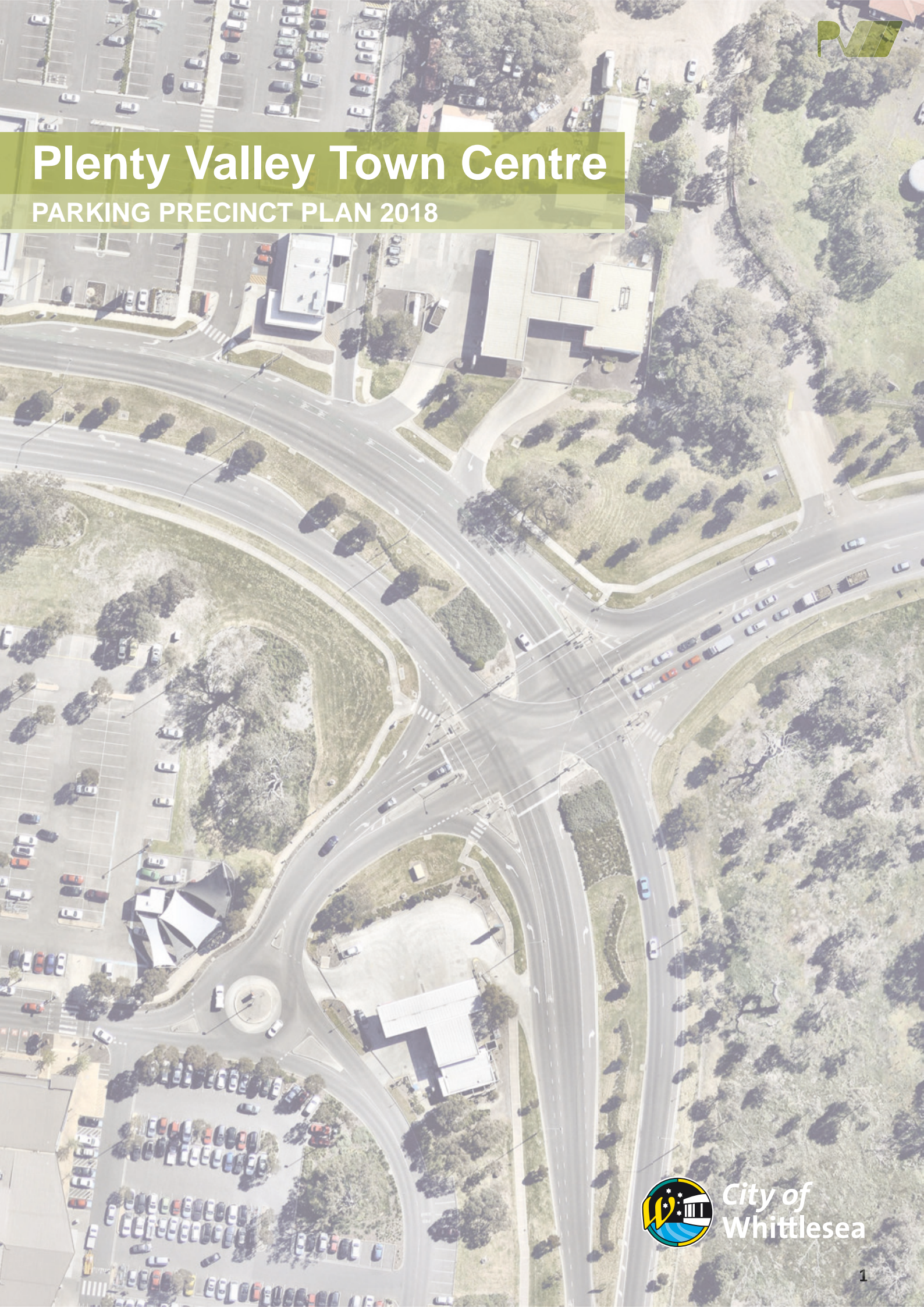




Plenty Valley Town Centre

PARKING PRECINCT PLAN 2018



City of
Whittlesea

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1. Introduction

The Plenty Valley Town Centre is an Activity Centre under the metropolitan planning strategy, Plan Melbourne 2017-2050.

Provision of car parking within the Plenty Valley Town Centre must be considered in conjunction with various other inter-related factors including existing and future land uses, public transport, road networks and employment in the centre.

The parking policies contained in this Parking Precinct Plan are supported by the findings of the Plenty Valley Town Centre Structure Plan – Sustainable Transport Modelling Background Report (GTA 2014) and the Plenty Valley Town Centre Structure Plan (2018)

The Plenty Valley Town Centre Structure Plan (the Structure Plan) includes a key objective to increase residential and employment densities close to public transport while also improving walking and cycling conditions on order to reduce dependencies on private vehicles. The Structure Plan also recognises the need to sensitively integrate parking into the Town Centre. This whole approach includes strategies and actions relating to transport in the centre, including parking.

1.1 Parking outcome to be achieved

The aim of the Plenty Valley Precinct Plan is to provide on-site parking in accordance with demand whilst reducing the visual impact of parking and facilitating increased use of sustainable forms of transport.

To this this effect, the plan has the following objectives:

- To sufficiently and effectively provide for parking in the Plenty Valley Town Centre.
- Provide for sufficient car parking as part of new development.
- Encourage the use of active and sustainable travel modes rather than increased private vehicle travel.
- To encourage parking to be provided in multi-level parking facilities which have active ground floor uses.
- Improve the visual and pedestrian amenity within Plenty Valley Town Centre.
- Address the high the demand for commuter car parking in proximity to the South Morang Train Station.
- Identify further actions to manage parking in the Plenty Valley Town Centre.

1.2 Parking precinct area

This Parking Precinct Plan applies to the area within the Plenty Valley Town Centre Structure Plan boundary. This area is shown in Figure 1.

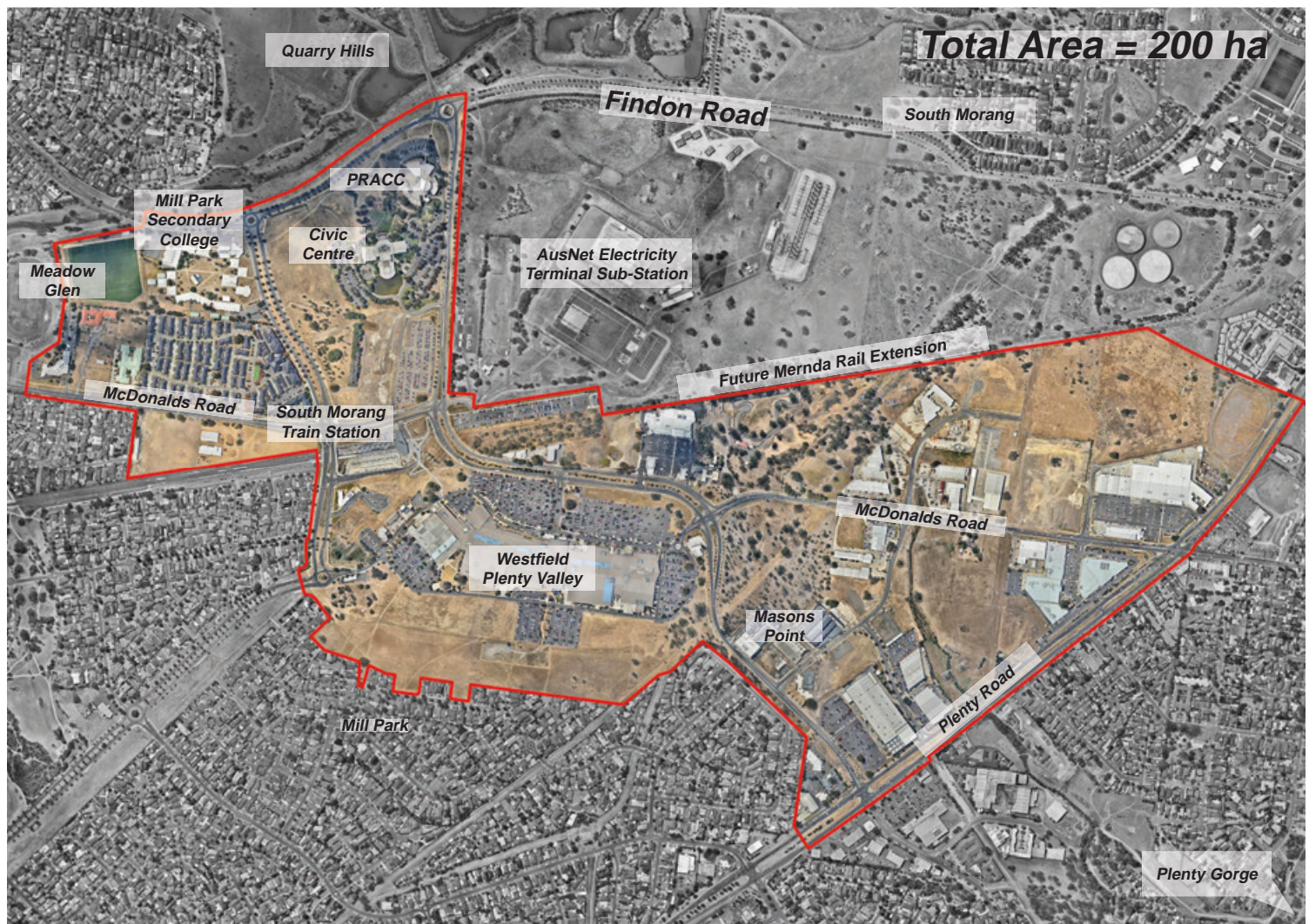


Figure 1 : Plenty Valley Town Centre Structure Plan area

2. Existing Car Parking

2.1 Parking Supply

As part of the Background Reports prepared for Plenty Valley Town Centre Structure Plan, a parking analysis was undertaken.

The analysis found that there are over 6,000 free car parks are available in off street at-grade car parks within Plenty Valley Town Centre.

Parking has been provided as part of developments, generally at the standard Planning Scheme rates. There are some individual cases of car-parking reductions be permitted.

The existing parking provision is shown in Figure 2.

Currently, large at grade car parks visually dominate the frontages of key streets through the Plenty Valley Town Centre which generally feature minimal landscaping and few pedestrian access paths. Extensive car parking comprising in excess of 2000 spaces currently exists around the Westfield Plenty Valley Shopping Centre. Other significant car parks (300+ spaces) currently exist to service Bunnings and homemaker/bulky good centres along McDonalds Road.

The Civic Precinct and Westfield Plenty Valley both have enforced time limits on their car parks to reduce the impact of commuter car parking on their operations. The commuter car park provided with the South Morang Train Station only has 450 spaces in a formal car park and an approximately additional 450 spaces in a temporary car park located north of McDonalds Road adjacent to the Train Station.

The existing core road network within Plenty Valley Town Centre has been designed as arterial and sub-arterial roads. These roads are not built to accommodate on street parking and have designated no standing zones. On street car parking is currently limited to connector and local streets including; Oleander, Wealthiland and Danaher Drives and parts of Civic Drive and Murdoch Road. The lack of on-street parking increases the amount of off-street car parking required and decreases the development potential for some land.

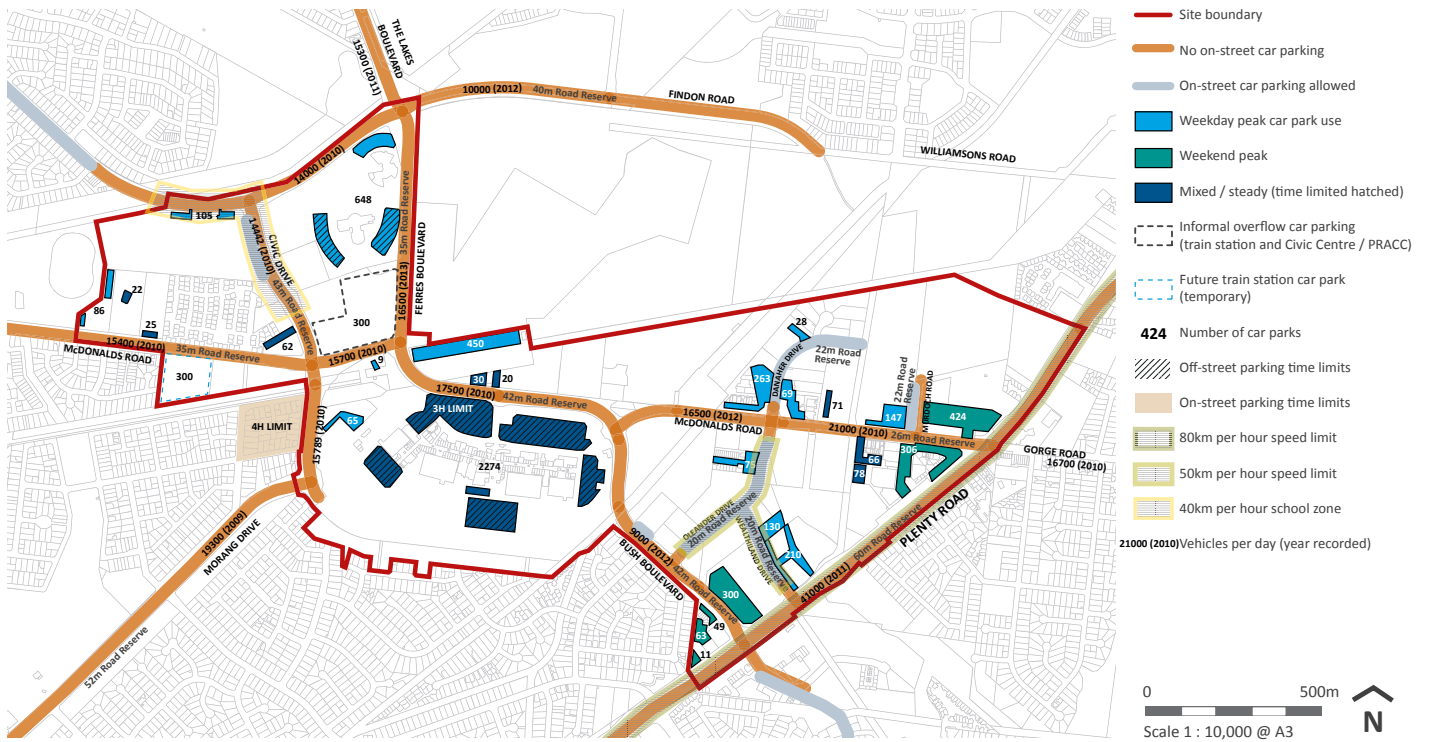


Figure 2 : Existing Parking Provision

Source: Plenty Valley Town Centre Structure Plan Background Report 2015

2.2 Parking Demand

2.2.1 Plenty Valley Town Centre Car Parking

As described above, the Plenty Valley Town Centre contains significant amount of car parking. None of the car parks within the Town Centre are used to capacity at all times. The car parking load is spread across the different uses and different times of the day, week and year.

Office and commuter car parks experience high demand on weekdays.

Retail car park demand is higher on the weekends, school holidays and close to calendar events including Christmas and Easter.

There are opportunities to make more efficient use of parking by having it utilised by different uses at different times of the day and week.

As part of the expansion of the Westfield Plenty Shopping Centre, 'a review of the car park occupancy levels across the site was undertaken by Cardno in April 2015.

Westfield Plenty Valley has a total of approximately 2,500 car parking spaces.

During the parking surveys indicates that the peak demand occurred at 1:00pm on the Saturday, when a total of 1,745 vehicles were recorded on the site. This equates to a parking demand for 3.56 spaces per 100 square metres for the centre.

On the Friday, the peak parking demand occurred at 12:00pm when 1,703 vehicles were observed on the site. During other times parking demand was less than 1800 vehicles.

This equates to a parking demand for 3.47 spaces per 100 square metres for the centre. The current provision of parking at Westfield Plenty Valley currently exceeds this demand.

Over time as the centre expands and land currently used for at-grade parking is developed it is expected that additional car parking will be required to be provided in multi-level facilities. It is critical that these facilities retain active ground floor retail and commercial uses.

Case Study Edward Street Car Park, Bendigo

The Edward Street Car Park is a 5 level car park facility built over a previous at-grade parking area in the Central Business District of Bendigo. The facility includes ground floor commercial which activates the street and 4 levels of parking. In total the facility comprises 1800 square metres of ground level commercial, 420 parking spaces and 40 bicycle spaces.



Figure 3 : Edward Street Car Park, Bendigo

2.2.2 Commuter Car Parking

In excess of 3000¹ people use the South Morang Train Station every weekday. The method in which people access the station is shown in Table 1. Whilst many people take Public Transport or walk, approximately 25% of commuters drive to the South Morang Train Station.

Method	No.	%
Bus	104	31.9%
Car as passenger	98	30.1%
Car as driver	75	23.0%
Walk	51	15.6%
Bicycle/scooter	7	2.1%
Other way	5	1.5%
Taxi	1	0.3%
Total responses	341	
Respondents identifying at least one method	326	

Figure 4 : Method of journey [to]/[from] the South Morang station

Source: Railway Intercept Survey, City of Whittlesea, 2015

This results in a significant demand for commuter car parking around the South Morang Train Station.

Currently, 450 car parking spaces are provided in a sealed car park east of Ferres Boulevard and approximately an additional 450 spaces provided in a temporary car park located west of Ferres Boulevard. These parking areas are regularly filled during the morning commute.

The extension of the rail line to Mernda will likely ease the stress on the car parking in the short term. As part of the approximately 1495 car parks will be provided at new stations at Middle Gorge, Hawkstowe and Mernda.

Despite the additional capacity, given continued population growth there is likely to be continued demand for parking at the South Morang Train Station. The removal of the temporary car-parking would create significant parking issues in the short term and there is a need for these parking spaces to be provided elsewhere in a more permanent location.

Further, a number of strategies can be implemented to provide convenient access to the station and reduce the amount of strategically located land utilised for parking:

- Promote the use of new stations to be constructed as part of the Mernda Rail extension.
- Improve the pedestrian and cycle connections to the Train Station,
- Encourage greater patronage of buses which interchange at the Train Station,
- Encourage private commercial car parks to be established in the centre which can provide for commuter parking,
- Advocate for the extension of the Route 86 Tram Route and for an interchange at the Train Station,
- Support the provision of multi-level parking with active uses at ground level.

¹ Train Station Patronage, Public Transport Victoria, 2013-2014.

Ultimately, commuter parking is the responsibility of Transport for Victoria (TfV) and its Council's responsibility to provide a supporting and advocacy role in respect to this issue. It is recommended that the following be advocated for in a two phase process:

- Phase 1: Prior to the removal of existing temporary car parking, work with Transport for Victoria (TfV) to provide an additional 350 car parking spaces (800 commuter parking spaces in total) in proximity to the South Morang Train Station for public

transport commuter use. It is recommended that the additional parking be provided as a multi-deck facility over the existing permanent parking area or at-grade within an electrical easement.

- Phase 2: Advocate for the provision of additional permanent parking spaces through the extension/ additional levels to the multi deck parking (future proofed as part of Stage 1) to accommodate additional parking demand the future.



Figure 5 : Train Station Permanent Car Park Opportunities

Case Study- Syndal Station Multi-Deck Carpark Project

Public Transport Victoria have completed the Syndal Station Multi-Deck Carpark Project which opened in October 2016. Syndal Station is one of the busiest stations on the Glen Waverley line, with over 2,600 customers using the station each weekday.

The project has delivered a four-level car park with 250 parking spaces and results in the station providing a total of 590 spaces. The car park will help reduce the strain caused by the high demand for customer parking and also includes provision for bicycle parking.



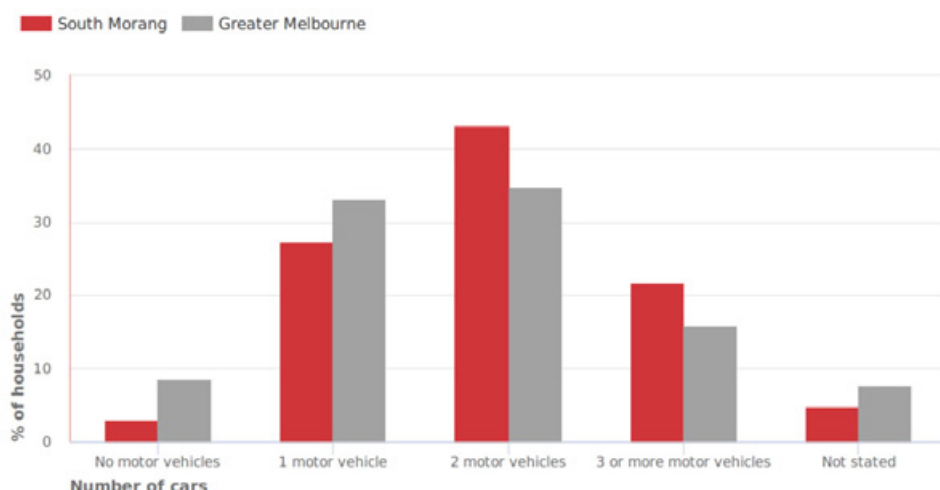
Figure 6 : Syndal Multi-Level Car Park

2.2.3 Car Ownership

The level of car ownership per household provides an indication of private vehicle use and therefore the level of parking demand. Figure 3 shows that households in Plenty Valley are more likely to own two vehicles than Greater Melbourne. There are few households which do not own a car. This is reflective of the current vehicle dominated transport network and largely low density residential areas located some distance from public transport.

It is expected that car ownership will become more consistent with Greater Melbourne as alternative transport options improve and more housing options are provided closer to public transport similar to other more established parts of Melbourne. It would be expected that households located in the Town Centre with good access to public transport would generally only require one car.

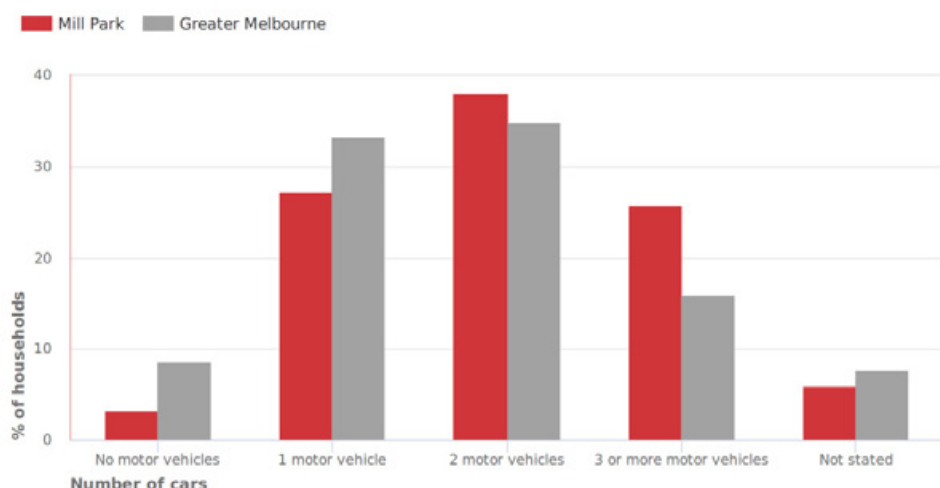
Car ownership, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Enumerated data). Compiled and presented in profile.id by .id, the population experts.

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the population experts

Car ownership, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Enumerated data). Compiled and presented in profile.id by .id, the population experts.

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the population experts

Figure 7 : Car Ownership in Plenty Valley
Source: id. The Population Experts, 2018

For example, less than one third of households in proximity to the Reservoir and Preston activity centres areas have access to more than one vehicle.

The Structure Plan aims to provide the urban environment and infrastructure which supports households to function without multiple cars. This includes locating housing close to public transport and services and making the town centre more walkable.

Other initiatives such as Green Travel Plans (see 2.2.5) can help people to live with less car dependency by guiding behaviour changes. The plan provides strategies and outlines practical steps to assist people moving into new developments to live in a more sustainable manner.

This in turn supports the Structure Plan's vision to create a more attractive, accessible and vibrant Town Centre which is less dominated by traffic and vehicles.

2.2.4 Alternative Transport Options

The Plenty Valley Town Centre is well serviced by public transport and sustainable transport modes as depicted by the amount of the Town Centre within the Principle Public Transport Network Area (see Figure 8).

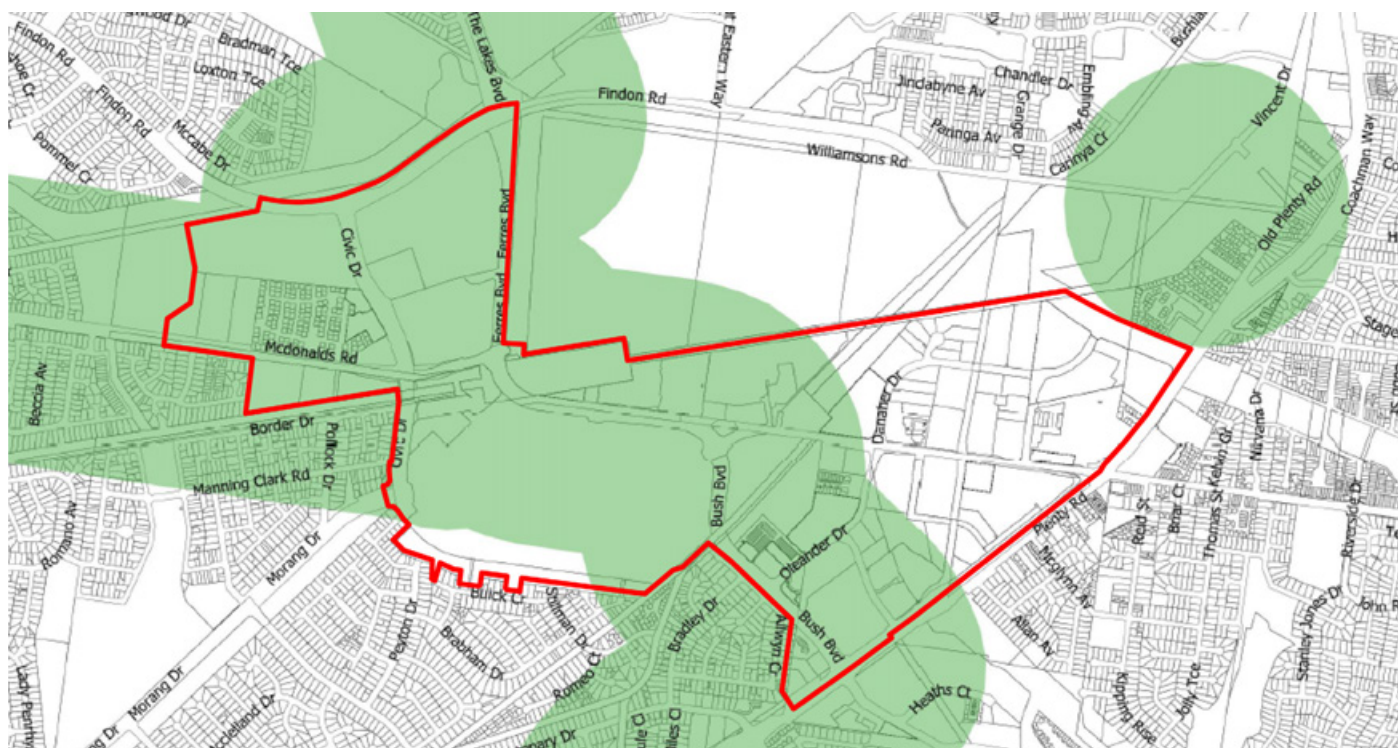


Figure 8 : Principal Public Transport Area Map
Source: Whittlesea Planning Scheme, 2018 (modified)

The South Morang Train Station is located centrally within the centre and links South Morang with the Melbourne CBD, Epping, Preston and the wider train network. The extension of the line to Mernda including new stations at Middle Gorge, Hawkstowe and Mernda opened in August 2018.

Ten bus routes currently service the Plenty Valley Town Centre which connect with the hinterland of residential areas and activity nodes further away. A bus interchange is located beside the South Morang Train Station with additional stops located throughout the centre. Recent new bus services in Plenty Valley have improved frequency including Route 564 which runs every 10 minutes between South Morang and RMIT Bundoora.

A proposal exists to extend the Route 86 tram route from the current terminus at RMIT Bundoora along Plenty Road to the Plenty Valley Town Centre. The extension will likely run along Plenty Road, Bush Boulevard and McDonalds Road and head further north to The Lakes Boulevard, with an interchange at the South Morang Train Station. This would provide additional access and movement opportunities to and throughout the centre. Currently, the State Government is undertaking a feasibility study into the tram extension.

Plenty Valley is connected by pedestrian and cycle networks. Further, the Plenty Valley Town Centre Structure Plan identifies a number of improvements which will further enhance pedestrian and cycle connectivity and permeability throughout the centre.

Other alternative transport modes including carshare, electric vehicles and Uber are becoming more prominent and should be accommodated for in the Town Centre.

Multiple transport options which exist now and will be enhanced into the future provide alternatives to the use of the car and decreases the need and demand for car parking. This can provide the opportunity for better utilisation of land currently used for parking. Reductions and restrictions in car parking also improves the attractiveness of using public transport which in turn provides the demand for improved services. It is anticipated that this trend will continue over time as the vision for the Town Centre is realised.

2.2.5 Green Travel Plan

A Green Travel Plan is a suite of onsite initiatives and offsite services to encourage residents and staff of large developments to use sustainable transport options.

The Travel Plan is a tool to assist in encouraging a mode of transport shift and reducing the demand or need for increased road capacity and parking supply.

A Travel Plan promotes greener, cleaner, and healthier travel choices with a specific emphasis on reducing single-occupancy car journeys plus encouraging active modes of transport such as walking and cycling.

Depending on the development type, a Green Travel Plan may include:

- parking facilities for bicycles, motor bikes, small cars, electric cars and onsite and nearby car share systems,
- end of trip facilities for staff, including the location of showers and the availability of personal lockers,
- bicycle and walking maps,
- nearby public transport stops,
- timetables for public transport services,
- availability of free or substituted public transport tickets through the employer or relevant Owners Corporation, and an organisation's car-pooling scheme.

3. Parking Precinct Policy

The Parking Precinct Policy provides a response to specific issues relating to parking provision and development in the Plenty Valley Town Centre. It is proposed that the policy will where appropriate, be implemented through statutory controls including the Parking Overlay.

The policy is supported by further actions to address broader parking issues in the Town Centre

On-Site Parking Provision Rates

1. Apply the parking provision rates set out in Column A in Table 1 Clause 52.06-6 are to be applied in Plenty Valley, except within the Principal Public Transport Network Area where Column B rates apply.
2. Assess applications proposing fewer spaces in accordance with 52.06-6. Council will assess such applications against 52.06-6 and will support such applications where sufficient justification for car-parking reductions is provided and alternative sustainable modes of transport are sufficiently catered for as part of the proposed development. In undertaking this assessment. In assessing such applications, Council will consider the effect of the application on commuter parking at the South Morang Train Station.
3. Encourage new developments to provide parking spaces for Carshare services.
4. Encourage new residential developments to make provision for electric vehicles charging in parking on their site.
5. Encourage new developments to make provision for greater number of bicycle parking spaces than required by the planning scheme.

Commuter Parking

6. Support Transport for Victoria (TfV) to provide an additional 350 permanent car parking spaces (800 commuter parking spaces in total) in proximity to the South Morang Train Station for public transport commuter use. It is recommended that the additional parking be provided as a multi-deck facility or at-grade within an electrical easement.
7. Support the provision of any additional commuter parking at other nearby stations.
8. Support the establishment of private commercial car parks that can provide parking for commuters.
9. Support the extension of the Route 86 tram route with a transport interchange at the South Morang Train Station.

Parking Design

10. Cross sections of new roads are to be designed to reflect a Town Centre environment and appropriately integrate on-street parking and landscaping.
11. Parking areas should be located in basement, screened undercroft and / or multi-level parking arrangements.
12. Developments are encouraged to use flexible design initiatives that enable parking areas to be used on a temporary basis for alternative uses such as community gatherings or markets.
13. Where parking is provide at grade, it should be sleeved by built form, high quality landscaping and provide trees and landscaping at the rate of one space for every eight spaces.
14. Support provision of at-grade parking beneath electricity transmission lines and within utility easements.
15. Multi-level parking should provide for alternative uses at street level. Developments should consider flexible design initiatives that enable multi-level parking areas to be transformed into office or residential space at a later time.

Green Travel Plans

16. Council will require developments comprising 5,000 square metres or more of commercial or industrial floorspace and / or 30 or more dwellings to submit a Green Travel Plan. The Green Travel Plan is to demonstrate design and behaviour-change initiatives that are to be implemented over the life of the development that will assist to achieve the sustainable transport objectives for the Plenty Valley Town Centre.

Parking Use and Redevelopment

17. Council will support the redevelopment of at-grade car parking into multi storey mixed use development with active ground floor uses including parking.

4. Implementation and Further Actions

As part of implementing this Parking Precinct Plan, Council will:

1. Apply a Parking Overlay (PO) to the Plenty Valley Town Centre in the Whittlesea Planning Scheme which implements the Parking Precinct Policy as appropriate. A draft schedule is included in Appendix 1.
2. Monitor the supply and demand of car-parking and the patronage of public transport in the Town Centre.
3. Upon the commencement of rail services to Mernda monitor the patronage at the South Morang Train Station and survey the mode of transport used to access the station to better understand the demand for car-parking, bicycle facilities and other transport infrastructure.
4. Monitor and take appropriate action where necessary in respect to illegally parked vehicles, particularly where they undermine the intent of parking management tools.
5. Prepare a Parking Strategy for the municipality with specific strategies and actions for activity centres and around train stations. Review and update the Parking Overlay and other relevant controls in the Whittlesea Planning Scheme if necessary.
6. As part of the preparation of the Parking Strategy, consider parking management tools to including; pricing, permits, restrictions, physical changes to best manage parking within an activity centre environment.
7. Prior to the removal of existing temporary car parking, work with Transport for Victoria (TfV) to provide an additional 400 permanent car parking spaces (800 commuter parking spaces in total) in proximity to the South Morang Train Station for public transport commuter use. It is recommended that the additional parking be provided as a multi-deck facility over the parking area or at-grade within an electrical easement.
8. Advocate for Transport for Victoria (TfV) to provide additional permanent parking spaces through the extension/ additional levels to the multi deck parking (future proofed as part of Stage 1) and infrastructure encouraging sustainable transport at the South Morang Train Station.
9. Advocate for the extension of the Route 86 tram route with a tram stop at the South Morang Train Station to provide greater transport alternatives to travel to and from the South Morang Train Station.

Appendix A: Parking Overlay Schedule

SCHEDULE 2 TO THE PARKING OVERLAY

Shown on the planning scheme map as **PO2**

PLENTY VALLEY TOWN CENTRE

1.0 Parking objectives to be achieved

Provide for sufficient car parking as part of new development.

To encourage parking to be provided in multi-level parking facilities which active ground floor uses.

To encourage a mode shift towards the use of active and sustainable travel modes.

To improve the visual and pedestrian amenity within Plenty Valley Town Centre through the careful design and placement of car parking.

2.0 Application requirements

Before a new use commences or any buildings or works associated with that use or an existing use is constructed, plans must be prepared to the satisfaction of the responsible authority. In addition to the application requirements set out in Clause 45.09-8, the plans must show:

- Pedestrian access ways through parking areas.
- The location of potential electric vehicle charging points.
- Details of how the parking spaces will be allocated to individual dwellings or tenancies and whether the parking spaces will be separate lots with their own Certificate of Title.

This information may be included in other plans submitted with an application.

A Green Travel Plan must be prepared for all applications use and / or for development comprising:

- 5,000 square metres or more of commercial or industrial floorspace, and / or
- 30 or more dwellings,

that includes design initiatives and actions to encourage the use of more sustainable transport options in the Plenty Valley Town Centre consistent with the objectives of this overlay.

The responsible authority may require a Green Travel Plan to be provided for smaller developments, depending on the location of the land, the proposed use and / or the proposed provision of parking.

3.0 Design standards for car parking

In addition to the design standards at Clause 52.06-8, the design of car parking spaces should meet the following:

- Parking areas should be located in basement, screened undercroft and / or multi-level parking arrangements.
- Flexible design initiatives should be provided to enable parking areas to be used on a temporary basis for alternative uses such as community gatherings or markets.
- Ensure the following design outcomes for at-grade car parks where basement, undercroft or multi-level parking is not feasible:

- Locate car parking to the rear of developments and avoid the use of street frontages for car-parking, where possible;
- Sleeve at-grade car parks with built form or screen them with extensive, high quality landscape treatments that reduce the visual dominance of the car park while contributing to the built form quality and active surveillance opportunities; and
- Provide trees and landscaping at the rate of one space for every eight spaces in surface car parks, with engineered soils where required to ensure proper tree growth.
- Ensure the following design outcomes for car parking in multi-level developments:
 - Provide for alternative uses at street level which activates the street and creates visual interest; and
 - Flexible and adaptable design initiatives such as appropriate floor to ceiling heights should be provided that enable multi-level parking areas to be redeveloped into office or residential space at a later time if the circumstances are appropriate.

4.0 Decision guidelines

Before deciding on an application to reduce the number of car parking spaces required for a specified use, in addition to the application requirements and decision guidelines at Clause 52.06-09 and Clause 52.06-09, the Responsible Authority must consider as appropriate:

- The effect on commuter parking in proximity to the South Morang Train Station.
- The likely effectiveness of the proposed Green Travel Plan, if applicable.

5.0 Reference document

Plenty Valley Town Centre Parking Precinct Plan 2017

Plenty Valley Town Centre Structure Plan 2017