



Options and Strategy Summary

Unpacking the options to help manage parking in the Highpoint Major Activity Centre

The Highpoint Activity Centre (HMAC) is poised for significant change. As a key area for urban renewal within inner Melbourne, the centre is expected to have around 15,000 dwellings and 32,000 residents by 2041.

With a larger population living in the area and more visitors to the centre, more cars on the road will lead to congestion and parking pressure.

To address this, Council is commencing work on a Highpoint Parking Plan to identify parking management measures to reduce the reliance on car parking and to encourage sustainable and active transport use.

What is the HMAC?

The HMAC, located in the suburb of Maribyrnong, is an area of about 90 hectares. The boundaries of the centre are Raleigh Road to the north, Wattle Road and River Street to the south, Warrs Road to the east, and Hampstead and Wests roads to the west.

The current main points of interest are Highpoint Shopping Centre, Maribyrnong Aquatic Centre (MAC), Robert Barrett Reserve and Maribyrnong Secondary College. Other commercial businesses in the area include Bunnings Warehouse, Officeworks and Funtopia Maribyrnong.

The State Government identifies the HMAC as a Major Activity Centre and an area to accommodate growth and development.

In 2015, Council adopted and implemented the Highpoint Planning and Urban Design Framework (HPUDF). This set out the policy direction on land use, built form, access and movement, open and community infrastructure for the centre.

Recent development plans approved for Highpoint Shopping Centre and key development sites have seen the addition of new residents, local parks, paths for walking and cycling.

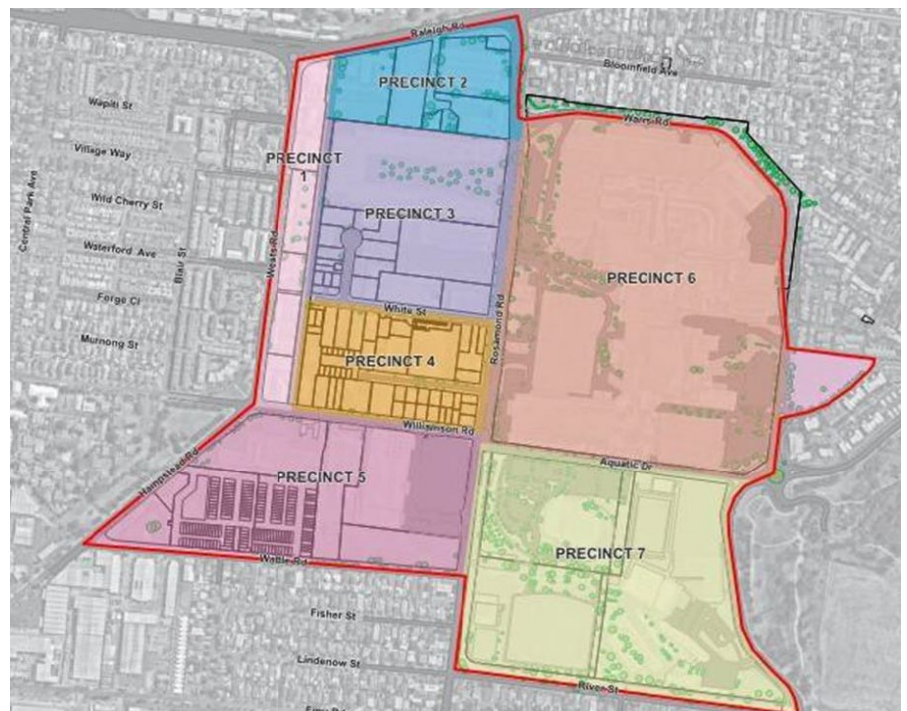
A map of the HMAC, including the seven precincts under investigation, is below.

Growing parking needs

As the HMAC is expected to grow in terms of population, housing and businesses over the next two

decades, there are a range of challenges that need to be considered. These include:

- **car ownership:** many residents in and around the HMAC area own cars
- **parking issues:** short-term parking overstay and illegal parking in disabled spaces are common problems in the HMAC and MAC car parks
- **lighting concerns:** pedestrians and cyclists face low lighting levels, especially during the early mornings and evenings
- **limited all-day parking:** workers lack all-day parking options
- **road safety:** consider the safety of pedestrians, cyclists and drivers and how this influences people's travel choices



The Highpoint Major Activity Centre study area and precincts

- **peak-time parking:** availability of parking at MAC is limited during peak hours
- **public transport frequency:** bus and tram frequencies do not align with connecting train services.

So what are we proposing?

We are proposing a range of parking management, active and sustainable transport measures to support the long-term vision and development of the HMAC into a vibrant mixed use centre that is an exciting place to live, work and visit.

To start the conversation, we've come up with five objectives and a number of options. These cover various aspects, including promoting sustainable transport, addressing illegal parking, meeting residential requirements, managing parking demand during commercial growth, and improving road safety.

This is a summary document of the full Options and Strategy Report, which can be downloaded via Your City Your Voice.

How were these developed?

The objectives and strategies were shaped by:

- **reviewing** existing parking conditions (including public transport facilities, crash history and parking surveys)
- **examining** strategic documents
- **listening** to community and stakeholder feedback on the potential transformation including parking issues

- **analysing** residential car ownership in and around the HMAC
- **assessing** parking demand for potential growth in existing and new uses.

Key focus areas

Sustainable transport aims to promote the use of public and active transport by HMAC residents, visitors, customers, and employees.

Illegal parking, Maribyrnong Aquatic Centre and Robert Barrett Reserve sees the importance of providing fair and equal parking for everyone in the HMAC area, while also encouraging the use of public and active transport options.

Residential and commercial parking considers the need for parking management measures to reduce the reliance on car parking. This also involves promoting sustainable travel options to alleviate traffic congestion.

Road safety is about understanding safety concerns for pedestrians, cyclists and drivers, particularly at key intersections and along major roads and streets.

Join the conversation

The future of parking is a crucial topic for both residents of the HMAC and visitors from nearby areas. It lays the groundwork for how we'll handle our transportation needs, improve amenities and accommodate our growing population.

We want to hear from residents, businesses and developers to see if you think we are on the right track.

This initial discussion doesn't involve any decisions yet, and there's no immediate impact or change to the current parking situation in the HMAC. The introduction of paid parking is not being considered a part of this project.

For more information about the project, to provide your feedback and to complete the online questionnaire, head to Council's community engagement platform, Your City Your Voice, yourcityyourvoice.com.au/highpoint-parking by **midnight Sunday 12 May 2024**.

Your feedback will help inform a draft Highpoint Parking Plan, which will be shared for further community feedback.



Objectives and strategies

Here are our initial thoughts to help start the conversation for a future Highpoint Parking Plan.

SUSTAINABLE TRANSPORT

Objective 1

Encourage the use of sustainable, public and active transport by residents, visitors, customers and employees of the HMAc; and

Encourage future residents to reduce private car ownership, reduce travel by private vehicle, and increase travel by public and active transport modes.

Potential Strategies

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| 1.1 | Advocate to the State Government to improve the frequency of existing public transport services operating within the HMAc; minimum 10 minutes during the peak times and 20 minutes at off peak times. This should include the busy weekend peaks. |
| 1.2 | Advocate to the State Government to increase the operating hours of bus and tram services operating within the HMAc. This should include weekdays between 6am and midnight, and the weekend between 12am and 6am (i.e., Night Network services). |
| 1.3 | Advocate to the State Government to provide tramways and/or tram lanes along Tram Route 82 to improve tram priority between the HMAc and Footscray station (where possible/practical). |
| 1.4 | Consider introducing public and active transport priority at intersections. This could include bus lanes with head starts. Pedestrian head start phases and/or exclusive pedestrian scramble phase could also be considered to allow all pedestrians to cross in all directions at the same time. |
| 1.5 | Planned bicycle and pedestrian paths, and other infrastructure should be implemented prior to new developments being occupied. This would support and facilitate travel mode shift within the HMAc from day one of occupation. |
| 1.6 | Require additional on-site bicycle parking provisions in excess of Planning Scheme requirements to support reduced car ownership. |
| 1.7 | On-site car share spaces/vehicles to provide alternative occasional car use for residents and employees (e.g., for site visits or meetings by office staff). |
| 1.8 | No unrestricted (long term) parking within HMAc to discourage residents and employees from seeking on-street parking. This may also need to apply to all streets within 400m of HMAc. |

SUSTAINABLE TRANSPORT

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| 1.9 | Infrastructure should be provided within new developments to support zero greenhouse gas emission transport. This should include the provision of charging points for electric vehicles to all parking spaces (including motorcycles). |
| 1.10 | Motorcycle parking spaces should be provided within new developments at a rate of 1 motorcycle parking spaces for every 15 car spaces provided on the site. This rate is commensurate to the number of passenger vehicles registered to every motorcycle registered in Australia. |

ILLEGAL PARKING, MARIBYRNONG AQUATIC CENTRE AND ROBERT BARRETT RESERVE

Objective 2

Support fair and equitable parking for all visitors to the HMAC while also encouraging increased mode split to public and active transport.

Potential Strategies

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| 2.1 | Continue to enforce illegal parking within the HMAC. Consider providing additional resources/staff to increase/improve the frequency of enforcement. |
| 2.2 | Review the lighting along the paths around MAC to encourage active transport early in the morning and in the evening. |
| 2.3 | Consider providing a secure bicycle parking facility for staff and members of MAC. |
| 2.4 | Consider providing dynamic real time digital parking signs at the MAC car park access points to advise drivers of parking availability. |
| 2.5 | Investigate closing the access points of the MAC car park at Aquatic Drive and providing a new access point at Rosamond Road. |

RESIDENTIAL PARKING

Objective 3

Reduce future parking rates within HMAC to account for anticipated future residential parking demands and to encourage reduced car ownership, and in turn reduce traffic congestion.

Potential Strategies

- 3.1** Investigate implementing maximum car parking rates for new residential developments in Precincts 1 - 5. This would have regard to ABS Censuses data for car ownership, additional bicycle parking provision, the location of the activity centre, and the available public transport services/facilities.
- 3.2** Any on-site residential visitor parking be provided at a rate of 0.1 spaces per dwelling (based on empirical data for similar uses) within the HMAC.
- 3.3** Provide sufficient on-site loading provisions for moving trucks (which could share an on-site loading bay for waste collection or a commercial component).
- 3.4** Residential developments provide on-site car share facilities (spaces and vehicles) (including provision for electric vehicle charging) to fill the gap for trips that cannot be serviced by active or public transport.

One on-site car share space/vehicle be provided for every 10 dwellings without an on-site car space, plus one on-site car share space/vehicle for every 100 dwellings with an on-site car space.

To entrench and encourage the use of car share services it is suggested that a free membership to a car share provider be provided per dwelling for at least one year. The car share spaces would ideally be provided in front of the security barrier of the main car park to make them readily accessible to car share members who do not reside within the subject building.
- 3.5** Undertake a review of the parking restrictions within HMAC and surrounding areas.

ANTICIPATED COMMERCIAL GROWTH

Objective 4

Reduce future parking rates for office and retail uses within HMAC to facilitate appropriate parking provision while supporting mode shift to sustainable travel modes and to ease traffic congestion.

Potential Strategies

- 4.1** Parking for office use in Precincts 1 to 5 be provided at a rate of 2.0 (min) spaces per 100 sq m of net floor area (consistent with neighbouring activity centres).

ANTICIPATED COMMERCIAL GROWTH

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| 4.2 | Encourage shared parking between complementary uses such as office (during business hours) and entertainment / hospitality (during evening and weekend). |
| 4.3 | Parking for retail/shop in Precincts 1 to 5 be provided at a rate of 2.5 (min) spaces per 100 sq m of leasable floor area. This rate is based on the future availability (or lack thereof) of on and off-street public parking in these precincts. |
| 4.4 | Consider a parking rate of 1.5 (min) spaces per 100 sq m of leasable floor area for restricted retail premises within Precincts 1 to 5. |
| 4.5 | The reduced on-site parking provisions should be supported by increased on-site bicycle parking provisions (above those specified Clause 52.06-34 of the Planning Scheme). |
| 4.6 | Investigate and implement parking restrictions at all public off-street car parks, and on-street parking areas within HMAC to discourage long-term (all day) off-site parking (i.e. to discourage staff/employees from seeking alternative long-term parking opportunities off-site). |

ROAD SAFETY

Objective 5

Understand safety concerns for pedestrians, cyclists and drivers particularly at key intersections, and along major roads and streets.

Potential Strategies

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| 5.1 | It is recommended the crash history in the study area be analysed in more detail, and where possible, traffic management treatments/works be considered/undertaken to address any crash trends. Black Spot Program funding applications should be prepared for eligible locations. |
| 5.2 | Investigate lowering the speed limit to 30km/h in all of the activity centre as recommended in the Bicycle Strategy. This will assist in reducing the number and severity of crashes as well as improving the amenity of the area for walking and cycling. |
| 5.3 | Undertake road safety behaviour change programs. |