

# **Brimbank Parking Strategy**

Adopted by Brimbank Council 20 August 2019

## **2019 - 2029**

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# 1. Introduction

## 1.1. Purpose

Car parking is an important component of Brimbank's transport system with travel by car the most common means of travel in the municipality and most car journeys starting and finishing at a car parking space. Car parking policy has significant impacts on transport outcomes, influencing people's transport choices, the level of access provided to jobs, shopping areas and social opportunities and levels of congestion on the road network.

Brimbank City Council is actively involved in parking through its roles in:

- Managing public on and off-street parking facilities through setting time limits, pricing and accompanying enforcement of parking controls
- Providing parking spaces as part of the street network and with dedicated off-street facilities at activity centres and as part of Council-managed community facilities
- Regulating minimum on-site parking requirements for development through the Planning Scheme
- Influencing and advocating other organisations involved in the provision of parking such as shopping centres and state government agencies that provide parking at locations such as railway stations.

The purpose of this Parking Strategy is to establish strategic direction that guides a consistent and effective Council approach across these four parking functions. It provides direction for parking policy that is consistent with working towards Council's broader aspirations for Brimbank. The strategy sets out guiding principles, objectives for parking and a package of strategies and Council-led actions for achieving these objectives.

## 1.2. Scope

The Parking Strategy provides an overarching framework that will guide Council in responding to local parking issues in a transparent and consistent way across the municipality. This Strategy will be supplemented by local Parking Management Plans that provide more detailed guidance for specific precincts where parking issues are particularly acute. The Strategy will also be accompanied by specific Council policies that provide further detail on topics such as parking enforcement, priced parking and residential parking permits.

The Strategy sets out a package of actions that will guide Council activity on parking over the period 2019 -2029. It is intended that this Strategy will be reviewed after five years or earlier if required.

The Strategy establishes a strategic approach and actions across Council's functions related to parking management, provision and planning. The Strategy focuses on parking for motor vehicles and strategies for bicycle parking will be best established as part of policy work for cycling.

### 1.3. Approach to preparing the Strategy

The Parking Strategy has been prepared through an extensive Council process involving consultation with the community, stakeholders, Council staff and Councillors. Transport planning consultants, MRCagney, have provided independent expert advice in preparing the Strategy that draws on local and international best practice for parking management.

In preparing the Strategy a range of policy responses and strategic approaches have been considered and this Strategy reflects an agreed position that takes account of multiple Council, stakeholder and community views.

## 2. Council's role in car parking

### 2.1. Council's role

Council plays a significant role in the management, supply and regulation of car parking in Brimbank to ensure parking adequately supports access to community facilities and parking demand for private development does not adversely impact the broader community. While Council is a significant provider of public parking, a range of other stakeholders also influence the supply and management of car parking in many locations across Brimbank, including, private developers, shopping centres, VicTrack, educational institutions, and major employers.

Council influences parking in Brimbank in the following four ways:

- **Management** – Council applies and enforces parking conditions at its on and off-street parking facilities to manage demand and maintain appropriate access for priority users. Parking conditions include time limits, permit systems, reserved spaces (including for people with a disability), and priced parking. Council may monitor a range of factors including occupancy and duration of stay to tailor management tools in different locations.
- **Provision** – Council provides on-street parking and in some locations public off-street parking facilities (e.g. activity centres, parks, community centres, etc.)
- **Planning** – Council enforces minimum parking provision requirements for development using the Planning Scheme, and curates a broader suite of transport and land use policies that can impact on levels of car use and parking demand.
- **Advocacy** – Council collaborates with and advocates to a range of organisations to influence transport, land use and parking outcomes in Brimbank. This may involve State planning of public transport services, State and Federal activity centre planning, or liaison with private developers, etc.

### 2.2. Why does car parking policy matter?

The role of parking is complex and can contribute both positively and negatively to urban areas. Car parking is an essential element of a car-based transport system, and because of this, parking policies are one of the most important influences on our transport and lifestyle choices.

Conventional approaches to planning for car parking have placed an emphasis on 'predicting and providing' parking supply to match demand. The supply of car parking provided by this approach incentivises car ownership and use, working against transport policies aiming for less traffic congestion and more walking, cycling and public transport use. Parking supply also takes up significant space, with a single space occupying 12 – 35 square metres and constituting a significant opportunity cost from lost potential for higher-value land uses. Requiring high levels of on-site parking accompanying private development can increase development costs, impacting on broader objectives such as housing affordability.

Car parking can contribute positively to accessibility and connectivity by enabling access to homes, shops, services, schools and jobs. However, an overabundance of car parking has a number of implications for urban areas including:

- Economic development – provision of off-street parking takes up valuable floor space and increases development costs;
- Travel and lifestyle – an abundance of low-cost parking has stimulated excessive demand for car-based travel and lifestyle;
- Sustainability – excessive vehicle use impacts on the economic, social and environmental sustainability of villages, towns and cities;
- Amenity – car parking, particularly at grade car parks can detract from local amenity and can erode the sense of place and character of urban environments;
- Social equity – the compliance costs created by minimum parking rates fall disproportionately on low income households;
- Urban form – requiring the provision of parking individually on each site fragments the urban form and takes away valuable space for other land uses; and
- Cost – publicly owned car parks require direct financial investment from Council to provide and maintain.

Professional and academic work on parking is increasingly finding evidence of benefits from a more managed approach to parking. Managing parking demand and supply can be a powerful lever for achieving sustainable transport objectives. In activity centres, managing parking can mean less infrastructure spend for councils, more walking in centres, longer stays and larger spends in centres. Leaving the market to play a greater role in deciding on levels of supply on private land can reduce development costs and increase flexibility of land use.

### 3. Policy context

The Brimbank Car Parking Strategy intersects with a range of existing plans and strategies. The strategy supports the City of Brimbank's broader vision and objectives and articulates the role that Council's approach to parking plays in meeting these goals. There are a number of municipal wide and local plans which have informed the development of this Strategy. Figure 1 provides an overview of the relationship between the Parking Strategy and other key Council plans and policies which have informed the preparation of this Strategy.

**Figure 1 Strategic alignment of policy**



#### 3.1. Overarching Council Strategy

##### **Brimbank Community Vision 2040**

The Brimbank Community Vision 2040 outlines high-level aspirations across several areas of relevance to parking strategy including:

- 'Services and facilities are responsive to community need'
- 'All modes of transport are well connected and accessible'
- 'Public spaces and streetscapes showcase quality urban design, are accessible to all and are clean and well maintained'
- 'The community will live sustainably and engage with a healthy and protected natural environment'
- 'Brimbank is a major hub for employment, innovation and investment'
- 'Housing meets the needs of different people in the Brimbank community'.

The aspirations identified in the Brimbank Community Plan give direction to the development of parking policy in Brimbank. An emphasis is placed on responding to the diverse needs of the Brimbank community, enhancing connectivity across a wide range



of transport modes, encouraging a sustainable and healthy environment and enhancing the amenity of streetscapes and public places.

### **The Brimbank Council Plan 2017 - 21**

The Brimbank Council Plan 2017 - 21 sets an overall plan for Council over four years and is organised by four key policy directions including: 'An inclusive community', 'A liveable community', 'A prosperous community' and 'An innovative and responsive 'community first' Council'. Strategic objectives within these themes of most relevance to parking management include:

- "People have opportunities to participate in community life"
- "People can get around easily on foot, by bike, car or public transport"
- "Our community lives sustainably"
- "The local economy is strong and provides opportunities for the community to thrive".

Parking policy that is consistent with these objectives will need to ensure that parking is managed in a way that ensures the community has easy and multi-modal access to work and social opportunities while also contributing to sustainability objectives and a strong local economy.

## **3.2. Transport policies**

Existing City of Brimbank transport and land use policy acknowledges that the region is changing significantly, with increased population growth and employment opportunities. Brimbank City Council draws on a series of policy documents to support transport decision-making. Key transport policy documents relevant to parking management include the following:

### **Brimbank Transport Priorities Paper 2018**

The Brimbank Transport Priorities Paper 2018 highlights the major transport infrastructure improvements that will make a difference to creating a connected city, in consideration of the current State Government transport priorities and the emerging Sunshine National Employment and Innovation Cluster. It focusses on the following themes:

- Building better road connections
- Walking and cycling
- Removing at grade rail crossings
- Improving the bus network
- Connecting the freight network
- Better train services.

### **Brimbank Transport Disadvantage Policy 2017**

The Brimbank Transport Disadvantage Policy 2017 provides guidance on developing a sustainable transport system that supports health, social and economic outcomes. The policy has objectives for:

- Delivering affordable and accessible transport solutions for Brimbank's residents
- Reducing transport disadvantage for Brimbank residents and strengthening local cohesion
- Advocating for increased funding and resources to strengthen social cohesion and community wellbeing.

This strategy responds to these objectives by recognising the important role that car parking plays in providing access to opportunities in the context of a transport system that is heavily reliant on cars. It also addresses transport disadvantage by using parking policy to support the development of a more multi-modal transport system that provides affordable access and reduces transport disadvantage.

### **Brimbank Cycling and Walking Strategy 2016**

The Brimbank Cycling and Walking Strategy 2016 provides a framework to guide investment, improve safety and support walking and cycling in Brimbank. The Strategy provides an implementation plan with a list of prioritised actions over a 15 year period.

The Strategy objectives include:

- Establishing a network that reflects public needs a plan of prioritised routes and a schedule to assist in developing the network
- Establishing guidelines and treatments for 'local connector routes'
- Establishing guidelines and treatments for directional and way finding signage.

## **3.3. Environmental sustainability**

Council's long-term transport goals are also closely linked to Council's sustainability strategies (for example the Brimbank Revised Greenhouse Reduction Strategy 2018) which encourage the use of public and sustainable transport modes instead of private vehicles. Parking policy can be powerful Council lever for managing private vehicle demand and achieving sustainable transport goals.

A parking policy can be a powerful Council lever for managing private vehicle demand and achieving sustainable transport goals. The Brimbank Environmental Sustainability Policy 2017 and Brimbank Environmental Sustainability Framework provide a strategic path to achieve a range of sustainability priorities, including a reduction in carbon emissions and pollutants entering our waterways.

The Brimbank Greenhouse Reduction Strategy 2018 commits Council to reducing its greenhouse gas emissions by 50% of 2011 levels by 2022/23, including Council reducing emissions from its fleet via emerging technologies such as electric vehicles, and commits Council to advocate for improved alternative transport provision within Brimbank, including public transport, walking and cycling.

Other relevant strategic documents include the Brimbank Climate Change Adaptation Framework 2017, which highlights the concern of a warming climate and heat island stress, which is particularly acute in Brimbank. Parking management approaches through the Car Parking Strategy can be an effective measure to reduce heat island stress and to assist the community in adapting to climate change. Finally, the Brimbank Sustainable Water Strategy 2018 identifies the large expanse of impervious areas provided by car parks and their impact on stormwater volumes waterways, including stormwater

pollutants from parked vehicles. Parking management and the use of such treatments including water sensitive urban design (WSUD), helps reduce these stormwater concerns and provides significant benefit to the health of waterways and creeks.

### 3.4. Other policies

The Brimbank Planning Scheme is the key land use planning policy document for Brimbank and controls development across the municipality. Within the Planning Scheme are controls that set requirements for on-site parking accompanying development.

Policy documents are also in place for individual activity centres with structure plans prepared for Sunshine and St Albans. Each plan sets out long-term objectives for the centres and provides guidance on management of built development, the public realm, transport and economic development.

The Sunshine Town Centre Structure Plan 2014 outlines Council's strategy for realising the Sunshine Town Centre's full potential as a capital of Melbourne's west and to fulfil its role. Sunshine is also an important part of the Sunshine National Employment and Innovation Cluster which extends to the St Albans Town Centre 2015 and includes the Sunshine Health and Wellbeing Precinct. Relevant to car parking, the Sunshine Town Centre Structure Plan 2014 recognises problems from car dependence and large areas of central land used for surface car parking. It aims to address these problems through shifting transport demand away from cars to more sustainable modes as well as intensification of land use within the activity centre.

Similarly, the St Albans Structure Plan 2015 sets out policy guidance for managing change to the centre over a 15-year timeframe and takes into account the longer term 30-year planning horizon. With regard to car parking, the plan aims to reduce the impact of traffic and car parking on the street environment through consolidated public parking structures, and expansion of pedestrian space on Alfreida Street and Victoria Crescent.

## 4. Our community and the parking challenge

The City of Brimbank is home to an estimated resident population of 207,009 people as at 30 June 2017 people (ID Community), and our culturally rich and diverse community is expected to grow to 230,000 by 2041. We are the second largest municipality by area in Metropolitan Melbourne, and our residents live predominantly in detached houses characteristic of Melbourne's post-war suburban growth.

Our suburban form and relatively low population density (16 people per hectare) means it is difficult to provide Brimbank with fast and frequent public transport, and while we are a middle-ring municipality (stretching from approximately 11-23 km northwest of the Melbourne CBD), Brimbank suffers from relatively poor public transport services outside of key activity centres. This transport disadvantage means many people rely on private cars to access jobs, shops, and to maintain social connection in Brimbank, which influences our community's parking needs. As a result, past parking management approaches have sought to satisfy high demands for parking with supply of parking. However, this has unintentionally made it more difficult to provide attractive and walkable town centres and competitive bus services.

Reliance on car travel is reflected in car ownership rates for the municipality. Census data shows that 54% of households in Brimbank have access to two or more motor vehicles, compared to 51% in Greater Melbourne, and 76% of trips to work are made by private vehicle in Brimbank, compared to the Melbourne average of 64%. A strong body of evidence shows that car-based travel is expensive, dangerous and poor for our health and wellbeing compared to other modes, so it is important that urban policy in Brimbank provides a range of practical and competitive alternative transport choices, whilst acknowledging car parking is important to the everyday needs of many residents.

Much of our future growth is expected to occur within the activity centres of Sunshine, St Albans and Sydenham, which enjoy access to railway stations and a better range of bus services. These centres will support a thriving mix of residents, jobs and unique retail and food offerings, and can introduce less car dependent housing options to the municipality. Ensuring these well serviced locations provide diverse housing options, vibrant town centres, and adequate accessibility for people from all over the municipality will be a key challenge. Furthermore, with such change expected, it will be important to ensure parking from new development does not negatively impact the safety or amenity of nearby residential streets. It will also be important to consider the potential impact and change arising from the increasing incidence of autonomous vehicles.

Finally, our parking strategy needs to better serve the requirements of our residents with a disability. Approximately 6.4% of our population have a self-reported disability, and the supply, location and design of accessible parking spaces needs to improve to better meet their needs.

Table 1 provides an outline of the parking challenges and desired outcomes this Strategy addresses.

**Table 1: Touchstones for effective parking policy in Brimbank**

<b>Effective parking policy in Brimbank needs to support:</b>	<b>Effective parking policy in Brimbank needs to avoid:</b>
Fair access to key destinations by all transport modes across Brimbank.	Urban development that does not support walking, bike riding, and quality public transport.
Well located accessible parking for people with a disability.	Inappropriate prioritisation of users of parking spaces
Shared use of well-designed consolidated parking facilities that contribute to a compact urban form and shorter walking distances.	Numerous expansive surface car parks that contribute to disjointed urban forms and longer walking distances.
Quality streets, quality development and diverse housing options.	Onerous minimum parking requirements that discourage quality development
Efficient land use along public transport routes that supports viable public transport and maximises access to public transport.	Significant supply of surface parking around public transport stops
Greater use of active modes to get around within activity centres.	Multiple short car trips within activity centres.
Safe and comfortable residential streets	Use of public on-street parking to store private vehicles.

## 5. Strategic framework

### 5.1. React, manage or transform?

There are a range of potential approaches that can underpin local government parking policy. Table 2 categorises three distinct ways that were investigated by Brimbank City Council in reviewing how to approach parking policy and preparing this Parking Strategy.

**Table 2: Range of potential strategic approaches to parking policy**

React	Manage	Transform
Respond to acute and obvious parking problems in a reactive way.	Use a strategic and policy-led approach to systematically address parking problems.	Consider the broader costs and benefits of parking policy and ensure public street space and land used for parking is meeting its highest and best use.
Take action in response to community complaint.	Manage (rather than provide for) parking demand using a range of demand management tools.	Transform parking supply by re-purposing low-use parking space alongside managing demand.
Take growing parking demand as given and attempt to provide for demand with more supply.		

This range of potential strategic approaches generally aligns with the following spectrum of parking policy approaches commonly referred to in the professional literature:<sup>1</sup>

- Conventional parking policy – parking viewed as ‘essential infrastructure’ and a public good for which Council should ensure adequate provision. Council parking management focuses on ‘predicting and providing’ parking supply to match demand; both on private property by requiring minimum on-site parking requirements and in public spaces by ensuring ample on- and off-street parking supply (usually provided free of charge).
- Parking management – parking viewed as a valuable resource for which demand should be actively managed to achieve multiple economic and social objectives. Council parking management focuses on managing demand within limited supply using a range of tools such as time limits and pricing rather than attempting to provide unrestricted supply to meet demand.
- Market-based parking – parking viewed as a market rather than public good. Council management focuses on using price-based tools to allocate demand for public parking, reduced public involvement in parking supply and reduced regulatory requirements for private on-site provision.

This Strategy follows a ‘Parking Management’ approach and recognises that past Council parking policy in Brimbank has followed a more ‘conventional’ or ‘reactive’ policy approach (as has been common across Australian cities). There is a growing awareness of the shortcomings of this conventional approach and its unintended consequences in promoting unnecessary car use, congestion, poor-quality urban development and land use outcomes.

<sup>1</sup> Barter, P. A. (2009, September). Three paradigms in parking policy and their relevance to Australian cities. In *32nd Australasian Transport Research Forum (ATRF)*. SkyCity Auckland Convention Centre, Auckland, New Zealand, October (Vol. 29).

While the Strategy generally accords with the 'manage' approach, Council has a long term aspiration to shift toward a 'transform' approach to parking policy and some of the actions in this Strategy fit within this more ambitious policy approach.

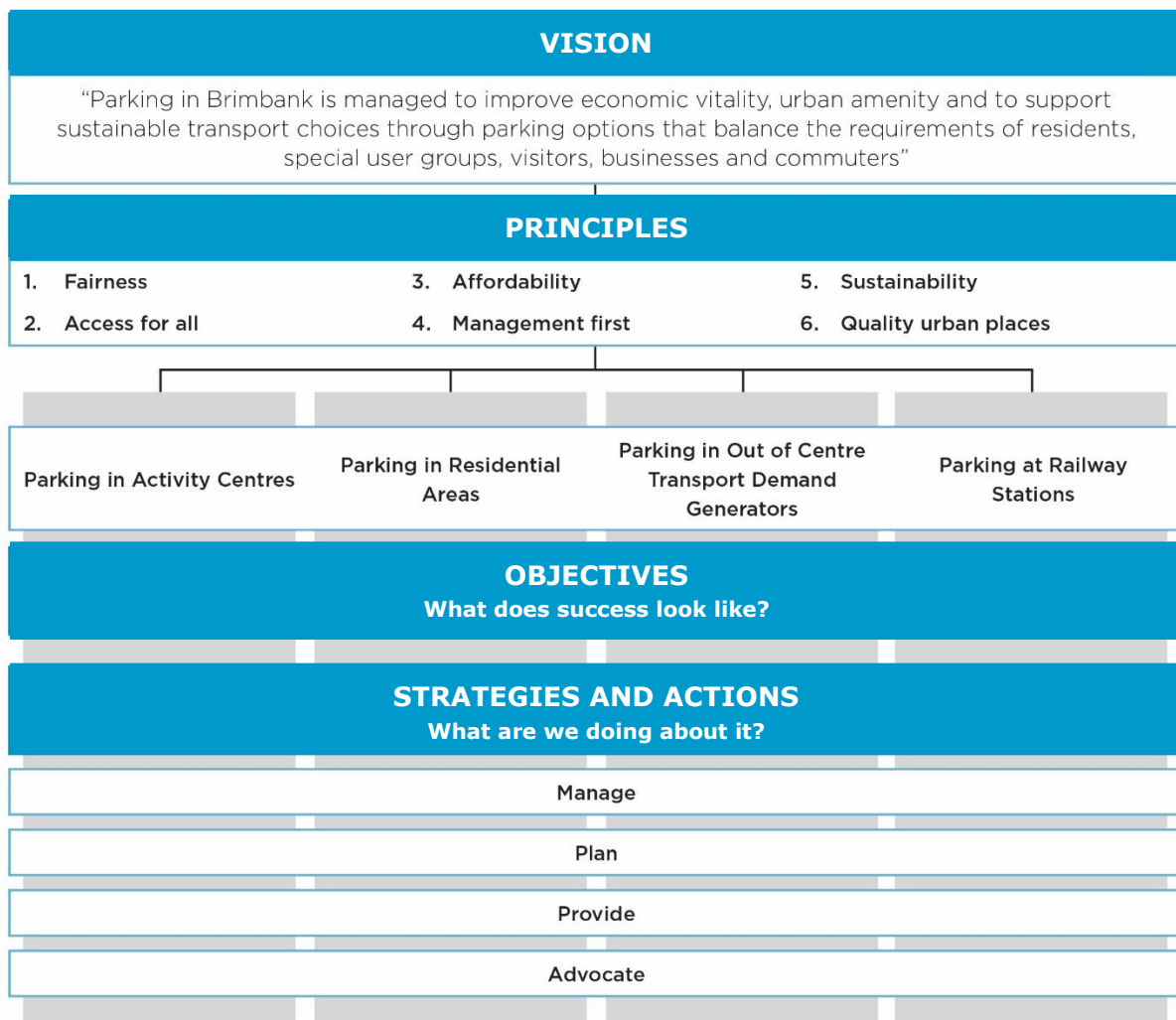
## 5.2. Framework for the Strategy

Figure 2 illustrates the overall framework underlying the Strategy. The Strategy has an overarching vision expressing Council's aspiration for what effective parking management will achieve. Six principles provide guidance to underlying objectives and actions.

The objectives articulate Council's desired outcomes or 'what success looks like' and are distinct for each of the four Brimbank contexts within which parking management is particularly relevant: activity centres, residential areas, out-of-centre transport demand generators and railway stations. Each context has distinct parking issues and needs. For this reason, the strategies and actions are organised by each of these contexts. The Strategy identifies 47 actions which will guide Council activity in achieving the vision and objectives of the Parking Strategy.

Cutting across the four contexts in which parking policy is relevant, the framework also identifies four key parking functions where Council plays a role. The actions identified for Council each apply to one of these functions:

- Management – Council's involvement in setting and enforcing parking restrictions for its on and off-street parking facilities (e.g. time limits, permit systems, reserved spaces) and paid parking areas including ongoing monitoring of parking activity.
- Provision – Council's involvement in developing on- and off-street space to provide for car parking (activities range from allocating kerbside space for car parking, developing stand-alone buildings for car parking, or providing off-street car parks at Council facilities).
- Planning – Council's involvement in making land-use planning policy that impacts on parking including setting on-site car parking rates accompanying property development and a broader suite of transport policies that can impact on levels of car use and parking demand.
- Advocacy – Council activities in influencing and collaborating with other organisations to effect parking outcomes (e.g. working with shopping centres, hospitals and universities on parking issues).

**Figure 2: Parking Strategy Framework**

The overall approach to managing, providing, planning and advocating for parking is further explained at Appendix A and provides the basis for the development of a car parking policy.

### 5.3. Principles

The following six principles are foundations for the strategies and actions identified:

- **Fairness:** parking policy and management tools will be implemented with transparent processes. Parking will be allocated fairly and enforcement of parking rules will not impose undue costs to users.
- **Access for all:** car parking will facilitate access to places and people for Brimbank’s community and will meet the needs of people with special access requirements.
- **Affordability:** car parking will be provided in an efficient and cost-effective manner that represents best value to Council.
- **Management first:** existing car parking assets and resources will be managed to improve efficiency before increasing provision.
- **Sustainability:** parking policy will support a shift to sustainable travel modes and minimise the environmental impact of cars and car parking facilities.



- Quality urban places: the location, configuration and design of car parking facilities will contribute to attractive, safe and socially and economically vibrant streets and neighbourhoods, and respect local heritage.

## 6. Parking in activity centres

### 6.1. Issues

Brimbank's activity centres are well serviced by public transport and enjoy a rich mix of jobs, retail, community services and recreation facilities, and less car dependant lifestyles are becoming more viable and attractive. Ensuring that residents and workers can access these services is consistent with Council's commitment to promoting economic development, improving the amenity and functionality of our activity centres and encouraging sustainable transport.

#### **On-street parking in activity centres:**

Kerbside space is shared by a range of people with different needs in Brimbank's activity centres. It can provide pick up and drop off space, conveniently located on-street parking, space for deliveries, room for riding bikes, or space for expanded footpaths and streetscaping. An ongoing issue for Brimbank is maintaining fair access to those with the greatest need while delivering the highest value to the broader community.

Competition for well-located on-street spaces sometimes means people with a genuine need for convenient and highly accessible parking, including people with a disability, do not have access to parking that meets their needs. Meanwhile, on and off-street parking within a reasonable walking distance to a main street is often available. Parking needs to be managed to ensure demand is efficiently distributed throughout activity centres, and safe, comfortable and inviting walking environments are needed for people to feel comfortable parking a short walk from their destination.

#### **Public off-street parking in activity centres:**

Brimbank City Council provides parking in several off-street facilities in activity centres to help facilitate access for the community. These facilities are mostly surface car parks that spread car parking spaces across large activity centre sites. Car parking, particularly in this configuration, is expensive to provide, uses large areas of high value land that could otherwise be used for infill residential or commercial development, and contributes to disconnected urban forms that increase walking distances and contribute to uninviting places for people to walk, stop and stay. Furthermore, large surface car parks provide a significant amount of parking in poorly accessible locations that are unsafe and poorly activated at night. As our activity centres develop, Brimbank's large surface car parks will create a barrier to quality, well-located development close to public transport, shops, employment and community services.

Our municipality's prevailing suburban form and the region's disadvantaged access to public transport means many people will continue to rely on publicly available parking in activity centres, however, this public parking should be consolidated in a small number of well-designed, well-located and accessible stand-alone facilities that will minimise impacts on the public realm and release high value sites for use as public open space, housing, or commercial development.

#### **On-site parking provision in new development:**

On-site parking requirements for new development are designed to ensure all new development caters to expected parking demands with parking facilities located on the property. These minimum parking requirements can, however, have unintended negative consequences on quality urban design outcomes, development viability and property affordability, particularly in activity centres. Minimum parking requirements for development can result in people paying for parking they do not need, can impact on the commercial viability of development or changes of land use and contribute to Brimbank's expansive surface car parks, making our activity centres less walkable places.

For these reasons, we need to make sure Brimbank has fair requirements for the provision of parking that ensure parking is available for those who need it, without unduly impacting those who do not, or the quality of our town centres, main streets and public spaces.

## 6.2. Objectives

Council's management of on and off-street parking public and private parking in activity centre is guided by the following objectives:

- Objective 1A: Parking is readily available and well-located for those who need and value it most.

The provision of on and off-street car parking by Council in activity centres aims to ensure:

- Objective 1B: Parking supply is well-designed and efficiently utilised

Council's role in influencing on-site parking requirements for new development in activity centres through land-use planning will be guided by the following objectives:

- Objective 1C: The land footprint devoted to parking reduces over time as development increases and consolidation occurs.
- Objective 1D: On-site parking accompanying development is provided at a level that does not incentivise car use, and promotes quality development and urban amenity
- Objective 1E: People need to park less often as they increasingly use sustainable transport modes rather than cars.

## 6.3. Strategies and actions

Council will pursue the following strategies and actions for addressing the identified issues and achieving the objectives related to parking in activity centres:

**Table 3: Strategies and actions - parking in activity centres:**

Council function	Strategy	Actions
Manage	Use a full range of demand management tools including time limits, pricing and special purpose parking zones to allocate parking to high priority users and ensure efficient utilisation	<p>1.1 Develop and implement Parking Management Plans for activity centres (with first priority to Sunshine and St Albans) that apply parking controls in a way that is consistent with the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management Tools (See Appendices A and B).</p> <p>1.2 Develop a Priced Parking Policy to guide the</p>

		implementation of pricing structures, payment systems, and Council's use of revenue.
	Enforce parking controls to manage demand	1.3 Develop and follow a Parking Enforcement Plan to guide staffing requirements, enforcement procedures, use of technology, and selection of priority locations for enforcement.
	Monitor parking demand	1.4 Develop and implement a Parking Monitoring Plan to detail an ongoing parking monitoring programme for the municipality that includes regular monitoring of demand at activity centres.
Provide	Use technology and communications to improve the management of car parking	1.5 Investigate options to procure parking technology systems to aid monitoring, enforcement and user information for parking.
	Consolidate existing supply of car parking	1.6 Undertake further strategic work to identify existing parking facilities that should be re-purposed, suitable locations for consolidated public parking, and the size of new consolidated facilities.
	Provide well-designed on- and off-street parking facilities	1.7 Develop a Parking Facilities Design Guide detailing how green infrastructure, water sensitive urban design, respect for heritage, and crime prevention through environmental design can be incorporated into the design of parking for different street types and for off-street parking facilities.
Plan	Develop an Integrated Transport Strategy for Brimbank	1.8 Continue to advocate for State Government to undertake an Integrated Transport Strategy for Melbourne's west, including sufficient detail to enable integrated transport planning at the Brimbank local municipal level.
	Support the development of well-designed car parks which contribute to environmental sustainability, sense of place and perceptions of community safety	See Action 1.7.
	Manage, provide, plan and	1.9 Develop a car parking policy to guide Council's

	advocate for parking from a policy basis	approach to managing, providing, planning and advocating for parking. Refer to Appendix A as the basis for the policy.
	Introduce revised car parking rates into the Brimbank Planning Scheme	<p>1.10 Undertake further strategic work to identify reduced parking rates for new development in activity centres and the geographic extent of applicable parking overlays.</p> <p>1.11 Following strategic work, prepare a planning scheme amendment to incorporate a Parking Overlay into the Brimbank Planning Scheme, with a focus on locations with strong access to public transport and local services.</p>
	Monitor transport technology changes and implications for car parking	1.12 Monitor uptake of electric vehicles and consider introducing requirements for electric vehicle charging infrastructure as part of Planning Scheme on-site parking requirements.
	Require the preparation of a Green Travel Plans for major developments to provide a plan for demand for workers and visitors will be met in a sustainable and efficient way	1.13 Continue to require the preparation of a Green Travel Plan by a suitably qualified professional for development in accordance with the newly introduced provisions in the Brimbank Planning Scheme.
Advocate	Collaborate with major private parking property owners to encourage desired parking outcomes	<p>1.14 Encourage the shared use of private off-street car parks between multiple user groups.</p> <p>1.15 Continue to engage with developers during the planning application process to encourage desired parking outcomes.</p>
	Advocate to the State Government to improve public transport connections.	<p>1.16 Encourage the State Government to provide high frequency, integrated bus networks to all areas of Brimbank.</p> <p>1.17 Continue to work with key stakeholders and property owners in the Sydenham Town Centre and surrounding area to address commuter parking and car parking generally.</p>

## 7. Parking in residential areas

### 7.1. Issues

#### **On-street parking in residential areas:**

Council is the provider and manager of on-street car parking in residential areas of the municipality. The majority of Brimbank's housing stock has access to off-street car parking in the form of a driveway, garage or car park. There are, however, some areas of the municipality where dwellings do not have off-street car parks or where the available off-street car parking supply does not match the needs of residents.

Council receives regular feedback from residents about parking in their street. Such feedback often relates to a perceived lack of parking, instances of illegal parking, and perceived safety issues. As in much of Metropolitan Melbourne, there is limited systematic monitoring of parking issues in residential areas and little data available about the extent of problems. There is anecdotal evidence that in some locations parking demand 'overspills' on to residential streets.

There are four key issues relating to residential on-street car parking to consider in Brimbank:

- There is an expectation from many residents that Council should supply and manage on-street parking such that residents can park and store private vehicles on their street.
- Some residents perceive a reduction in convenience, safety or amenity when on-street parking is highly utilised on their street.
- There is a common community perception that higher density housing generally undersupplies parking and the resulting excess demand spills on to local streets (this highlights interaction between on-site parking requirements and on-street parking management).
- As in much of Metropolitan Melbourne, there is limited systematic monitoring of parking issues in residential areas and little data available about the extent of problems.

#### **On-site car parking provision in new residential development:**

As identified above there is an interaction between on-site car parking provision and residential on-street parking management.

There is a need to carefully balance providing enough on-site car parking for new development while not oversupplying on-site car parking. Providing too little on-site car parking may generate an unacceptable demand for on-street car parking while providing too much can increase the cost of housing development and incentivise car use.

Within all Victorian Planning Schemes, the requirement for car parking is set out in Clause 52.06. This state-level clause sets out the standards and rates for provision and design of car parking for different land uses in each municipality within the state of Victoria.

Due to the car parking provision being linked to state-level policy, issues arising from car parking at a local level are in many ways directly linked to the overarching standardised car parking framework that is governed at state-level.

Some key issues associated with car parking requirements being enforced at a state level include:

- Minimum parking requirements set out under Clause 52.06 are particularly high against comparable interstate and international contexts
- Minimum parking rates add to costs of development, potentially impacting on housing affordability
- Minimum rates can incentivise car ownership and work against sustainable transport goals
- On-site rates are designed to reduce problems with on-street parking. On-site and on-street management needs to be conducted in tandem.
- Only 50% of Melbourne municipalities have introduced parking overlays into their planning schemes. This could be because behavioural change associated with transport modal shift takes time and there is still a strong perception about the preference for individual car based travel.

## 7.2. Objectives

Council's management of on-street parking in residential areas is guided by the following objective:

- Objective 2A: On-street parking is efficiently utilised and, where scarce, is actively managed to prioritise the needs of residents

The provision of on-street car parking by Council in residential areas aims to ensure:

- Objective 2B: On-street parking provision is designed to contribute to safe, high-amenity urban streets

Council's role in influencing on-site parking requirements for new development through land-use planning will be guided by the following objectives:

- Objective 2C: On-site parking accompanying new development is provided at a level that meets the diverse needs of residents.
- Objective 2D: New development is accompanied by less parking facilities because people are using sustainable transport more where available.

## 7.3. Strategies and actions

Council will pursue the following strategies and actions for addressing the identified issues and achieving the objectives related to parking in residential areas:

**Table 4: Strategies and actions - parking in residential areas**

<b>Council function</b>	<b>Strategy</b>	<b>Actions</b>
Manage	Use demand management tools including time limits, residential parking permits and special purpose parking zones to allocate parking to high priority users and ensure efficient utilisation	<p>2.1 Use the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B) to guide application of parking controls and respond to residential complaints about parking issues.</p> <p>2.2 Develop and implement a Residential Parking Permit Policy to guide delivery of the Residential Parking Permit Scheme.</p>
	Enforce areas where parking controls and residential permit schemes are in place to manage demand	See Action 1.3.
Provide	Provide well-designed on-street parking facilities	See Action 1.7.
Plan	Review car parking rates for residential land uses in the Brimbank Planning Scheme	<p>2.3 Undertake further strategic work to identify appropriate residential parking rates for new development and applicable overlay locations (likely areas zoned for higher intensity development)</p> <p>2.4 Following strategic work, prepare a planning scheme amendment to incorporate a Parking Overlay into the Brimbank Planning Scheme, with a focus on locations with strong access to public transport and local services.</p>
	Direct higher intensity residential development within easy walking distance of public transport services, employment, educational facilities and activity centres.	2.5 Encourage greater residential densities in master planned infill and renewal sites within Brimbank in accordance with the Brimbank Housing Strategy.
	Encourage the 'unbundling' of car parking from dwellings in large developments.	2.6 Consider the development of multi-unit developments with car parking layouts which enable car spaces to be leased or sold separately to dwellings in large developments.

Council function	Strategy	Actions
	Require the preparation of a Green Travel Plans for all developments of three or more units to provide a plan for how transport needs of new residents will be met in a sustainable and efficient way	See Action 1.12
	Monitor transport technology changes and implications for car parking	See Action 1.11.
	Manage demand for car parking at in residential areas by encouraging uptake of active transport alternatives.	2.7 Improve the quality of walking and cycling infrastructure in targeted locations in accordance with the Brimbank Cycling and Walking Strategy.
Advocate	Encourage the provision of car share schemes within residential areas of Brimbank to enable the adoption of car-free lifestyles	<p>2.8 Develop a Car Share policy to provide certainty to car share operators and manage the orderly provision of car share services in Brimbank</p> <p>2.8 Engage with car share providers to encourage their entry into Brimbank.</p> <p>2.10 Support the conversion of Council managed kerbside and off-street spaces to car share pods.</p> <p>2.11 Engage with developers through the planning application process and encourage developers to provide car share spaces.</p>
	Advocate to the State Government to improve public transport connections.	See Action 1.15



## 8. Parking around out-of-centre transport demand generators

### 8.1. Issues

While many major transport demand generators such as schools, shopping centres, recreational centres and hospitals are located within activity centres, Brimbank also has several areas outside of activity centres that attract major parking demands. Key locations where competition for public on-street parking can cause issues include:

- Hospitals - where high levels of parking demand spill-over from off-street to on-street facilities for both long-stay staff parking and short-stay visitor parking (particularly around Sunshine Hospital)
- Industrial areas - with high worker demand for on-street long-stay parking
- Places of worship - particularly in industrial areas that are poorly serviced by public transport and with limited off-street parking. On special event days, parking demands can negatively impact neighbouring areas (e.g. parked cars encroaching on driveways and other access points)
- Universities - where high levels of parking demand spill-over from off-street to on-street facilities (e.g. around Victoria University, St Albans and Sunshine campuses)
- Schools - with high peak-period demand for pick-up and drop-off space at kerbsides
- Other community facilities - including community centres, leisure centres, libraries and sporting venues (e.g. peak period demands around sports fields).

Key conflicts between parking user groups in these locations where a major transport demand generator is adjacent to a predominantly residential area include tensions between accommodating parking needs of residents and those of visitors, workers or students. Within industrial areas there can be conflicts between accommodating the parking needs of workers and those of other types of users (e.g. visitors to places of worship or recreational facilities). There is limited data available that quantifies the magnitude of these problems although Council regularly receives complaints about such issues.

### 8.2. Objectives

Around major transport demand generators that are located outside of activity centres, Council's management of parking assets aims to ensure:

- Objective 3A: Demand for on-street parking minimises undue negative impacts on local residents
- Objective 3B: On and off-street parking facilities are efficiently utilised with sharing across multiple user groups.

With regard to Council's role in providing off-street parking facilities at these locations (e.g. off-street parking at Council-managed recreational or cultural facilities) Council aims that:

- Objective 3C: On-site parking accompanying new development is provided at a level that meets the diverse needs of residents.

Council's planning functions with respect to influencing the location of major transport demand generators is guided by the following objective:

- Objective 3D: Parking problems at out-of-centre locations reduce because major transport generators are increasingly serviced by improved active and public transport, and future transport generators are focused in locations with high levels of multi-modal accessibility.

### 8.3. Strategies and actions

Council will pursue the following strategies and actions for addressing the identified issues and achieving the objectives related to parking around out-of-centre transport demand generators:

**Table 5: Strategies and actions - parking around out-of-centre transport demand generators**

Council function	Strategy	Actions
Manage	Use demand management tools including time limits, parking permits and special purpose parking zones to allocate parking to high priority users and ensure efficient utilisation	<p>3.1 Identify out-of-centre locations with on-street parking problems and monitor parking activity.</p> <p>3.2 Develop Parking Management Plans for areas with most severe problems that applies parking controls consistent with the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B)</p> <p>3.3 Use the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B) to guide responses to residential complaints about parking issues.</p>
	Enforce areas where parking controls and permit schemes are in place to manage demand.	See Action 1.3.
Provide	Ensure existing and new off-street parking for Council-managed facilities is well-designed, that the level of supply is not excessive and that facilities are actively managed.	<p>See Action 1.4. Ensure monitoring programme includes Council-owned off-street car parks at out-of-centre locations.</p> <p>See Action 1.7. Ensure design guidance applicable for new off-street Council car parks.</p>
Plan	Direct major transport demand generating land uses to areas with high levels of public transport accessibility.	3.4 Continue to discourage the development of intensive land uses in locations with poor access to public transport and outside activity centres, through the Planning Scheme and development approvals process.

		3.5 Encourage development of behaviour change programs (walking school buses, green travel plans, etc.) for existing demand generators in out-of-centre areas.
	Require the preparation of a Green Travel Plans for major developments to provide a plan for demand for workers and visitors will be met in a sustainable and efficient way	See action 1.12
	Manage demand for car parking in out-of-centre demand generators by encouraging uptake of active transport alternatives.	3.6 Improve the quality of walking and cycling infrastructure in targeted locations in accordance with the Brimbank Cycling and Walking Strategy 2016.
Advocate	Collaborate with major transport demand generating organisations to encourage appropriate parking management.	3.7 Advocate for improved parking management at the growing Sunshine Health, Wellbeing and Education Precinct.
	Advocate to the State Government to improve public transport connections.	See action 1.15

## 9. Parking around railway stations

### 9.1. Issues

Demand for parking at railway stations is understandably very high across Brimbank, and Council receives a significant amount of feedback from the community that parking at stations does not meet demand and is over spilling into surrounding residential streets, with commuters from outside the area 'rat-running' local streets. Available data on how people access Brimbank's six railway stations finds that on an average weekday approximately 9,700 people access stations by car (either by 'parking and riding' or being dropped off), while around 15,000 people access the stations by walking, bus or cycling (PTV, 2012).

The typical experience at stations around Brimbank and Greater Melbourne is that parking facilities are exhausted by commuter demand very early in the morning (e.g. before 7am). This presents an equity issue as station car parks effectively only service people who can travel early, which excludes, for example, parents travelling after dropping children at school/childcare and people with later working hours. The car parks therefore provide very little utility for accessing transit throughout the day, and moreover, create a significant barrier to active travel by separating the station from activated surrounding land uses.

The conventional approach in the past has been to progressively upscale car park facilities to cater to increasing demand. An example of this is the recent establishment by the Victorian Government of the \$150 million 'Car Parks for Commuters Fund', and the announced intention to provide 579 parking spaces at Watergardens Train Station. The greater opportunity, however, is to repurpose existing car parks for higher-value land uses such as commercial or residential buildings that provide homes or jobs in locations with excellent transit accessibility, reducing use of cars.

In the absence of any state government policy to support consistent decision making and management of station parking sites, Council remains limited in realising opportunities for developing and repurposing these sites for alternative uses.

In this sense, station parking represents a significant opportunity cost, and is not the most efficient or cost-effective way to maximise the number of people who have access to transit. Enabling infill medium or high-density development within walkable catchments to high-quality transit can provide more equitable transit access to more people, while contributing to more active and vibrant town centres. Maintaining car access to stations will remain important, particularly for people living in areas poorly served by public transport. Improved bus connectivity to stations can help address this and it is important to note that while park and ride access to stations is important, even today walking is a more common access mode than driving.

Opportunities for 'cheap and easy' provision of parking around stations in Brimbank have largely been exploited and increasing supply around stations will be expensive.

#### Objectives

With regard to Council's broader role in providing active transport infrastructure and position to advocate to State Government agencies to provide active transport infrastructure and public transport services, Council aims that:

- People increasingly access railway stations by sustainable modes, reducing demands for parking

- Land with high levels of public transport accessibility around railway stations is increasingly used for higher density development rather than car parking.

In residential streets surrounding railway stations, Council's management of parking assets aims to ensure:

- Demands for on-street parking around railway stations minimise negative impacts on local residents

## 9.2. Strategies and actions

Council will pursue the following strategies and actions for addressing the identified issues and achieving the objectives related to parking around the municipality's railway stations. While Council has control of on-street parking in the vicinity of railway stations, off-street park and ride facilities are generally controlled by State government agencies (e.g. VicTrack) and Council actions in relation to management of these facilities is limited to advocacy.

**Table 6: Strategies and actions – public parking at railway stations:**

Council function	Strategy	Actions
Manage	Manage the negative impact of commuter parking on residents.	<p>4.1 Use the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B) to guide responses to residential complaints about parking issues and the application of on-street controls.</p> <p>4.2 Review allocation of on-street parking space within walking catchments of railway stations in residential areas and apply relevant parking controls consistent with the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B).</p>
	Enforce areas where parking controls and permit schemes are in place to manage demand.	See Action 1.3.
Provide	Provide well-designed on-street parking facilities	See Action 1.7.
Plan	Manage demand for car parking at railway stations by encouraging active transport alternatives to park-and-ride for people using railway stations.	4.3 Improve the quality of walking and cycling infrastructure within walking and cycling catchments of railway stations in accordance with Brimbank Cycling and Walking Strategy 2016.
	Anticipate and facilitate the introduction of new	4.4 Prepare for autonomous vehicles and other disruptive technology through periodic reviews to this

	transport services enabled by emerging technologies	strategy.
Advocate	Encourage the State Government to consolidate park-and-ride car parking at railway stations	<p>4.5 Encourage State Government to consolidate existing surface level car parks into centralised multi-level car parks which improve the space efficiency of car parking and minimise the negative impacts of car parking on amenity.</p> <p>4.6 Discourage the development of new park-and-ride facilities in well serviced major activity centre sites.</p> <p>Consider supporting park and ride facilities at select suburban train stations.</p> <p>4.7 Encourage infill residential development of key town centre sites close to train stations, including existing car parking facilities.</p>
	Encourage the State Government to provide alternatives to park-and-ride access to railway stations	<p>4.8 Advocate for sufficient bicycle parking facilities to be provided at railway stations.</p> <p>4.9 Advocate for improved public transport connections to railway stations particularly feeder bus services during peak times.</p> <p>4.10 Advocate for park and ride facilities to be located on marginal land further from railway stations and higher order land uses rather than immediately adjacent to stations.</p>
	Encourage State Government develop a car parking strategy to provide a policy basis to manage demand	<p>4.11 Advocate to State Government for the for the preparation of a car parking strategy for metropolitan railway station car parks to adequately recognise the cost of providing car parking and to provide an incentive for users to adopt other transport modes.</p>

## 10. Implementing actions

The implementation of this Strategy's actions will be programmed over the short (1-2 years), medium (2-5 years), and long term (5+ years). Indicative resourcing costs have been identified of Low (\$0 to \$50,000), Medium (\$50,000 to \$100,000) and High (\$100 to \$250,000+) for all actions; however, costing will also be informed by whether the work is undertaken by Council Officers, or externally by a consultant. The cost of implementing actions that requires budget will be subject to Council budget process. Lead Council departments have been identified for actions but collaboration between multiple departments will be necessary for many actions.

All actions will be subject to resources being made available through Council's annual capital works and operational budget process. Some actions occur on an ongoing basis through the life of the Strategy and have been identified as business as usual (BAU).

**Table 7: Implementation plan**

Council function	Actions	Timeframe	Cost	Responsibility
<b>Parking in activity centres</b>				
Manage	1.1 Develop and implement Parking Management Plans for activity centres (with first priority to Sunshine and St Albans) that apply parking controls in a way that is consistent with the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management Tools (See Appendices A and B).	S	H	Engineering Services
	1.2 Develop a Priced Parking Policy to guide the implementation of pricing structures, payment systems, and Council's use of revenue.	L	M	Engineering Services
	1.3 Develop and follow a Parking Enforcement Plan to guide staffing requirements, enforcement procedures, use of technology, and selection of priority locations for enforcement.	S	H	City Compliance
Provide	1.5 Investigate options to procure parking technology systems to aid monitoring, enforcement and user information for parking.	S	H	Asset & Property Services / City Compliance
	1.6 Undertake further strategic work to identify existing parking facilities that should be re-purposed, suitable locations for consolidated public parking, and the size of new consolidated facilities.	M	H	Asset & Property Services

Plan	1.7 Develop a Parking Facilities Design Guide detailing how green infrastructure, water sensitive urban design, respect for heritage, and crime prevention through environmental design can be incorporated into the design of parking for different street types and for off-street parking facilities.	S	M	Urban Design
	1.8 Continue to advocate for State Government to prepare an Integrated Transport Strategy for Melbourne's west, including sufficient detail to enable integrated transport planning at the Brimbank local municipal level to guide the planning of all transport modes to meet the visions and aspirations of Council and the community.	S	M	Engineering Services
	1.9 Develop a car parking policy to guide Council's approach to managing, providing, planning and advocating for parking. Refer to Appendix A as the basis for the policy.	S	L	Engineering Services
	1.10 Undertake further strategic work to identify reduced parking rates for new development in activity centres.	S	M	City Strategy
	1.11 Following strategic work, prepare a planning scheme amendment to incorporate a Parking Overlay into the Brimbank Planning Scheme, with a focus on locations with strong access to public transport and local services.	S	M	City Strategy
	1.12 Monitor uptake of electric vehicles and alternative technology and consider introducing requirements for electric vehicle charging infrastructure as part of an amendment to the Brimbank Planning Scheme for on-site parking requirements.	M	L	Environment / City Strategy
Advocate	1.13 Continue to require the preparation of a Green Travel Plan by a suitably qualified professional for development in Brimbank in accordance with the Brimbank Planning Scheme.	BAU	L	City Planning
	1.14 Encourage the shared use of private off-street car parks between multiple user groups.	BAU	L	City Compliance
	1.15 Engage with developers during the planning application process to encourage desired parking outcomes.	BAU	L	City Planning
	1.16 Encourage the State Government to provide high frequency, integrated bus networks to all areas of Brimbank.	S	L	Engineering Services



	1.17 Continue to work with key stakeholders and property owners in the Sydenham Town Centre and surrounds to address commuter parking and car parking generally.	M	L	Engineering Services
<b>Parking in residential areas</b>				
Manage	2.1 Use the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management Tools (See Appendices A and B) to guide application of parking controls and respond to residential complaints about parking issues.	S	L	Engineering Services
	2.2 Develop and implement a Residential Parking Permit Policy to guide delivery of the Residential Parking Permit Scheme.	S	L	Engineering Services / City Compliance
Plan	2.3 Undertake further strategic work to identify appropriate residential parking rates for new development and applicable overlay locations (likely areas zoned for higher density development)	L	M	City Strategy
	2.4 Following strategic work, prepare a planning scheme amendment to incorporate a Parking Overlay into the Brimbank Planning Scheme, with a focus on locations with strong access to public transport and local services.	L	M	City Strategy
	2.5 Encourage greater residential densities in master planned infill and renewal sites within Brimbank.	BAU	L	City Strategy / City Planning
	2.6 Consider the development of multi-unit developments with car parking layouts which enable car spaces to be leased or sold separately to dwellings in large developments through negotiations with developers.	BAU	L	City Planning
	2.7 Continue to require the preparation of a Green Travel Plan by a suitably qualified professional for all new developments in accordance with the Brimbank Planning Scheme.	BAU	L	City Planning
	2.8 Improve the quality of walking and cycling infrastructure in targeted locations in accordance with the Brimbank Walking and Cycling Strategy.	BAU	H	Urban Design
Advocate	2.10 Develop a Car Share policy to provide certainty to car share operators and manage the orderly provision of car share services in Brimbank	M	L	Engineering Services
	2.11 Engage with car share providers to encourage their entry into Brimbank.	M	L	Engineering Services

	2.12 Consider the conversion of Council managed kerbside and off-street spaces to car share spaces.	M	L	Engineering Services
	2.13 Engage with developers through the planning application process and encourage provision of car share spaces.	BAU	L	City Planning
<b>Parking around out-of-centre transport demand generators</b>				
Manage	3.1 Identify out-of-centre locations with on-street parking problems and monitor parking activity.	M	M	Engineering Services / City Compliance
	3.2 Develop a Parking Management Framework to inform Council's approach to areas with most severe problems that applies parking controls consistent with the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B)	S	H	Engineering Services
	3.3 Use the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B) to guide responses to residential complaints about parking issues.	S	L	Engineering Services
Plan	3.4 Continue to discourage the development of intensive land uses in locations with poor access to public transport and outside activity centres, through the Planning Scheme and development approvals process.	BAU	L	City Planning / City Strategy
	3.5 Encourage development of behaviour change programs (walking school buses, green travel plans, etc.) for existing demand generators in out-of-centre areas.	BAU	L	Environment
	3.6 Improve the quality of walking and cycling infrastructure in targeted locations in accordance with the Brimbank Walking and Cycling Strategy.	BAU	H	Urban Design
Advocate	3.7 Advocate for improved parking management at the growing Sunshine Health, Wellbeing and Education Precinct	M	M	City Compliance
	3.8 Review car parking rates in the Sunshine Health, Wellbeing and Education Precinct.	M	M	City Strategy
<b>Parking around railway stations</b>				
Manage	4.1 Use the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B) to guide responses to residential complaints about parking issues and the application of on-street controls.	S	M	Engineering Services

Plan	4.2 Review allocation of on-street parking space within walking catchments of railway stations in residential areas and apply relevant parking controls consistent with the Hierarchy of Priority Users and Guidance on Use of Parking Demand Management (See Appendices A and B).	S	M	Engineering Services
	4.3 Improve the quality of walking and cycling infrastructure within walking and cycling catchments of railway stations in accordance with Cycling and Walking Strategy.	BAU	H	Urban Design
	4.4 Prepare for autonomous vehicles and other disruptive technology to inform future review of this Strategy.	L	L	Environment
Advocate	4.5 Encourage State Government to consolidate existing surface level car parks into centralised multi-level car parks which improve the space efficiency of car parking and minimise the negative impacts of car parking on amenity.	BAU	L	City Strategy / Engineering Services
	4.6 Encourage the development of new park-and-ride facilities in suburban train stations outside of activity centres.	BAU	L	City Strategy / Engineering Services
	4.7 Encourage infill residential development of key town centre sites close to train stations, including existing car parking facilities.	BAU	L	City Strategy / City Planning
	4.8 Advocate for sufficient bicycle parking at railway stations.	BAU	L	Urban Design
	4.9 Advocate for improved public transport connections to railway stations particularly feeder bus services during peak times.	S	L	Engineering Services
	4.10 Advocate for park and ride facilities to be located on marginal land further from railway stations and higher order land uses rather than immediately adjacent to stations.	S	L	City Strategy / Engineering Services
	4.11 Advocate to State Government for the preparation of a car parking strategy for metropolitan railway station carparks to adequately recognise the cost of providing car parking and to provide an incentive for users to adopt other transport modes.	S	L	Engineering Services

## **Appendix A    Overall approach to managing, providing, planning and advocating for parking**

## A.1 Overall approach to managing, providing, planning and advocating for parking

The framework for the Strategy actions is organised around two dimensions:

1. The key land-use contexts within which car parking issues are relevant in Brimbank (activity centres, residential areas, out-of-centre transport demand generators and railway stations)
2. The key parking functions with which Brimbank City Council is involved (parking management, provision, planning and advocacy).

Within this Strategy document, the actions are organised by the four land-use contexts, reflecting the specific types of actions required to address the distinct parking challenges and objectives for each context.

Across all these contexts there is a common overall Council approach to managing, providing, planning and advocating for parking that is consistent with the principles outlined above. This overall approach across the four functions is detailed in Table .

**Table 8: Overall approach to managing, providing, planning and advocating for parking**

Council parking function	Overall approach
<b>Manage</b>	<p>Council will allocate and manage its on- and off-street carparks to accommodate the needs of users with the most important need for parking. Council will use its <b>Hierarchy of Parking Users</b> to guide the allocation and management of parking spaces to accommodate different user groups in various contexts across Brimbank (see Appendix B).</p> <p>Council will actively use a full range of tools to manage parking demand including time restrictions, reserved parking spaces, priced parking and permit systems. Council will use its <b>Guidance on Use of Parking Demand Management Controls</b> to guide the appropriate application of tools to various contexts across Brimbank (see Appendix C).</p> <p>Council will regularly monitor parking activity at its facilities and will change its management regime in response to changing demand and changing needs.</p> <p>Council will actively enforce its parking demand management system in a fair and transparent manner.</p>

<b>Provide</b>	<p>Council will make decisions on the level of on- and off-street public parking provided at various locations with reference to the Parking Strategy's six principles. In making decisions on how much parking to provide, Council will consider the potential for more rigorous demand management to reduce the need for increased supply, the trade-offs between providing ample parking to enable access and achieving sustainable transport mode shift, quality urban places and value for money for Council investment.</p> <p>Council will develop on- and off-street parking facilities that are well-designed to support quality urban places and environmental sustainability and that represent value for money for Council.</p> <p>Council will encourage shared use of public parking facilities to maximise use of facilities that may ultimately result in less overall parking congestion.</p> <p>Council will integrate appropriate technologies with its parking facilities to support improved parking management and information for users.</p>
<b>Plan</b>	<p>Council will make decisions about on-site car parking rates accompanying property development with reference to the Parking Strategy's six principles.</p> <p>Council recognises that while on-site parking rates are intended to manage increased parking demands accompanying development, they can have unintentional negative impact on goals for mode shift to sustainable transport, high-quality urban places and the viability and cost of property development.</p> <p>Council will consider how its broader suite of transport and land-use policies impact on levels of car use and accompanying demand for parking.</p>
<b>Advocate</b>	<p>Council will collaborate with interested organisations to influence parking outcomes, particularly related to publicly available parking on private or State government land (e.g. around shopping centres, hospitals universities, railway stations).</p>

## **Appendix B    Guidance on allocating Council-managed public parking spaces: hierarchy of priority users**

## B.1 Purpose

This guidance provides supplementary information for the strategies identified for Council management of public parking spaces as detailed in Sections 6 - 0. It details the Hierarchy of users for public parking spaces referenced under several actions for managing parking.

This hierarchy is designed to guide Council decision-making on allocation of parking space and accompanying application of relevant management tools, assuming Council decisions have confirmed that the subject on- or off-street space should be dedicated to parking functions. Higher order decisions on whether particular areas of street kerbside space or public land should be allocated to parking functions rather than other transport or land-use functions involve a wider range of considerations. For on-street kerbside space allocation and the priority of parking relative to other uses, considerations should include:

- Property access
- Road safety
- Street function and relative priority of movement or place functions
- Street frontage and surrounding land use
- Street function within multi-modal networks (e.g. is the street a priority cycling or bus route?).

Public parking space can be a scarce and valuable commodity, particularly in areas of high parking demand such as around activity centres or railway stations. Council management of its public parking assets will seek to prioritise the allocation of this space to the users with the most important needs in a way that is consistent with the principles and objectives of this Parking Strategy.

## B.2 Parking user groups

Table identifies key user groups or parking functions relevant to public parking spaces in Brimbank. It also identifies typical parking management approaches for accommodating each of these user groups.

**Table 9: Types of parking users/ functions and typical parking management approaches to accommodate user group for public parking spaces**

User or function	Typical parking management approach to accommodate user group/ function for public parking spaces
<b>Drop-off/ pick-up</b>	Reserved spaces for taxis, ride-share, private vehicle drop-off and pick-up of passengers immediately adjacent to key transport demand generators (e.g. around schools, at the entrance to shopping centres)
<b>Delivery and service vehicle loading</b>	Reserved loading zones for delivery of goods



<b>Disability permit holders</b>	Reserved spaces for disability permit holders located immediately adjacent to key transport demand generators
<b>Car share</b>	Reserved spaces for car share vehicles
<b>Short-stay customer and visitor parking</b>	Timed or priced parking for short-stay (less than 1 hour) parking for customers or visitors
<b>Medium-stay customer parking</b>	Timed or priced parking for short-stay (1-4 hours) parking for customers or visitors
<b>Long-stay customer and visitor parking</b>	Unrestricted parking for customers or visitors
<b>Employee parking</b>	Unrestricted or permitted parking for long-term local employee use
<b>Resident parking</b>	Unrestricted or permitted parking for long-term local resident use
<b>Commuter parking</b>	Unrestricted or permitted parking for long-term park and ride use

### B.3 Hierarchy of priority parking users

Council decisions on the relative priority of accommodating the needs of these various user groups and accompanying spatial application of relevant management tools will be based on the Hierarchy of priority users as detailed in Table .

The relative priority of various groups depends on the land-use context and Table provides guidance on a distinct hierarchy for the four key land-use contexts that organise the Parking Strategy. For example, the highest priority should be given to accommodating the needs of residents in residential contexts, while in activity centres other users should be prioritised first in allocating spaces.

In practice, Council will use this hierarchy by first considering the needs of the user group/ function at the top of the list and allocating an appropriate level of space at an appropriate location to meet those needs. Spaces will then be progressively allocated to other users in the order outlined for the relevant context. For example, on an activity centre street, decision-making on allocation of space available for parking functions will consider in the following order working progressively through the prioritised list of user groups:


1. Appropriate locations and number of spaces needed for safe and convenient pick-up and drop off space for taxis, rideshare and other passenger pick-up drop-offs
2. Appropriate locations and number of spaces for loading zones
3. Appropriate locations and number of spaces reserved for disability permit holders
4. Allocate remaining spaces to short term customer and visitor parking
5. Allocate remaining spaces to medium-stay parking

6. Allocate remaining spaces to car share spaces

7. Allocate remaining spaces to resident parking.

This means that not every user group will necessarily be deliberately accommodated for at every location or that higher priority user groups are allocated the most spaces within a parking precinct, only that the relevant needs of higher priority users are considered first before allocating spaces to lower priority users. For example, at Council managed on-street parking around railway stations, commuter 'park and ride' parking may be the predominant use. Nevertheless, the needs of other users should be considered first in allocating and managing parking spaces at these locations, with spaces remaining after other uses have been appropriately accommodated provided for commuter parking.

**Table 10: Hierarchy of priority users for public parking space**

Priority/ Land-use context	Activity Centres		Residential areas	Around out-of-centre transport demand generators	Around railway stations
	On-street	Off-street	On-street	On and off-street	On-street*
<b>Accommodate these user's needs/ functions first</b> 	Drop-off/ pick-up	Disability permit holders	Resident parking	Drop-off/ pick-up	Drop-off/ pick-up
	Delivery and service vehicle loading	Drop-off/ pick-up	Disability permit holders	Disability permit holders	Disability permit holders
	Disability permit holders	Delivery and service vehicle loading	Car share	Car share	Car share
	Short-stay customer and visitor parking	Car share	Short-stay customer and visitor parking	Delivery and service vehicle loading	Delivery and service vehicle loading
	Medium-stay customer and visitor parking	Short-stay customer parking	Medium-stay customer and visitor parking	Resident parking	Resident parking
	Car share	Medium-stay customer parking	Long-stay customer and visitor parking	Short-stay customer and visitor parking	Short-stay customer and visitor parking
	Resident parking	Employee parking	Drop-off/ pick-up	Employee parking	Medium-stay customer and visitor parking
	Long-stay customer and visitor parking	Long-stay customer and visitor parking	Delivery and service vehicle loading	Medium-stay customer and visitor parking	Long-stay customer and visitor parking
	Employee parking	Resident parking	Employee parking	Long-stay customer and visitor parking	Employee parking
<b>Accommodate these user's needs/ functions last</b>	Commuter parking	Commuter parking	Commuter parking	Commuter parking	Commuter parking

\*Note that off-street parking around railway stations (e.g. facilities designed for park and ride users) are generally not within the jurisdiction of Council and the hierarchy of priority users for this context focuses on on-street parking in areas within the walkable catchment of railway stations that are within the control of Council. Priority users for off-street facilities may be different.

## **Appendix C    Guidance on use of parking demand management controls for Council-managed public parking spaces**

## C.1 Purpose

This guidance details Council's approach to the use of parking demand management controls for Council-managed on- and off-street public car parking facilities. The purpose of this guidance is to present a transparent decision-making framework that Council will use when considering the introduction of parking controls or changes to parking controls. Parking controls include time restrictions, pricing and special purpose parking zones that can be used to manage parking demand.

## C.2 Demand-responsive approach

Council will apply parking controls in response to evidence on levels of parking demand at a street or precinct-scale. Council will use occupancy-based triggers to guide introduction or change of parking controls. Evidence on parking occupancy is gathered through surveying parking activity and counting the number of occupied parking spaces as a percentage of total available parking spaces.

## C.3 Types of parking controls

Table details the range of parking controls used by Brimbank City Council to manage demand for its on- and off-street parking facilities. These controls are generally implemented with signage for applicable spaces and accompanying enforcement. Parking permit schemes operate in combination with other controls.

**Table 11: Types of parking controls used in Brimbank**


Parking control	Description	Appropriate situations for application
Unrestricted parking	Public parking provided with no time or pricing restrictions or special purpose parking zones.	Areas where parking demands are low and conflict between users is low (e.g. on-street parking in a quiet residential area)
Time limits	Public parking provided subject to a range of time restrictions (5 minutes to 4 hours) with accompanying enforcement.	Areas where short-stay parking should be prioritised and where there is conflict between long- and short-stay parking demands (e.g. activity centres)
Priced parking	Public parking provided subject to payment of a range of time-based fees with accompanying enforcement. May be combined with time restrictions.	Areas with high demand for short-medium stay parking where time limits are not ensuring sufficient parking turnover or availability (e.g. activity centres).

Special purpose parking zones	Parking spaces reserved for particular user groups (e.g. loading zones, disability permit spaces, car share spaces, resident only parking).	Areas with moderate-high demand for parking and where special user groups needs should be prioritised.
Parking permit schemes	Permit scheme allowing exemptions from parking controls for permit holders (e.g. resident exemptions from time limits). Will be combined with time limits, pricing or special purpose zones.	Areas with moderate-high demand for parking and where special user groups needs should be prioritised.

## C.4 Hierarchy of parking controls by context

Table outlines guidance on the sequence of controls that should be implemented in response to increasing parking demands across four land-use contexts. Council decisions to shift to a higher level of controls will be guided by occupancy-based intervention triggers (see Table ).

**Table 12: Hierarchy of parking controls by land-use context**

	<b>Activity Centre</b>	<b>Residential areas</b>	<b>Out-of-centre transport demand generators</b>	<b>Railway stations</b>
Progressively implement controls in response to higher demand 	No restrictions  Special purpose parking zones  Longer time limits (2 -4 hours)  Shorter time limits (15 mins – 2 hours)  Priced parking (options for progressively higher prices to manage demand)	No restrictions  Time limits (1 – 4 hours, in combination with residential parking permit schemes)  Special purpose parking zones (residents only)	No restrictions  Special purpose parking zones  Time limits (1 – 4 hours, may be in combination with parking permit schemes)	No restrictions  Special purpose parking zones  Time limits (1 – 4 hours, may be in combination with parking permit schemes)  Priced parking (options for progressively higher prices to manage demand)

The hierarchy suggests that progressive introduction of progressively shorter time limits and use of special purpose zones should generally be used ahead of introduction of priced parking. Priced parking in Brimbank is generally only recommended for activity centre contexts where demand for parking is high and where short-stay parking users are a high priority. Priced parking may also be appropriate at park and ride facilities at

railway stations to incentivise use of other access modes and cover costs of providing parking facilities.

## C.5 Intervention triggers for parking controls

Table identifies occupancy-based triggers that Council will use to guide decision-making on introducing or changing parking controls or levels of enforcement. The occupancy-based triggers aim for efficient utilisation of parking resources and a level of use that ensures ongoing availability of some parking spaces (e.g. at 85% occupancy, one in seven spaces will be available).

**Table 13: Intervention triggers for parking controls**

Parking occupancy*	Intervention
<50%	Consider re-allocation of parking spaces for other uses Consider reducing controls
50 – 70%	Consider re-allocation of parking spaces for other uses No change to controls
70 – 85%	Consider moderate increases to controls Consider increasing enforcement of controls Monitor occupancy
>85%	Increase controls Consider increasing enforcement of controls Monitor occupancy

\*Parking occupancy should be measured as '4-hour peak period occupancy' (i.e. the average occupancy during the four hours of highest occupancy during a continuous survey period such as over a 12-hour day). Parking occupancy should be measured at a precinct- or street-scale. At minimum, occupancy should be measured across an area of at least 100m of kerbside parking space.

Time limits and priced parking will not be changed on a space-by-space basis but implemented as part of a precinct-wide parking management plan or review. In general, single time limits will be implemented across at least 50m of street length for on-street parking. Special purpose parking zones can be introduced for single spaces but distribution of such zones will be planned at a precinct-scale.

Effective enforcement is a necessary complement for effective parking controls and the effectiveness of enforcement of existing controls will be considered as part of making decisions ahead of introducing increased controls. This Strategy highlights the need for a Parking Enforcement Plan for ensuring appropriate levels and well-targeted enforcement activities.

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