a preferred parking proposal.

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B. Parking Demand Management

i. Implementing Parking Controls

1. The parking demand will be managed taking a staged approach, in accordance with the following framework.



The decisions regarding introduction or change of parking controls will take a staged approach:

- Stage 1 - No restrictions
- Stage 2 - Some time and/or use restrictions
- Stage 3 - Some fee restrictions

Each change in control will be preceded by an education and enforcement campaign.

Fee controls will be introduced only where the time and/or use restrictions have been unsuccessful in restoring occupancy to the desirable range.

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ii. *Performance and Adjustment*

1. The goal of the Performance and Adjustment process is to manage the fixed supply of space in a way that maximises the community value of the area.
The process aims to:
 - a. increase turns in each bay to the maximum appropriate for the mix of opening hours – only applicable to Central Activity Area (CAA).
 - b. avoid losing car based visitation (when people drive to another precinct), and
 - c. minimise the need for visitors to circle the area in search of parking.
2. The main performance measurement tools will be occupancy and turns. If a suitable proportion of parking bays are available, the goals and aims of the process will be met.
3. The performance of the system will be measured by assessing the occupancy of areas or groups of bays (as appropriate) within the precincts. The available results of these assessments will be reported annually or as required.
4. Central Activity Area performance range is defined as:
 - a. Occupancy of between 65% – 85% is the desired level.
 - b. Occupancy below 65% or above 85% is considered unacceptable.
5. Residential Precincts occupancy of up to 85% is acceptable.
6. Responses to different levels of occupancy:
 - a. Hold: When occupancies are in the desired range, controls will not change.
 - b. Tighten or loosen: When the occupancy is in the unacceptable range, controls will gradually be tightened or loosened (through small changes).
7. Changes to controls will be made each year or as required.
8. When occupancy is unacceptably low and countermeasures have not been able to restore the desired occupancy, other uses of the area may be trialed to ensure that value is derived from the space.

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Key Stakeholders

- Residents
- Business Operators
- Visitors to the area
- Council Staff

Related Legislation

- Road Safety Road Rules 2009

Related Documents

- Resident Parking Permit Policy 2014
- Application form for Resident / Visitor Parking Permit
- Approved Parking Plans in Maribyrnong
- Restricted Parking Permit Zones for Central Activity Areas (CAA) of Footscray, Seddon and Yarraville.

Review of Policy

This Policy will be reviewed every five years or as required.

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