

Transport Assessment & Parking Plan Morwell Town Centre

June 2021

Acknowledgement of Country

Latrobe City Council and Movement & Place Consulting acknowledge the Braiakaulung people, traditional custodians of the land that is now known as Latrobe City.

We pay our respects to their Elders past, present and future, and value their rich cultures, traditional language, and connection to Country.

The Braiakaulung is one of five clans in the Gunaikurnai Nation that played a significant role in welcoming indigenous custodians from across Victoria who had been forcibly removed from their land and sent to Lake Tyers. They were, still are and always will be the custodians of their lands.

Project

Transport Assessment & Parking Plan for Morwell Town Centre

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Introduction

Morwell is located approximately 150km from Melbourne in the Latrobe Valley region of Gippsland. In 2016, the ABS data recorded around 14,000 residents living in Morwell, situated equidistant between the two other major towns in the region: Moe (13km to the north-west), and Traralgon (13km north-east). Given its location, Morwell Town Centre is a key hub of commercial and government service activity for the region. The Town Centre is spread over many city blocks straddling the Bairnsdale railway line, which creates a barrier to pedestrian movement and concentrates vehicles into a small number of key gateways to the Town Centre.

The Princes Freeway and V/Line train services provide longer-distance access to Morwell. A local bus network connects suburbs of Morwell and surrounding towns including Churchill, Moe, Newborough and Traralgon to Morwell Town Centre. Regional bicycle paths, shared trails and local footpaths also connect the Town Centre to its hinterland.

Movement & Place Consulting (M&PC), in collaboration with Hansen Partnership, has developed this Transport Assessment and Parking Plan to inform the Morwell Town Centre structure planning process.

This report outlines the current transport situation, identifies transport issues and opportunities, before recommending a range of options to improve transport accessibility to, from and within Morwell Activity Centre. The report consists of the following chapters:

- Chapter 2 presents the Project Background and Planning Context for the area
- Chapter 3 provides a Transport Assessment that evaluates the current transport and land-use context
- Chapter 4 discusses Transport Opportunities in each part of the Town Centre
- Chapter 5 outlines the Recommended Transport Objectives & Strategies and Actions to address the key issues

The second half of the report provides an assessment of car parking within the Morwell Activity Centre, with the following sections:

- Chapter 6 outlines a Visitation & Parking Survey which helped to inform the study
- Chapter 7 presents the Parking Study that examines existing parking provision against current and future conditions
- Chapter 8 outlines a proposed Parking Precinct Plan that includes Parking Objectives, Strategies and Actions for each precinct in the Town Centre)

2. Planning Context



Project Background

Morwell has a rich and proud history as a key employment centre and the heart of Victoria's power industry. The mining and electricity generation sectors have created a township of purpose, civic pride and diversity in the centre of the Latrobe Valley corridor.

As the urban area of Morwell has expanded to the north and east, the town centre has become marginalised and absorbed by other locations including Mid-Valley Shopping Centre. As the role of nearby mines and power stations evolves, there is renewed focus on ensuring the town centre can provide a high-quality civic heart for the community that is highly attractive and accessible.

To achieve this, Latrobe City is currently developing an Activity Centre Plan for Morwell to guide land use planning and urban design over the next 15 years.

The **Morwell Town Centre Transport Assessment & Parking Plan** is prepared in conjunction with an Urban Design & Built Form Plan (Hansen Partnership) to inform the development of the Activity Centre Plan.

The key objective of this project is to guide planning towards building on Morwell Town Centre's existing strengths to further improve its attractiveness so that more people want to go to the Centre, more often, and that they stay longer on their trips. This is key to the future prosperity of the Town Centre.

Enabling people to explore the Centre freely and have fun at a variety of places will increase local economic activity.

The existing access and parking arrangements facilitate current levels of activity. This project will seek to improve access and parking, provide all visitors with more choices, and thereby improve the visitation and economic outcomes for the Town Centre.

This project also links to a range of other initiatives being implemented by Latrobe City and the State government. For example, the increased use of Morwell Recreation Reserve for AFLW, ALFM and AFL Gippsland matches provides an opportunity for regional visitors to be encouraged into the Town Centre and contribute to the local economy.

To maximise the economic benefit of these initiatives, access and parking needs to be carefully considered, so that visitors are encouraged to visit more of the Town Centre and linger in Morwell before and after events.

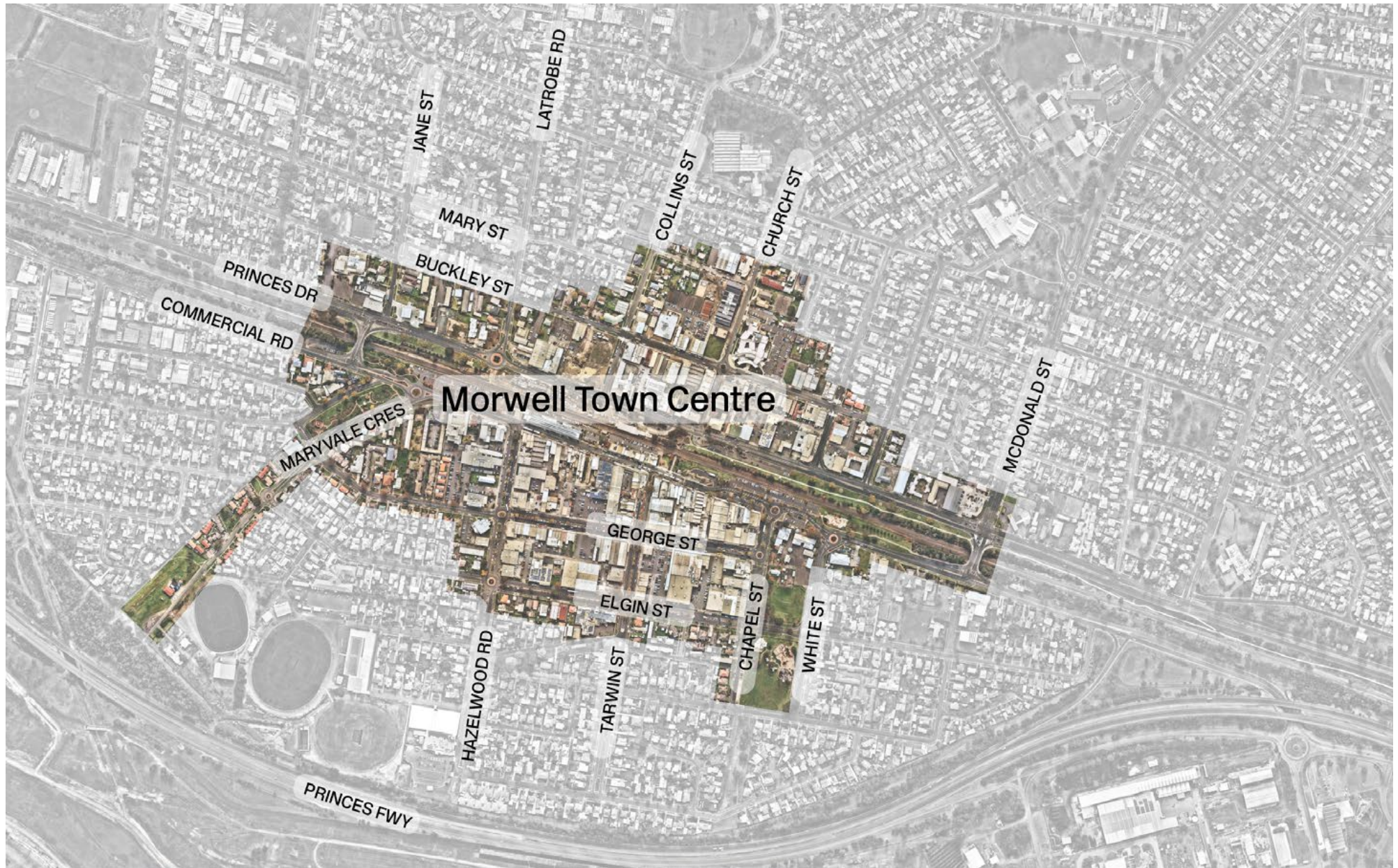


Figure 1: Study area of Morwell Town Centre
Source: M&PC

Morwell Town Centre

Morwell is a major town centre in Victoria’s Gippsland region and a key activity centre in Latrobe City. The population in 2016 was 13,700 (ABS Census). Population growth is relatively low, with less than 100 people moving into the town each year.

With 30% (8,943) of the total workforce in the municipality, Morwell is the second most likely place of work for residents of Latrobe. The Town Centre is home to significant regional office-based employment including the Council offices, law courts and Government Departments. In addition, the new GovHub building is being built at the northern edge of the Town Centre and will house around 300 office based staff, of which 200 are new public sector jobs.

About half of Morwell’s urban area lies within 20 minutes walking distance of the Activity Centre. Despite this, a significant number of people from within this area drive to Morwell Town Centre for a variety of trip purposes. Each day there is a significant amount of travel between towns in Latrobe Valley¹.

In the 2016 ABS census, 97% of business owners and employees reported driving to Morwell, whereas only 77% of shoppers and visitors drove to the Town Centre.

This disparity can create a bias amongst business owners, that overstates the importance of parking (and perceptions of how easy their customers can access their business).

Moe, Morwell, and Traralgon are well connected via the railway and freeway corridors, and bus services between the string of towns. Car or train is typically the fastest mode between each town centre, with the bus taking slightly longer.

Travel times to Morwell Town Centre

From	Car	Train	Bus
Moe	13 min	11 min	16 min
Traralgon	15 min	17 min	22 min
Churchill	10 min	-	26 min
Mid Valley Shopping Centre	6 min	-	7 min

Improving access to Morwell will increase access to diverse employment opportunities, social services, retail and recreation facilities.

Providing a range of access choices will reduce the cost of living for all existing and future residents. This includes safe, accessible, and reliable public transport services and safer active transport facilities supported by public realm improvements.

¹ Numbers would have changed during Covid-19 restrictions but this plan expects transport volumes to rise again post-pandemic

Key Planning Policies & Strategies

In 2016, the State government declared Latrobe Valley an **Economic Growth Zone (EGZ)**, with \$266 million investment to stimulate growth. This was complemented in 2019 with **Amendment C119** which introduced a retail centre hierarchy to the municipality, and **C105 Live Work Latrobe**, which recognised Morwell Town Centre as a Major Activity Centre most suited to catering for future employment and population growth.

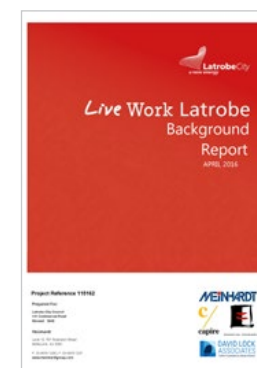
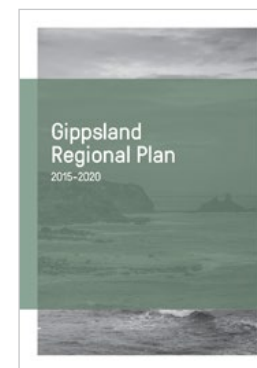
Future plans for Morwell and surrounds include building on the **Morwell - Traralgon Employment Corridor**, Heavy Industrial Precinct, Technology Precinct, Freight and Logistics Hub and Latrobe Regional Airport.

The first objective in Latrobe's Council Plan (2017) is to support job creation and industry diversification to enable economic growth in Latrobe City. This is followed by a supporting objective to improve the liveability and connectedness of the municipality.

The **Future Morwell Revitalisation Plan** documents strategic work and community recommendations that form the basis and aspiration for continuity in this transport and parking study. The **Future Morwell Circuit** plans consist of projects that integrate land use, public realm design, community activation, and transport. Together, they define the anchors, destinations, and user experience of Morwell Town Centre.

The identification of hubs in Future Morwell provides an understanding for how transport should support aspirations of Morwell Town Centre. They are:

- Hub A** Local Village Centre
- Hub B** Local Community Hub of education and recreation
- Hub C** District Centre for events, training, and large scale commercial activities
- Hub D** District Centre for historical and community events
- Hub E** District Centre as a sports hub
- Hub F** District Centre for recreation



Key Transport Policies & Strategies

The **Gippsland Regional Growth Plan** highlights that future population growth, activity, and demand will be directed towards new developments in all of Latrobe, including Morwell. Given its strategic location, the Plan also identifies Morwell as a hub for the future knowledge economy in the region. This is because of future transport network links and significant assets including:

- Latrobe Regional Hospital
- Latrobe Regional Airport
- Federation University’s Churchill Campus,
- New sustainable industries
- New manufacturing and commercial facilities

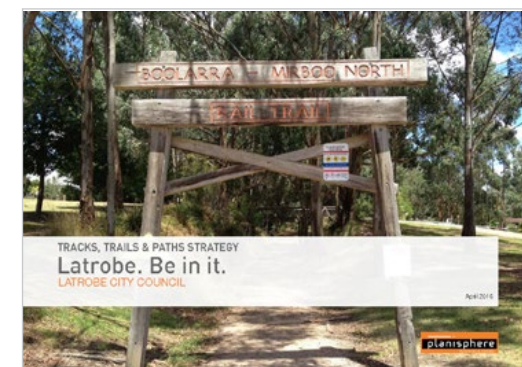
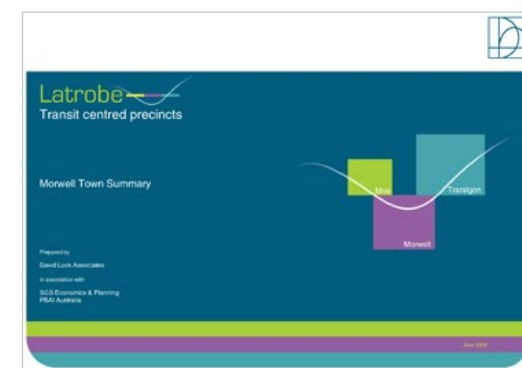
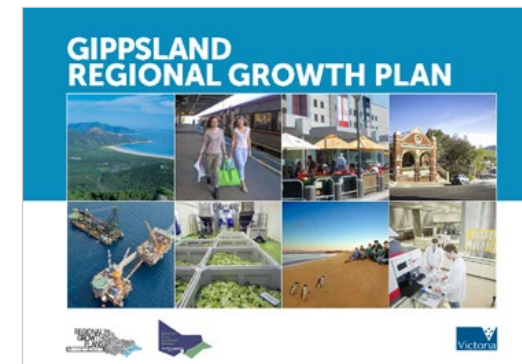
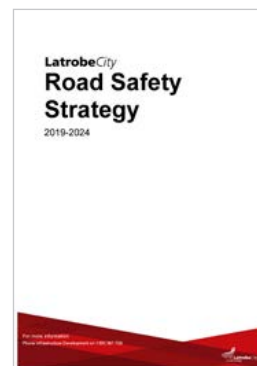
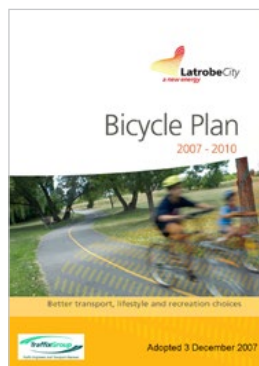
Guiding the right kind of development within Morwell’s activity centre can maximise local economic activity and benefit the whole community. The Town Centre needs to be easy to access using a variety of transport modes, and must be a high quality place to linger at in order for the economic benefits to materialise.

Providing choices for a variety of transport modes to access Morwell Town Centre is a key priority. This will reduce the cost of living for locals and boost local economic expenditure. The Latrobe Bicycle Plan (2007) focuses on bicycle riding as recreational cycling rather than using bicycles for transport. This focus is the same in other strategic documents including the 2016 Economic Development Strategy on improving and linking up bicycle, pedestrian, and rail trail networks for recreation.

While it is important to deliver recreational trails that are also tourist attractors, investment in necessary every day travel for local needs (such as work, education, and caretaking) is essential to enhance the liveability of Morwell.

The following have been identified in the 2016 Latrobe Tracks, Trails and Paths Strategy for future links between Morwell Town Centre and the region. They are **opportunities to provide good infrastructure for commuting and recreating by active transport:**

- Morwell to Churchill (utilising the existing - but now unused - railway bridge over the Princes Freeway)
- Morwell to Moe (via the Freeway and Railway corridor)
- Morwell to Traralgon (using the Railway and Princes Highway corridor)



Key Parking Policies & Strategies

The Latrobe Planning Scheme includes a **Parking Overlay** (Clause 45.09) to be used with Clause 52.06 **Column B rates**. The Parking Overlay allows Council to collect financial contributions from new planning applications and existing businesses with new uses and developments that cannot meet parking requirements established in the Scheme.

Schedule 1 to the **Parking Overlay (P01) applies to Traralgon**, where a cash-in-lieu scheme is preferred to promote sharing of public parking resources rather than many small private parking locations. As recommended in the 2014 Car Parking Framework Review, this maintains vibrancy of the centre, maximises public parking, and discourages underutilised private parking. The cash-in-lieu policy allows Council to more efficiently manage parking supply based on a range of factors affecting demand.

Unlike Traralgon, a cash-in-lieu scheme was not considered favourable to Morwell's context because of the higher vacancy rates and competing challenges faced by the town centre. Schedule 2 to the **Parking Overlay (P02) is applied to Morwell** instead, where its similarity with P01 is the **reduction of parking requirements to 75% of Column B rates** (excluding office use).

Intensifying activity within Morwell Town Centre relies both on facilitating better take up rates of floorspace and better utilising existing car parking in and around the Town Centre.

There are currently several shared parking areas distributed across the Town Centre including on-street car parking with a range of restrictions applied to optimise availability of car parking for all users. The current Latrobe Planning Scheme requires developers to provide parking on-site rather than provide cash-in-lieu or rely on existing publicly shared parking.

Ongoing parking studies and surveys have been conducted for and by Council, including:

- The 2012 occupancy survey for the 2014 Car Parking Framework Review of Traralgon and Morwell
- The occupancy, length of stay, level of compliance, and community and stakeholder surveys for the 2016 Complementary Parking Measures Assessment

The **2016 Assessment also proposed a Parking Strategy Framework**, with the following options to manage parking:

1. Shorter time restrictions on parking supply close to commercial centres
2. Shorter time restrictions to on-street parking supply
3. Change time restrictions where parking occupancy exceeds 85% consistently



3. Transport Assessment

Morwell Transport Assessment and Parking Plan

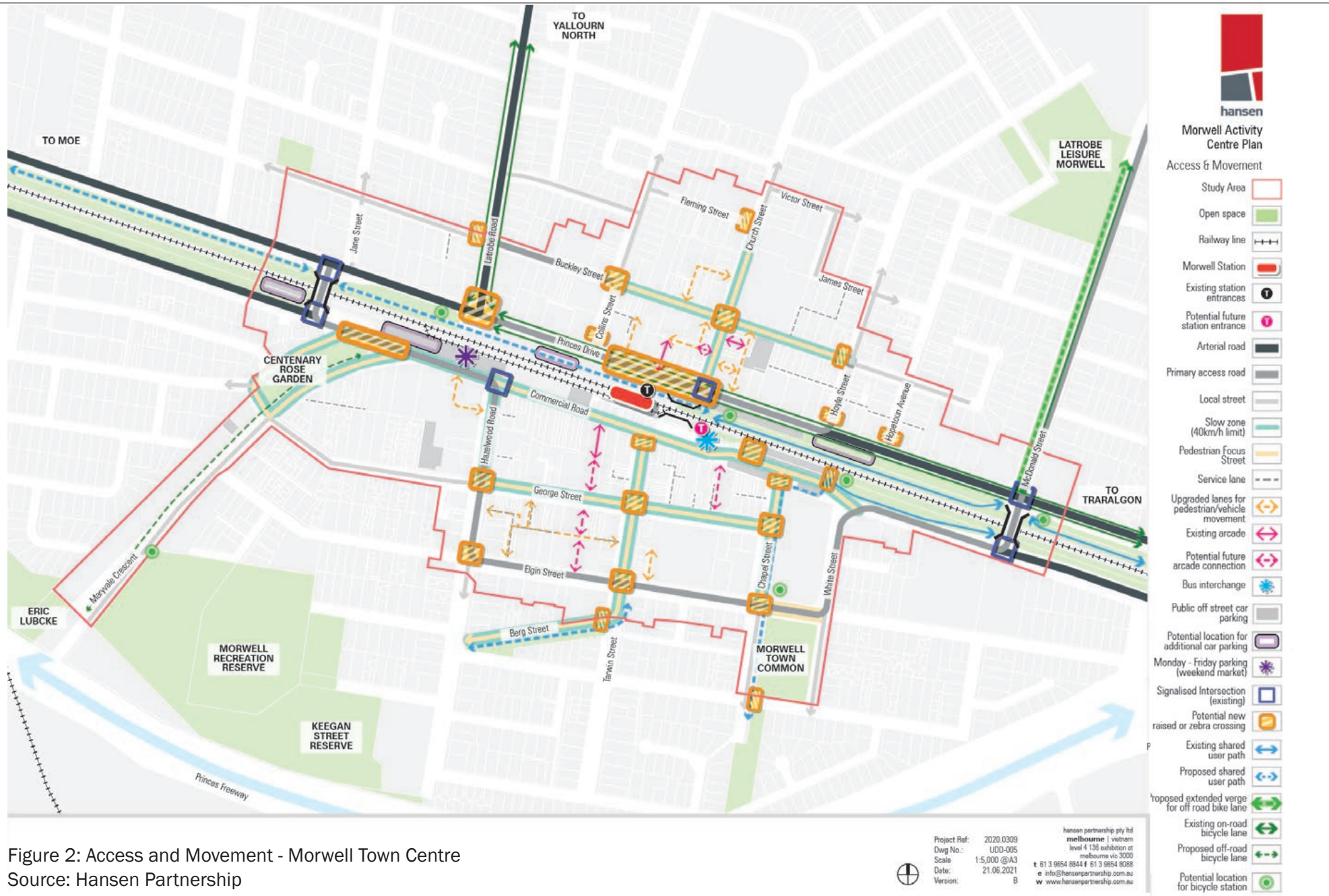


Figure 2: Access and Movement - Morwell Town Centre
Source: Hansen Partnership

Transport Context

Access & Movement

Barriers to access

Morwell Town Centre historically accommodated large volumes of regional travel (by rail and road). While the Princes Freeway bypass has helped to remove many of the private and heavy vehicle movements from the Town Centre, the road and railway line continue to form physical barriers for people trying to cross them in order to access the Town Centre. In particular, there is a north and south divide for pedestrians and cyclists within the centre because of Princes Drive, Commercial Road, and the railway corridor.

There are two road crossings (overpasses) and three pedestrian crossings (an underpass and footpaths on each side of the road bridges) in a 1,200 metres stretch of the railway corridor through the Town Centre. This results in a 600 metres gap between crossing locations.

In various Activity Centres across Melbourne, the advantages of increasing connectivity between two retail areas either side of a railway line are being recognised. State infrastructure projects are prioritising designs that seek to improve connectivity by removing barriers of access.

Significant public open space (POS) benefits have been realised as a result of rail projects. Ongoing collaboration between VicTrack and Council can generate even more benefits from the rail reserve.

Recent changes to the pocket park interfacing the rail corridor and Commercial Road is an example of a good outcome. More community facilities could be considered, including some that leverage the popularity of the existing skatepark, shared path and linear park along the rail reserve facing Princes Drive, and a new shared trail towards Churchill.

Pedestrian connectivity through the northern and southern parts of the Town Centre is relatively good. Historically pedestrians have benefited from even more connections through arcades, some of which are now closed.

Barriers to movement

Many parts of the centre are dominated by parking. There are large off-street parking areas that open up onto important street frontages, and street design is dominated by on-street parking which spreads beyond the Town Centre boundaries (particularly on Hazelwood Road and Tarwin Street).

Roundabouts have been installed in many of the intersections in and around the Town Centre. These provide for smooth traffic flow but negatively impact on pedestrian and bicycle rider priority and safety.

This results in a public realm that is dominated by vehicle movement, rather than economic activity that pedestrians create.

Despite being relatively flat, the wider transport network in Morwell does not encourage access to the Town Centre by walking or riding. There is a lack of priority for pedestrians and bicycle riders even on priority corridors to access the Town Centre. This is reflected in the less than 3% of Morwell residents that walk or cycle to work.

Future Morwell has identified that although walking and bicycle riding are popular modes of transport, there are barriers discouraging people from using the existing network.

Limitations to space, access, and priority for pedestrians and bicycle riders lead to increased car use and competition for car parking spaces in the Town Centre.

Benefits of walking and bicycle riding

This is a key weakness of the centre, because walking and bicycle riding provides benefits to peoples cardio-vascular fitness and mental health. It also saves money they would otherwise spend on transport. Research shows that 72% of money that households save on transport costs ends up being spent in local economies.

By promoting cheaper forms of transport access to Morwell, Council will reduce the cost of living in Morwell and will increase local economic activity from the discretionary expenditure as a result.

Existing Transport Conditions

Fragmented intersections

The footpath network in the Town Centre and surrounding neighbourhoods is relatively complete, with the exception that intersections tend to be designed for vehicles to have priority over pedestrian movements. The footpath design does not promote walking as a first choice high-quality experience. As a result, there are more people driving to the Town Centre than necessary and they are competing for parking spaces that would be better allocated to people travelling from further away.

Consequences of priority planning for cars

Pedestrian crashes are more likely to occur in busy locations, such as along Princes Drive and Commercial Road as depicted in Figure 3 overleaf. Both carry high volumes of traffic and have a large number of pedestrians crossing each road.

A 40km/h speed limit applies to some streets in the Town Centre including sections of Chapel Street, Commercial Road, Elgin Street and White Street. Council also has a proposal to extend the 40km/h area across more of the Town Centre.

The southern end of Church Street functions like a Shared Zone but is not designated as one. This situation has the potential to confuse road users and increases the risk to Council of crashes being caused by the road management approach.

Key active transport links are typically provided in the Town Centre as shown in Figure 3 (overleaf).

Planning for active transport

Princes Freeway has taken a significant amount of traffic away from Commercial Road and Princes Drive. As a result, Commercial Road has been redesigned to be more pedestrian friendly in the Town Centre, and Princes Drive now accommodates on-road bicycle lanes in each direction and a median strip in some locations.

Currently, there is one high-quality off-road shared path that provides access to the Town Centre, specifically the rail trail on the northern side of the railway corridor that connects with Morwell Lake (Kernot Lake) and the Waterhole Creek trail. These green links are part of a larger circuit to various hubs in Morwell and its surrounds, including Mid Valley Shopping Centre. As a town of gardens, Morwell has an imperative to ensure that green links and new active connections are secured via high quality street environments, neighbourhood parks, and sporting grounds.

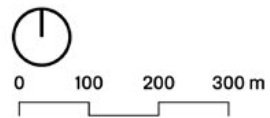
Most of the other existing active transport priority links are located north of the Town, including:

- Latrobe Road
- Princes Drive
- McDonald Street

There are very few bicycle parking facilities in the Town Centre, so most bicycle riders need to lock their bicycle to a street sign and walk to their destination. This further reduces the chance that someone will choose to access the Town Centre by bicycle and increases competition for parking spaces.

Existing Transport Conditions

- Pedestrian Crashes
- Bicycle Crashes
- ⋯ Shared Paths
- Footpaths
- On-Road Bicycle Paths
- Off-Road Bicycle Paths



MORWELL ACTIVITY CENTRE
TRANSPORT BACKGROUND STUDY

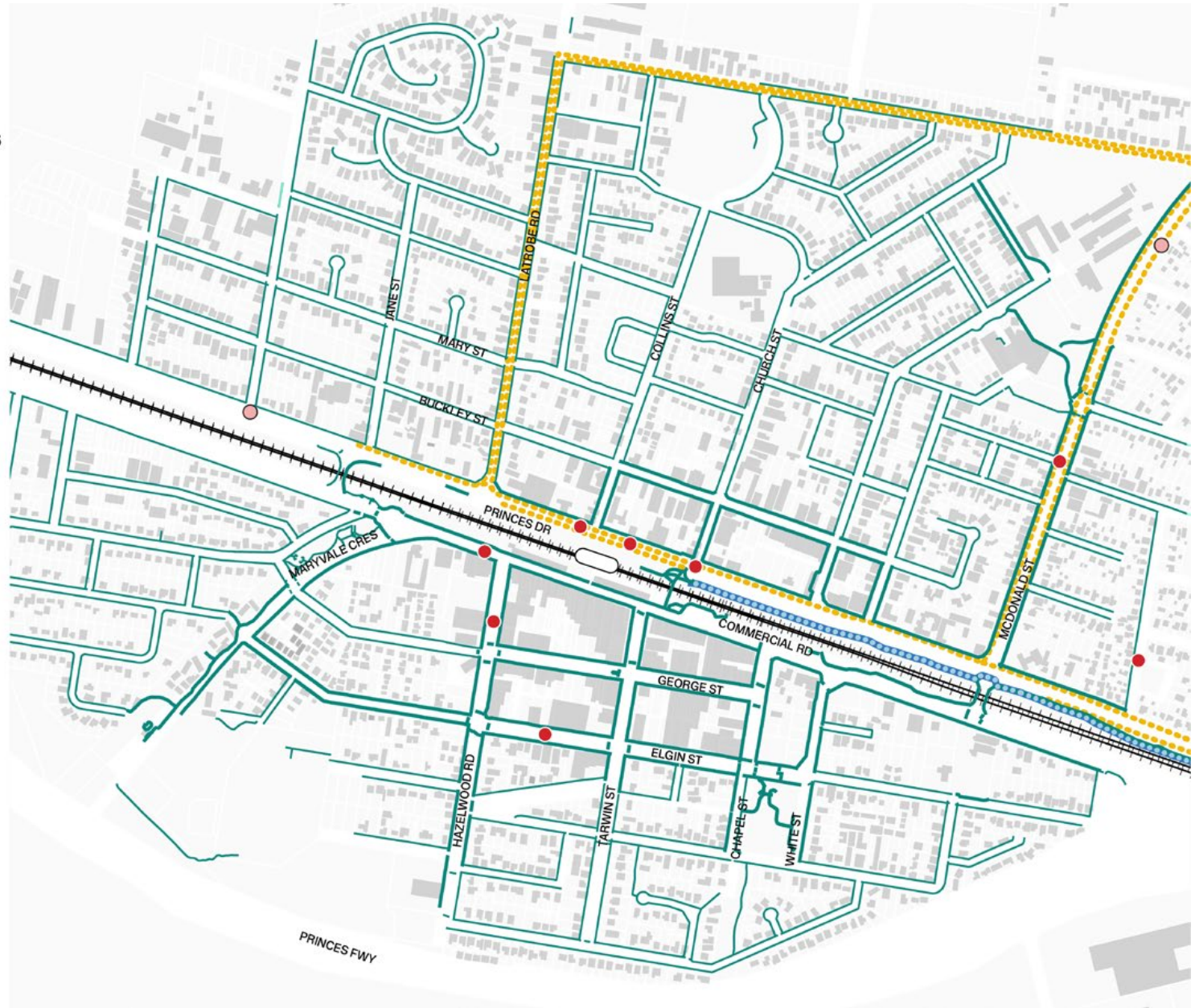


Figure 3: Existing Transport Conditions - Morwell Town Centre
Source: M&PC analysis using Council and DoT data

Vehicle Volume

Understanding vehicle volumes and movements can guide planning for priority active routes. As the main objective of transport planning at Morwell Town Centre is to diversify transport choices, existing roads should accommodate for safe and easy movements for all especially along key routes.

Average weekday traffic data for most streets in the Town Centre is shown in Figure 4 (right). McDonald Street is a key link in the network, but only carries a fraction of the volume that a single lane road can cope with each day. Commercial Road provides a critical link to the Town Centre and also carries a relatively low volume compared to its capacity. Overall the road network in Morwell has significant space capacity

Road	Average Weekday Traffic Counts	Road	Average Weekday Traffic Counts
McDonald Street	7,400	Avondale Road	840
Commercial Road	5,230	Elgin Street	685
Princes Drive	4,800	Hazelwood Road	660
Latrobe Road	2,350	Maryvale Crescent	600
George Street	1,900	Tarwin Street	320
Buckley Street	1,195	Collins Street	290
Church Street	910		

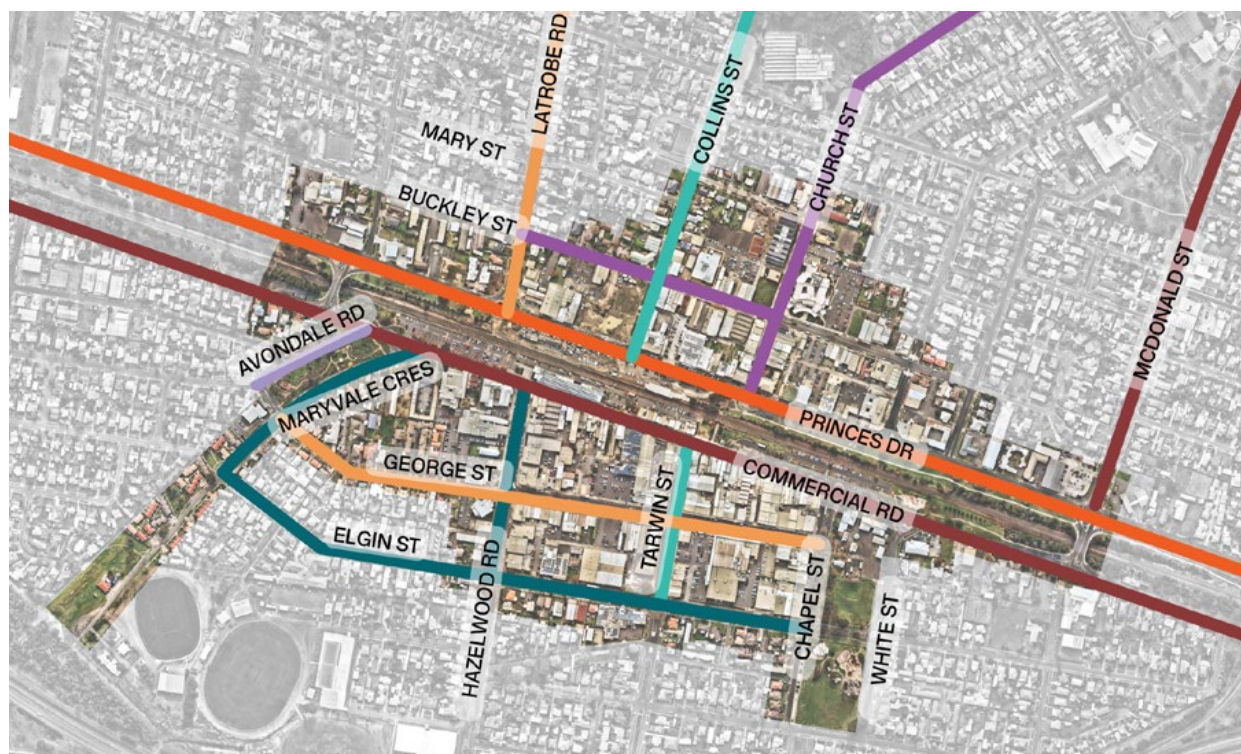


Figure 4: Average weekday traffic count in Morwell Town Centre
Source: M&PC

Public Transport Services

Morwell Town Centre is served by V/Line trains at Morwell Station. The surrounding areas including Moe, Traralgon and Churchill are connected to Morwell through bus Routes 1, 2, 8, 20, 21 & 22. Most of these buses connect to Morwell Station via the bus interchange shown in Figure 5 (below).

A second platform at Morwell Station

As part of the Regional Rail Revival for Gippsland, a second platform will be constructed at Morwell Station on the southern side of the tracks. This will improve reliability of the train services, and will enable an increase in the number of services able to be provided on the line.

The new platform is likely to have a minor impact on the number of car parking spaces between Commercial Road and the railway track. Given the current parking restrictions and availability of parking at no cost, this is unlikely to have a significant impact on overall parking availability in the Town Centre. It will provide the opportunity to better activate the area behind the buildings on the northern side of Commercial Road and will make them attractive to a wider range of potential businesses.

Good bus services to leverage on

Multiple bus routes provide good coverage through the town centre as shown in Figure 6 (overleaf). This includes some overlap in coverage as Route 20 operates along Elgin Street and George Street. Route 1 (Moe - Traralgon) has the highest frequency of 30 minutes between the peak hours of 7 to 9 in the morning. Routes 21 and 22 heading north towards Mid Valley Shopping Centre have a low frequency of 1 hour. Route 20 has a very low frequency of 2 hours.

Many of the bus stops (including the Town Centre Bus Interchange) are not compliant with the Disability Discrimination Act (DDA) access requirements. These need to be made 100% compliant by 31 December 2022 (to comply with Commonwealth legislation).



Figure 5: Morwell bus interchange
Source: M&PC

Morwell Transport Assessment and Parking Plan



Figure 6: Public Transport Services - Morwell Town Centre
Source: M&PC

Land Use Context

Morwell town centre hosts a variety of different activity and land uses as shown in Figure 8 (overleaf). It is considered the civic heart of Latrobe Valley containing various office-based employment, cultural institutions and regional civic functions such as the newly constructed GovHub building shown in Figure 7 (below). The retail and hospitality offer is aimed at a more local customer base and caters for daily shopping needs, takeaway food, cafes, restaurants and a small number of boutique shops.

There are five significant destinations outside the Town Centre boundary:

- Mid Valley Shopping Centre
- Latrobe Regional Hospital
- TAFE Gippsland
- Morwell Central Primary School
- Morwell Leisure Centre

When analysing traffic and transport access around the Morwell Activity Centre we need to be aware of the interactions between these locations (external to the Activity Centre) as these daily travel patterns have an impact on the transport modes that people choose to use and how effective they are and providing for individual needs.

By floor area, the dominant land uses in the Town Centre seem to be:

1. Car parking
2. Public open space (parks & gardens)
3. Vacant properties (buildings and land)
4. Civic uses
5. Retail uses
6. Commercial use

This presents a significant issue for the Town Centre, because the core activities are spread out much further than they need to be, leaving a large number of vacant properties scattered throughout the Town Centre. These vacancies inhibit economic growth and significantly detract from the amenity and interest the Town Centre seeks to create.

Morwell experiences a high rate of shopfront vacancies, with up to 30% of empty retail properties north of the Centre, and 9% in the south¹. This, along with at grade and on street car parking interfaces, can lead to a less attractive pedestrian realm and experience. It can also be difficult for people to do multiple things or visit multiple shops at the Centre in one trip by walking.

¹ Source: Latrobe City Council Retail Strategy (May 2019)



Figure 7: The newly constructed GovHub north of Morwell Town Centre
Source: Latrobe City

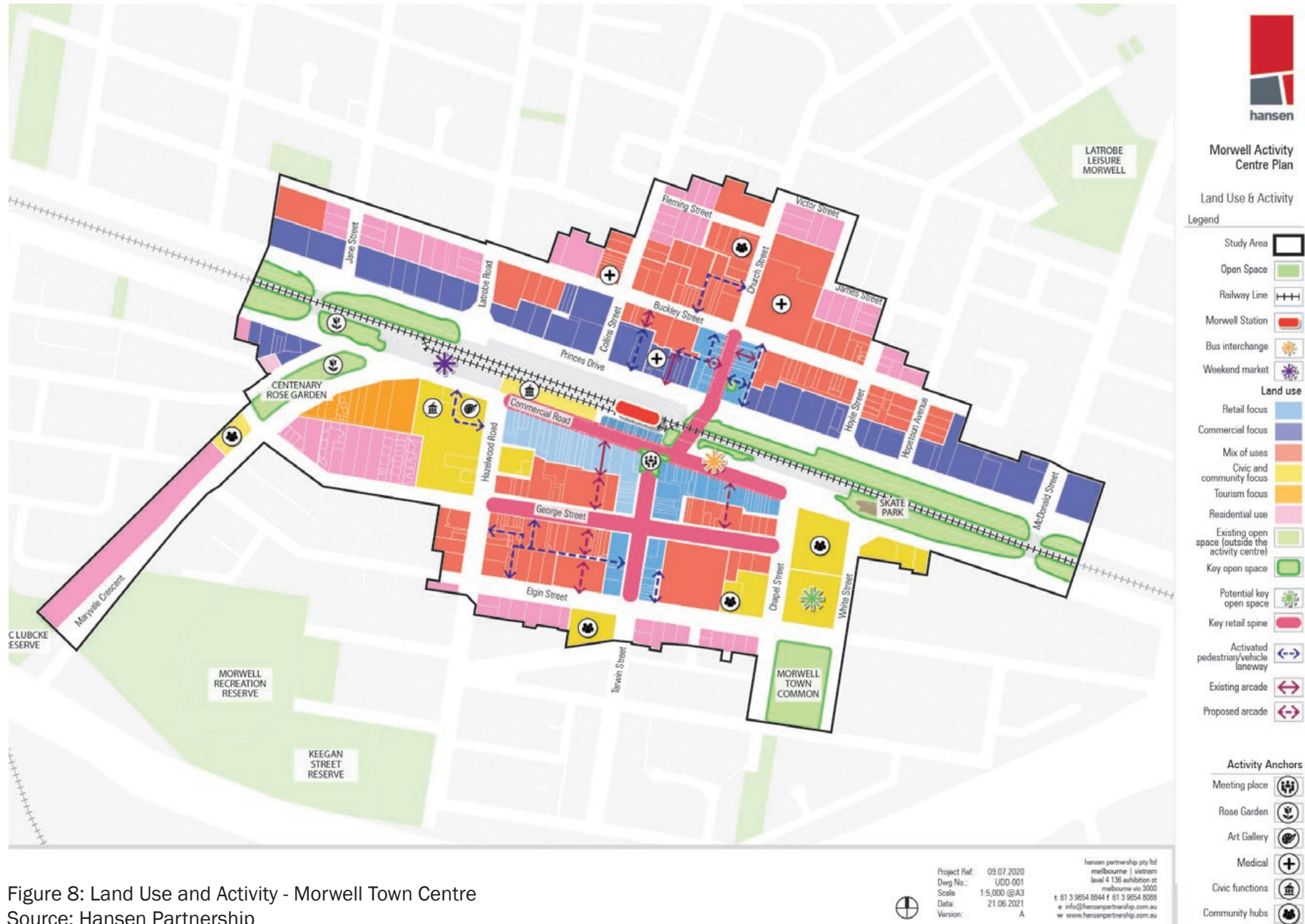


Figure 8: Land Use and Activity - Morwell Town Centre
 Source: Hansen Partnership

Community Context

Zero Car Ownership Areas



Across Victoria, 7.5% of households do not own a car. A similar pattern of car ownership is found in Morwell’s Activity Centre. Up to 20% of households living within a 20-minute walking distance to the Town Centre do not own a car (see Figure 9, left).

Households beyond the Centre are more likely to own a car but it is worth noting the reasons why there are households without one. Often, affordability is a significant factor.

In particular, this affects low income households that find it necessary to own a car but struggle with the inevitable spending that comes with it. In the 2016 ABS Census, 38% of households in Morwell earn less than \$650 per week. These households would likely struggle with the average cost of owning and running a car (in similar regional Victorian towns) of \$300 per week¹.

Car ownership and use results in household expenditure leaking from the local economy as the cost of car ownership and use typically flows outside a township and even beyond Australia. Reliance on car transport (and not providing alternative choices) significantly undermines local activity and growth.

Figure 9: Site Context - Morwell Town Centre
 Source: M&PC analysis with data sourced from ABS Census 2016 using SA1 Mesh Blocks

¹ Source: Australian Automobile Association (Marsh 2021)

Dwelling Density



Figure 10: Dwelling Density - Morwell Town Centre
 Source: M&PC analysis with data sourced from ABS Census 2016 using SA1 Mesh Blocks

Dwelling density around Morwell Town Centre is at least 5 dwellings per hectare. It is worth noting that residents living between Maryvale Crescent and Hazelwood Road make up those living within the most dense parts of Morwell. This proportion of people are also more likely to be 65 years old and above (see figure 12, pg.21).

Dwellings north of the town centre are of higher density than surrounding areas as shown in Figure 10 (left). Most dwellings within the town centre are within walking distance (10 minutes) of key destinations such as Morwell Station and essential retail.

In addition to Latrobe residents, the municipality's major visitor market are those travelling from metropolitan Melbourne, specifically that of the outer southeast.

The population densities in Morwell do not generate enough activity to activate all the business premises in the Town Centre. The location of higher density areas distant from the Town Centre exacerbates reliance on access by car. It increases the competition for parking and weakens the Town Centre when compared to competing centres.

It is worth noting that the State government's 20-minute City Framework recommends a dwelling density of 30 dwellings per hectare around Activity Centres in order to generate enough economic activity to enable businesses to thrive.

Job Density



Morwell is the second most likely place of work for residents of Latrobe.

Currently, a significant proportion of the Town Centre has 1,000 jobs per hectare as shown in Figure 11 (left). It is worth noting some of the streets that have the highest density of jobs:

- In the north, the area bounded by Church Street, Margaret Street, McDonald Street and Princes Drive
- In the south, the area bounded by Commercial Road, Maryvale Crescent, Elgin Street and Wilson Street

The job density on the northern side of the railway line between Church Street and Latrobe Road will increase as a result of the upcoming GovHub building (along Church Street) to the north of the Centre and Fire Rescue Victoria (FRV) move into the Centre (intersection of Princes Drive and Collins Street).

Figure 11: Job Density - Morwell Town Centre

Source: M&PC analysis with data sourced from ABS Census 2016 using DZN blocks

Areas with Residents Over 65 Years of Age



Figure 12: Areas with Residents Over 65 Years of Age - Morwell Town Centre
 Source: M&PC analysis with data sourced from ABS Census 2016 using SA1 Mesh Blocks

Latrobe’s Positive Ageing Strategy (2017) celebrates a number of achievements that address the needs of older residents but also acknowledges the need to work on the following:

- Improvement of accessible paths
- More time for people to get across road intersections
- Perception of safety
- Wayfinding
- Facilitating better trip chaining
- Increased availability for taxis
- More priority parking for seniors and those living with disability
- Improve weekend bus timetables
- Availability of community buses

These are significant features to work on given the demographic context in Morwell. The Centre accommodates a high proportion of older residents, with areas in the south having at least 20% of people over the age of 65 as illustrated in Figure 12 (left). This proportion is over 40% in some areas.

As people age, the benefits of daily physical exercise increase, and the ability and confidence to drive decreases. Aged people who live in close proximity to the Town Centre are more likely to visit daily but they need to be provided with adequate infrastructure and priority to cross roads and intersections easily and safely.

Recent improvements to Commercial Road and Tarwin Street are aimed at making the Town Centre easier for all people (including ageing residents) to walk around the centre easily.

Inclusive Mobility

Morwell's ageing population will increase the reliance on mobility aids. Future networks need to focus on off-road shared paths which can provide adequate space for a range of users. There are 14 recharge locations in Morwell Town Centre where people can recharge their electric wheel chairs at no cost as shown in Figure 15 (right). This is a relatively high number of locations, supported by local business and civic institutions.



Figure 13: Mobility scooter at Commercial Road
Source: Latrobe City



Figure 14: Mobility scooter crossing hazelwood road
Source: Google

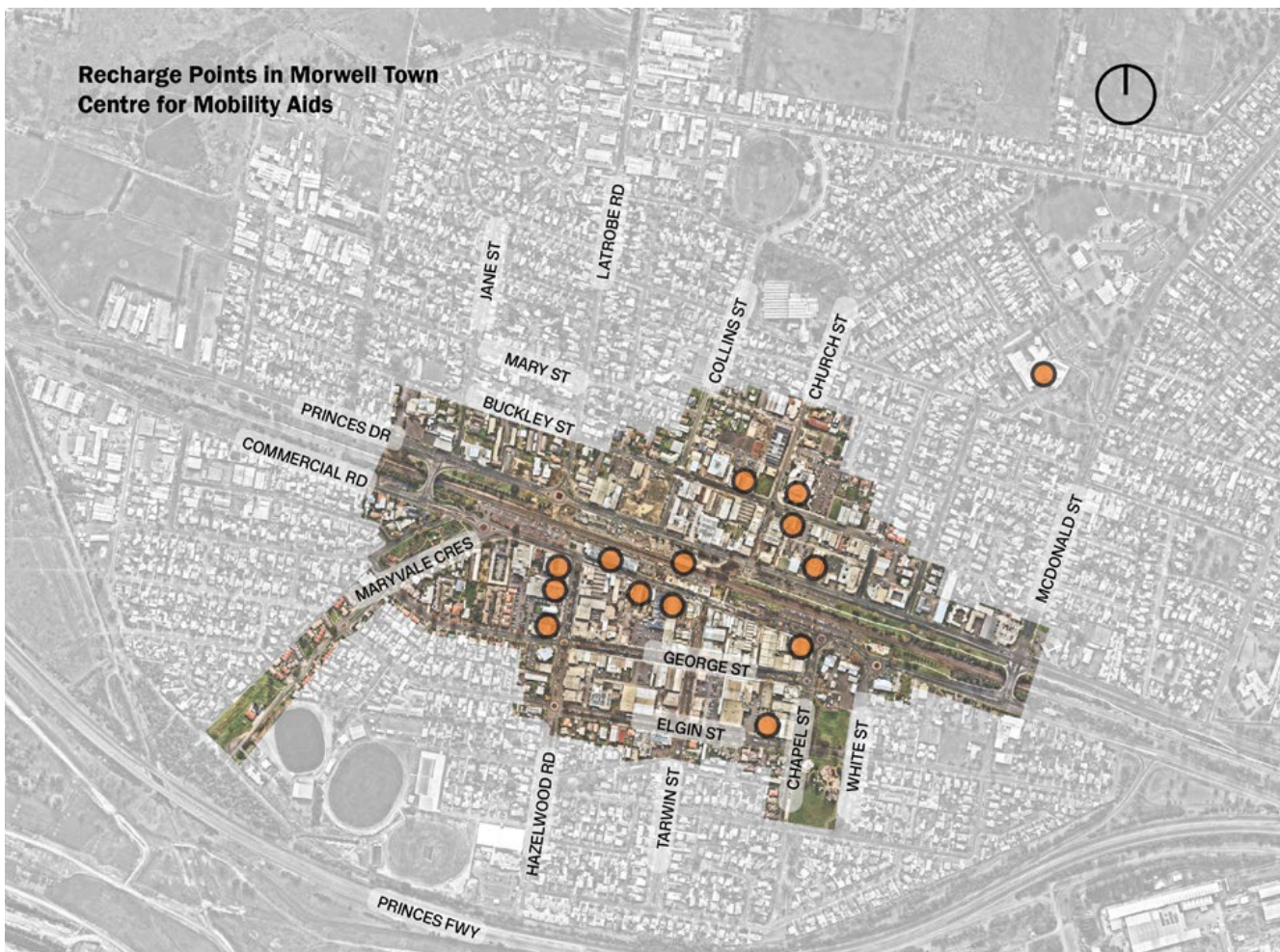


Figure 15: Recharge Points for Mobility Aids - Morwell Town Centre
Source: M&PC

Key Issues

What needs to be improved



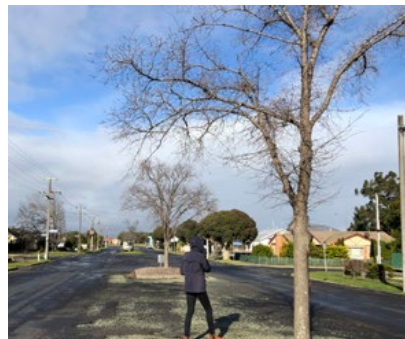
Design for Safety

Cars parked jutting into the footpath create a safety issue and liability risk to Council.



Footpath continuity

Abrupt end of footpath and lack of continuity for pedestrian network.



Large Areas of Bitumen

Some median parking is rarely used and is growing lichen. Landscaping and canopy trees would support pedestrian amenity



Illegal Parking

Illegal nature strip parking compacts ground soil and reduces the life of important subterranean infrastructure.



Pedestrian Crossings

There are many pedestrian crossings that are not DDA compliant - creating a future liability risk for Council.



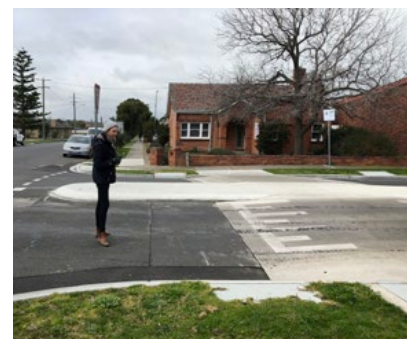
Bus Interchange

The Morwell bus interchange is not DDA compliant and must be made compliant by 31 December 2022.



Access for All

Many bus stops in Morwell suburbs need to be upgraded to be DDA compliant by 31 December 2022.



Poor Design Outcomes

This treatment slows traffic and unnecessarily diverts and delays pedestrians. It also confuses users regarding who has priority.

What Works Well



Shared Spaces

Investment in people-oriented urban design along a few existing priority streets.



Parking Options

Wide range of parking options dispersed around the Town Centre.



Berg Street

Precedent streets that have wide spaces for pedestrians and provide high-amenity links.



Canopy Trees

Majestic tree canopy and appropriate width allocated to vehicle movement and parking.



Planted Medians

Existing median strips that are ready for vegetation and tree canopy.



Design & Amenity

Car parking design that is functional and incorporates high amenity design.



Meeting Diverse Needs

Wide road reserves have been programmed to meet a wide range of user needs and increase safety for all road users.



Walking Campaign

Council's investment in active transport, health and wellbeing reduces the cost of living for all residents, and increases local economic activity.

4. Transport Opportunities

Opportunities for Movement and Access

Morwell Town Centre is highly accessible by car. However, the dominance of cars in a town centre can present a challenge to access by other modes. Reliance on cars often leads to more spread out urban environments which makes destinations further apart. This makes it difficult for people to walk or cycle, and limits their choices to access various modes of travel.

Planning for different modes of travel is vital to ensure that future Morwell is accessible and equitable to everyone without requiring a heavy reliance on private car ownership. This also promotes active lifestyles and a healthier environment.

Land Use

Future Morwell encourages well-designed, infill residential developments throughout the existing Town Centre instead of city edge or outer city developments that will threaten the viability of a thriving centre. In particular, locating new dwellings close to key local destinations, green open space, and key transit corridors is vital to achieving Future Morwell's land use objective to provide choice and accessibility to the local population. Increased densities at accessible infill locations will promote walkability at the Centre.

Freight Movements

Freight deliveries and waste removal are key movements required to and from the Town Centre. Clarity regarding preferred freight routes can make it easier for drivers to find loading zones and reduce local traffic congestion related to freight movements. Opportunities to improve freight flows around the Town Centre include:

- Council coordination of commercial waste collections
- Reviewing parking restrictions regularly to ensure adequate provision of loading zones
- Clear signage regarding preferred freight routes.

Car Access

Morwell Town Centre has very good access by car, and minimal traffic congestion. If anything there are too many options, which weakens the overall network and results in an oversupply of road space that costs the community more to maintain. The over-supply of road space also negatively impacts on the amenity and safety of the Town Centre.

There is an opportunity to simplify many intersections in the Town Centre to make them less confusing and improve safety for all road users. As depicted in Figure 16 (right), specific locations where roadways and intersections can be simplified include:

1. Maryvale Crescent and Avondale Road between Ann Street and Commercial Road could be made one-way each and reduced in width (enabling the Rose Garden to be expanded)
2. McDonald Street can be reduced to one lane in each direction with parking, and wider nature strips (enabling a 3m wide shared path to be built on the western side of the road). Speed reduction should also be considered
3. The intersection of Chapel Street and Elgin Street can be simplified to reduce turning movements and conflict between road users
4. The roundabout at Buckley Street and Church Street can be removed to simplify movements and give greater priority to people spending time and money in the Town Centre
5. The intersections of Commercial Road and Princes Drive with the bridges over the railway line can be simplified to reduce traffic speeds and improve safety for all road users

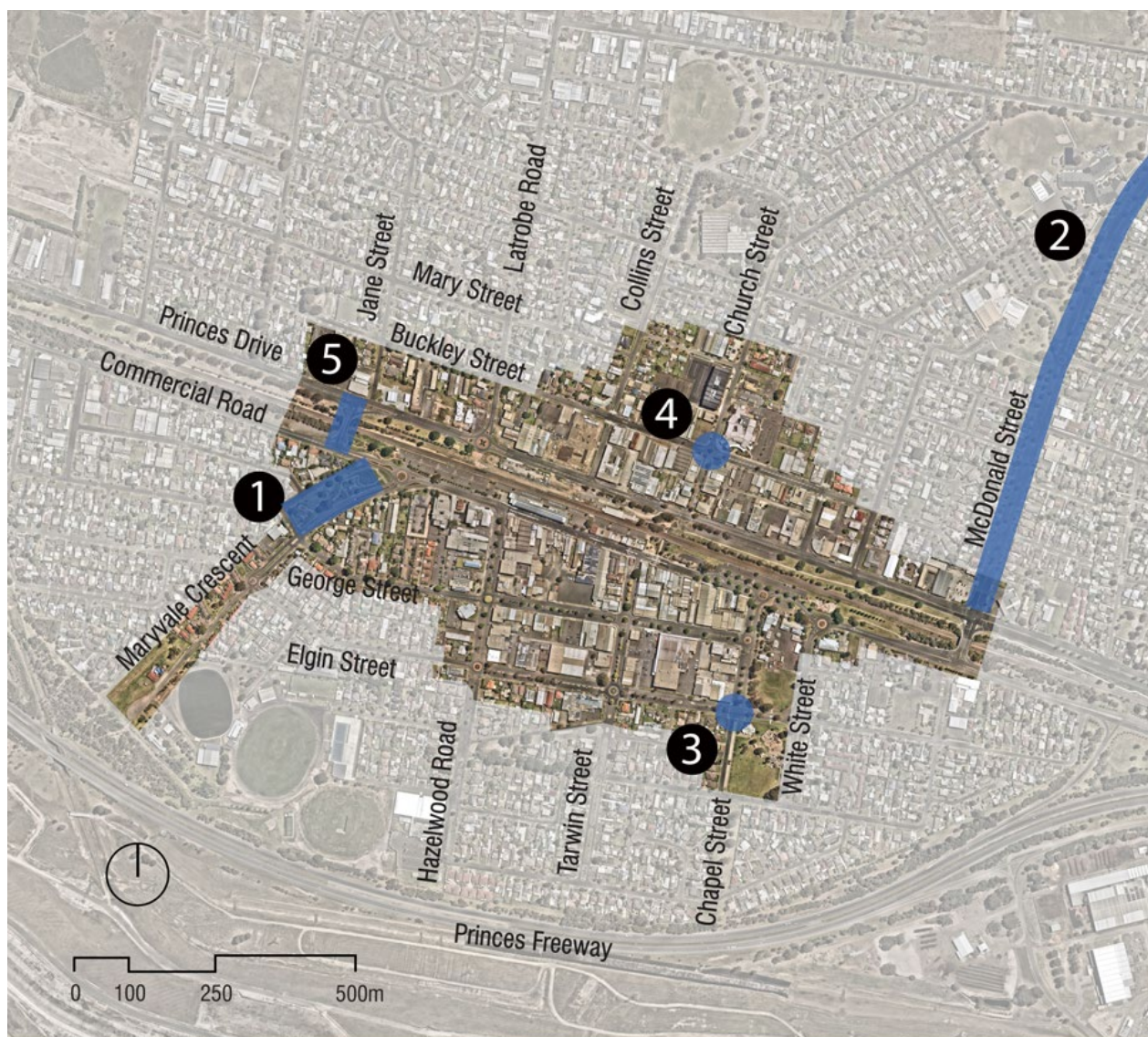


Figure 16: Recommended changes to roadways and intersections at Morwell Town Centre
Source: M&PC

Pedestrian Links

Pedestrian connectivity to the Town Centre is highly important. One of Future Morwell's objectives is to make the Town Centre more liveable through active movement (walking and cycling). This will promote healthy living and more cost-effective modes of transport. Good pedestrian links reduce the cost of living for households, increase local economic activity and make parking in Morwell easier to find.

Figure 17 (right) illustrates pedestrian routes that present opportunities for improvement such as:

1. The shared path along Princes Drive
2. The western length of Latrobe Road
3. The western length of McDonald Street
4. Across intersections in the Town Centre
 - a. Jane Street across Princes Drive and Commercial Road
 - b. Latrobe Road at Princes Drive
 - c. Elgin Street at Chapel Street
 - d. McDonald Street across Princes Drive and Commercial Road

Future Morwell outlines the development of concept plans for a new linear park along the rail corridor. Together, these ensure better continuous links between hubs identified in Future Morwell.

Travel Map Information

Google Maps needs to be updated with details of the pedestrian underpass. Currently, Google Maps does not recognise that people can walk from Church Street to Tarwin Street via the underpass, and instead adds significant time to walk from the Station to any location south of the railway line. This can confuse tourists who might be unaware of the local pedestrian network.



Figure 17: Recommendations to improve pedestrian priority along key routes and intersections
Source: M&PC

Regional Bicycle Connections

Future Morwell has identified the need to ensure that the bicycle network between hubs is well connected. Riding a bicycle is a very cheap, fast, effective and reliable form of transport. Electric bicycles are another form of transport that makes it even easier to travel longer distances in a short amount of time - and not have to pack a change of clothes. Most people who decline to ride a bicycle do so because they (or someone in their family) do not think there is enough infrastructure to make bicycle riding safe.

There are numerous opportunities for Council to make longer distance bicycle riding safer and easier, thereby reducing the cost of transport and increasing local economic activity. The key opportunities presented in Figure 18 (right) include bicycle paths:

1. Along the existing railway corridor to:
 - a. Moe
 - b. Traralgon
2. Along the former mine railway corridors (using existing but disused railway infrastructure to cross the freeway and arterial roads) to Churchill

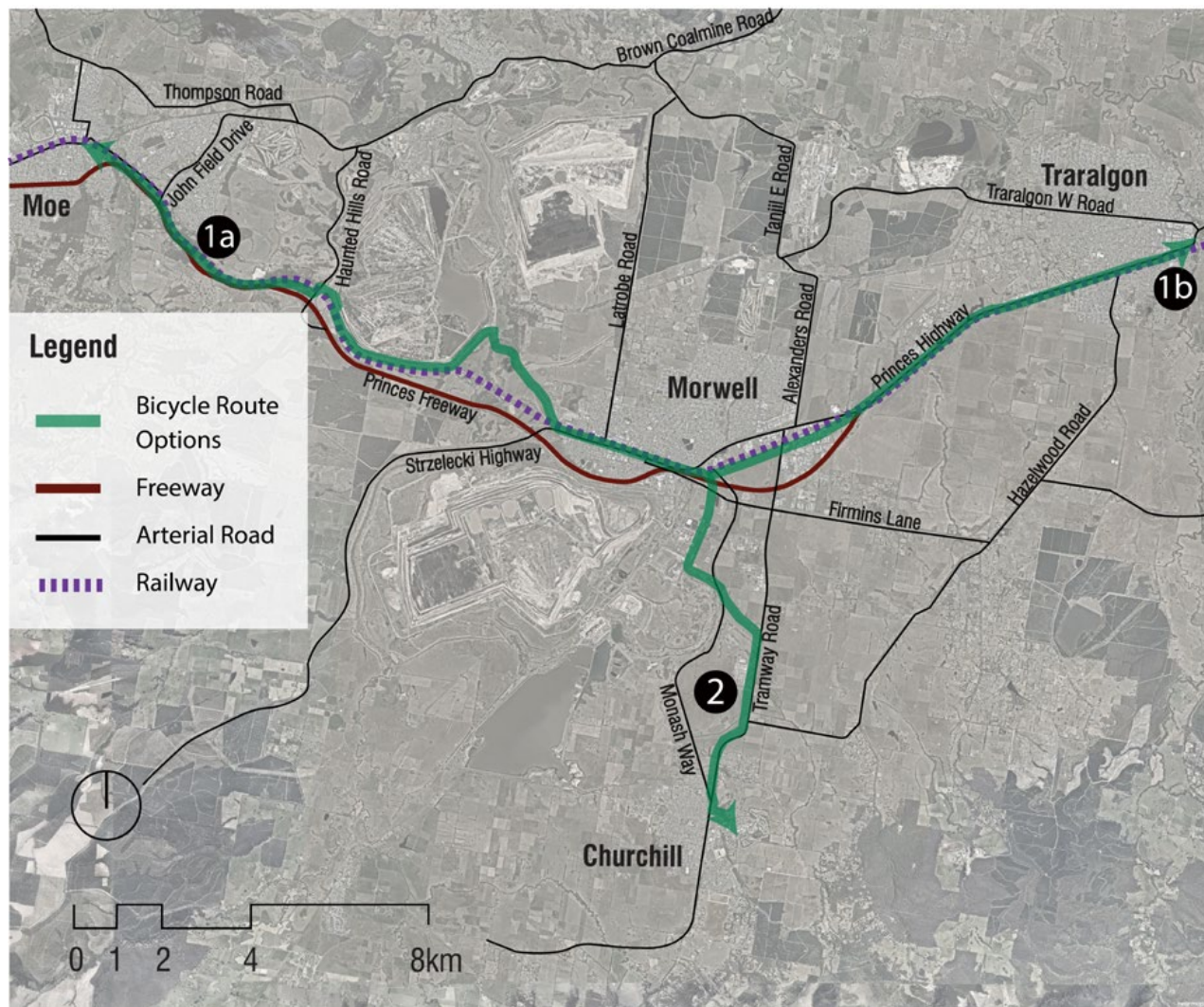


Figure 18: Recommendations to improve bicycle connections and safety along key routes and intersections
Source: M&PC

Local Bicycle Connections

Figure 19 (right) displays opportunities to make bicycle riding safer and easier when travelling to and around the town centre. The key opportunities presented include:

1. Extend Princes Drive off-street bicycle path from Church Street to Latrobe Road, providing a connection point to the station underpass
2. Install a bicycle and pedestrian priority roundabout at the intersection of Latrobe Road and Princes Drive.
3. Along the western side of McDonald Street on a potential 2.5m wide bi-directional shared path
4. Install bicycle traffic signal lanterns along McDonald Street at the intersections with Princes Drive and Commercial Road
5. Provide a bicycle connection along Berg Street, Hazelwood Road and Keegan Street
6. Continue to install bicycle parking facilities around the Town Centre



Figure 19: Recommendations to improve bicycle connections/safety along key routes and intersections
Source: M&PC

Bus Services

Bus services in Morwell are relatively good and well patronised. Each person using the bus frees up valuable car spaces in the Town Centre for other people to use. This also reduces the financial burden on Council of maintaining the car spaces and increases local economic activity.

Council should find ways to encourage more people to use the bus and ensure that everyone has access to the services. As shown in figure 20 (right), specific opportunities for improvement include:

1. Advocate to ensure that all bus stops, including the interchange, are fully accessible by 31 December 2022
2. Working with DOT to understand why travel times to Mid Valley Shopping Centre on bus Routes 1 & 2 vary despite them having the same route alignment
3. Considering the need for a full bus serving Route 20, when perhaps a taxi would be more comfortable, cheaper to operate and more time responsive than the current service every two hours.



Figure 20: Opportunities to improve bus services for greater access to public transport
Source: M&PC

Train Services

The train service provides an essential link between towns in Latrobe Valley, and reduces pressure on parking in Morwell Town Centre. Every train passenger is reducing demand for parking in the centre so that other people can find parking more easily.

These trips reduce the financial burden on Council and increase local economic activity. Council should find ways to encourage more people to access Morwell by train more often. As shown in figure 21 (right), specific opportunities for improvement include:

1. Second platform at Morwell Station
2. New stations at Mid Valley and Latrobe Regional Hospital to better connect local economic activity
3. More services such as local train services as shown in Figure 20 below. Similar to those that operate in Wollongong in addition to the regional services connecting to Sydney.

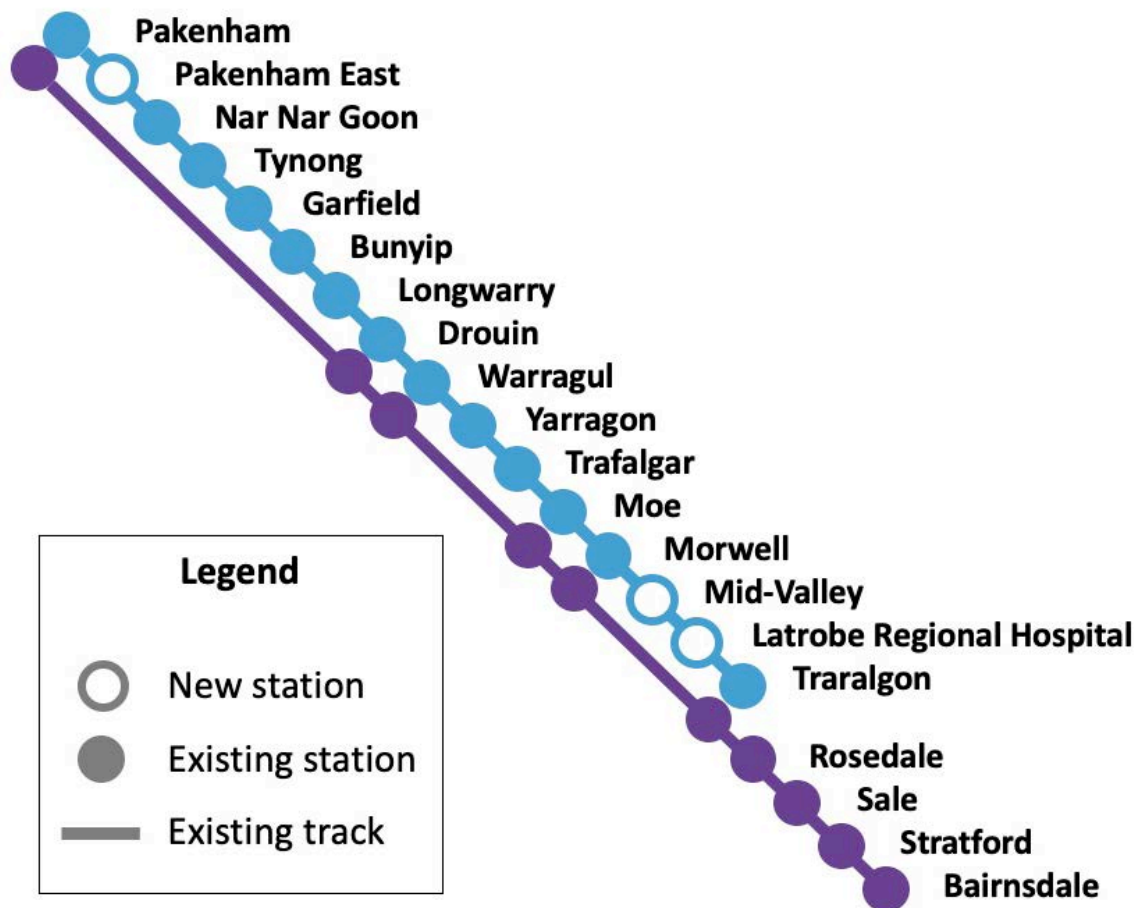


Figure 21: Latrobe Valley Metro Concept Map
Source: M&PC

Opportunities for Priority Streets

The main streets within Morwell Town Centre, as highlighted in Figure 22 (right), have opportunities to plan and design for all users, and better provide for safety and priority to pedestrians and bicycle riders. These streets have existing features that can be leveraged on to promote the Town Centre as an even more attractive place for all.

Opportunities exist to use wide traffic lanes and roadways for more landscaping with vegetation that builds on the “Town of Gardens” brand. Installing more community furniture, shared paths, and canopy trees will improve amenity, generate visitation and boost economic activity. Future Morwell recommends doing so especially with a priority network within the Town Centre to enhance the user experience of the public realm while moving between various destinations.

Cohesive planning of priority streets will be able to assign character and design streets that present narratives of Morwell. Doing so can enhance wayfinding strategies with clear access points¹ and attract more visitors to spend more time in the centre more often.

1 \$350,000 State Government funding has been secured with the Gateway Concept Plan



Figure 22: Priority Streets in Morwell Town Centre
Source: M&PC

Commercial Road

Commercial Road is one of two arterial routes running through the Town Centre (see Figure 23, right). The section of Commercial Road that passes through the Activity Centre hosts office spaces, various types of retail and cafes. Some cafes benefit from parcels of space afforded by the public realm. Maximising the amenity and economic potential of outdoor areas along Commercial Road is critical to the Towns overall success.

Under the Morwell CBD Revitalisation Civil Works plan and in line with Future Morwell, the streetscape has been upgraded with a more pedestrian-friendly design. This includes making the main pedestrian crossing (towards the rail corridor pedestrian underpass) safer.

Council has taken steps to enhance the pedestrian realm along Commercial Road through other actions such as traffic speed reduction to 40km/h, the addition of street furniture, improved footpath paving, and plantings. Two such pedestrian improvements are depicted in Figures 24 and 25 (right).

Transport Opportunities

Intensify diverse activity and uses to maintain Commercial Road as a vibrant pedestrian corridor

Activate the rear of buildings along the rail corridor to increase passive surveillance improving pedestrian safety

Ensure parking availability at all times through best practice parking management



Figure 23: Commercial Road, Morwell
Source: M&PC



Figures 24 and 25: Recent pedestrian improvements along Commercial Road
Source: Latrobe City

Morwell Transport Assessment and Parking Plan

Tarwin Street

Like Commercial Road, Tarwin Street is a high pedestrian priority route that presents as a critical retail link in Morwell Town Centre (see Figure 26, right). Under the Morwell CBD Revitalisation Civil Works plan, works to enhance the pedestrian experience have been completed as shown in Figures 27 and 28 (right). This includes works carried out at The Gathering Space at the intersection of Tarwin Street and Commercial Road.

Transport Opportunities

Prioritise safe and pleasant pedestrian crossing opportunities along Tarwin Street, especially at the intersections with Commercial Road, George Street, and Elgin Street

Consolidate recent public works improvements with temporary and permanent outdoor dining and events to activate the pedestrian realm and new Gathering Space

Maximise the impact of existing mature tree canopy by extending it along pedestrian routes in Wallace Street

Consolidate a diverse range of businesses, especially with street-facing activities, along Tarwin Street, without any additional car parking, to create an attractive pedestrian realm

Improve pedestrian priority to cross George and Elgin Streets

Plant canopy trees on the west side of the road (avoiding power lines) and filling the built form gap on the eastern side of the road at 31-33 Tarwin Street (between Bendigo Bank and Mallard Cycles).



Figure 26: Tarwin Street, Morwell

Source: M&PC

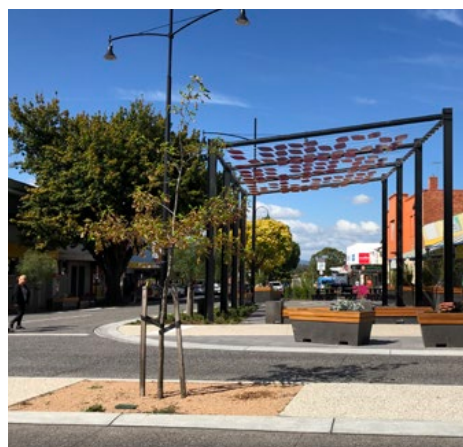


Figure 27 and 28: The Gathering Space at Tarwin Street | Source: Latrobe City

Princes Drive

Princes Drive is the main link used by local vehicles needing to travel east or west through the Morwell Town Centre to the adjacent towns of Moe and Traralgon (see Figure 29, right). The road cross section encourages faster travel speeds and discourages lingering pedestrian activity even in areas of open space along the railway corridor.

There are several right turn ‘pocket lanes’ which serve to increase vehicle travel speeds and reduce pedestrian amenity and safety. Only one right turn along the whole length of Princes Drive requires a right turn pocket (Hopetoun Avenue) and this can be provided in the second lane (rather than encroaching on the median).

Transport Opportunities

Design a high amenity boulevard of canopy trees along the wide road reserve to provide greater sense of arrival for traffic and more pedestrian comfort and ease of crossing the road through installation of a more continuous 2.5m wide centre median

The pocket lanes (that separate right turns from through traffic) are not needed. This space could be used for trees and landscaping, which will make crossing the road easier and will improve safety for all road users including through traffic

Improve pedestrian linkages with additional unsignalised pedestrian crossings and refuges in the median (painted at first and higher quality as the formal tree lined median is installed)



Figure 29: Princes Drive, Morwell

Source: M&PC

Retain current on-road bicycle lanes and improve connectivity of the rail trail shared path through the station precinct to connect with Latrobe Road bicycle lanes

Create an Eastern Rose Garden as a new recreation and tourist destination in the railway reserve between Hoyle and McDonald Streets

Improve continuity of build form along the northern side of Princes Drive, prohibit new driveway access and encourage existing vehicle access points to be relocated to rear laneways and side streets

Church Street

Church Street is the main retail spine on the north side of the town centre (see Figure 30, right). Upcoming developments in the north include a new Fire Rescue Victoria moving into the Town Centre.

Like Tarwin Street in the south, Church Street presents as a pedestrian focal link due to connectivity to the railway underpass that connects to Commercial Road. This is especially significant to incoming market segments including workers at the GovHub, visitors to the Latrobe Community Health Centre, and other related businesses.

An early win will be to designate this block as a Shared Zone, thereby reducing the risk to Council and the community.

Streetscape improvements are evident as shown in Figure 31 (right). However the intersection of Buckley Street and Church Street can be simplified to better link pedestrians to the north in Church Street.

Transport Opportunities

Improve pedestrian experience by increasing the daytime economy on the northern side of the railway line by matching the future design of Church Street to the recent improvements in Tarwin Street

Provide absolute pedestrian priority by formalising Church Street as a Shared Zone from Princes Drive to Buckley Street

Activate the pedestrian realm by easing permit processes and fees to allow for more outdoor dining and activities

Install a table top design with wombat crossings on each leg of the intersection with Buckley Street



Figure 30: Church Street, Morwell | Source: M&PC



Figure 31: Church Street | Source: Latrobe City

McDonald Street

McDonald Street is a key connection to residential areas, recreation facilities and schools north east of the town centre (see Figure 32, right). Its design gives high priority to high speed car movements. Data shows that traffic volumes are relatively low (peak hour volumes are not enough to fill even half a traffic lane) and speeds are very high - each day typically records multiple vehicles travelling at double the speed limit. This places vulnerable users at significant risk, such as pedestrians and bicycle riders, one of which is shown in Figure 33 (right).

Future Morwell recommends for McDonald Street to be reconsidered as a boulevard. The existing median strip, as shown in Figure 34 (right), is constructed in a manner that reduces safety (an embattled parapet that would create significant damage when a car hits it). Significant width in the road reserve presents an opportunity to improve safety for all road users.

Transport Opportunities

Reconstruct road in stages to provide a 3m wide median, one general traffic lane in each direction, and parallel parking on each side of the road, wider nature strips and a 3-metre wide bi-directional shared path along the western verge

Reduce traffic speed limits to 50km/h and narrow lanes to a maximum of 2.7m wide

Install bus priority signals at McDonald Street and Princes Drive



Figure 32: McDonald Street, Morwell | Source: M&PC



Figure 33: McDonald Street
Source: Latrobe City



Figure 34: Embattled parapet along median
Source: Latrobe City

Maryvale Crescent

Maryvale Crescent is a key connection for tourists and employees adjacent to the famous Centenary Rose Garden (see Figure 36 and 37, right) and leads to a major sports and recreation hub (especially with AFLW, AFL, and AFL Gippsland) (see Figure 35, right). Both destinations attract local and regional visitors and tourism. Future Morwell proposed a shared pedestrian and bicycle path along Maryvale Crescent leading towards the recreation hub.

The road is a key location for all-day employee parking, supported by improvement of footpaths and pedestrian crossings in early 2017 which improves safety and movement for all road users. This approach to formalising a median strip in the middle of the road is a good model to be applied in other streets such as Hazelwood Road and Tarwin Street.

Transport Opportunities

Reduce one traffic lane to add more park space to the Rose Garden and minimise pedestrian crossing distances

Incorporate a shared pedestrian and bicycle path along Maryvale Crescent leading towards the sport and recreation facilities further south

Work with local community focussed companies to activate the Centenary Rose Gardens more often through novel events



Figure 35: Maryvale Crescent, Morwell | Source: M&PC



Figures 36 and 37: Maryvale Crescent (taken from the traffic roundabout facing rose garden) Source: Latrobe City

Hazelwood Road

Hazelwood Road interfaces the civic, culture, and tourism destinations in Morwell Town Centre (see Figure 38, right). It requires improved active transport improvements to better meet the short distance travel needs in the area. Most employees need to walk from all-day parking located further away, and there are many short trips between the civic precinct and the retail core. Hazelwood Road is therefore used by a large volume of pedestrians. Underutilised median strip parking bays, as shown in Figure 39, offer opportunities for planting.

George Street

George Street provides access to key parking areas (see Figure 38, right). It also bisects the blocks that form the southern part of the Town Centre and creates a barrier that inhibits pedestrian movements between destinations within the Town Centre.

Unrestricted on-street parking is in high demand, whereas time-limited parking at the kerb is under-utilised. A kerb side taxi rank is utilised outside Coles, as shown in Figure 40.

Transport Opportunities

Construct a wider landscaped median in the centre of Hazelwood Road (similar to Maryvale Crescent)

Provide pedestrian priority across Hazelwood Road at George Street, and Elgin Street

Provide pedestrian priority along George Street at the intersections of Chapel Street, Hazelwood Road and Tarwin Street

Plant canopy trees along footpaths on the north side of George Street and the west side of Hazelwood Road



Figure 38: Hazelwood Road and George Street, Morwell | Source: M&PC



Figure 39: Hazelwood Road
Source: M&PC



Figure 40: George Street Taxi Rank
Source: M&PC

Morwell Transport Assessment and Parking Plan

Elgin Street

Elgin Street is a key east-west connector to off-street parking areas in the southern part of the Town Centre. On-street parking is subject to restrictions and is under-utilised.

A number of median breaks interrupt the boulevard treatment, sense of place and ability for pedestrians to cross the road safely and easily.

Chapel Street

Chapel Street is an important link east of the Town Centre's southern core as it leads from Commercial Road past Elgin Street and beyond Morwell Town Common (see Figure 43, right).

Berg Street

Berg Street provides a pedestrian connection between Tarwin Street and Hazelwood Road for locals and visitors heading to the bowling club and the recreation reserve (see Figure 42).



Figure 41: Elgin Street, Chapel Street and Berg Street, Morwell | Source: M&PC

Transport Opportunities

Close some median breaks and rely on roundabouts for u-turns along Elgin Street to improve movement and safety for all road users.

Extend Chapel Street's pedestrian priority further south for active travel links

Provide pedestrian priority along Chapel Street across George Street, Elgin Street and McLean Street

Increase footpath width and pedestrian features along Berg Street to enhance the walking experience



Figure 42: Berg Street at Hazelwood Road
Source: M&PC



Figure 43: Chapel Street
Source: M&PC

References for Good Pedestrian Priority Streets

The following are main streets in metropolitan and regional activity centres of Victoria that are attractive and popular places that people go to often and linger at.

Understanding the features that make them good places can guide the process of thinking of ways to refresh the user experience in Morwell Town Centre.

Rathdowne Street is an inner city route in Melbourne. It is an arterial connection in Carlton with greater balance of space allocated to all available modes as shown in Figure 44 (right). This includes 7m allocated to traffic (bi-direction), over 9m for a green median strip blended with car parking, 5m designated for an on-road bicycle path (bi-direction), and over 6m of footpaths (both sides). Active shopfronts and footpath dining enlivens the area and makes walking interesting.

As the main shopping strip in the regional town centre of Bendigo, **Hargreaves Mall** is a 23m wide car-free street that stitches the civic and commercial precincts. In addition to generous space afforded to outdoor dining, deliberate streetscape and vegetation makes the area one of the more important community places in Bendigo that caters to many market segments as shown in Figure 45 (right). This includes workers, students, tourists, and locals.

Walker Street is a relatively newly reconstructed connection in Dandenong. 12m of road is allocated to traffic and accommodates around 1,200 bus movements each day to and from the nearby Dandenong Station Interchange. Over 2m is allocated to an off-road bi-directional bicycle lane, along with a wide footpath just under 5m. As shown in Figure 46 (right). Together, these features enhance the safety and amenity of a major movement corridor.



Figure 44: Rathdowne Street, Carlton | Source: Google Maps



Figure 45: Hargreaves Mall, Bendigo | Source: Google Maps

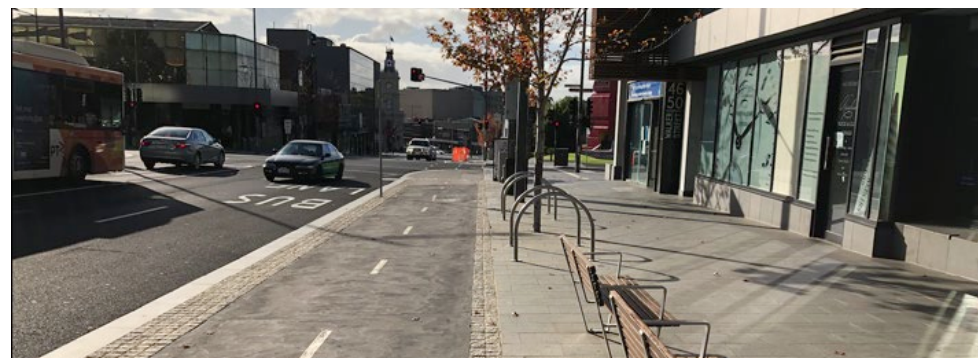


Figure 46: Walker Street, Dandenong | Source: M&PC

5. Objectives, Strategies & Actions

Objective 1

Create vibrant and safe pedestrian links to and within Morwell Town Centre

Transport Strategy 1.1

Plant canopy trees to reduce urban heat stress and increase amenity

Action 1.1.1

Plant canopy trees with the aim of tripling the canopy tree cover in Morwell Town Centre to 35%

Action 1.1.2

Maximise the impact of existing mature tree canopy by extending canopy coverage along Tarwin Street, from George Street to Wallace Street. This can significantly improve the streetscape, as shown in Figure 47 (right).

Action 1.1.3

Plant canopy trees along footpaths on the north side of George Street, and west side of Hazelwood Road

Action 1.1.4

Construct a wider landscaped median in the centre of Hazelwood Road

Transport Strategy 1.2

Encourage active frontages and buildings built to the property boundary along key pedestrian corridors

Action 1.2.1

Encourage buildings along the rail corridor to increase passive surveillance and improve pedestrian safety at the rear of the buildings

Action 1.2.2

Intensify and diversify activities on Commercial Road to maintain a vibrant pedestrian corridor. Outdoor seating and dining, as shown in Figure 48 (right), are ways to improve pedestrian experience.



Figure 48: Activated streetscape on Tarwin Street at the Gathering Place
Source: Latrobe City



Figure 47: High tree canopy coverage in Bacchus Marsh Town Centre
Source: M&PC

Objective 2

Improve cost of living by prioritising active transport access to Morwell Town Centre

Transport Strategy 2.1

Promote walking as the first transport choice

Action 2.1.1

Improve pedestrian amenity and priority along the western side of Latrobe Road with raised crossings at side streets and triple the number of canopy street trees

Action 2.1.2

Develop a plan of works to install raised pedestrian crossings along key pedestrian corridors including:

- Chapel St
- Latrobe Road
- McDonald Street
- Princes Highway
- Church Street
- Berg Street
- Commercial Road
- George Street
- Buckley Street
- Tarwin Street

Action 2.1.3

Enhance the walking experience on the southern side of Berg Street with additional canopy trees and a 2.5m wide shared path between Hazelwood Road and Tarwin Street

Transport Strategy 2.2

Maximise productive use of space for economic activities

Action 2.2.1

Prohibit construction of new driveways along the northern side of Princes Drive between Collins Street and Hopetoun Street, and encourage vehicle access to businesses via rear laneways

Transport Strategy 2.3

Focus investment on improving pedestrian and bicycle safety and priority at intersections

Action 2.3.1

Install wider nature strips and a 3-metre wide bi-directional shared path along the western verge of McDonald Street

Action 2.3.2

Improve connectivity of the railway corridor shared path with the bicycle lanes in Latrobe Road

Transport Strategy 2.4

Connect shared paths to nearby towns

Action 2.4.1

Improve pedestrian and bicycle priority along Princes Drive at key side streets that cross the shared path, through raised pedestrian crossings across Civic Court and Monash Way in the first instance

Action 2.4.2

Continue to extend and improve the shared path in the railway corridor to Moe and Traralgon

Action 2.4.3

Investigate opportunities for safe and direct bicycle infrastructure utilising the former railway bridges to cross Princes Freeway and Commercial Road before connecting with Bennetts Creek and Monash Way

Action 2.4.4

Investigate opportunities for safe and direct bicycle infrastructure utilising the former railway bridge over Commercial Road and railway embankment before connecting to the Morwell River and the railway corridor to Moe

Objective 3

Improve parking access , availability & design

Transport Strategy 3.1

Adopt best practice parking management approaches to ensure availability in high demand areas

Action 3.1.1

Review parking restrictions regularly to ensure adequate provision of loading zones

Action 3.1.2

Improve parking management to ensure parking availability based on the local needs

Action 3.1.3

Annually review the provision of disability permit parking spaces to ensure they remain available to those who require them

Action 3.1.4

Identify and report on Council expenditure on car parking construction and annual maintenance (including on-street parking resealing and cleaning)

Action 3.1.5

Implement an improved parking management process that enables payment for the highest demand spaces

Action 3.1.6

Implement specific parking plan recommendations to improve availability of parking in 2021

Objective 4

Improve public transport access to and from Morwell Town Centre

Transport Strategy 4.1

Work with DoT to improve public transport facilities and services

Action 4.1.1

Advocate for the second platform at Morwell Station to have an activated entrance including cafe between the station and new bus interchange, area shown in Figure 50 (right).

Action 4.1.2

Advocate to upgrade Morwell Bus Interchange to become “Morwell Station - Platform 3”

Action 4.1.3

Advocate for new stations on the Traralgon line at Mid Valley and Latrobe Regional Hospital to better connect local economic activity

Action 4.1.4

Work with DoT to improve and align bus travel times to Mid Valley Shopping Centre on Routes 1 & 2

Action 4.1.5

Advocate for a review of Bus Routes 8 (Moe - Traralgon once per week at 6am on Sundays) and the seven bus stops it serves to improve utilisation of these resources. If the service remains, consider adding new bus stops along Princes Drive.

Action 4.1.6

Advocate for a review of Bus Route 20 (Morwell to Morwell South) and the four bus stops it serves to improve utilisation of these resources

Action 4.1.7

Advocate for a new local train service to serve all stations between Pakenham and Traralgon

Action 4.1.8

Review all bus stops and prioritise works to improve accessibility, amenity and safety including seating, shelter and lighting



Figure 50: Entrance to proposed Morwell Station Platform 2 (at the bus interchange) should be activated

Source: M&PC

Objective 5

Improve safety for all road users

Transport Strategy 5.1

Reduce travel speeds through road cross section and design changes

Action 5.1.1

Reduce traffic speeds with tree planting in medians, narrow travel lanes and more visual cues to slow down through the retail core

Action 5.1.2

Reconstruct McDonald Street & Maryvale Road (up to Granya Grove) in stages to provide one general traffic lane in each direction separated by a 3m wide median, with parallel parking on each side of the road and the remaining road space used to widen the nature strip on the western side of the road

Action 5.1.3

Reduce traffic speed limits to 50km/h and use line-marking to narrow the traffic lanes to a maximum of 3.3m wide (along McDonald Street & Maryvale Road, up to Granya Grove)

Action 5.1.4

Remove all existing right turn pocket lanes from Princes Drive and widen the median to a continuous 2.5 metres in width. Allow right turns to occur from the through lanes at Hopetoun Avenue, Latrobe Road (including u-turns) and some station carpark entrances (not exits)

Action 5.1.5

Design a high amenity boulevard of canopy trees on Princes Drive, along the road reserve and 2.5m wide centre median, to improve pedestrian comfort and safe crossing opportunities

Action 5.1.6

Convert the Church Street/Buckley Street roundabout into a speed table with raised pedestrian crossings

Transport Strategy 5.2

Simplify intersections and road layouts

Action 5.2.1

Simplify the Chapel Street/Elgin Street intersection to reduce turning movements and conflict between road users by installing a median on Elgin Street and removing the ability to turn right (in any direction)

Action 5.2.2

Redesign Jane Street intersections (at Princes Drive & Commercial Road) on either side of the bridges over railway line to reduce traffic speed and improve safety for all road users

Action 5.2.3

Redesign McDonald Street intersections (at Princes Drive & Commercial Road) on either side of the bridges over railway line to reduce traffic speed and improve safety for all road users

Action 5.2.4

Redesign Latrobe Road/Princes Drive roundabout to prioritise pedestrian and bicycle movements around the whole intersection. Suggested design shown in Figure 51 (below).

Action 5.2.5

Upgrade Tarwin Street intersections with George Street and Elgin Street to prioritise pedestrian movements and safety

Action 5.2.6

Formalise Church Street as a Shared Zone to improve pedestrian priority between Princes Drive and Buckley Street

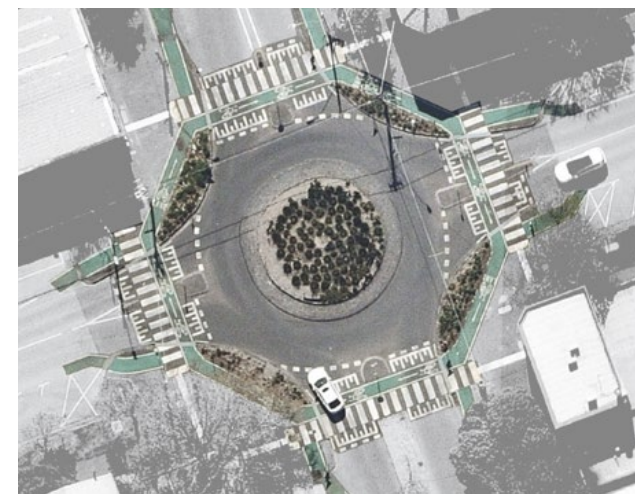


Figure 51: Bicycle roundabout at Moray & Dorcas St Intersection, South Melbourne
Source: Google Maps

Objective 6

Provide inclusive access for all to Morwell Town Centre

Transport Strategy 6.1

Advocate for bus stops to be made accessible for all resident

Action 6.1.1

Advocate for funding to ensure the Morwell Bus Interchange is fully accessible by 31 December 2022 and consider alternative arrangements that will be required on 1 January 2023

Action 6.1.2

Provide seating at all bus stops in the Town Centre

Transport Strategy 6.2

Design the public realm with a safety and security focus

Action 6.2.1

Conduct a women’s safety and night time lighting audit for the town centre

Action 6.2.2

Conduct a DDA access audit for the town centre

Action 6.2.3

Provide clear signage to wheelchair recharge locations including an online madding new bus stops along Princes Drive.

Action 6.2.4

Regularly review the provision of disability parking spaces to ensure they are well located and designed

Action 6.2.5

Provide DDA compliant footpaths and built form that assist people with vision impairments to navigate around Morwell Town Centre

Action 6.2.6

Ensure all roadworks in the Town Centre are designed to include raised flat pedestrian crossings that are easy for everyone to use, as shown in Figure 52 (below).

Action 6.2.7

Develop a business design guide that highlights how businesses can make themselves more accessible to the ageing population



Figure 52: Raised pedestrian crossing on Commercial Road, Morwell

Source: Latrobe City

Objective 7

Support economic growth and the expansion of local businesses

Transport Strategy 7.1

Maximise productive use of space for economic activities

Action 7.1.1

Continue to facilitate easy access to outdoor trading and dining permits

Action 7.1.2

Investigate coordination of commercial waste collections and freight deliveries

Action 7.1.3

Advocate for an additional Express Post mail box to be installed near the corner of Commercial Road and Hazelwood Road

Action 7.1.4

Advocate for clearer signage regarding preferred freight access routes including “Morwell - Next 5 Exits” at the signpost 2km west of the Princes Drive Freeway exit

Action 7.1.5

Advocate for clearer signage at each Morwell exit on the Princes Freeway that includes arterial road names similar to freeway exit signage in the metropolitan area

Action 7.1.6

Consolidate a diverse range of businesses to face Tarwin Street, with zero car parking requirements, to create an attractive pedestrian realm

Action 7.1.7

Fill in the built form gap on the eastern side at 31-33 Tarwin Street with an active street frontage in a building built on the property boundary

Action 7.1.8

Waive any need for on-site parking for new or expanding businesses in the core area

Action 7.1.9

Work with local community focussed companies to activate the Centenary Rose Gardens more often through novel events

Transport Strategy 7.2

Repurpose existing road space to expand key civic features that build pride, identity and a sense of place

Action 7.2.1

Encourage outdoor dining to activate the pedestrian realm particularly at the new Gathering Space

Action 7.2.2

Widen the Centenary Rose Garden by making Maryvale Crescent southbound only from Commercial Road to Ann Street

Action 7.2.3

Create an Eastern Rose Garden as a new recreation and tourist destination in the rail reserve between Hoyle Street and McDonald Street (as proposed in Future Morwell).

Transport Strategy 7.3

Increase residential population within walking distance of the Town Centre

Action 7.3.1

Encourage higher density developments within 400m of the Town Centre to generate more economic expenditure within walking distance of businesses

6. Visitation & Parking Survey

Survey Overview

The Morwell Town Centre Visitation and Parking Survey was conducted for two weeks in December 2020. Its main objective was to gain insights from who and how people visited the Centre, their satisfaction regarding car parking, and how parking and mode of transport impact how time is spent at the Centre. Survey insights were drawn from responses to inform transport and parking recommendations that will enhance both local community benefits and the local economy.

113 responses were recorded, with the most common age groups at:

1. 35 to 44 (26%)
2. 55 to 64 (20%)
3. 25 to 34 (17%)

Over 60% identified as female, while over 30% identified as male.

Although respondents came from all over the municipality, the top five residential localities were:

1. Morwell (40%)
2. Traralgon (24%)
3. Churchill (8%)
4. Moe-Newborough (5%)
5. Boolarra (4%)

The survey continued to confirm that visitors to the Centre are very reliant on private cars to get there (88%). This is despite more than 20% visitors who live less than 2km away from the city core.

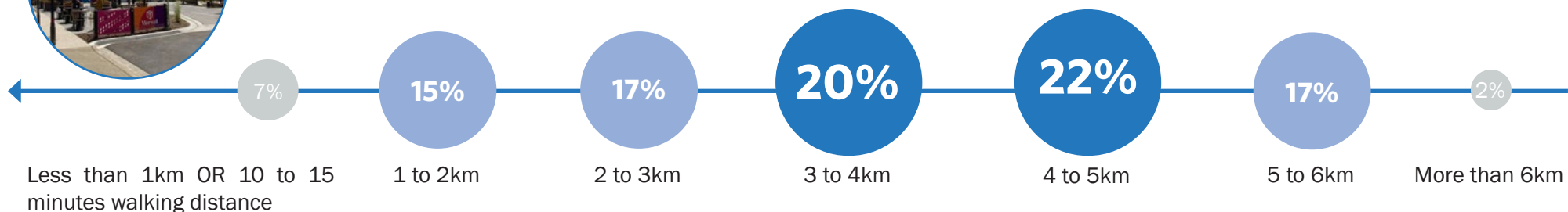
Between Morwell Town Centre and Mid Valley Shopping Centre, respondents were more likely to visit the Town Centre more often. 77% visited Morwell at least once a week, compared to 25% who visited Mid Valley Shopping Centre.

83% respondents drove to Morwell

17% respondents did not drive
 5% were driven
 6% walked into town by foot or with a mobility aid
 3% rode their bicycles
 3% took the bus or train



Distance from home to Tarwin Street's Gathering Space

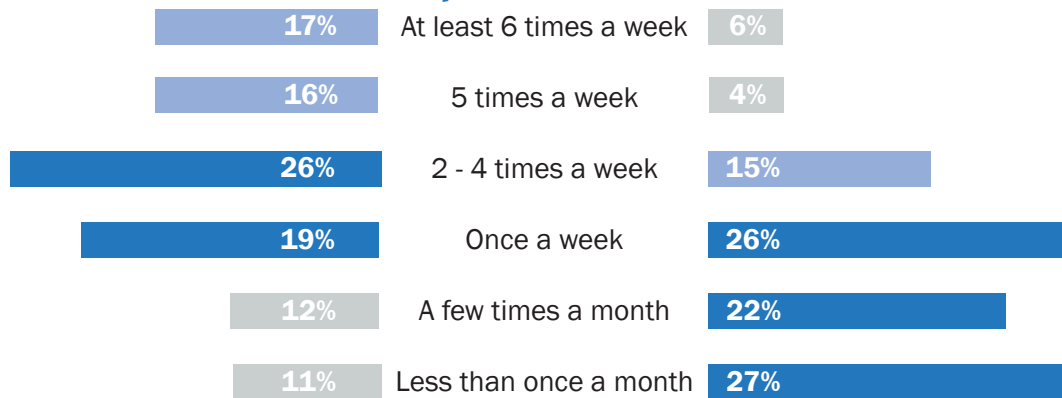


77% of respondents visit Morwell at least once a week
 Only 25% visit Mid Valley that often

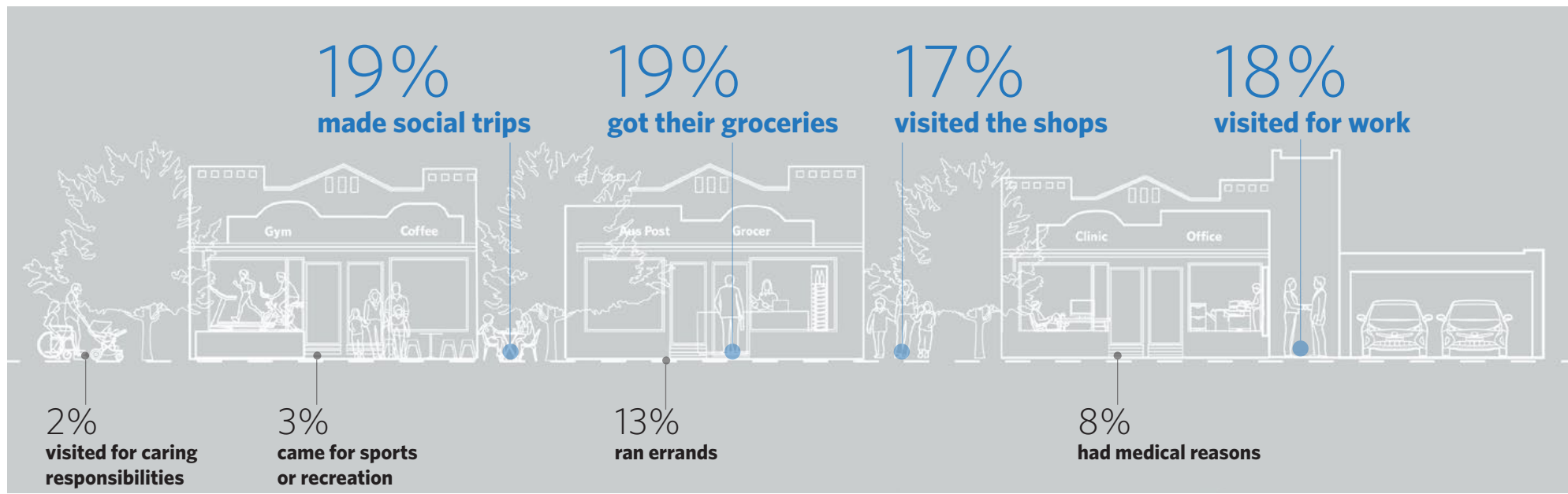


Morwell Town Centre

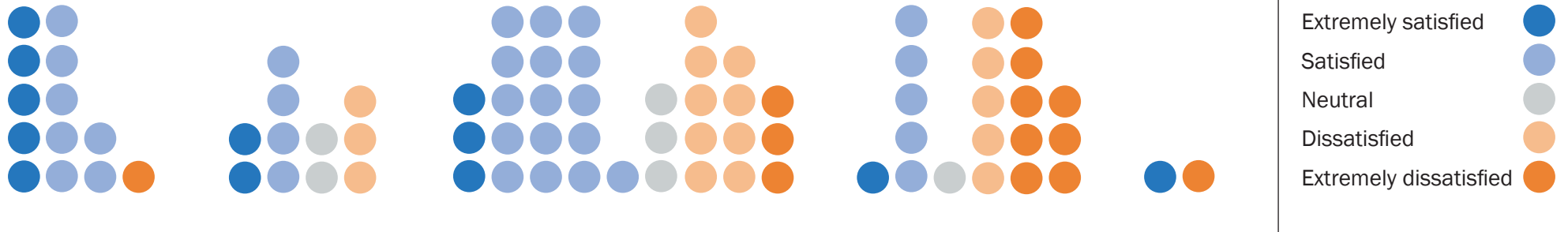
Respondents visited



Mid Valley Shopping Centre



Satisfaction with parking at Morwell Town Centre



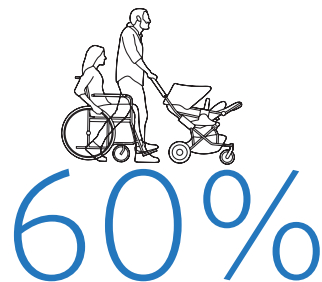
Walking distance from parking to destination



Overall, respondents were satisfied with parking up to 500 metres (6 minutes) from their destination

Reasons for parking dissatisfaction

- Parking Supply**
 - Lack of short-stay parking
 - Lack of all day parking for all-day workers
 - Problematic parking along Commercial Road and adjacent to the train station
 - Reclamation of parking spaces
 - Lack of accessible parking spaces
- Parking Infrastructure**
 - Lack of “defined” car spaces (unmarked parking areas)
 - Difficult parallel parking spaces



60% walk between destinations at Morwell Town Centre

* includes mobility aids

When it gets busy and finding a parking space is difficult,

43% will still visit Morwell Town Centre but park further away

28% will drive around until they find a parking space

18% will go elsewhere to complete their trip

6% will take their chances and park at a restricted space

5% will not make the trip at all

Survey Insights

Up to 60% of survey respondents spent two hours or less at Morwell Town Centre. Most (40%) stayed between 30 minutes to one hour. Apart from work, over 30% respondents made shopping trips during their visit to Morwell.

65% of respondents visited two to three places on a typical trip, which suggests some level of diversity in shopping options at the Centre. This is an important feature to encourage people to live locally, and can ensure people stay longer on a trip here.

60% of those who visited more than one place in the Centre walked between their destinations. Given that the aspiration for Morwell is for a vibrant town centre that encourages activity en route and within the public realm, 40% of respondents who did not walk to their second or next destination reflects the need for interventions that would encourage them to walk instead. This is especially so when 43% have indicated that they are willing to walk further from where they park to their destination.

Overall, respondents were satisfied with parking that was up to 500 metres away from their destination. With evident willingness to walk from parking to destinations at Morwell Town Centre, proceeding considerations and actions can focus on:

1. Safe, comfortable, and attractive walking connections between places
2. Consolidating shops and services to create easy and direct walking distances
3. Consolidating parking to free up space to support the creation of better places and connections

40% respondents stayed at Morwell between 30 minutes to 1 hour. On average, they spent **\$60**

The majority of respondents stayed less than 1 hour and spent about \$50 per person

65% visited 2 to 3 places on a typical trip to Morwell

% of visitors	Time spent at Morwell Town Centre	Average spending
6%	Less than 15 mins	\$10
12%	Between 15 to 30 mins	\$40
41%	Between 30 mins to 1 hour	\$60
20%	Between 1 to 2 hours	\$70
4%	Between 2 to 3 hours	\$50
4%	Between 3 to 4 hours	\$100
12%	Over 4 hours	\$30

% of visitors	No. of destinations
14%	1
38%	2
27%	3
11%	4
6%	5
1%	6
1%	7
2%	8 or more

7. Parking Study

Current Parking Supply

Within the Morwell Town Centre boundary there are currently 3,620 public and private car parking spaces. Of these, 2,521 spaces are available to the public. This does not include other parking spaces just outside the Town Centre boundary in Maryvale Crescent, Hazelwood Road (near the bowls club) or at either end of Commercial Road (beyond Jane Street bridge or White Street).

Of the 2,521 public parking spaces, 50% are on-street and 50% are located off-street. Council provides, manages and maintains 65% of the parking spaces and 35% are maintained by the private sector. This is a significant public investment in parking that is currently paid for using general rate revenue. The parking provided by Council in the Town Centre requires around \$750,000 in annual maintenance¹.

¹ Rawlinsons Australian Construction Handbook (2019)

The tables below provide an overview of existing¹ car parking numbers and availability:

Parking Supply	Capacity
Total On-Street Parking	1,265
Total Off-Street Parking	1,256
Total maintained by Council	1,633
Total maintained by private sector	888

Parking Ownership	Capacity
Off-Street Council-Owned	368
Off-Street Private-Owned	731

Breakdown of Parking Restrictions	Capacity
Total Unrestricted	1,217
2-hour parking bays (2P)	692
3-hour parking bays (3P)	247
4-hour parking bays (4P)	64
Disabled Permit Parking bays	36
Loading (including bus and taxi)	19
Off-Street (unavailable to public)	157

¹ Latrobe City Council's 2017 Parking Occupancy and Length of Stay Survey for Morwell

Existing parking management

Parking is managed using various tools, specifically user-based, time-based and fee-based restrictions. All these tools are currently used in the Town Centre, though user-based and time-based restrictions are much more common as shown in Figure 53 (overleaf). Fee based restrictions tend to be restricted to permit parking, privately owned parking and fines for non-compliance with other restrictions. However, there are currently no paid meters used to control parking in Morwell Town Centre. The council also permits the use of public space for other economic purposes such as footpath trading at a fee of around \$10 per square metre per annum.

Current perceptions of parking

In 2016, surveys found that 76% of visitors and shoppers to the Town Centre were satisfied with the parking situation. Future Morwell found that existing on-street and off-street car parking well-supported activities within the Town Centre. However, only 46% of business owners and employees were satisfied.

Traders in Morwell Town Centre should note that 15% of the nearby households do not own a car. These people visit Morwell Town Centre often, because it meets their needs and is easier to get to than Mid Valley Shopping Centre. Dominance of car movement and parking detracts from the experience these people receive. If pedestrian priority and safety is not improved in Morwell Town Centre, visitors may visit the town centre less due to its unwelcoming public realm.



Figure 53: Council-maintained parking
Source: M&PC

Parking Availability

Council’s 2016 Parking Occupancy and Length of Stay Surveys recorded a 30% availability of public parking (694 out of 2,316 bays) during Morwell’s weekday peak occupancy period (12pm-1pm) as shown in Figure 54 (right). Apart from the peak period, Morwell has an average parking availability of 40%.

Between on-street and off-street parking, the latter had a higher occupancy rate, although the peak occupancy times are a little different - between 1pm and 2pm for on-street parking, and between 11am to 12pm for off-street parking.

At its peak, there are 40% (730 out of 1,217 bays) available on-street parking. On average, more than half (52%) of the on-street parking bays are vacant.

Off-street parking that are available for public access had 20% available spaces at peak occupancy, and 30% availability on average.

Notably, there are many small parking areas (typically street segments) that experience low availability (occupancy over 98%). This is typically due to the type of restriction applied to the space, and its location in a highly desirable area.

Overall, there is a clear indication that **there is no lack of car parking**. However, it is important to apply best practice car parking management practices in order to cater for all user segments. This needs to be addressed through a Parking Strategy and Management Plan for the Town Centre.

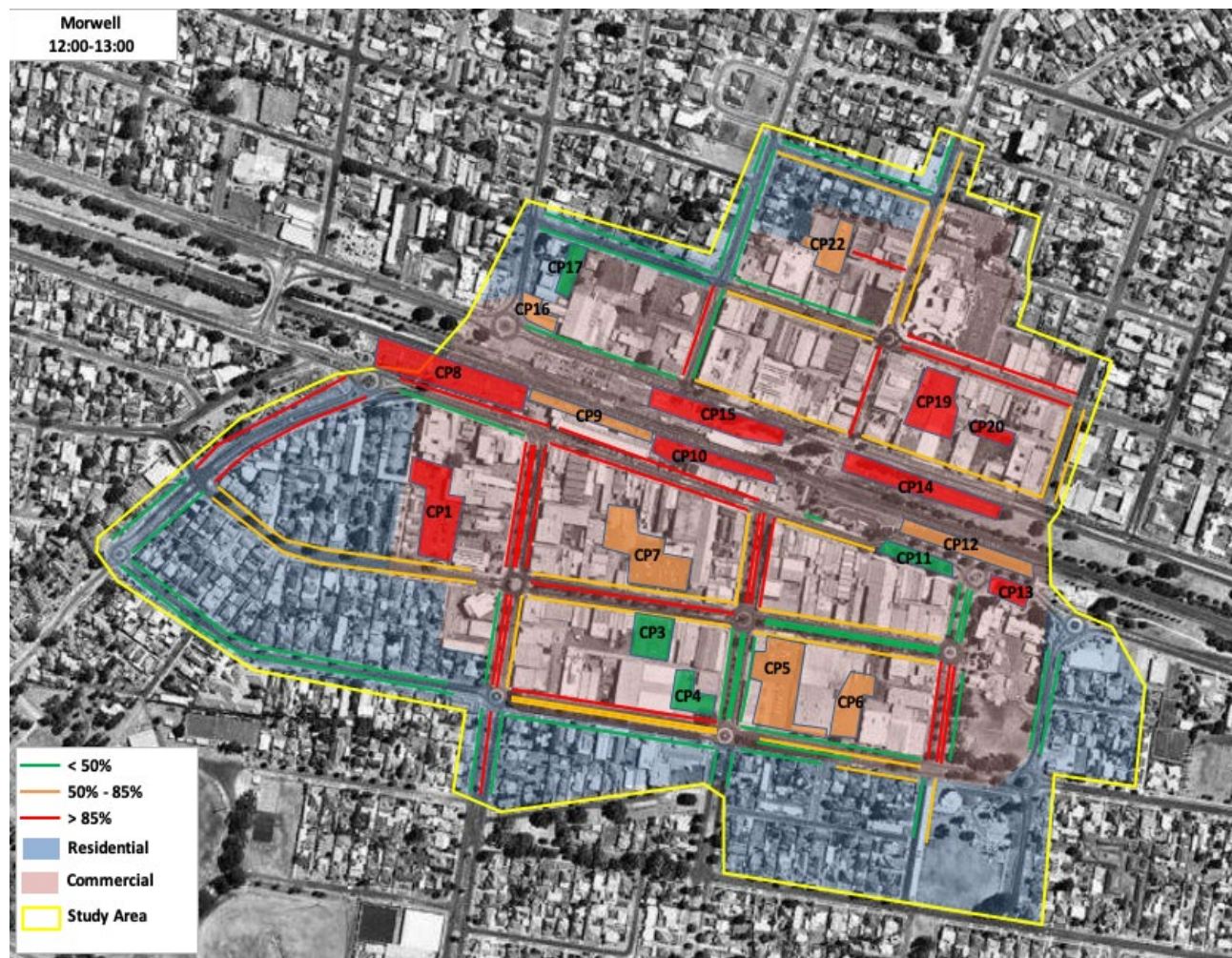
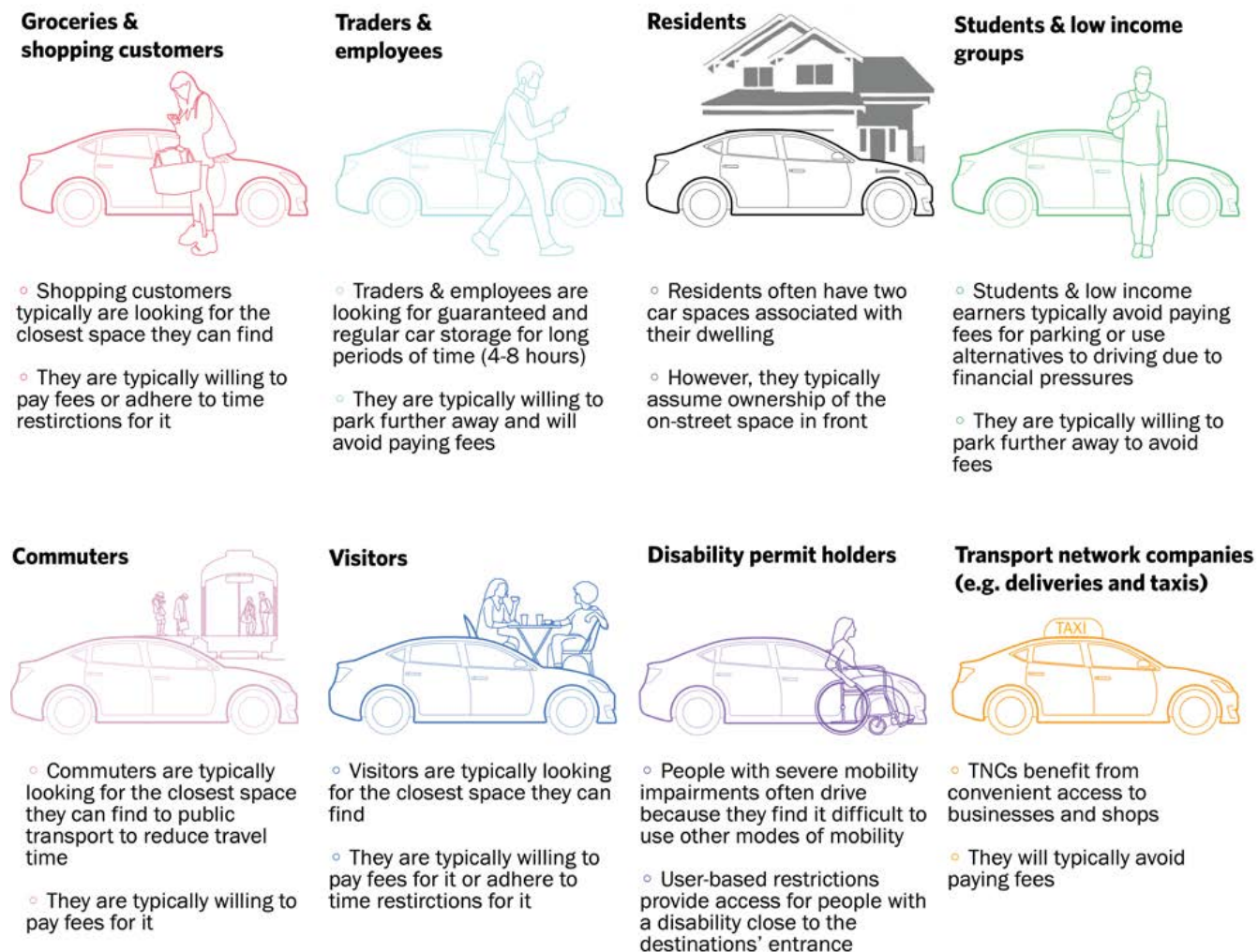


Figure 54: Parking occupancy in Morwell Town Centre at 12-1pm
Source: Latrobe City

Planning for Different Segments of the Community



Often in town centres, parking is abundant and largely unrestricted. As areas within the centre's catchment begin to develop, parking will become more highly contested. Providing unrestricted parking close to every shop is highly inefficient as it reduces parking availability for visitors who need spaces close to their destination. The frustration from a lack of appropriate parking spaces can discourage visitors from coming to the Town Centre, which can undermine economic activity.

Generally when travelling to a destination, people are interested in the 40 or so spaces closest to their destination (within 50m) as depicted in the Visitation and Parking Survey. Different people have different needs at different times, typically based on the time of day or week, and the sort of trip they are making as illustrated in Figure 55 (left).

These indicate the importance of managing the supply of car parking, as well as understanding peoples different parking needs. Council will need to embrace best practice parking management in order to increase the economic productivity and competitiveness of businesses within Morwell Town Centre.

Best practice parking management should spread parking demand evenly so that drivers can find a car space wherever they want one. With such a high rate of parking availability (31%), walking distances to destinations (for all drivers) can be minimised through appropriate management tools.

Figure 55: Parking user market segments
Source: M&PC

Existing Parking Overlay

The future provision of parking, as part of development in Morwell Town Centre, is regulated by Schedule 2 to Clause 45.09 of the Latrobe Planning Scheme. This Schedule applies to the area shown in Figure 56 (right). It provides guidance on how much parking new developments can be expected to provide. The use of column B rates allows new businesses to focus their expenditure on essential items that make their business productive, rather than forcing expenditure on parking provision.

The Schedule applies a lower parking requirement rate than elsewhere in Morwell. This reduces the cost burden on local businesses seeking to establish and grow in the town centre.

The Schedule allows the number of car spaces for a future development to be reduced but places a significant burden of providing car parking onto new business that wish to maximise the economic productivity of their site in the Town Centre.

The 2016 Parking Occupancy and Length of Stay Surveys has found that there is an over-supply of parking in the Town Centre. It has also found that the oversupply is weakening economic activity. By requiring new or expanding businesses to provide even more parking, the Latrobe Planning Scheme is further preventing economic growth for businesses within the town centre.

This is a critical issue as it can discourage businesses from opening in the town centre, as other business locations offer cheaper start-up costs and are less risky for small business.

This issue could be addressed simply by identifying an area within the Town Centre core where providing additional car parking is not required.

It would also be worth clarifying the decision guidelines with a smaller set of uncomplicated tasks that apply within the Town Centre.



Figure 56: Morwell Parking Overlay
Source: M&PC

Plans for Future Parking Supply

A proposed \$1.025 million Early Works Package with Regional Development Victoria (RDV) to provide additional car parking in Latrobe City (Moe, Morwell, and Traralgon) was approved in June 2020. This focuses on providing additional parking supply. As shown in Figure 57 (right), the following are endorsed opportunities in lieu of further investigation:

New Parking Supply	Capacity (parking spaces)
Morwell HQ Deck (Council)	100 - 120
Jane Street Overpass (Regional Roads Victoria)	60 - 80
Princes Hopetoun (Regional Roads Victoria)	80 - 100
Princes Collins (VicTrack)	25 - 30

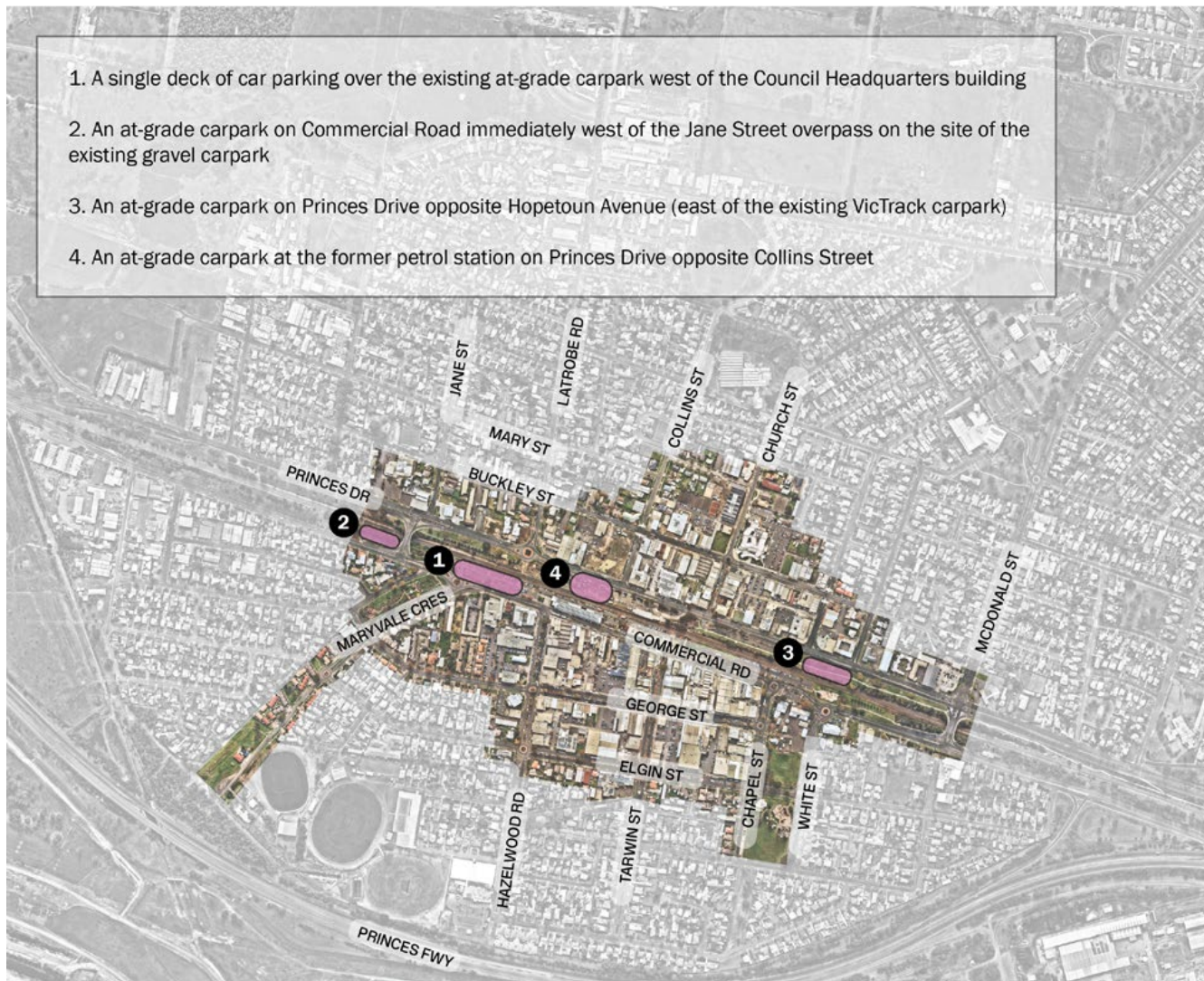


Figure 57: Endorsed locations for future parking provision investigations
Source: M&PC

Review of Proposed Future Parking Locations

Each of RDV's locations presents opportunities to disperse parking and traffic congestion away from core pedestrian areas supporting commuters and local employers. The decision on which site to proceed with is likely guided by the cost of each option and the ease of meeting political commitments. In this case parking is likely to be made available to users at no cost. If parking was financed by user fees it would be possible to finance provision of more spaces closer to the commercial core. This will attract businesses to the town centre due to reduced parking provision related costs.

The current parking supply, and availability at weekday peak times, already provides more than enough parking at Morwell Town Centre. There is sufficient supply to meet future demand and priority should be given to ensuring that existing available spaces in the town centre are used to enhance the local economy and the quality of the public realm.

Applying RDV's investment to provide additional, at-grade car parking could erode the urban form and create additional parking in a location where demand is low. Providing parking in the middle of the town centre is typically more expensive than building it on the edge of town. RDV is aware that Morwell needs high quality urban design and architecture. Constructing a multi-deck parking facility next to Council offices, as shown in Figure 58 (right), can achieve this vision. This option would be much more helpful for visitors to the civic precinct without sacrificing better uses of the available at-grade spaces listed under RDV's options.



Figure 58: Multi-deck carpark considered over existing at-grade parking west of Council Headquarters building
Source: M&PC

References for Good Parking and Land Use Integration

Examples of car parking spaces in various parts of Australia that minimise their impact on the amenity and urban fabric of their adjacent areas are shown in Figures 59, 60 and 61. They offer a choice for people to drive to destinations in the areas while ensuring that placemaking objectives can still be achieved.

Understanding the features that make them good design can guide the process of thinking of ways to rethink long term car parking design in Morwell's Town Centre to make for a more attractive centre.

In addition to these, the context of parking in the Town Centre would benefit from management strategies and mechanisms to achieve quicker wins and long term behaviour changes.



Figure 59: Consolidated whole-of-centre parking precincts at Garema Place, Canberra
Source: Google maps with M&PC analysis



Figure 60: Consolidated above-ground parking and active ground level at South Melbourne Market, Melbourne
Source: PMA



Figure 61: Parking integrated with high quality public realm with pedestrian footpath and crossing priority and spaces for the community to linger at
Source: TCL

8. Parking Precinct Plan

Parking Objectives & Principles for Morwell Town Centre

Objectives

The key objectives for parking in Morwell Town Centre are to:

Maximise Choice

People should have various options to choose from regarding how they access the Centre. Low cost access options (walking and bicycle riding) should be given priority over high cost transport options such as secure bicycle parking at Morwell Station shown in Figure 62 (below). Parking should be provided and managed in a manner that provides visitors with choices about where they park and how they pay

- By walking from parking further away
- By limiting their time in the car space
- By paying a fee

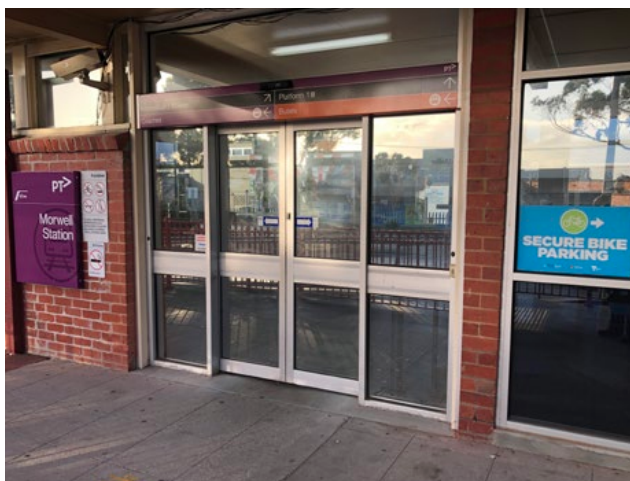


Figure 62: Providing various transport choices
Source: M&PC

Protect Amenity

Parking should be provided and managed in a manner that protects and improves amenity, vibrancy and safety of the Town Centre, especially at its core. This can be achieved by:

- Consolidating off-street car parking where practical into areas that make it easier to find a car space
- Locating parking areas behind buildings to reduce the negative impact of parking on the streetscape, pedestrian amenity, and safety (see Figure 63, below).
- Discouraging the construction of new driveways in the town centre to improve pedestrian amenity and safety



Figure 63: Consolidate parking behind buildings
Source: Latrobe City

Promote Equity

The cost of parking provision should not be disproportionately paid for by those who do not use it. This impacts on both visitors and locals, and increases the cost of setting up and running local businesses.

The provision of transport and parking should increase economic activity at Morwell Town Centre by making it easier for a wider catchment of people to access. This includes greater accessibility for women and children as shown in Figure 64 (below).

Currently there are a large number of households in Morwell that do not own a car. These households subsidise the Town Centre parking (through higher rates and higher priced goods and services) of those parking users that do own a car.



Figure 64: Equity includes accessibility for women and children
Source: M&PC

Principles

In order to maximise benefits to the whole community, parking is a resource that needs to be managed. It is important to acknowledge that:

- Each parked car reduces access options for those that arrive later
- Parked cars are typically a low-amenity use of land that detracts from the vibrancy of the places they are parked at
- People will walk significant distances from a car space to a really attractive location that they have a strong desire to reach – this is what causes car parking to creep into residential areas around activity centres

These principles should be explored and articulated in Council's Parking Strategy.

The management of parking should then be based on the following principles:

Choice

Providing people with choice about where they park

Availability

Ensuring that availability in all locations, at all times, can be guaranteed

Payment

Recognise that everyone pays for parking (through leaving early, walking more, frustration or financially – and sometimes a multiple of these)

Consolidation

Off-street car parking is consolidated into areas that make it easier to navigate and find a space

Sharing

Car parking assets are shared and open for anyone to use at any time of day

Quality

The physical asset should be high quality, with shade trees, safe pedestrian access to car spaces, flat and even surfaces, and high levels of maintenance

Pricing

Asset maintenance costs should be met by the users

Evidence Based

Regular data collection to identify the levels of demand in various areas

Segmented Approach

Recognise that different users have different parking needs (duration of stay and proximity to where they want to go) that vary with every trip

Understanding Trade-Offs

Seek to understand the trade-offs that everyone makes with regard to: Duration of stay, proximity to where they need to go, willingness to search (frustration), and willingness to pay in order to get the best space easily.

Customer Experience

Morwell Town Centre's parking service should focus on customer experience and reducing frustration for those who drive to the Town Centre. The key frustrations are not being able to find a space easily in a convenient location. Council's Parking Strategy should use a full suite of tools to improve the customer experience and reduce frustration.

Parking Access Design

Once a maximum limit for parking is set, it is critical that parking access is designed in a way which reduces vehicle manoeuvring impacts and maximises space for trading and amenity along pedestrian priority streets.

Access to parking facilities should be from locations that minimise traffic congestion along pedestrian priority routes and facilities should be consolidated to minimise driver frustration when searching for a car space.

Parking should also be managed in a way which provides choice and ensures that there are spaces available for a variety of different user groups.

Provision of excessive parking can significantly impact pedestrian and public realm amenity in a number of ways, including reduced:

- Safety outcomes
- Opportunities for shade and vegetation
- Space for economic activity such as outdoor dining
- Pedestrian amenity and resulting economic exploration

This ultimately has an impact on peoples' choice of transport mode and how they decide to navigate in and around Morwell Town Centre.

For this reason, along streets that are meant to have high aspirational place functions, on-street parking should be reduced in favour of using the space to:

- Accommodate additional outdoor trading space (particularly in the short-term to support businesses during COVID recovery)
- Extend footpath space or space for vegetation or street furniture
- Provide bicycle parking facilities.

On-street parking spaces can be consolidated into accessible off-street locations to maximise available street space. Parking access points should be minimised and ideally positioned from adjacent or parallel streets. Too many driveway access points can interrupt the pedestrian network, as shown in Figure 65 (right).

Importantly there are some city blocks in Morwell's retail core that have low levels of off-street parking, yet they perform well because the contiguous line of shops makes it a nicer place to shop (such as along Commercial Road). Council should encourage continuous built form along key pedestrian links (unbroken by car parking and driveways). Any future development in these four city blocks that form the retail heart should not be required to provide any parking, as there is enough parking already provided in the areas surrounding the core.



Figure 65: Multiple driveways reduce on-street parking spaces and interrupt the pedestrian network
Source: M&PC

Parking Precincts Plan Overview

As explored in the background Parking Study, parking availability and occupancy at Morwell Town Centre is disproportionate and currently not suited to support aspirations of growth for the local community and businesses.

Although portions of some key streets in Morwell Town Centre experience high occupancy at peak times at public parking spaces, **there is sufficient parking supply in each precinct and under 5-minute walking distance from destinations.**

In order to manage the disproportion of demand and supply, and better service different market segments at the Town Centre, a Parking Precincts Plan proposes specific recommendations rather than a one-size-fits-all approach.

The Morwell Town Centre Parking Precincts Plan is based on precincts identified in the Morwell Town Centre Urban Design & Built Form Plan and Pedestrian Priority Streets identified in the Transport Assessment & Recommendations report. A framework Concept from this plan is shown in Figure 66 (below). It is intended for the Parking Precincts

Plan to translate into planning amendments with a follow up draft Parking Overlay to support the upcoming Morwell Town Centre Structure Plan. This can encourage changes to transport and parking behaviour in Morwell, promote safer streets, and enhance the vibrancy at the Town Centre.

The main aim of this Parking Precincts Plan is to support the Urban Design and Built Form recommendations for Morwell. It does so by locating parking at the edge of each precinct, in order to encourage more intense activity and uses at the core of each precinct.

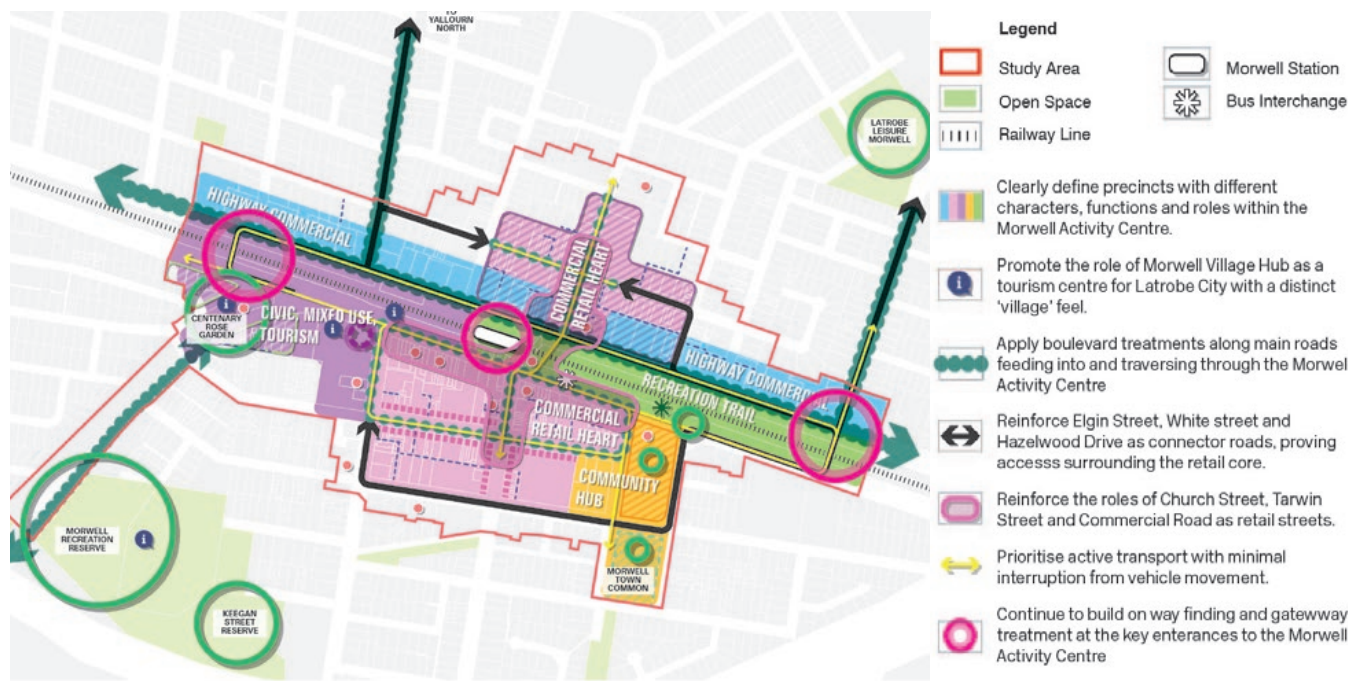


Figure 66: Framework Concept from the Morwell Town Centre Urban Design & Built Form Plan
Source: Hansen Partnership

In order to promote active streets, this Plan also supports internal linkages but prioritises identified Pedestrian Priority Streets from the Transport Assessment and Recommendations. This ensures that the public realm protects and enhances pedestrian activity over other transport modes.

It is worth noting that people move around in different ways and are not limited to identified catchments or precincts.

The following recommendations address on-street parking supply along pedestrian priority streets at key precincts as shown in Figure 67 (overleaf). Priority is given to disability permit holders and short-term stays.

Overall, opportunities to consolidate public parking to off-street locations is preferred in order to promote an active public realm.

Parking Precincts at Morwell Town Centre

Parking Precincts

- 1 Commercial North Precinct
- 2 Commercial South Precinct
- 3 Station Precinct
- 4 Civic, Culture, Tourism Precinct

- Major off-street private parking
- Off-street Council-owned parking
- On-street unrestricted parking
- On-street 4p parking
- On-street 2p parking
- On-street 1/2p parking
- On-street 1/4p parking
- On-street disability permit parking
- On-street loading parking
- On-street other parking



MORWELL ACTIVITY CENTRE
TRANSPORT BACKGROUND STUDY

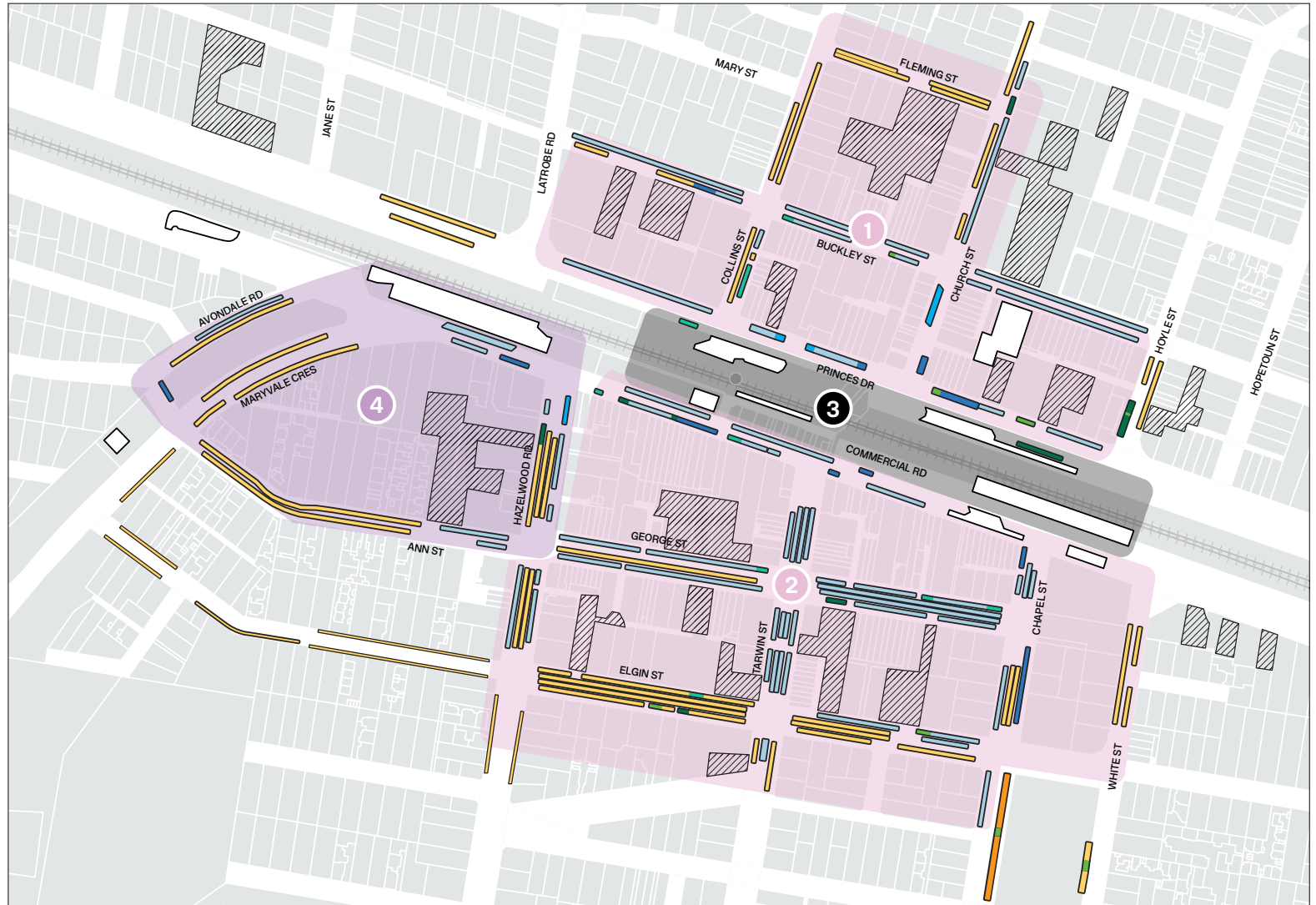


Figure 67: Parking Precincts - Morwell Activity Centre

Source: M&PC

General Parking Actions

Parking Strategy

Apply best practice management to ensure parking is available

Action

Manage Council owned parking to increase choices for all drivers, including those arriving later in the day

Action

Consolidate off-street car parking into larger parking areas making it easier to find a car space

Action

Develop a Parking Management Strategy that identifies the framework for parking management decisions, key metrics and targets

Action

Review parking restrictions regularly to ensure adequate provision of loading zones

Action

Investigate applying the Zurich Parking model which will ensure traffic congestion in the Town Centre is minimised by requiring any new off-street parking in the Town Centre to be off-set with removal of on-street spaces. This can be done at a low cost and implemented in a year.

Parking Strategy

Encourage transport choices that reduce competition for parking

Action

Commit to using any parking fees (including fines) collected from parking in Morwell Town Centre to fund street improvements along priority pedestrian links

Parking Strategy

Locate and design parking to minimise negative impacts

Action

Locating parking areas behind buildings to reduce the negative impact of parking on the streetscape, pedestrian amenity, and safety

Parking Strategy

Minimise negative impacts of parking location and design

Action

Locate driveways in locations that minimise impact on pedestrians and discourage new driveways from primary pedestrian streets

Action

Encourage continuous built form along priority pedestrian links

Parking Strategy

Work with DoT to improve public transport facilities

Action

Review bus stop locations to ensure buses can operate efficiently and in compliance with Commonwealth disability discrimination legislation

Commercial North Precinct Parking Actions

Parking Strategy

Minimise negative impacts of parking location and design

Action

Reduce on-street parking to improve on-street economic activity, sense of place and landscape outcomes in:

- Southern end of Church Street
- Southern side of Buckley Street

Action

Focus new development to improve built form edges along footpaths and restrict new parking to the rear of buildings with access from laneways and side streets

Parking Strategy

Focus investment on improving pedestrian and bicycle safety and priority at intersections

Action

Improve opportunities to cross Princes Drive from all-day parking in the railway reserve.

Action

Improve pedestrian amenity in Buckley Street, Church Lane, Hopetoun Lane and Watsons Lane

Parking Strategy

Reduce travel speeds through road cross section and design changes

Action

Install signage to designate Church Street as a Shared Zone from Buckley Street to Princes Drive

Parking Strategy

Apply best practice management to ensure parking is available

Action

Monitor parking availability and adjust restrictions accordingly, in particular:

- At the southern end of Church Street, loosen the controls during the day, tighten controls in the evening
- In Buckley Street west of Church Street, loosen controls at all times
- Consider providing some all-day, paid parking on the southern side of Buckley Street between Church and Collins Streets
- In Princes Drive loosen controls except where there is less than 10% availability in 20 spaces

Action

Monitor availability of parking in the evenings to ensure availability for various market segments including food delivery drivers, diners and staff

Parking Strategy

Maximise productive use of space for economic activities

Action

Remove the requirement for new development in this precinct to provide any parking

Commercial South Precinct Parking Actions

Parking Strategy

Minimise negative impacts of parking location and design

Action

Reduce on-street parking to improve on-street economic activity, sense of place and landscape outcomes in:

- George Street median (see Figure 68, right)
- Southern side of Commercial Road

Parking Strategy

Maximise productive use of space for economic activities

Action

Remove the requirement for new development in this precinct to provide any parking

Action

Encourage intensification of economic activity along George Street by allowing at-grade private parking areas to be built upon

Parking Strategy

Improve pedestrian connections from all-day parking areas

Action

Install car park stops at parking in Chapel Street alongside Morwell Town Common to protect pedestrians from overhanging cars

Action

At the northern end of White Street, install a footpath on the western side of the road or remove parking north of the former school driveway

Action

Install a wombat pedestrian crossing across Commercial Road at the former school into the all-day parking area

Parking Strategy

Focus investment on improving pedestrian and bicycle safety and priority at intersections

Action

Improve opportunities to cross Commercial Road from all-day parking in the railway reserve

Parking Strategy

Work with DoT to improve public transport facilities

Action

Identify and develop an alternative bus stop location for all services in Commercial Road that can serve as a temporary fix on 1 January 2023 if the Bus Interchange is not made DDA compliant by that date



Figure 68: Parking bays along George Street Median
Source: M&PC

Station Precinct Parking Actions

Parking Strategy

Minimise negative impacts of parking location and design

Action

Ensure that commuter parking is designed to include canopy trees, safe pedestrian access and high-quality design features that reflect the amenity aspirations for the Town Centre

Action

Install a shared path through car parking areas on the southern side of the railway line by narrowing the car access lanes (a short term fix would be to declare these car parks as Shared Zones so that pedestrians and bicycle riders have the right of way)

Parking Strategy

Focus investment on improving pedestrian and bicycle safety and priority at intersections

Action

Reduce parking demand by continuing to improve pedestrian and bicycle rider access to the Station

Action

Install new pedestrian crossings from all-day parking areas across:

- Commercial Road (around roundabouts at Chapel Street and Maryvale Crescent)
- Princes Drive (at the Station entrance and 225 Princes Drive (see Figure 69 (right)))

Parking Strategy

Apply best practice management to ensure parking is available

Action

Identify the ten all-day parking spaces closest to the Station entrance in the car park on Princes Drive east of Church Street and charge an hourly fee of \$0.50 for their use

Parking Strategy

Work with DoT to improve public transport facilities

Action

Ensure that the Bus Interchange is upgraded to provide DDA compliant access for all as a non-negotiable part of the Morwell Station upgrade



Figure 69: All day parking on the South side of Princes Drive
Source: Latrobe City

Civic, Culture & Tourism Precinct Parking Actions

Parking Strategy

Maximise productive use of space for economic activities

Action

Remove the requirement for new development in this precinct to provide any parking

Parking Strategy

Apply best practice management to ensure parking is available

Action

Identify the ten least used parking spaces on the southern side of Buckley Street (near Collins Street) and allow all-day parking for a fee of \$0.50 per hour

Parking Strategy

Minimise negative impacts of parking location and design

Action

Establish a design preference for multi-deck parking at the Council Office and along the railway corridor

Parking Strategy

Improve parking access and signage for large parking areas

Action

Consolidate long-stay parking (more than 4 hours) in off-street areas and at the edge of the precinct.



Figure 70: All-day parking adjacent to Latrobe City Council offices
Source: M&PC

Appendices

Appendix A

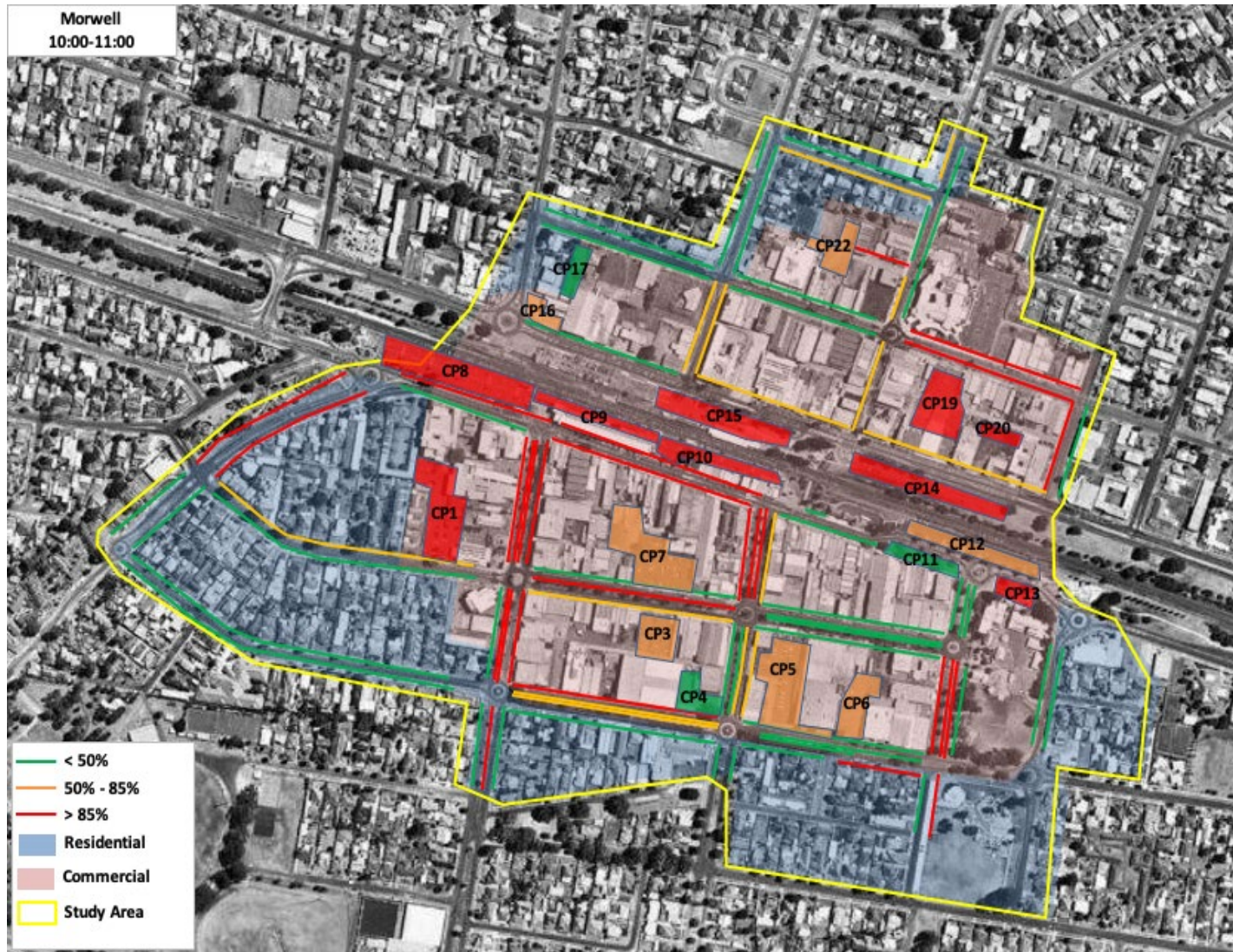


Figure 71: Parking occupancy in Morwell Town Centre at 10-11am
Source: Latrobe City

Appendix B

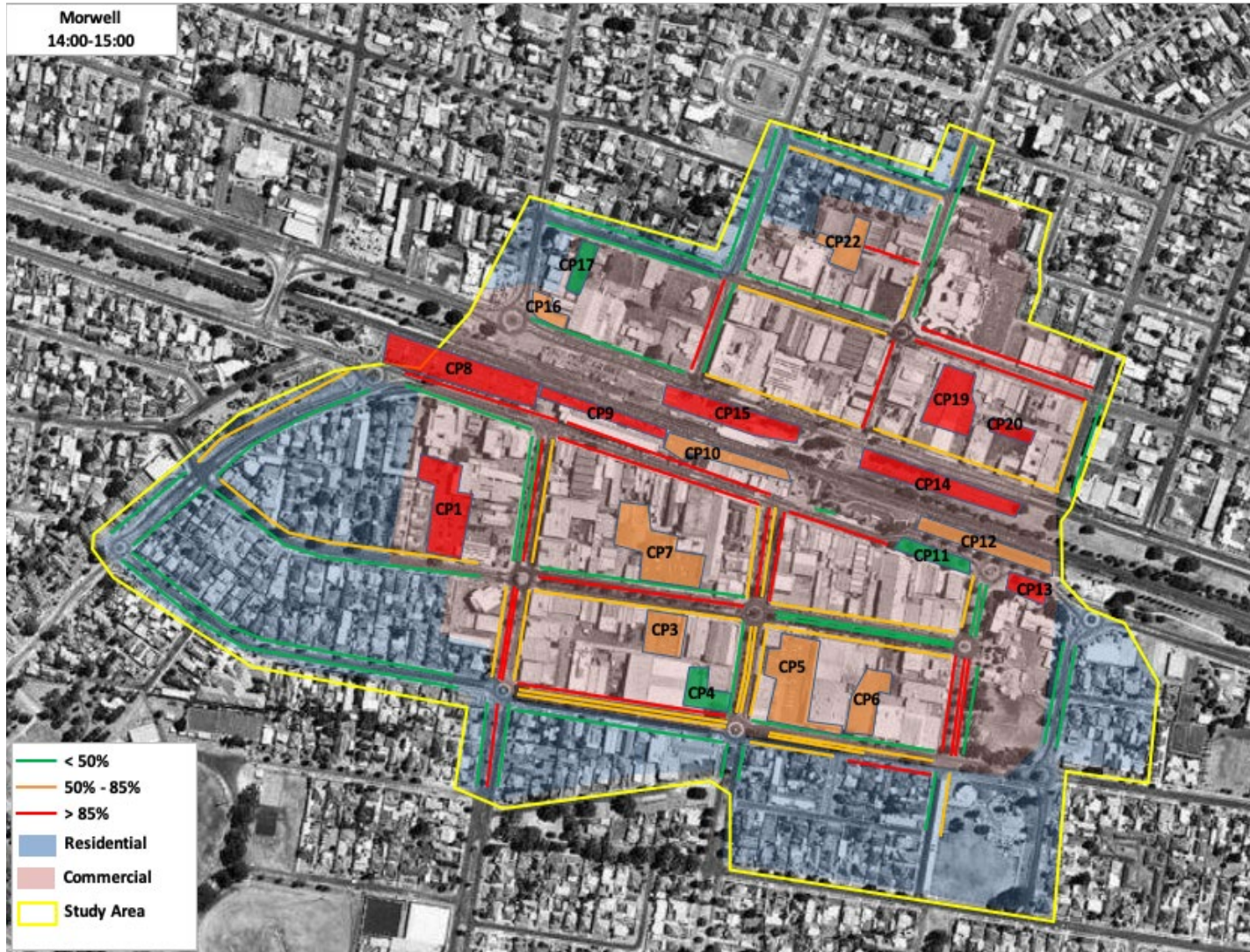


Figure 72: Parking occupancy in Morwell Town Centre at 2-3pm
Source: Latrobe City

Appendix C

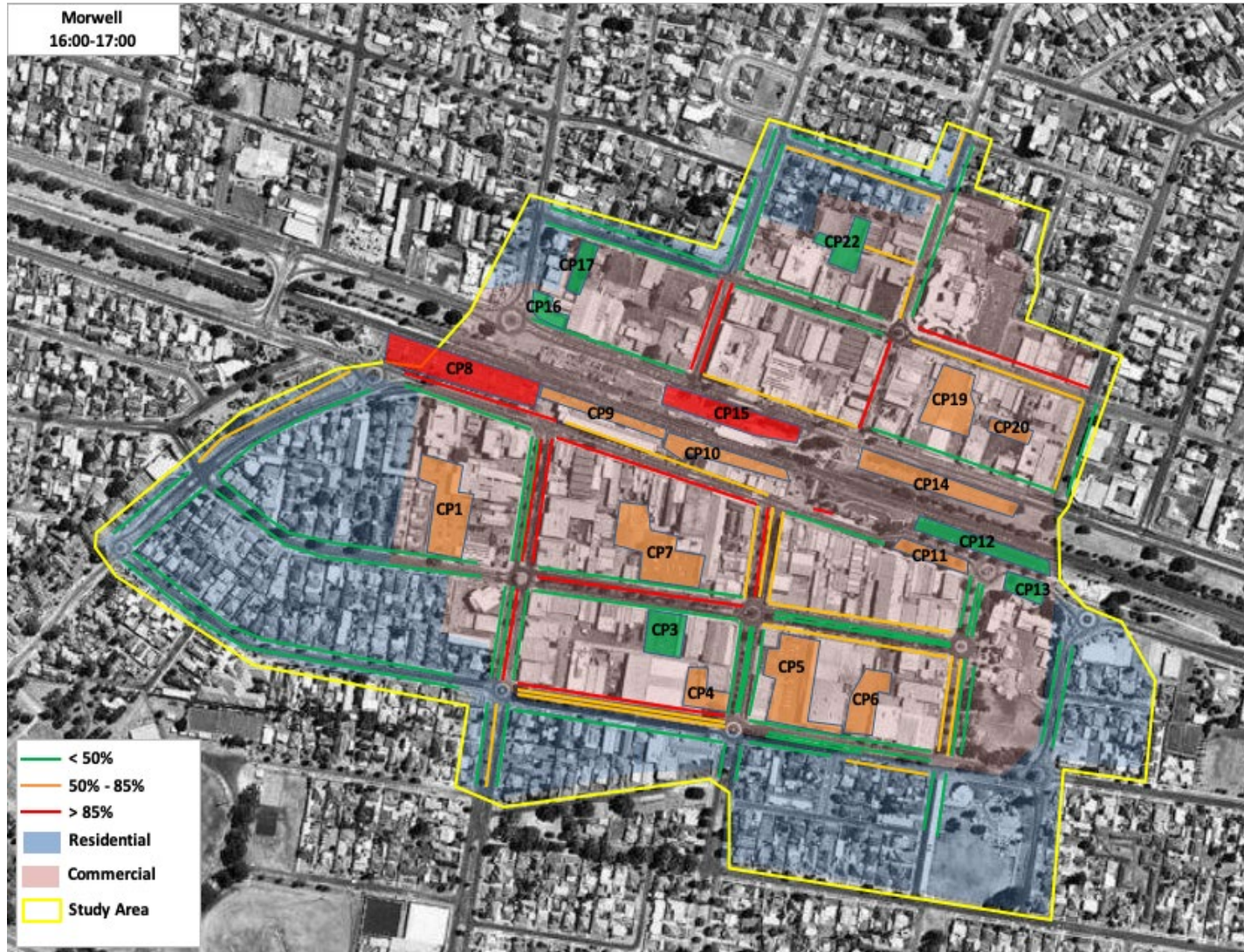


Figure 73: Parking occupancy in Morwell Town Centre at 4-5pm
Source: Latrobe City