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Transport

Urban Design

Waste Management

Final Report

Traralgon Car Parking Review

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Project
Traralgon Car Parking Review

Prepared for
Latrobe City Council

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Executive Summary

Overview

Ratio Consultants were engaged to undertake the Traralgon Car Parking Review. The project seeks to:

- understand the existing conditions, including car parking supply and utilisation within the Traralgon Activity Centre;
- understand community perceptions to car parking and behaviours as it relates to car parking and visitation;
- identify future parking needs; and
- review the current Parking Overlay – Schedule 1 which applies to the Traralgon Activity Centre.

Study Area

The study area for the project is known as the Traralgon Activity Centre. The area is generally bounded by:

- Grey Street to the north;
- Traralgon Creek and Princes Highway to the east;
- the railway precinct to the south; and
- the rear property boundary of Breed Street commercial properties (including Hubert Osborne Park) to the west.

Land within the centre is predominately zoned Activity Centre Zone Schedule 1 – Traralgon Activity Centre (ACZ1). The Parking Overlay Schedule 1 – Traralgon Activity Centre (PO1) has been applied to the majority of the centre.

Parts of the study including car parking surveys extended into surrounding residential streets to understand the impacts, if any, of overflow car parking and some small businesses located outside of the Activity Centre.

Strategic Context

A range of strategies, plans and documents prepared for the Traralgon Activity Centre were reviewed, including a range of local municipal and statewide strategies and policies.

Within this review, a substantial amount of car parking investigation and recommendations have been prepared in the past highlighting the challenges as it relates to car parking.

More recent documentation from Council and updated transport studies have focused on the need for improved sustainable transport infrastructure to encourage more non-car trips.

Emphasis is provided on the need to encourage more walking and cycling within town centres, and hence incidental physical activity for transport of the benefit of health and wellbeing.

Movement, Place and Car Parking

The Department of Transport & Planning's Movement & Place classifications were also reviewed for the Traralgon Activity Centre.

Movement and Place recognises that streets are not only movement conduits that move people and goods from A to B as efficiently as possible (including to car parking), they are also places and destinations in their own right.

The design, location and access of car parking within an Activity Centre can play an important role in achieving the Movement & Place aspirations for Traralgon.

Regional Car Parks Fund

The Regional Development Victoria Regional Car Parks Fund provides a commitment to construct 500 new car parking spaces within Traralgon.

- Kay / Grey Street Multi Level Car Park: 300+ new spaces
- Seymour Street Multi Level Car Park: up to 120 new spaces
- Queens Parade / Station Car Park: up to 50 new spaces.

The car parks at Kay Street / Grey Street, and Seymour Street were previously identified in the 2014 Traralgon Car Parking Framework Review. The commitment to construct these new car parks provides a significant opportunity as it relates to accommodating future parking demands, as well as the implications for the Parking Overlay – Schedule 1.

Current Car Parking Supply and Utilisation

There are currently 5,482 publicly accessible car parking spaces within the Traralgon Activity Centre. These including a mixture of public (Council owned) car parks, private but publicly accessible car parks, and on-street parking.

Car parking within the Traralgon Activity Centre is currently under pressure, with many on-street areas within the core of the Activity Centre being over 85% occupied at the peak time on the weekday.

When car parking is 85% occupied (for time restricted car parking), it is considered as being at its effective capacity, and beyond this point parking is considered inefficient and can result in 'excessive circulation' by users looking for car parks.

Long term car parking was also near its actual capacity (of 100%) within the Activity Centre.

Areas that were underutilised during the survey period included both the GPAC and GRAC.

The surveys showed that car parking demands were much lower on the weekend (Saturday) across the Activity Centre.

An analysis of 'duration of stay' data indicated that compliance with timed parking restrictions was poor across all areas. Average duration of stay on both the weekday and weekend ranged from 2.1-2.3 hours in all 2-hour car parking, the predominant timed restriction within the Activity Centre.

Community Engagement

A community questionnaire was open for approximately 2- months which gathered a total of 1,474 individual responses. The survey which was responded to by a wide range of Activity Centre users from all over Latrobe and surrounding municipalities identified that car parking is

a significant issue, with 79% of respondents indicating that they were either dissatisfied or very dissatisfied with car parking in Traralgon.

When asked to identify suggested improvements to car parking, overwhelmingly the key response was to provide 'more parking', followed by 'improving car parking for traders' and 'increasing time limits'.

Other key responses to this same question included better design of car parking spaces, improved provisions of accessible parking, shorter time limits, and improvements to safety.

The community engagement responses validated the data and survey analysis findings as it related to the availability of car parking within Traralgon.

Future Demands

Currently, public car parking for new developments is catered for in two different ways:

- With the exception of Office, any new land use must provide only 75% of the Column B rate, which we estimate therefore up to 25% of new car parking demands are spread into the public parking supply; and
- Where the minimum number of spaces is not provided, developers can make financial contributions to purchase spaces not provided on site. Currently, a policy is in place which allows for use of these funds to build additional car parking as well as to improve existing car parking facilities.

A review of future car parking demands found that the existing surplus of car parking would not be enough to cater for future development relying on public car parking. The analysis was based on future growth in commercial and retail land uses, projected using a number of sources of information.

The analysis also showed however that future committed car parking by RDV would adequately cater for all additional car parking demands generated by new development until 2031.

Car Parking Overlay Review

A detailed review of the Parking Overlay as it applies to Traralgon Activity Centre was undertaken.

The review considered and reviewed the following matters:

- The study area for which the Parking Overlay has been applied;
- The number of car parking spaces required for specific land uses (including the use of Column B rates;
- The cash-in-lieu financial contribution requirement; and
- Recommendations including draft planning scheme changes.

The review found that the Parking Overlay is still an important and required tool to manage car parking in new developments in Traralgon. A key recommendation from the review is however to remove the current financial contribution within the Parking Overlay.

This recommendation is subject to the current RDV commitments to providing new car parking within the Activity Centre being finalised.

If for any reason the RDV commitments are retracted, then the findings of this review would likely change, including those surrounding the financial contribution. This is largely because if

car parking is constructed by RDV as committed, there will be no new public car parking required to be constructed until 2031.

As the Traralgon Activity Centre continues to grow and evolve however, so must its approach to car parking also change. Currently, car parking is provided for everyone who wishes to drive, often at the expense of people walking, riding, or enjoying the streets within the Activity Centre.

As car parking supply increases, so will its demand and this will lead to a range of other issues including traffic congestion and the amenity and health associate impacts.

Further, building new car parking is not the only solution to addressing the issues identified. Existing car parking can be managed better to address existing issues in a way that is fair and balances different priorities. Improvements to public and active transport can also help reduce the reliance on private motor vehicle trips, thus reducing car parking demands.

Parking Management Recommendations

Supporting the key findings outlined in the Parking Overlay Review, are a range of car parking management recommendations which respond to both the existing conditions, as well as future demands.

The majority of recommendations can be implemented independently of any Planning Scheme Amendment as it relates to the Parking Overlay.

A range of objectives were developed specifically relating to parking management, including:

1. Balancing the needs of all Activity Centre users
2. The cost of car parking should be paid for by the user
3. Improved knowledge and decision making
4. Promote sustainable transport
5. Improve the user experience.

A range of recommendations were made, including specific actions or interventions that link back to the objectives, while also addressing existing issues within Activity Centre established through both the data collection / analysis and community engagement.

In this regard, each action was given both a priority and relative timing that acknowledges that some issues are more critical than others, while others will need to respond to future demands.

The actions were grouped into five (5) key recommendations as follows:

Recommendation 1: Changing parking restrictions and allocation to better balance the needs of users in the Activity Centre.

Recommendation 2: Adopt a Movement and Place approach to kerbside parking allocation and prioritisation.

Recommendation 3: Implement new technologies, wayfinding, and data collection to aid with parking management and the user experience.

Recommendation 4: Supporting the use of sustainable transport modes as an alternative to driving and parking.

Recommendation 5: Implement the recommended changes to the Parking Overlay including removal of the financial contribution and adopt Column B rates for new developments.

Each recommendation contains a number of more detailed interventions including case studies and suggested locations or alternatives where appropriate.

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1. Introduction

1.1. Overview

Ratio Consultants were engaged by Latrobe City Council to undertake the Traralgon Activity Centre Car Parking Review.

The review provides an opportunity to consider current car parking management, statutory requirements, and current utilisation, including recommendations that align with Traralgon and Latrobe City Council's broader strategic objectives.

The review includes a holistic assessment of all aspects of car parking and the role it plays within the Traralgon Activity Centre.

1.2. Purpose and Objectives

The purpose of this project is to:

- undertake a review of the car parking supply and utilisation within the Traralgon Activity Centre;
- to identify future parking needs, and to review the Parking Overlay – Schedule 1 currently applied to the Traralgon Activity Centre for a potential future Planning Scheme Amendment;
- to ensure the appropriate provision of car parking spaces is provided; and
- to balance car parking supply and demand in the Traralgon Activity Centre into the future.

1.3. Methodology

The methodology developed for this project comprises of four stages, which are outlined below in Figure 1.1, including key tasks within each stage.

Figure 1.1 Overview of Methodology

Background Review	Data Collection and Analysis	Future Parking Conditions	Recommendations
<ul style="list-style-type: none">• Stakeholder workshop• Strategic background review• Traralgon car parking objectives	<ul style="list-style-type: none">• Community Engagement• Parking Surveys• Bicycle Parking Surveys• Data analysis and mapping	<ul style="list-style-type: none">• Parking management approach• Parking provisions• Movement & Place• Parking Overlay Review	<ul style="list-style-type: none">• Statutory Requirements• Parking Management• Sustainable Transport• Implementation

1.4. Study Area: *Traralgon Town Centre*

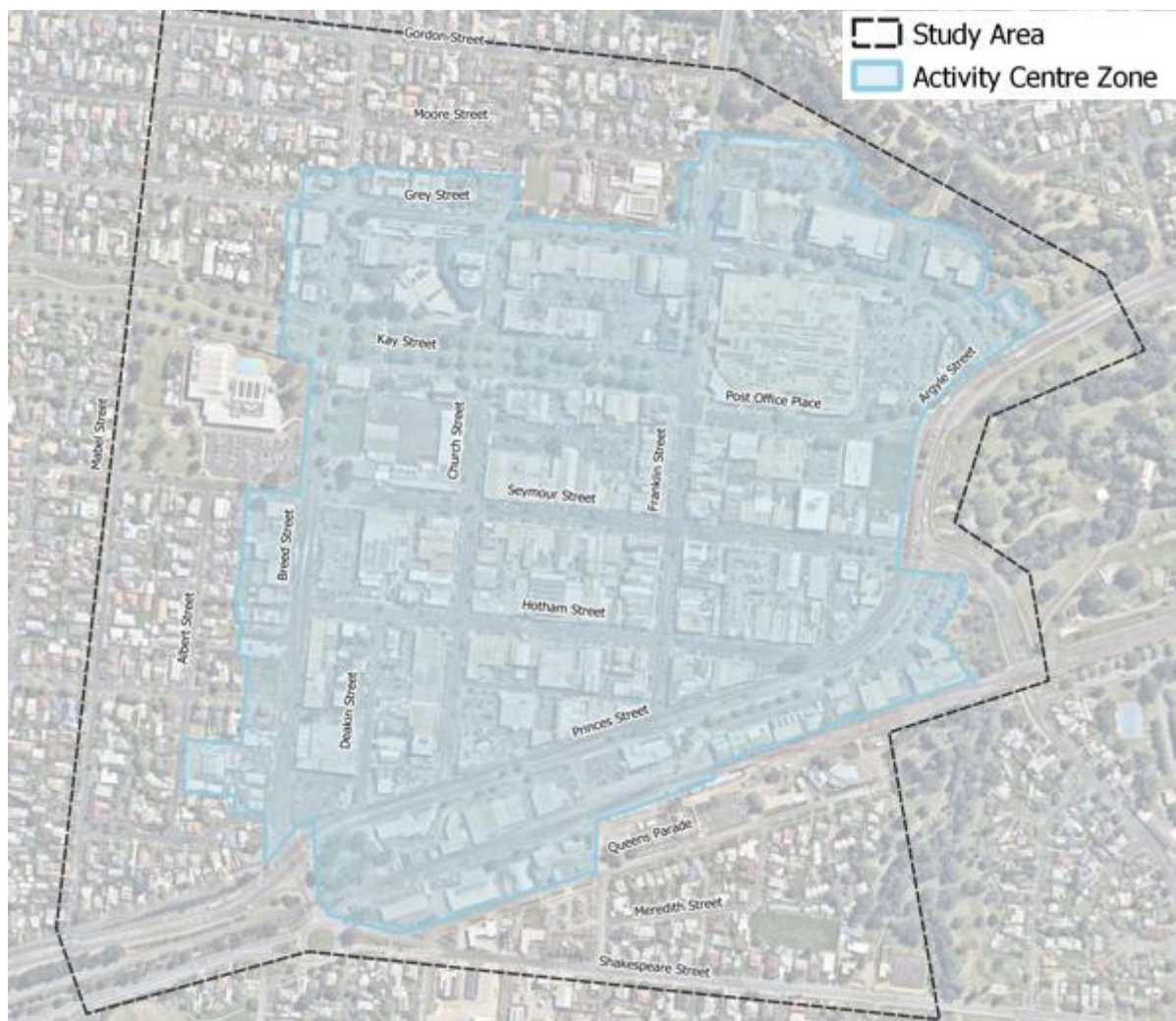
The study area focuses on the Traralgon Activity Centre and includes residential areas on the periphery.

The study area is generally bounded Shakespeare Street and Bank Street to the south, Mabel Street to the west, Gordon Street to the north and Victory Park and the Traralgon Creek to the east.

Within the study area is the designated Activity Centre Zone as per the Latrobe Planning Scheme. The Traralgon Activity Centre includes mostly retail and office land uses, along with Public Use zones for Education, Local Government and Park and Recreation. The study area has been set to include a small portion of residential area to the north, west and south of the existing Activity Centre. These residential areas have been included to identify any overflow which may occur from parking associated with the Activity Centre.

The Study area is presented below in Figure 1.2.

Figure 1.2 Study Area



1.5. References

The following report has relied upon a variety of sources of information, including data, reports and plans.

A list of key information sources used are outlined below:

- Latrobe City Council Plan 2021-2025
- Latrobe City Municipal Public Health and Wellbeing Plan 2022-2025
- Traralgon Activity Centre Car Parking Strategy, prepared by Cardno in 2012;
- Latrobe Parking Study Peer Review, prepared by Traffix Group in 2013;
- Car Parking Framework Review of Traralgon and Morwell, prepared by Traffix Group in 2014;
- Latrobe City Council - Parking Overlay – Collection of Financial Contributions Interim Policy March 2017;
- Complementary Parking Measures Assessment for Latrobe City Council by Parking & Traffic Consultants in May 2017;
- Traralgon Activity Centre Plan (and relevant background reports 2010/2011), Latrobe City Council/VPA/Hansen Partnership in September 2018;
- The Latrobe City Council Retail Strategy – Background Research and Analysis, by Essential Economics in March 2019;
- The Latrobe City Council Retail Strategy – Strategy and Implementation Plan, by Essential Economics in May 2019;
- Latrobe Planning Scheme – Parking Overlay Schedule 1 – Traralgon Activity Centre;
- Information pertaining to the Regional Car Park Funds (RDV);
- Relevant Council Reports;
- Relevant copies of development approvals;
- Parking survey data collected on behalf of Ratio Consultants during November 2022;
- Movement & Place in Victoria, Department of Transport and Planning;
- Community and Council Consultation;
- Other information, documents or plans as referred to throughout the report.

2. The Parking Management Task

2.1. What is car parking?

At its essence, car parking provides a means of access to the places we live, work and play. Car parking can also be seen as an 'end of trip facility' where private motor vehicles spend the majority of their useful-life.

In both off and on-street locations such as within the Traralgon Activity Centre, they play a role in conveniently locating customers, employees and visitors near economic generating, educational, and other land uses that service our day-to-day needs.

2.2. Why does it need to be managed?

Parking management is critical to ensure the efficient utilisation of the resource within activity centres. It also needs to be managed to achieve objectives such as fairness, sustainability, safety and the efficient operation of the surrounding road network.

As a management tool, car parking also has the potential to influence both Movement & Place performance within Traralgon Activity Centre.

2.3. How is parking managed?

New developments in Traralgon refer to the Latrobe Planning Scheme including the Parking Overlay to understand how much car parking a development needs, or indeed, needs to contribute to in-lieu of providing on-site parking, to be located elsewhere in the Activity Centre.

The management of car parking can occur at many levels in order to ensure car parking is allocated to its intended users. It should take into account and balance a variety of factors which influence the demand for parking including:

- Key user groups;
- Road safety;
- Amenity and public realm;
- Property access and servicing, including delivery and waste collection vehicles; and
- Desired modes of transport including by car, walking, cycling, and public transport.

There are a variety of parking management methods to balance these factors such as:

- Uncontrolled, or, unrestricted parking;
- Time restricted parking;
- Allocated parking spaces using a permit zone (or a permit holder exempt) scheme;
- Access / security-controlled off-street car parking areas;
- Prohibited parking such as No Stopping (for safety or road capacity); and
- Paid parking.

Different land uses each have their own unique ways in which parking is managed. As each land use brings a different set of user needs, the management of parking needs to be altered accordingly to ensure a suitable balance for all.

At an activity centre level though, car parking should be managed in a way that is consistent, user friendly and fair to all users, not just drivers or people who travel by car.

2.4. The Parking Management Task in Traralgon

Overview

The challenge and opportunity to improve access, economic prosperity and liveability of places from a parking perspective forms the basis of the Parking Management Task.

The Traralgon Activity Centre is an important place where people shop, work, learn, meet, and relax. With the increasing population, size and density of the Traralgon Activity Centre, the management of space and competing transport demands is an important issue for both Latrobe City Council and the community.

Streets are for more than moving vehicles

Streets are not only for the safe and efficient movement of people (by all modes) from A to B, they are important places and destinations in their own right. Balancing the movement & place aspects of streets is a core challenge for Traralgon.

Car parking needs to be managed in a way that responds to the aspirations of streets within the activity centre. In its simplest form, this means ensuring adequate turnover to reduce car based impacts created by congestion, and a user-pays system that reinvests back into the Traralgon Activity Centre.

Parking as a finite resource

On-street car parking, in particular where it is already provided at an angle to the kerb, is a finite resource, which is managed to provide the highest benefit to adjacent land uses.

In off-street locations, a continual increase in car parking provisions, leads to a road network under pressure and at capacity, resulting in a range of social and financial costs to the community. As such, the opportunity for off-street car parking also has a limit, as no new roads can be built to support access to an established Activity Centre.

Competing user needs

Parking user hierarchies deal with how car parking can be prioritised in a particular area. The priorities can vary from street to street or depending on land use.

This approach therefore recognises that different users have different needs, from a safety and amenity perspective.

Perceptions of car parking

Car parking is a highly emotive and often sensitive issue for the community. Resident, visitor and traders' perceptions of car parking however are often worse than what is happening in reality.

A range of data, surveys and other sources of knowledge can validate these concerns.

As a travel demand management tool

Research by the International Parking Institute indicates that when car parking becomes congested in on-street areas, up to 30% of traffic within an activity centre are 'circulating' for the most convenient parking spaces¹.

The management of car parking (including through time limits or fees) can help alleviate congestion issues, and result in improvements to a place's walkability.

In addition, other improvements such as wayfinding and real time parking availability information can reduce the distance and time it takes for people to locate a car park, also improving efficiency.

As a principle, to achieve the best balance of supply and demand, an occupancy of 85%² results in the most efficient use of the resource.

Construction of new car parking is not always seen as a good solution, as it can, and will usually, result in induced demand, often coming at a large social and financial cost to the community.

2.5. Conclusion

Car parking provides a means for people driving by car in Traralgon to access the places they work, shop and stay. It needs to be managed in order to ensure the efficient utilisation of a finite resource.

Car parking can also be managed to meet a range of other activity centre goals and objectives, including balancing a streets Movement & Place aspirations, environmental sustainability objectives, and economic growth and activity.

Car parking can be managed in a range of different ways, including most commonly through car parking restrictions. Overall, it should be managed in a way that is consistent, user friendly and fair to all users, not just those who drive.

The parking management task is complex, and requires a holistic approach to movement, place and adjacent land use to achieve the broader activity centre objectives.

¹ Cruising for parking, Donald C. Shoup (February 2006)

² The High Cost of Free Parking, Donald C. Shoup (1997)

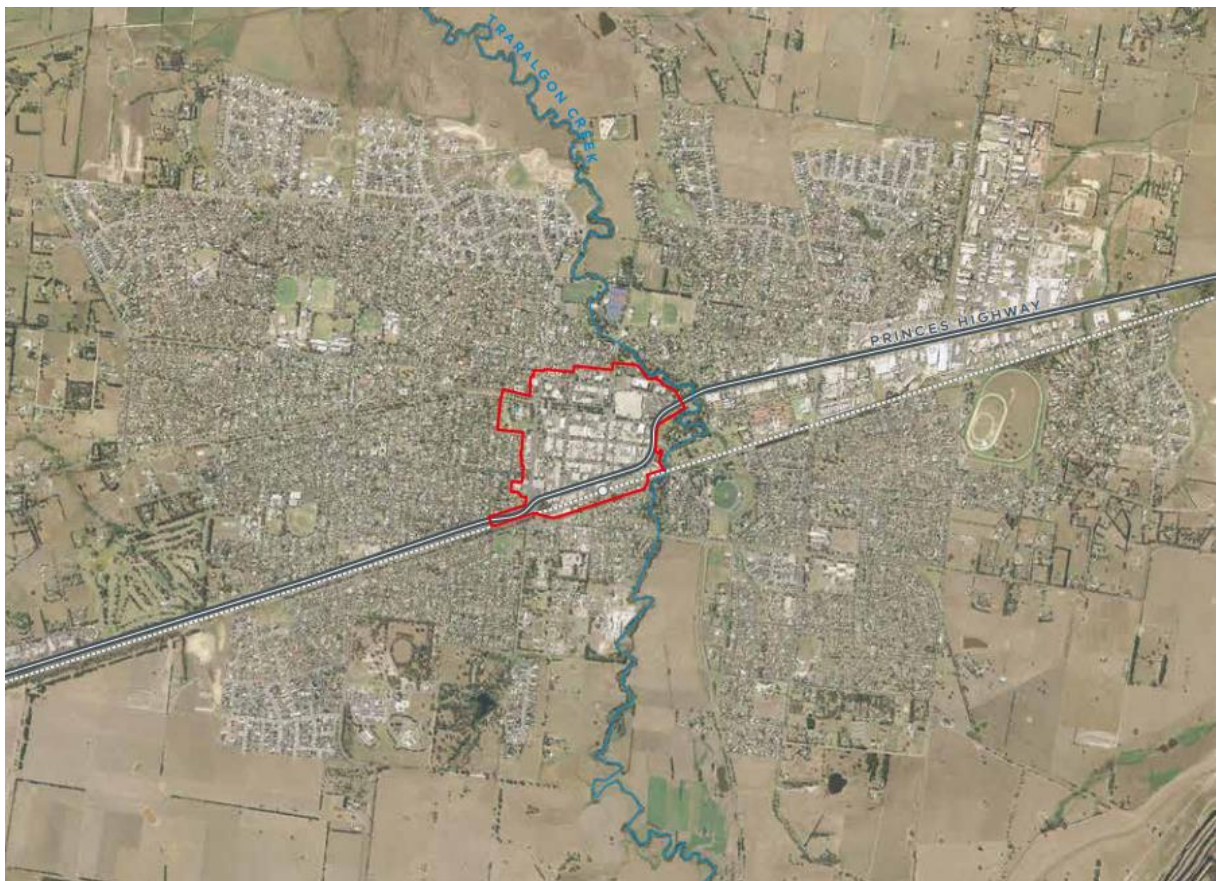
3. Traralgon Activity Centre

3.1. Traralgon and the Activity Centre

Traralgon is the largest of the four main towns in Latrobe City. It is the key Regional Retail Centre for Gippsland, providing a full range of retail and non-retail uses such as major community and recreational facilities and offices.

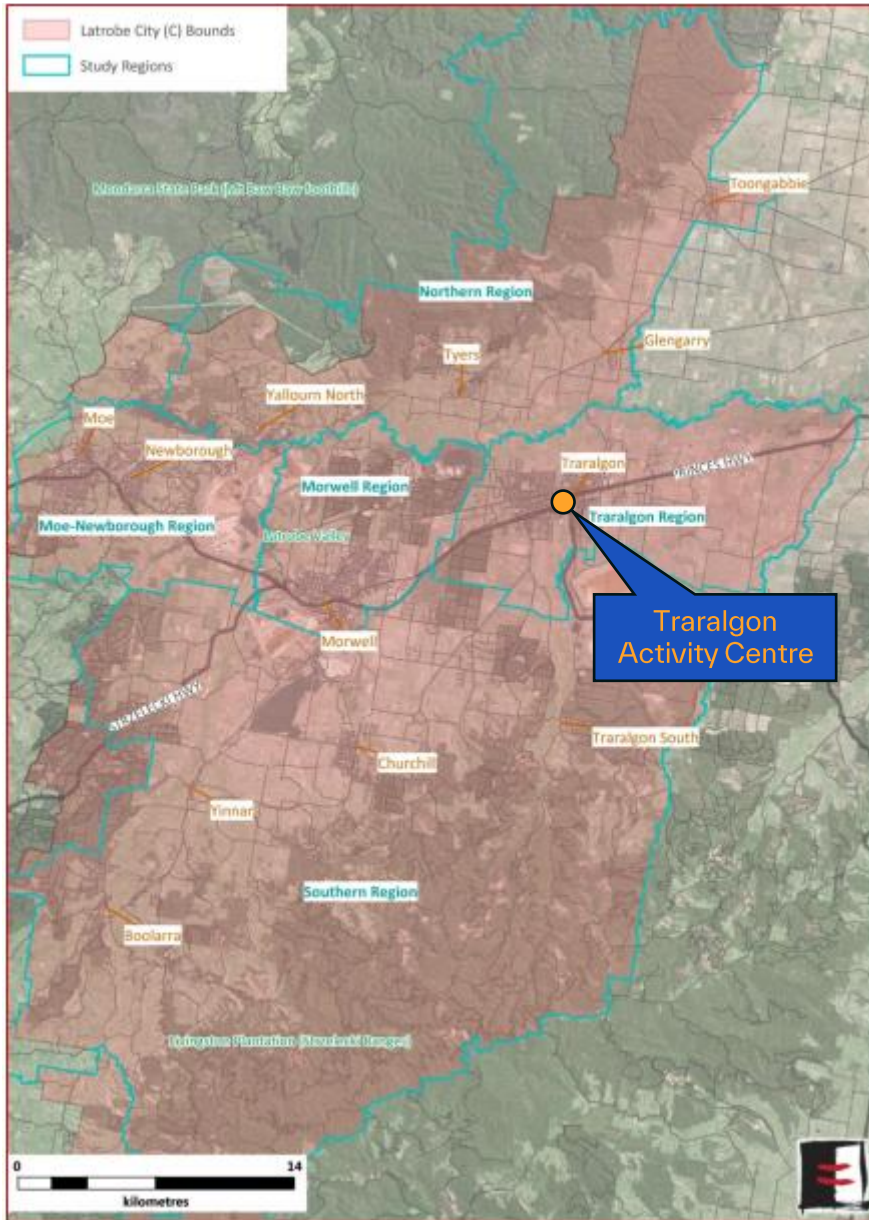
The location of Traralgon Activity Centre in context of the broader Traralgon area, and within the Latrobe City Council area, are shown in Figure 3.1 and Figure 3.2 respectively.

Figure 3.1 Traralgon Activity Centre within Traralgon



Source: Traralgon Activity Centre Plan (Figure 1a)

Figure 3.2 Traralgon Activity Centre within the Latrobe City



Source: Essential Economics, Latrobe City Retail Strategy Background Research and Analysis 2020

3.2. Population and Demographics

Traralgon, being the largest of the four main towns within Latrobe City, covers approximately 90 km² with a population of approximately 28,000 (2021 ABS Census).

The number of people with disabilities is relatively consistent with the rest of Victoria. The median age of the population is slightly higher within Traralgon at 39 years old, (2021 ABS Census) when compared to the rest of the state of Victoria.

Nearly 60% of the Traralgon population participates within the workforce, with just over 55% working full time. The highest industry representation is within the health services, making up nearly 8% of the Traralgon workforce. This is nearly 3% higher than the Victorian average. The median weekly income per households was recorded at \$1,499 in the 2021 ABS Census.

Journey to Work surveys indicated (from 2016 ABS Census) that on the census date, of people that travelled to work who reside in Traralgon, 92.5% travelled either by car or as a passenger in a car. While only covering Traralgon, these numbers demonstrate a high reliance on the private motor vehicle, which is consistent with most regional towns in Victoria.

When observing car ownership data for both 2016 and 2021, the average vehicles owned per dwelling remained consistent at 1.8 vehicles per dwelling. This is consistent with the typical car ownership rate for greater Melbourne of 1.8 vehicles per dwelling, however, is lower when compared to the average car vehicles per dwelling of 2.0 for Outer Regional Victoria.

3.3. Land Use, Activity and Place

Retail and commercial activity is focused within the Activity Centre and also includes non-retail uses such as community and recreation facilities.

Key and notable land uses within the Activity Centre include:

- Traralgon Centre Plaza
- St Michael's Parish Primary School
- Grey Street Primary School
- Gippsland Regional Aquatic Centre
- Gippsland Performing Arts Centre
- Traralgon Civic Centre
- Traralgon Library
- Traralgon Railway Station
- Traralgon Post Office
- TAFE Gippsland – Traralgon Campus
- Traralgon Police Station
- Matra Hotel & Traralgon Butter Factory Entertainment Precinct.

The streets within the town centre generally consist of a grid network of local streets with angled car parking, with provision of a range of off-street parking options including underground, at-grade and in multi-deck car parks.

Typical street cross sections, in Seymour Street, Franklin Street, Hotham Street and Kay Street are shown below in Figure 3.3, Figure 3.4, Figure 3.5, and Figure 3.6.

Figure 3.3 Seymour Street, looking East.



Figure 3.4 Franklin Street Looking North



Figure 3.5 Hotham Street Looking East



Figure 3.6 Kay Street Looking West



The Activity Centre is generally bordered on its eastern and southern sides by Traralgon Creek and Princes Highway (A1 national highway) / Gippsland Railway Line respectively.

Residential land uses exist immediately to the northern and western sides of the activity centre, with some limited commercial and home business type activities in the streets closest to the activity centre.

The Kay Street gardens and Traralgon Creek Corridor represent the only significant open space provisions within the Activity Centre.

3.4. Sustainable Transport

Pedestrian and Cycling Facilities

Constructed pedestrian footpaths are provided along all streets within the Activity Centre.

Within the core commercial precinct, signalised pedestrian crossings are provided at all signalised intersections, with pedestrian medians and kerbing provided at roundabouts.

Midblock crossings points are provided on Seymour Street, Hotham Street, Kay Street and Grey Street in the form of signed zebra or raised wombat crossings. Breed Street includes two pedestrian operated signals at the Woolworths and at Gippsland Regional Aquatic Centre.

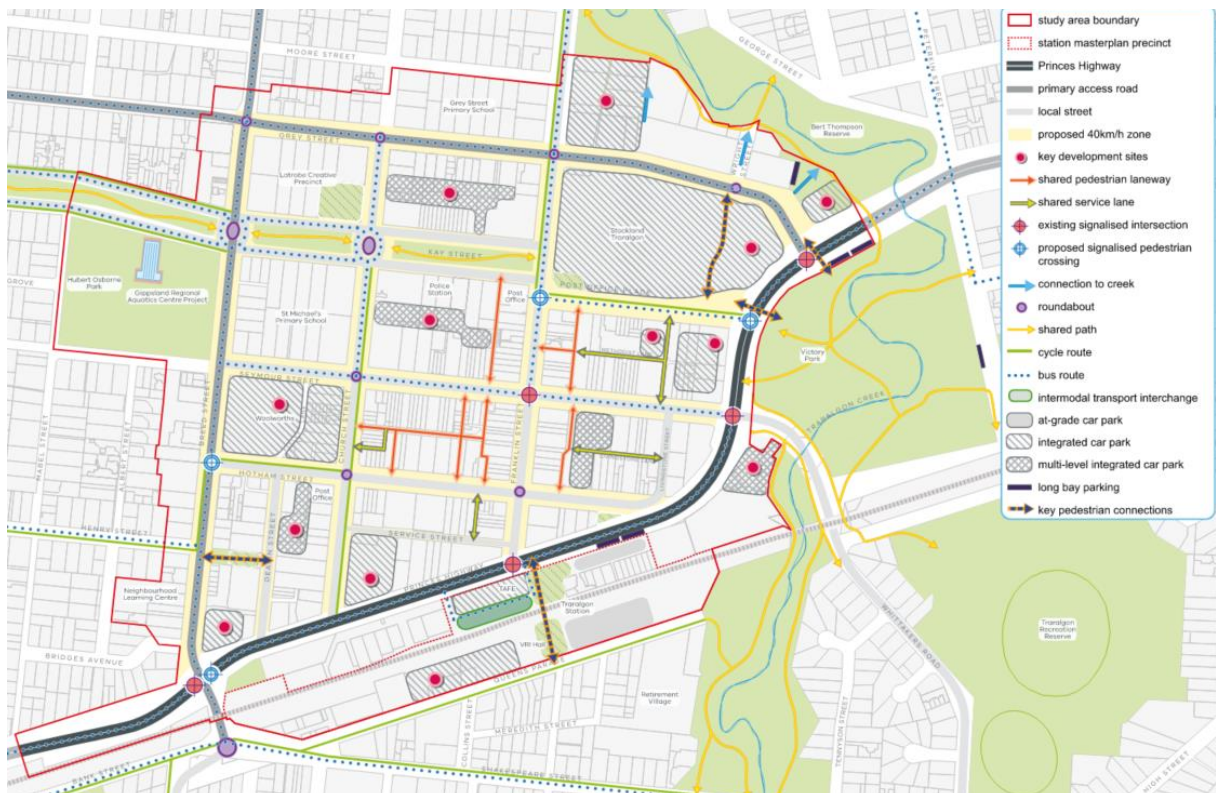
Multiple arcades run through the activity centre provided additional pedestrian links through land uses. This allows pedestrian to walk in direct routes rather than around via the street frontages. The two key arcades within the study area operate from Seymour Street to Hotham Street and on Church Street near Feeley Lane.

An existing shared path runs along Kay Street which connects Traralgon and Morwell to the West, and is approximately 8km in distance. The shared path is generally flat and crosses over multiple bridges and unique terrain.

There are limited cycling facilities provided within the Traralgon Activity Centre with the exception of on road cycling lanes on Kay Street west of Breed Street.

An excerpt of the Traralgon Activity Centre Plan (2018) detailing the current and proposed pedestrian and cycling facilities within Traralgon Activity Centre is shown in Figure 3.7.

Figure 3.7 Access and Movement Plan - Traralgon Activity Centre Plan



Source: Latrobe City Council Traralgon Activity Centre Plan

A total of 83 bicycle parking spaces are provided throughout the Town Centre with many concentrated at the Gippsland Performing Arts Centre and the Gippsland Regional Aquatic Centre.

The current provisions of bicycle parking within the Activity Centre are shown in Figure 3.8.

Figure 3.8 Bicycle Parking Facilities



Many walking trails and shared paths are provided within open green space on the outskirts of the Activity Centre. These include a shared path along the median of Kay Street and paths through Victory Park and along Traralgon Creek.

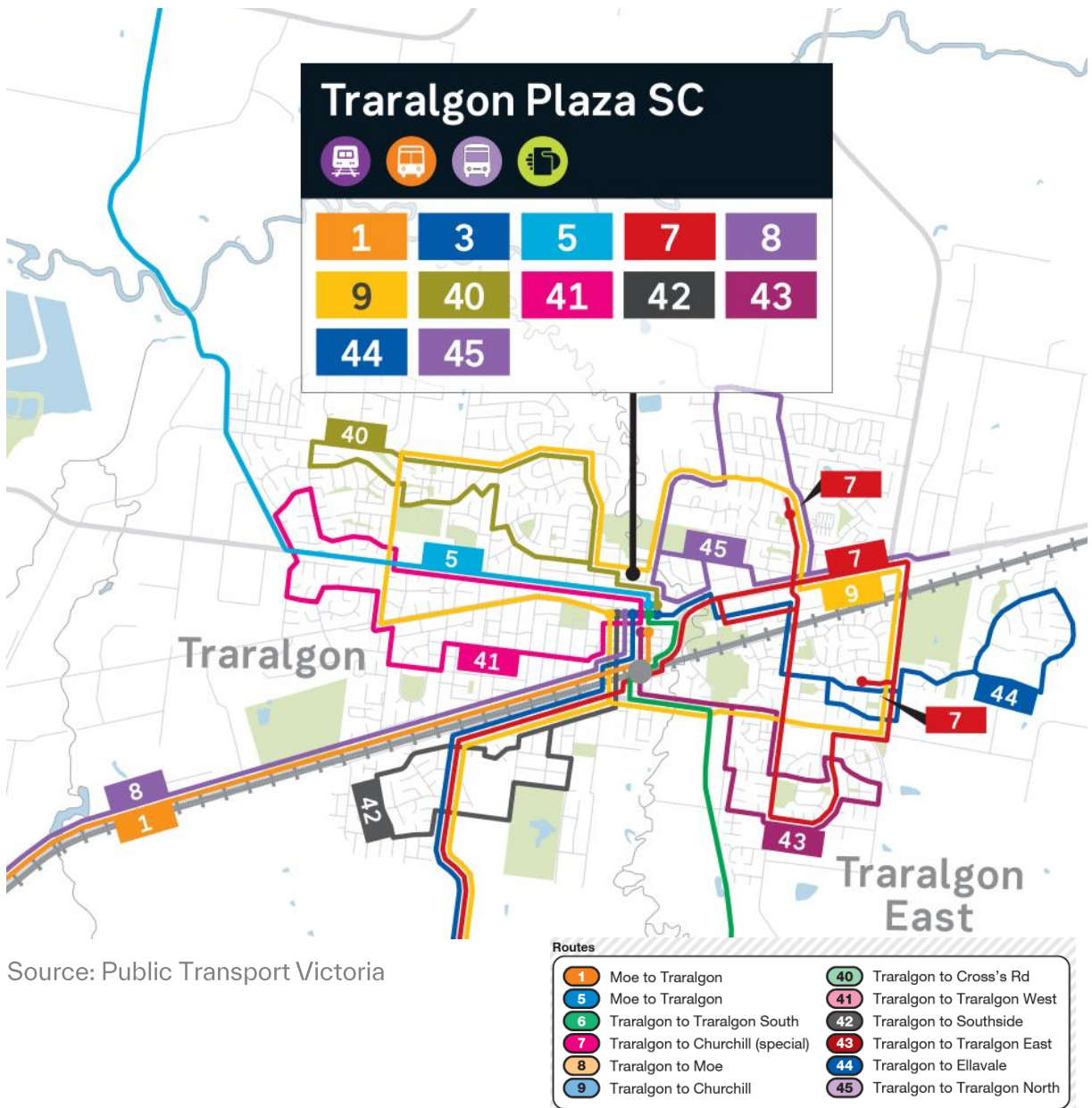
Public Transport

The Traralgon Activity Centre is serviced by a combination of V-Line train and local bus services. The Traralgon Train Station is located on the southern side of Princes Highway, on the southern side of the core Commercial Area. V-Line services run between Melbourne, Traralgon and Bairnsdale and operate every 30-40minutes during peak periods and every 1-hour throughout the course of the day.

A total of 12 bus services operate within the Activity Centre and include services to nearby towns of Morwell and Moe. All 12 bus services stop at the Traralgon Plaza Shopping Centre / Franklin Street stop. Bus service timetables vary considerably between routes, with most services running hourly throughout the day.

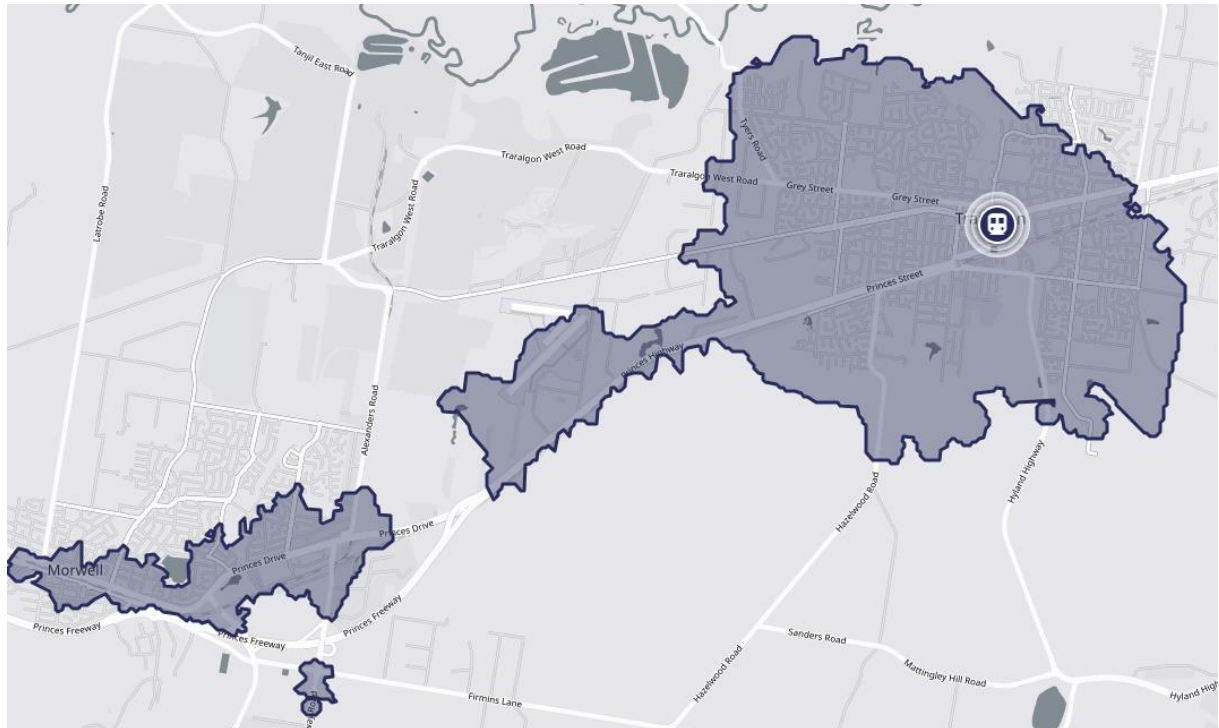
The available public transport within the Traralgon Activity Centre is reproduced as Figure 3.9.

Figure 3.9 Public Transport Services



A travel time map has been created demonstrating the distance that can be reached by Public Transport within 30 minutes, which is shown in Figure 3.10.

Figure 3.10 30-minute Public Transport Catchment for Traralgon



Source: Travel Time (app.traveltime.com)

Figure 3.10 above shows that Traralgon Activity Centre can be accessed by Public Transport within 30-minutes from almost all parts of Traralgon and part of Morwell.

4. Background and Context

4.1. Overview

An extensive review of relevant strategic and background documents was undertaken as they relate to the existing and future parking, transport and land use conditions within Traralgon, and is summarised in the following sections.

4.2. Traralgon Activity Centre Plan

Overview

In 2018 the Traralgon Activity Centre Plan ('The Plan') was adopted which guides the future land use and development within the Traralgon Central Business District ('CBD'). The plan was prepared through a collaborative process with multiple stakeholders and landowners coming together through multiple consultation sessions. The Plan builds on multiple existing work packages taken within Traralgon and the broader area previously developed.

In reference to car parking, The Plan identified the availability of car parking within the activity centres as a key issue. As such, multiple aims were derived to address the car parking issue. This included:

- *'To encourage multi-story and integrated parking solutions in appropriate locations', and*
- *'Require new multi-level buildings to incorporate car parking within their form'.*

Based on this, multiple key development sites were listed to provide additional car parking within the CBD. These included multiple existing at-grade car parks near Kay Street, Deakin Street and Post Office Place.

Activity Centre Key Actions

In addition to the above, three (3) key Access & Movement actions were proposed to help address car parking availability and access for tourism and large vehicles.

- A14: Implement the recommendations of the Car Parking Framework Review 2014 (see Section 4.4, Table 4.1: Previous Parking Study Summary);
- A18: Investigate locations for tourist facilities: e.g. long bay vehicle parking and associated tourism signs;
- A19: Install tourism signs and line marking for long bay.

In addition, a number of key Access & movement actions which relate to the pedestrian amenity and sustainable transport use within the activity centre were provided. Those which are still ongoing as listed as follows:

- A15: Work with the owners of Stockland Plaza to improve pedestrian connections through the plaza at ground carpark to connect to Post Office Place with Wright Street and Traralgon Creek;
- A16: Seek to introduce a 40km/h speed limit in the core pedestrian areas (bounded by Grey and Breed Streets and the Princes Highway);

- A20: Improve pedestrian connectivity between the Activity Centre and the residential areas south of the Princes Highway through changes to the existing signalised pedestrian crossing of Breed Street and Princes Highway;
- A21: Undertake a municipal-wide bicycle strategy to ensure locations for safe cycle links through the town centre are established and maintained.

4.3. Statutory Car Parking Requirements – Latrobe Planning Scheme

Clause 52.06

The Victorian Planning Scheme is a statutory device used to ensure that consistent provisions, such as parking, are maintained across Victoria. Clause 52.06 of the Latrobe Planning Scheme outlines the car parking provisions appropriate to the region and the likely demand generated by activities and the nature of the locality.

The key purposes of Clause 52.06 are as follows:

- *To support sustainable transport alternatives.*
- *To promote the efficient use of car parking spaces through the consolidation of car parking facilities.*
- *To ensure that car parking does not adversely affect the amenity of the locality.'*

The Clause sets out the car parking requirements for the municipality through either Column A or Column B. Within the Traralgon Activity Centre, Column B is applicable where the land is covered by Schedule 1 to the Parking Overlay, and the use does not have a specific rate mentioned in the Schedule.

The Column B rates are typically (but not always) lower than the Column A requirements. The Column B rates acknowledge that the site has a range of factors that support lower car parking demands including for example, access to public transport and presence of multi-purpose trips.

Traralgon Activity Centre Parking Overlay – Schedule 1

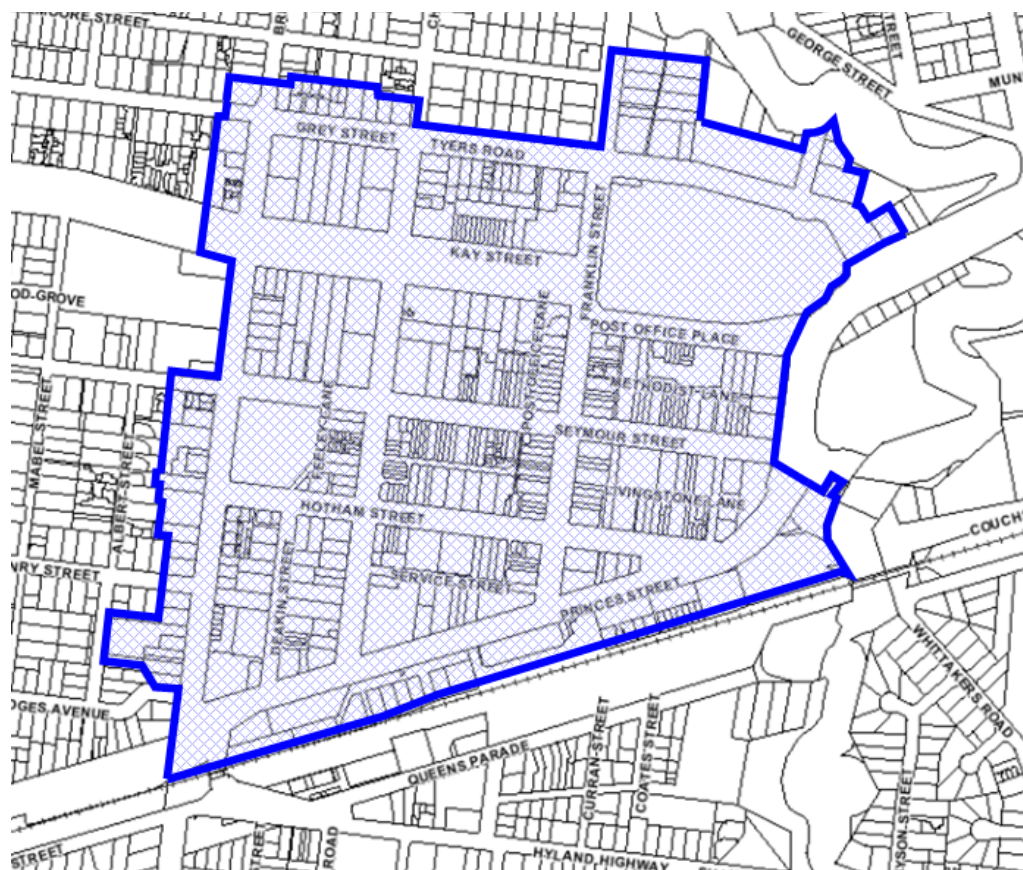
Introduced in April 2016, the Traralgon Activity Centre Parking overlay is listed under Schedule 1 to Clause 45.09 Parking Overlay. The objective of the schedule is as follows:

To ensure the appropriate provision of car parking spaces in the Traralgon Activity Centre Parking Precinct to this schedule and to maintain a balance between car parking supply and demand in the centre.

To provide for cash-in-lieu payments for car parking provisions in the Traralgon Activity Centre Parking Precinct.

The Traralgon Car Parking Precinct to which the Schedule 1 applies is reproduced in Figure 4.1.

Figure 4.1 Traralgon Car Parking Precinct (2014)



The Parking Overlay is subject to a number of Council policies that have been prepared which detail how cash-in-lieu contributions are collected and used within the Activity Centre. Further details of these policies are outlined in Section 7.3 of this report.

4.4. Previous Parking Studies

Various parking studies have been completed over the years, including municipal and activity-centre based studies. Each study has been reviewed for its relevance to car parking within Traralgon with the key outcomes of each summarised in the table below.

Table 4.1 Previous Parking Study Summary

Document	Key Outcomes
Traralgon Activity Centre Plan: Background Report – Car Parking Assessment (Cardno / Hansen 2010)	The report recommended increasing parking restrictions within the Activity Centre from 1-hour to 2-hours to reduce turn-over and lower the ‘expectation’ of finding an available space.
Traralgon Activity Centre Car Parking Strategy (Cardno 2012)	The study found no major issues with parking availability, however collated numerous concerns from the community. In addition, the study highlighted that the Column B rates of Clause 52.06 were representative of demands generated by land uses within the Activity Centre.
Latrobe Parking Study – Traralgon & Morwell Peer Review (TraffixGroup 2013)	The study was an independent review of the draft car parking strategy aiming to identify gaps in the proposed car parking strategy, identify further works, and review the proposed parking ratios.

Document	Key Outcomes
	The study deduced that there was sufficient parking within the Activity Centre with an oversupply of restricted parking and undersupply of unrestricted / all day parking. The study also suggested that the need for metered / paid parking would need to be further considered in the future.
Car Parking Framework Review – Traralgon & Morwell (TraffixGroup 2014)	<p>The 2014 Car Parking Framework review was the catalyst for the Traralgon Car Parking overlay. The study identified current car parking provisions and usage to determine car parking rates for multiple land uses and the provision of current parking within the Activity Centre.</p> <p>The key outcomes of the study included the provision of a cash-in-lieu scheme and recommended 75% of Column B rates which were carried through to the Parking Overlay.</p>
Complementary Parking Measures Assessment – Draft Parking Study (Parking and Traffic Consultants 2017)	<p>The study provided an updated review of parking within Traralgon to support updates to the car parking policy (March 2017 update). A number of existing and emerging issues were identified which formed the draft strategy and recommendations as follows:</p> <ul style="list-style-type: none"> • Improve existing supply: Review time restrictions, enforcement and payment. • Encourage more non-car trips: Improve safety and accessibility for alternate modes. • Increase supply: Review current ratios for future developments and consider alternative parking locations for new supply.

4.5. Other Strategic Context

Latrobe City Council have a variety of strategies which address the use and design of transport and land use within their major activity centres. The strategies which have been explored due to their relevance to the Study Area detailed as follows.

Latrobe City Council Plan (2021-2025)

The Latrobe City Council Plan seeks to capture where the Latrobe community is heading into the future, and what the community most values. The community vision for a ‘smart, creative, healthy, sustainable and connected’ city, seeks to have Latrobe as the most liveable regional city.

Some of the key outcomes for the Creative and Sustainable initiatives are reproduced as follows:

- ‘Prioritise a range of public space improvements across the municipality’,
- ‘Improve the amenity and presentation of Latrobe City’s town entrances, activity centres and public spaces through signage, art and planting and greening of the city.’
- ‘Invest in increased urban greening initiatives and increasing the City’s tree canopy in appropriate sites using appropriate species in built up areas for improved amenity and reduce heat stress.’

In addition to a range of key outcomes, multiple challenges and opportunities were identified as they relate to transport. These challenges and opportunities are listed as follows:

- ‘Parking, street lighting, traffic flow in central business districts and the transport infrastructure to move between Latrobe City and Melbourne’.

- *‘Encourage people to walk and ride around towns where possible to help encourage a healthy lifestyle. Ensure lighting around towns is consistent to help people walk after hours rather than using cars all the time’.*

Living Well Latrobe Community Public Health & Wellbeing Plan (2022-2025)

The ‘Living Well’ plan for Latrobe has four (4) key objectives to support the community and the development of activity centres within Latrobe. The second objective ‘Healthy and Active’ highlights the future direction for transport within Latrobe:

‘Increase and promote incidental physical activity opportunities, active plan and transport.’

In addition, the following strategic objective was provided:

‘Ensure that health and wellbeing outcomes for the community are considered, where appropriate, in land use planning.’

These objectives highlight the importance of sustainable transport solutions and active transport as a means of moving to and from and around major activity centres.

Latrobe City Council Retail Strategy – Strategy and Implementation Plan (2020)

The Latrobe Retail Strategy aims to identify and coordinate future planning and development of retail within Latrobe City. Traralgon is highlighted as the historic Regional Retail Core for population growth and investment, with forecasts indicating that this will continue into the future.

The study included a detailed analysis of the existing and forecast population and land use growth, providing indicative land use levels for retail land uses: both food and non-food based. These floor areas provided base line assumptions for this assessment when exploring car parking requirements for future land use planning within Traralgon.

4.6. Statewide Movement & Place Framework

The Movement & Place approach seeks to recognise that transport links provide two key functions:

1. The Movement of people and goods
2. Serving as a place / a destination in its own right

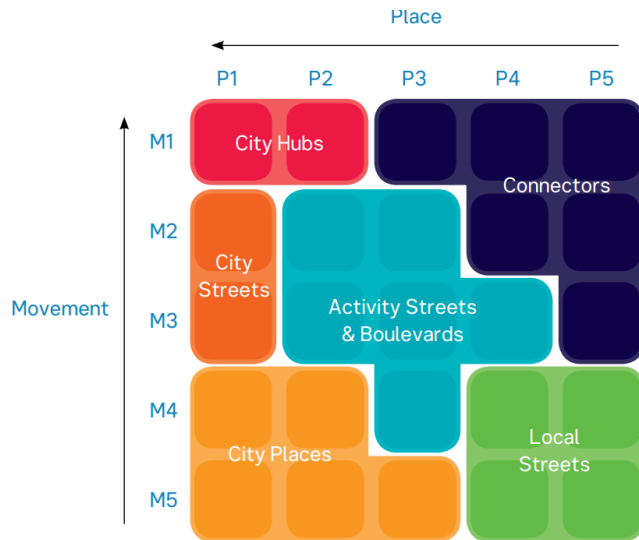
The tool, adopted and used by the Department of Transport and Planning (DTP), aids in the development and planning of the transport network, to find a balance between the needs of transport users and place users. The tool assigns each transport link into a category of movement or place, as defined as follows:

- Movement: the significance of individual links and the role that they play in moving people and goods via different transport modes;
- Place: the land-use vision and user experience.

Based on the level of significance (1 being of state significance), a range of streets can be defined and include local streets, activity streets and city places as per Figure 4.2 below.

Each of these classifications is assigned a set of priorities, performance measures and potential interventions which will guide the design and function of transport links into the future.

Figure 4.2 Movement & Place Classifications



When assigning classifications, DTP works closely with local councils to ensure the respective categories and assigned road and street types are accurate to the community and area aspirations. The Movement & Place classifications for the Traralgon Activity Centre were reviewed for the project study area.

The following Figure 4.3 and Figure 4.4 show the current road hierarchy as per the Latrobe Road Register and their respective Movement & Place Classifications.

Figure 4.3 Road Hierarchy - Latrobe City Road Register

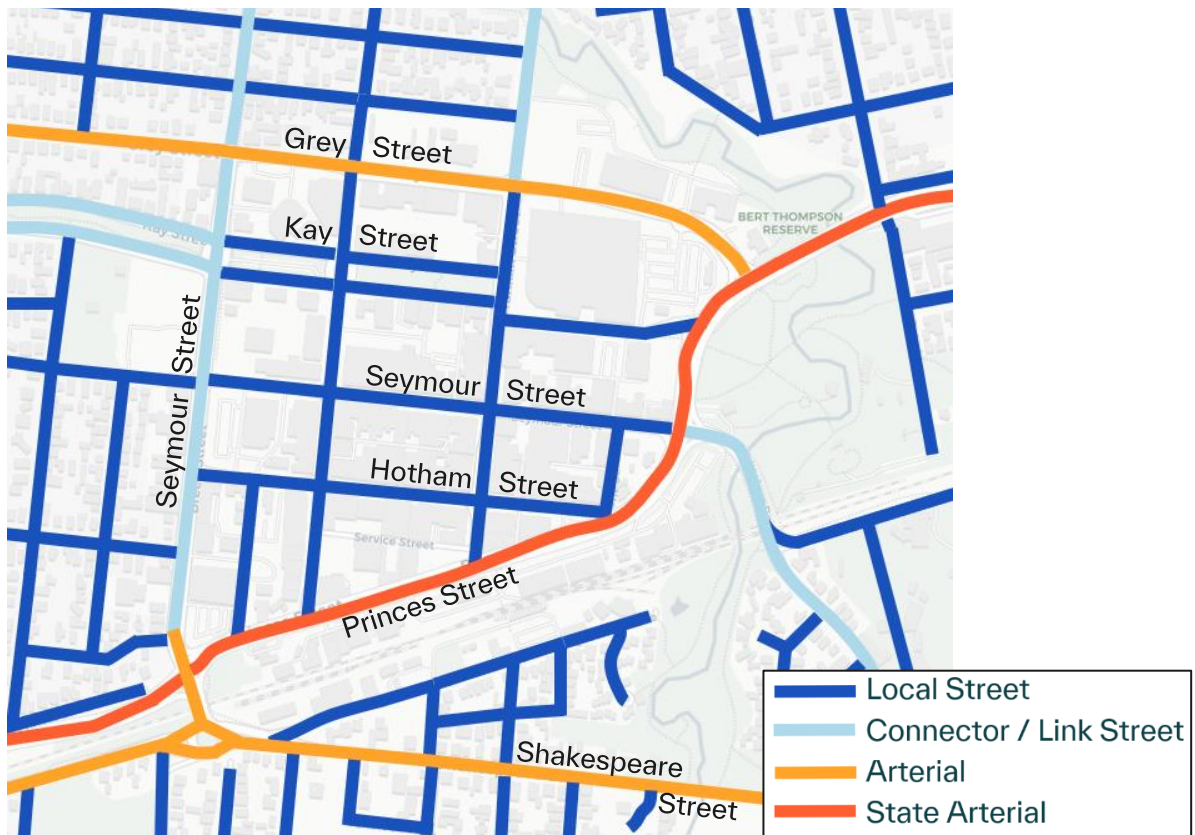
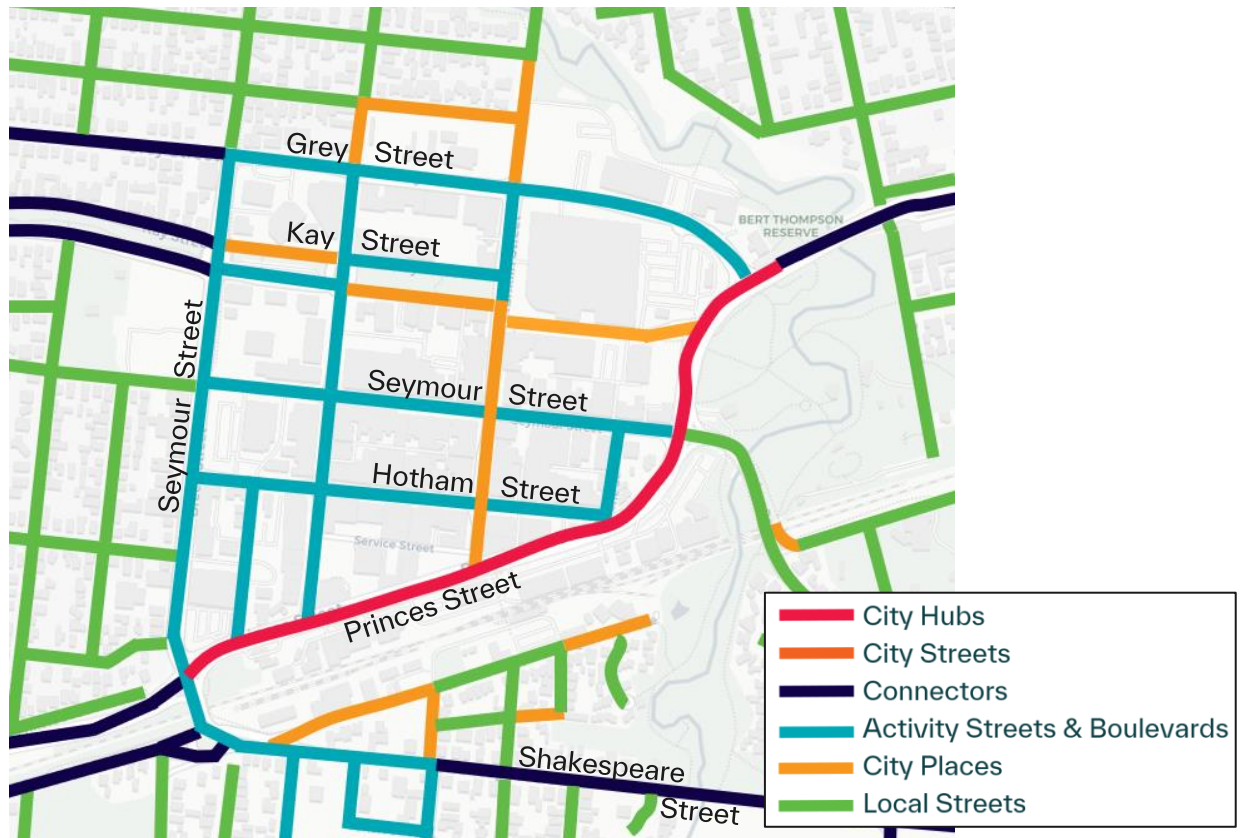


Figure 4.4 Traralgon Activity Centre - Movement & Place Classification



The vast majority of the internal road network of the Traralgon Activity Centre are classified as Activity Streets & Boulevards, streets which provide access to shops and services for all modes. These streets typically have high demand for movement and require high quality public realm for supporting businesses, traders and neighbourhood life.

These streets typically have a high level of conflict between movement and place and require careful consideration to balance movement and place. This includes consideration of parking access and vehicle circulation to and from spaces, and balancing any vehicular activity with sustainable transport modes.

4.7. Planned or Proposed Changes to Car Parking

As Victoria's regional centres continue to grow, the Victorian Government through Regional Development Victoria (RDV) is investing to deliver new free car parking within Ballarat, Bacchus Marsh and within Latrobe. The additional car parking is aimed to take pressures off residential streets and aid the community when travelling in regional town centres.

Three new car parks are proposed within the Traralgon Activity Centre based on their proximity to key activity centres, public transport and where there is demand for future car parking. The three new RDV sites and their proposed additional car parking spaces are listed as follows and presented in Figure 4.5:

- Kay / Grey Street Multi Level Car Park: 300+ new spaces
- Seymour Street Multi Level Car Park: up to 120 new spaces
- Queens Parade / Station Car Park: up to 50 new spaces.

Figure 4.5 Proposed Regional Development Victoria Funded Car Parks



Source: Regional Development Victoria

Funded as part of the 2019/2020 State Budget for Victoria, the delivery of the additional Traralgon car parking is yet to be complete with no completion date set.

4.8. Summary of Findings

Key strategies and studies undertaken have provided a high level of background and context of current car parking within the Traralgon Activity Centre. These documents include existing issues and constraints as they relate to car parking and transport movements, as well as provide key objectives and goals to meet future targets for Latrobe City Council and the community.

The Traralgon Activity Centre Plan outlines key measures to improve existing car parking, through new multi-story integrated parking solutions. This is supported by the Statutory Car Parking Requirements (Latrobe Planning Scheme) which aims to collect financial contributions toward funding additional parking within Traralgon.

One of the key outcomes from previous transport studies was that there is sufficient car parking currently within Traralgon. Consideration however should be given to managing user expectations and catering for different user groups to ensure parking is tailored to the correct land use and trip type.

Importantly, more recent documentation from Council and updated transport studies focused on the need for improved sustainable transport infrastructure to encourage more non-car trips. Emphasis is provided on the need to encourage more walking and cycling within town centres, and hence incidental physical activity for transport.

This is reflected in recently derived Movement & Place Classification which list numerous streets within the Activity Centre as 'City Places' and 'Activity Streets & Boulevards' with aspirational high Place functions. These streets are also key to accommodating increases in retail and office floor area and adequately accommodating necessary movement trips through walking, cycling, public transport and away from the primary mode share of private vehicles.

5. Car Parking in Traralgon Activity Centre

5.1. Overview

The following section outlines the existing car parking conditions within the Traralgon Activity Centre. This data presents the 'current situation' as it relates to the current supply, demand and management of public car parking. Also outlined in this section are the high level results of the community and stakeholder engagement collected as part of the study.

5.2. Surveys and Data Collection

Car Parking Surveys

During November 2022, car parking occupancy and duration of stay surveys were undertaken across the entire Traralgon Activity Centre. This included all on-street and publicly available off-street parking.

Survey dates included:

- Thursday 17 November 2022: 8:00am to 9:00pm
- Saturday 19 November: 9:00am to 2:00pm.

In addition to car parking surveys, an audit of currently available bicycle parking was collected and assessed.

Community Surveys

A questionnaire was developed to gather data from the community and stakeholders which included demographics, perceptions of current car parking, ideas and usage patterns. The survey included 18 questions and ran for approximately 2-months collating 1,474 responses.

5.3. Current Provisions

Supply of Car Parking

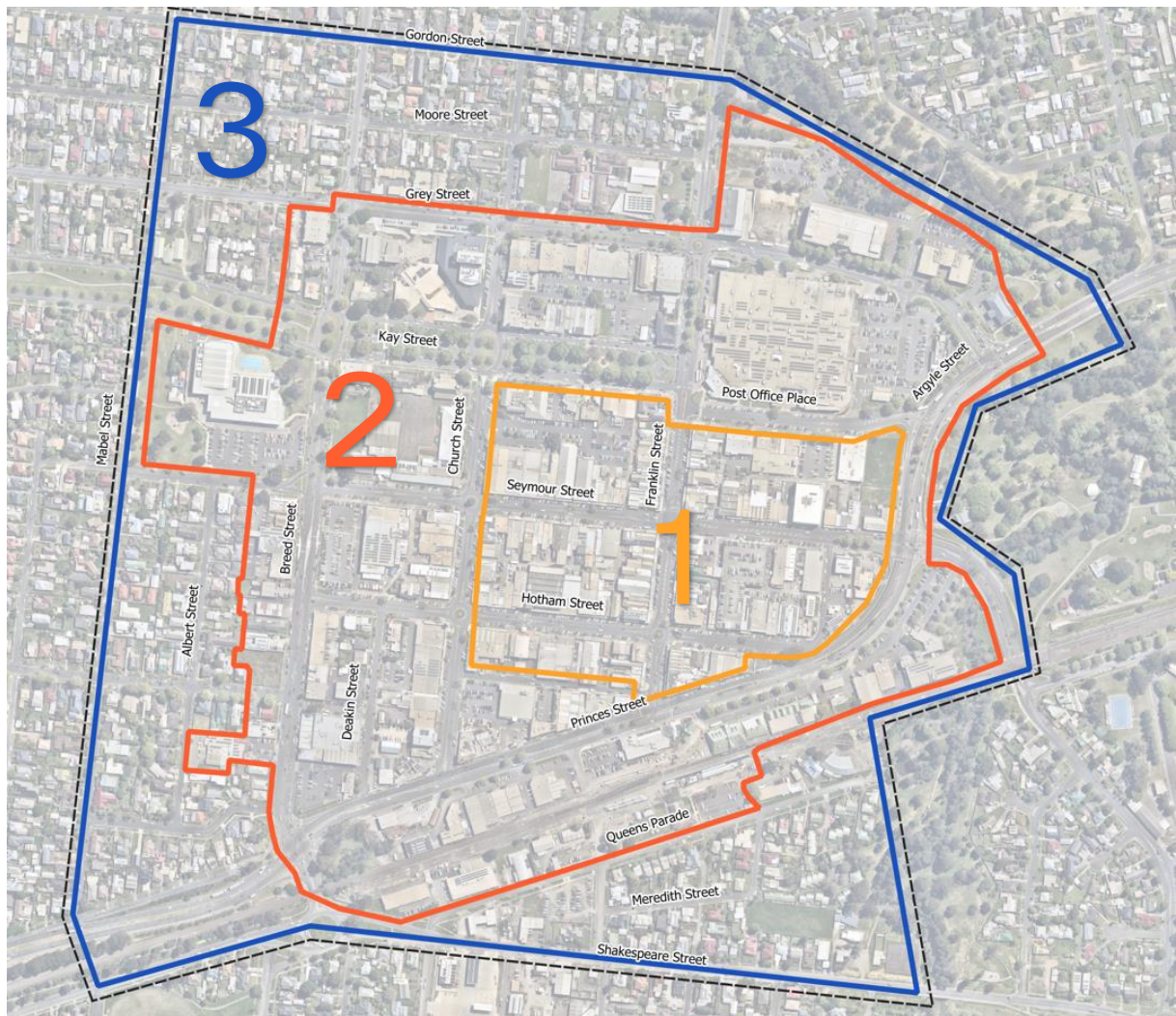
The supply of car parking within the Traralgon Activity Centre was split into on-street and off-street parking. A total of 5,482 spaces were recorded on the survey day, 3,091 of which were located off-street in public accessible car parks.

When observing the data, the study area was separated into three (3) key zones. These zones were derived from community feedback and based on previous parking studies for comparative analysis. The zones are presented in Figure 5.1 and listed in Table 5.1 with their descriptions.

Table 5.1 Traralgon Activity Centre Zone Descriptions

Zone	Name	Description
Zone 1	Inner Central	The core retail precinct which is dominated by on-street parking. Zone 1 includes key streets of Seymour, Hotham and Franklin which were listed by the community as areas they most frequent when parking.
Zone 2	Outer Central	Capturing the remaining retail and commercial land uses. Zone 2 aligns with previous studies undertaken of the Traralgon Activity Centre and includes the Gippsland Performing Arts Centre and Aquatic Centre. It generally aligns with the Activity Centre Zone.
Zone 3	Outer Study Area	The remaining residential streets are captured and grouped in Zone 3. Some minor commercial land uses are included; however, the focus is on unrestricted residential areas.

Figure 5.1 Study Area Car Parking Zones



Car parking supply was broken down by restriction type to assess the appropriateness of time restrictions and availability of allocated and accessible parking bays. The split of car parking within the study area is presented in Table 5.2.

Table 5.2 Overall Parking Supply by Restriction

Zone	Location	Total Supply	Allocated ³	Accessible	<1 Hour	1 Hour	2 Hour	>2 Hour	Unrestricted
	Inner Central	999	156	23	9	2	523	35	251
1	On-Street	432	13	13	9	2	395	0	0
	Off-Street	567	143	10	0	0	128	35	251
	Outer Central	3,399	722	63	29	8	816	806	955
2	On-Street	873	41	12	21	0	558	0	241
	Off-Street	2,526	681	51	8	8	258	806	714
	Outer Study Area	1,084	3	0	0	0	48	0	1,033
3	On-Street	1,084	3	0	0	0	48	0	1,033
	Off-Street	0	0	0	0	0	0	0	0

In Zone 1, 44% of parking is located on-street, resulting in an almost even split of on-street and off-street car parking.

In contrast, Zone 2 is mostly off-street parking with 74% of spaces located off-street in Zone 2, including the Stockland Shopping Centre, Gippsland Performing Arts Centre and Gippsland Regional Aquatic Centre.

Zone 3 incorporates the nearby residential areas and with 100% of car parking provided as on-street unrestricted parking.

Parking Restrictions and Supply

97% of all short-term parking (2 hours or less) is located within the Inner and Outer Central Zones 1 and 2. This short term parking is mostly located on-street, with off-street parking within these zones providing mostly unrestricted all day parking or longer term parking.

27% of parking within Zones 1 and 2 is unrestricted parking, 80% of which is located off-street in car parks such as the at-grade car parks to the north and south of Kay Street.

Conversely, 29% of parking within Zones 1 and 2 is 2-hour parking, with only 29% of 2-hour parking located off-street. Approximately 20% of parking within Zones 1 and 2 is allocated user parking (e.g. Permit Zone, Reserved, DDA and Loading zones).

Outside of Zones 1 and 2, parking is concentrated on-street and is unrestricted. 2-hour parking within Zone 3 is located around commercial areas and school frontages along Henry Street, Church Street and Franklin Street. The unrestricted parking in Zone 3 makes up 19% of all parking within the Study Area.

³ Allocated Parking includes any space allocated for a specific use. i.e. permit, bus, taxi and loading zones, parent with pram parking, doctor parking.

Approximately 1.6% of all parking within the study area is dedicated accessible parking, with 27% of DDA spaces (23 total) located in Zone 1 near the core retail and commercial land uses. Current parking restrictions within the Study Area are shown in Figure 5.2 and Figure 5.3 with larger maps shown in Appendix A.

Figure 5.2 Parking Restrictions (Main Restriction)

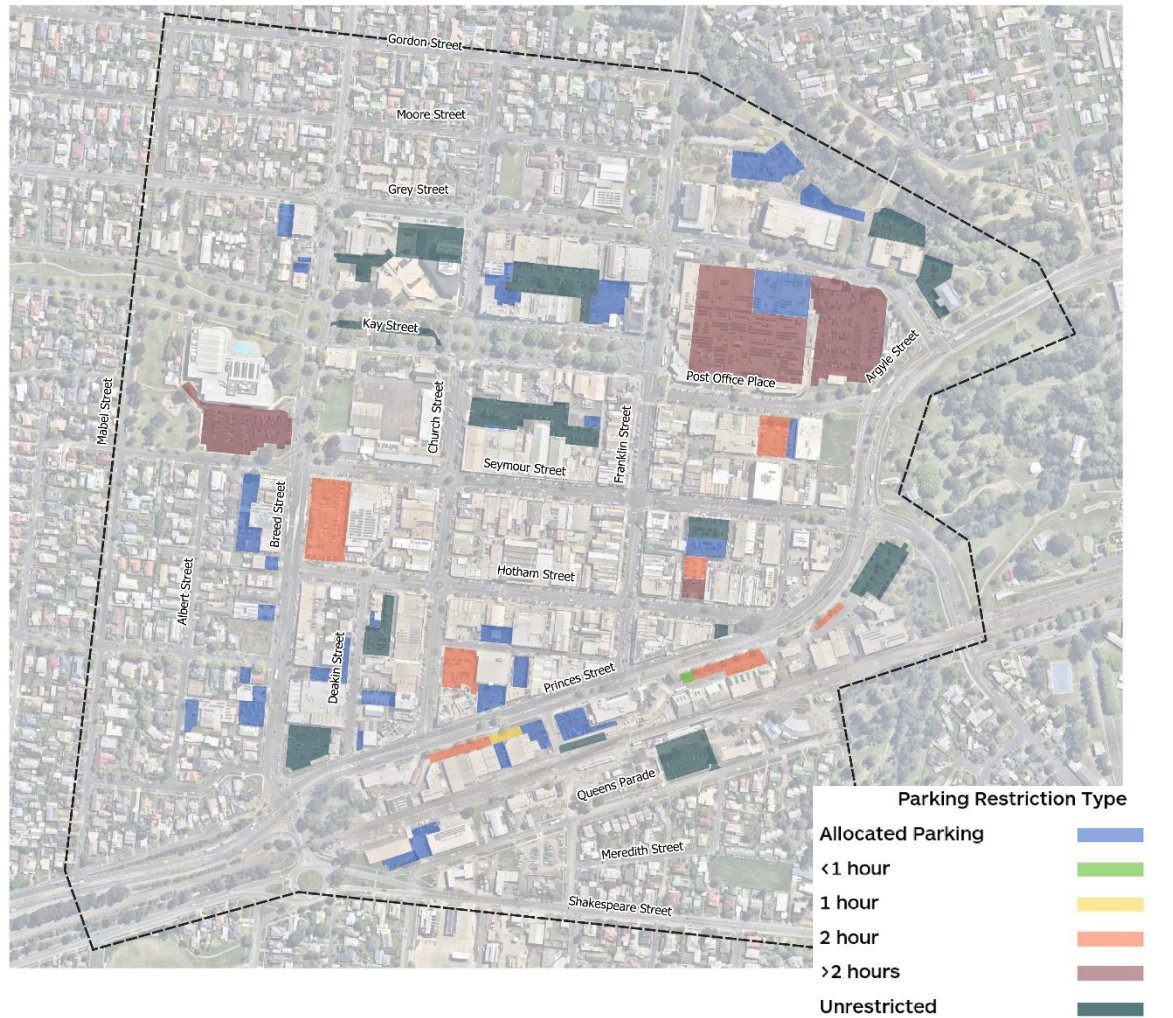
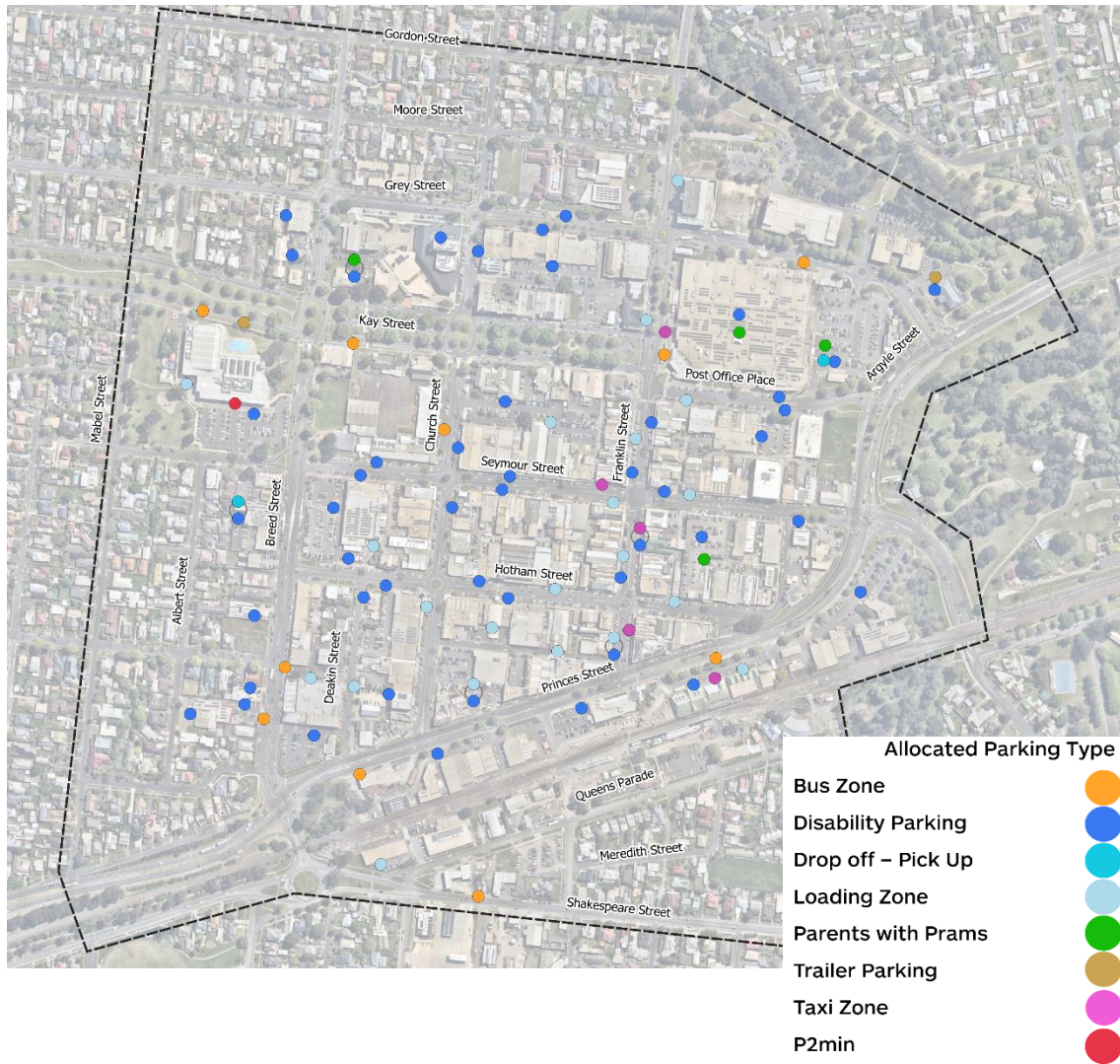


Figure 5.3 Parking Restrictions (Allocated Users / Zones)



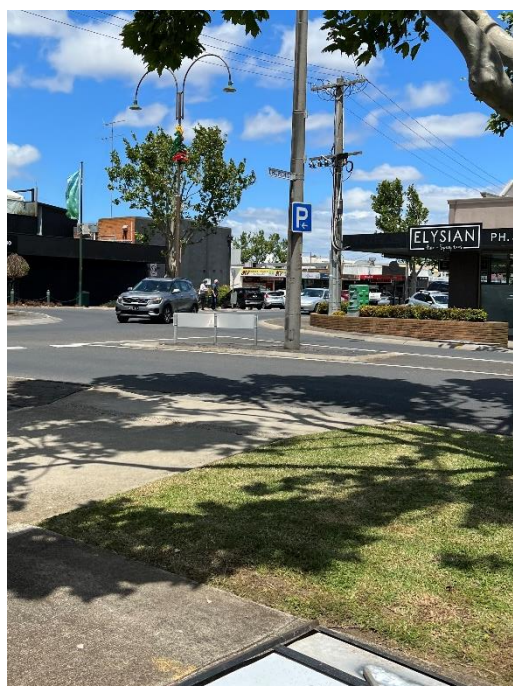
Other Parking Infrastructure

The majority of off-street car parking within the study area is signed at the entrance with the name and number of car parks supplied. An example of which is presented in Figure 5.4. Beyond these car park entrance signs, limited signage and wayfinding is provided throughout the study area. Small blue directional 'P' signs are placed sporadically to indicate the direction of parking with no precise information about supply, availability or exact location. An example of these blue signs is shown in Figure 5.5.

Figure 5.4 Example of Car Park Entrance Signage



Figure 5.5 Example of Blue Parking Direction Signage



5.4. Parking Occupancy

Parking within Traralgon peaked at around midday at 1:00pm on the weekday and 12:00pm on Saturday survey periods respectively. This peak was recorded for both on-street and off-street parking.

Survey Results

Occupancy data was collected at hourly intervals across the study area with the peak hour for each the weekday and weekend presented below in Figure 5.6 and Figure 5.7.

Heat maps for the beginning, peak and end of survey periods are shown for the Weekday and Saturday survey periods in Appendix B and C respectively.

Figure 5.6 Parking Occupancy Thursday 1:00pm

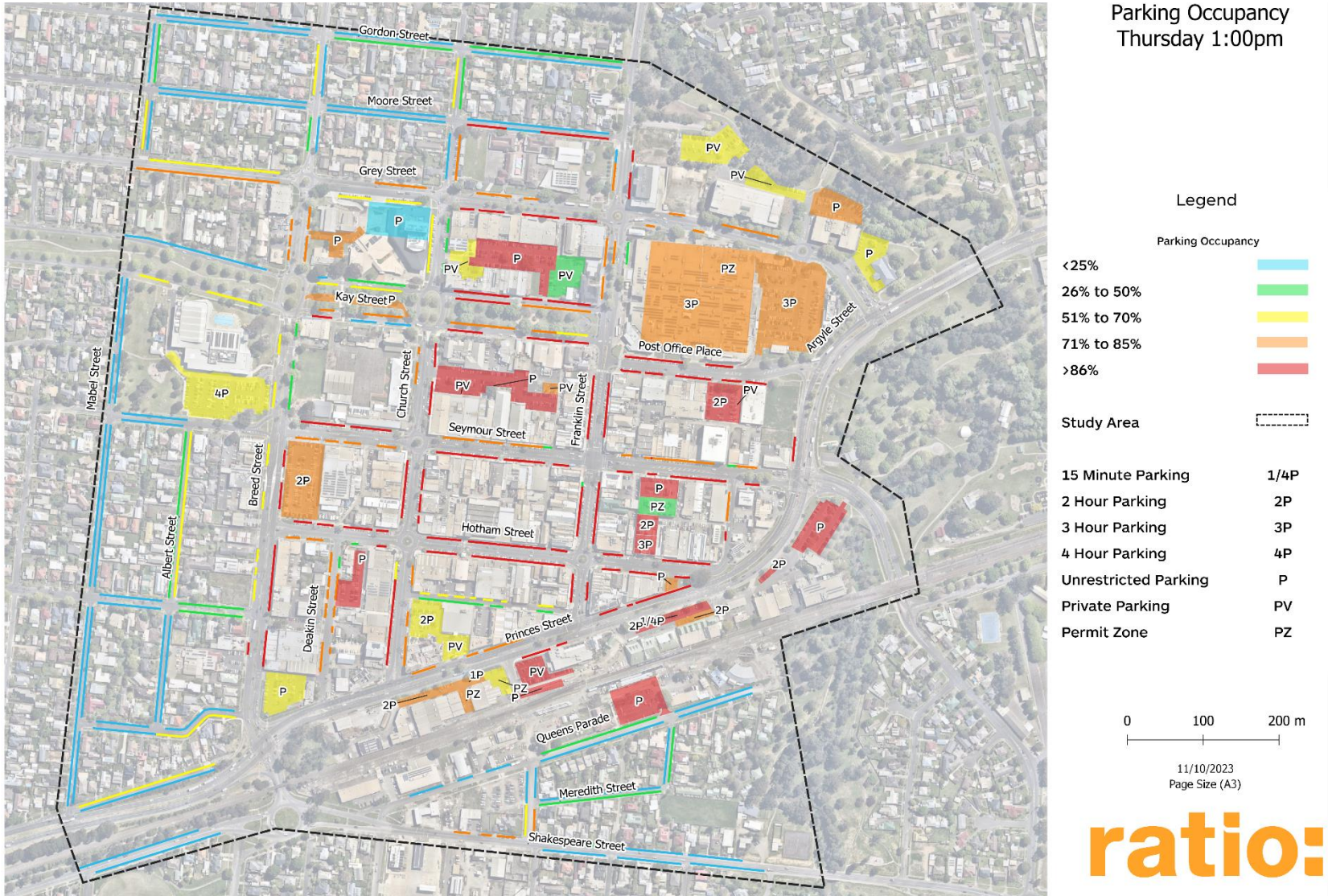
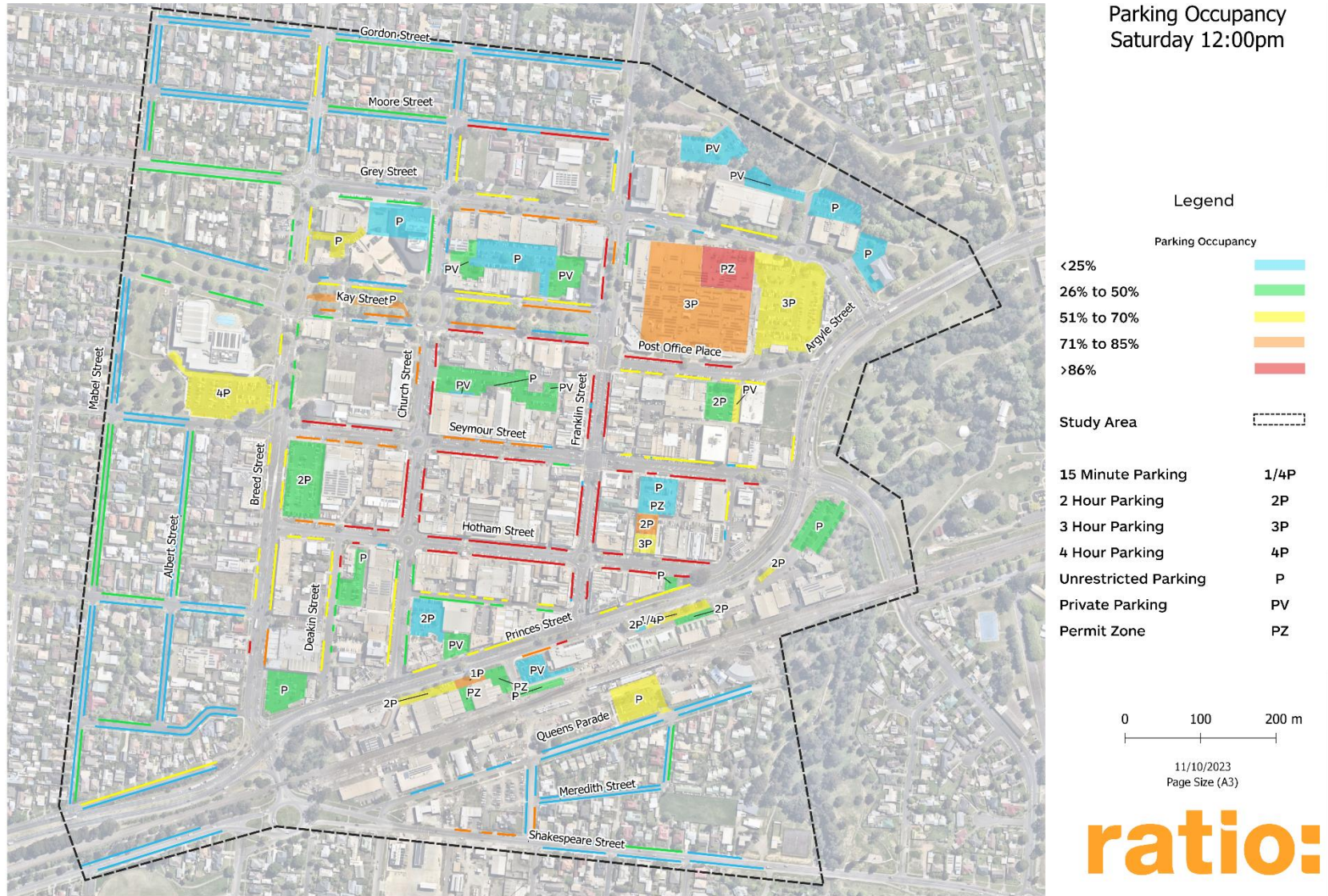


Figure 5.7 Parking Occupancy Saturday 12:00pm



TEMPORAL PROFILES (ZONE 1 AND 2 ONLY)

The following Figure 5.8 to Figure 5.10 show the temporal parking profile within Zones 1 and 2 only, representing the on-street and off-street areas that generally align with the boundaries of the activity centre.

The data has been combined for all on-street and off-street areas within Zone 1 + 2 (in Figure 5.8) and then shown split out by on-street only (Figure 5.9) and off-street⁴ only (Figure 5.10).

Figure 5.8 Combined Parking Occupancy for Zone 1+2 (Temporal Profile)

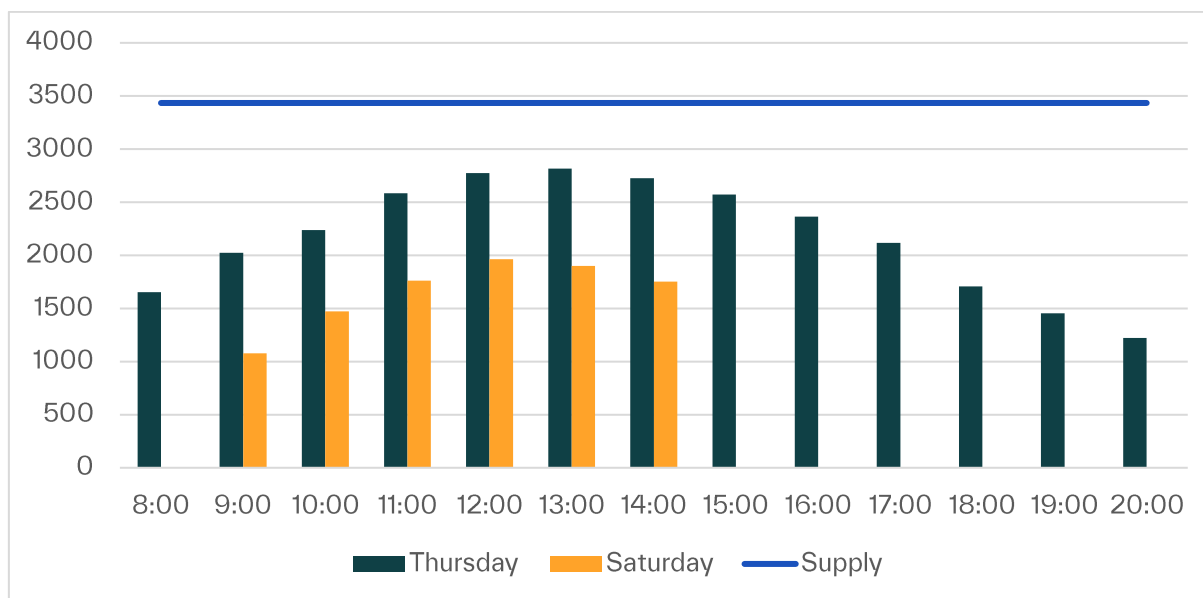
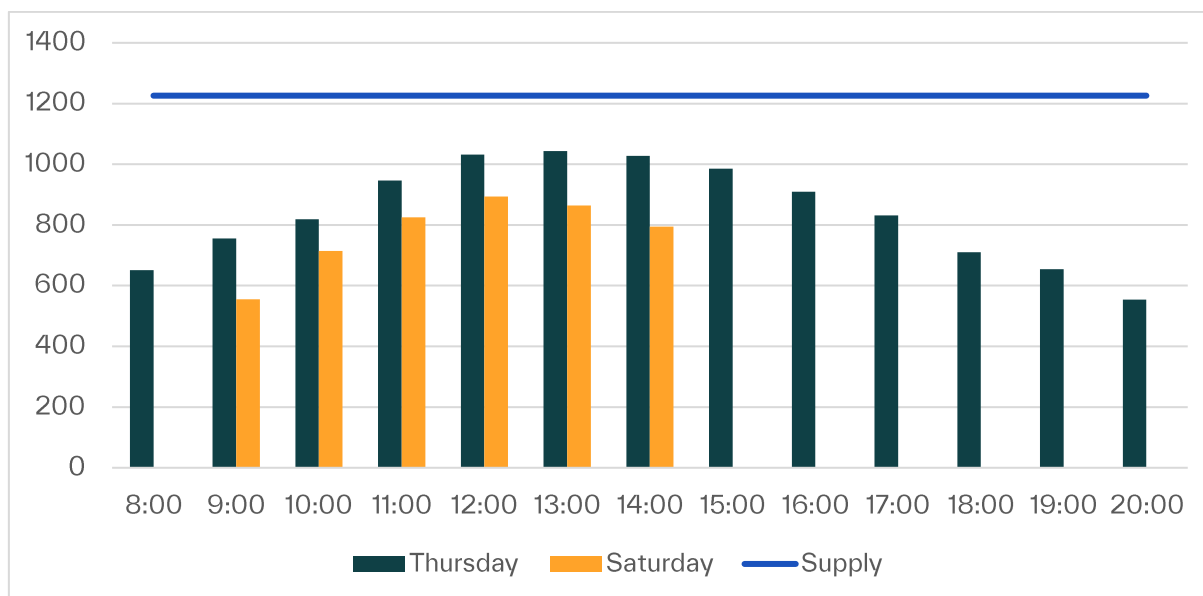
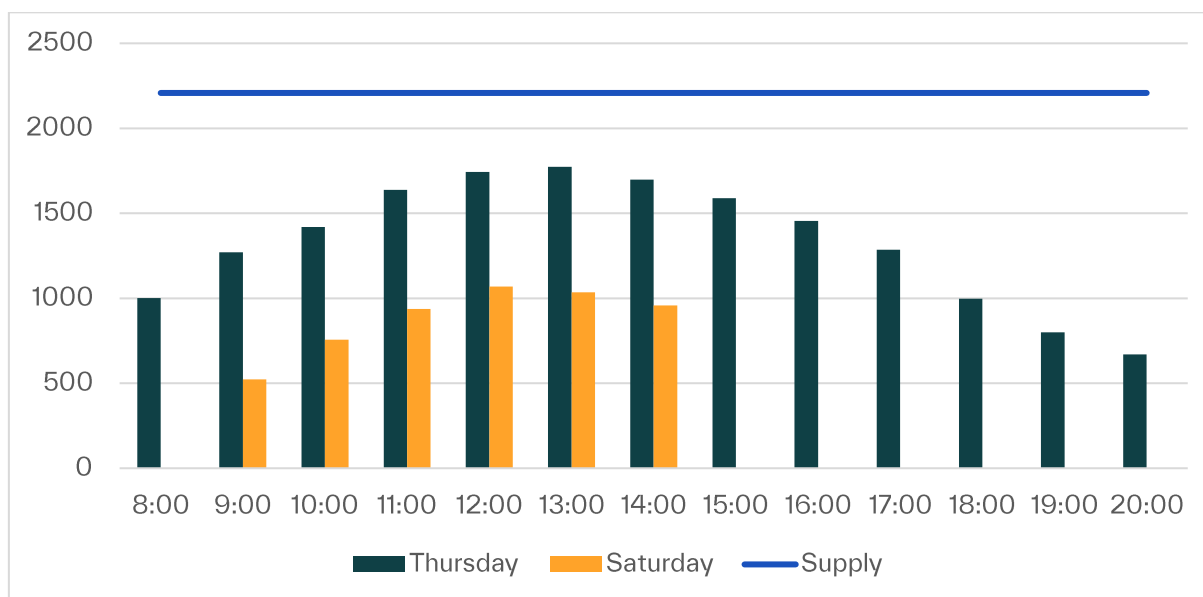


Figure 5.9 On-Street Parking Occupancy for Zone 1+2 (Temporal Profile)



⁴ The off-street data includes all areas surveyed, which include both public and privately owned car parking, but does not include all privately owned off-street car parking.

Figure 5.10 Off-Street Parking Occupancy for Zone 1+2 (Temporal Profile)



THURSDAY WEEKDAY OCCUPANCY

Detailed results of the Thursday (Weekday) occupancy surveys are described below:

Short Term Parking

When observing short term parking of 2 hours or less, 94% of spaces within Zone 1 were occupied during the peak hour. Short term parking within Zone 1 is primarily on-street resulting in nearly all streets within the core commercial area experiencing extremely high levels of on-street parking demand. As such, it can be assumed that for short term parking within Zone 1, the current parking provisions are insufficient for the community needs.

Within Zone 2, parking occupancy reached 81% nearing the theoretical capacity limit. Although minimal short term parking spaces within Zone 3 are provided, an occupancy rate of 67% was recorded which occurred around the boundaries of Grey Stret Primary School.

Long Term Parking

Long term parking of more than 2 hours, including all unrestricted car parking within Zone 1 was 100% occupied at the peak time. This included areas such as the two Church Street and Kay Street car park and the Seymour Street / Hotham Street multideck.

Occupancy was also generally high in Zone 2 with 76% of spaces full during the peak time. Higher occupancy of over 85% was recorded in many off-street car parks along Princess Highway and Deakin Street during the peak time, however there were large portions of available parking at the Gippsland Performance Arts Centres and the Gippsland Regional Aquatic Centre.

Zone 3 being mainly residential streets recorded 22% occupancy for long term parking, with any higher rates of occupancy occurring near Grey Stret Primary School and along Albert Street and Grey Street. It is important to note these cars may be residential vehicles belonging to nearby dwellings.

Other Parking

Parking for those with disabilities within Zone 1 was at 87% occupancy during the peak period, recording 20 spaces out of the available 23 spaces occupied. Within Zone 2, occupancy peaked at 50%.

Allocated spaces were underutilised in Zone 1 with only 32% of spaces occupied. This increased to 36% in Zone 2 which can be attributed to staff and permit parking near commercial land uses.

SATURDAY WEEKEND OCCUPANCY

Detailed results of the Saturday (Weekend) occupancy surveys are described below:

Short Term Parking

During the weekend peak, Zone 1 experienced high levels of demand for short term parking, with 83% of all spaces occupied. When looking at 2-hour parking in isolation, this figure increased to 85% suggesting the current supply of short-term parking has reached its upper limit on the weekend. These spaces can again be attributed to on-street parking within the core commercial areas similarly to the Thursday survey day.

The level of demand for short term parking outside of Zone 1 dropped dramatically with only 64% and 44% of available spaces in Zone 2 and 3 occupied on the weekend respectively.

Long Term Parking

Demand for parking over 2 hours was relatively low on the weekend, with only 29% of spaces occupied within Zone 1. Occupancy levels increased within Zone 2 due to a high level of demand for parking at Traralgon Centre Plaza.

Unrestricted parking within Zone 3 was nearly identical to that recorded on the Thursday suggesting the demand for unrestricted parking in the residential areas could be contributed to residential land uses, with minimal overflow from commercial areas.

Other Parking

61% of accessible parking spaces within Zone 1 were occupied on the Saturday relatively lower than the weekday. In addition, Allocated parking spaces were relatively lower than that recorded on the Thursday, with only 10% of allocated spaces occupied within Zone 1, and 40% occupied within Zone 2.

Hot Spots vs Empty Spots

The occupancy data recorded showed clear 'hot spots' and 'empty spots' within the study area. Parking 'Hot Spots' include areas of parking occupancy over 85% for generally long periods of time. For this assessment, a 4-hour window was observed (11:00am-2:00pm). When classifying parking spaces as 'Empty Spots', parking which recorded less than 85% within the 'Inner' and 'Outer Central' region of the study area were observed.

Hot spots and empty spots are presented below in Table 5.3.

Table 5.3 Recorded Hot Spots and Empty Spots

Hot Spots		Empty Spots	
Weekday	Weekend	Weekday	Weekend
On-street Parking within the 'Inner Central' Zone 1	On-street Parking within the 'Inner Central' Zone 1	Gippsland Performing Arts Centre (GPAC)	Gippsland Performing Arts Centre (GPAC)
Traralgon Central Plaza	Traralgon Central Plaza	Gippsland Regional Aquatic Centre	Gippsland Regional Aquatic Centre
Church Street Car Parking south of Kay Street			Unrestricted off-street parking (Deakin Street / Hotham Street / Princes Highway at Whittakers Road)
Unrestricted off-street parking (Deakin Street / Hotham Street / Princes Highway at Whittakers Road)			
Accessible (DDA) car parking within Zone 1			

It was noted that on street parking within Zone 1 was consistently recorded occupancy rates above 85% across the 4-hour peak period in the middle of the day. In addition, Traralgon Centre Plaza also recorded consistently high occupancy rates.

In comparison, the Gippsland Performing Arts Centre and Gippsland Regional Aquatic Centre, as well as unrestricted off-street car parking along Deakin Street, Hotham Street and Princes Highway recorded relatively low levels of occupancy throughout the study.

5.5. Turnover and Compliance

Duration of Stay

Duration of stay surveys were undertaken at hourly intervals during the same time period as the parking occupancy surveys, with the average duration of stay by restriction and area within the Activity Centre shown in Table 5.4 and Table 5.5. Where the average duration of stay exceeded the time limit, it has been highlighted.

Table 5.4 Weekday Average Duration of Stay (by area and restriction)

Zone	Location	Average across all spaces	Allocated ⁵	Accessible	<1 Hour	1 Hour	2 Hour	>2 Hour	Unrestricted
1 (Inner Central)	On-Street	1.9	1.4	2.0	1.4	1.8	2.3		
	Off-Street	3.1	2.6	1.9					6.6
2 (Outer Central)	On-Street	2.7	1.5	1.5	1.6		2.2		6.3
	Off-Street	2.9	2.7	1.7	0.7		2.1	3.0	6.9
3 (Outer Study Area)	On-Street	3.5	1.3				2.2		4.4
	Off-Street								

Table 5.5 Weekend Average Duration of Stay (by area and restriction)

Zone	Location	Average across all spaces	Allocated ⁶	Accessible	<1 Hour	1 Hour	2 Hour	>2 Hour	Unrestricted
1 (Inner Central)	On-Street	1.7	1.1	1.7	1.3	1.7	2.2		
	Off-Street	2.1	1.9	1.2					4.6
2 (Outer Central)	On-Street	2.3	1.3	1.5	2.0		2.3		4.2
	Off-Street	2.3	2.1	1.4	0.8		2.1	2.7	5.0
3 (Outer Study Area)	On-Street	2.4	1.3				1.7		3.0
	Off-Street								

Survey data for both the Thursday weekday and Saturday weekend suggested compliance for short term parking was poor. 2-hour parking spaces within all Zones recorded an average duration of stay of over 2 hours.

Zone 1 recorded an average duration of stay of 2.3 hours on the Thursday and 2.2 hours on the Saturday. In some instances, vehicles parking within 2-hour restricted areas in Zone 1 were parking up to 7 hours at a time.

Average parking duration of stay for long term parking was approximately 7-hours on the Thursday and 5-hours on the Saturday, in both Zone 1 and 2. Within unrestricted off-street car parks in Zone 1 and 2 an average duration of stay of 6.7 hours was recorded.

⁵ Allocated Parking includes any space allocated for a specific use. i.e. permit, bus, taxi and loading zones, parent with pram parking, doctor parking.

⁶ Allocated Parking includes any space allocated for a specific use. i.e. permit, bus, taxi and loading zones, parent with pram parking, doctor parking.

Parking Compliance

Data provided by Council for the previous 5 years leading up to October 2022 showed 1,287 parking infringements within the Activity Centre. 88% of these parking infringements were for failing to abide by signed restrictions: *'Parked for period longer than indicated'*. 213 of these infringements occurred along Hotham Street, within the core commercial area.

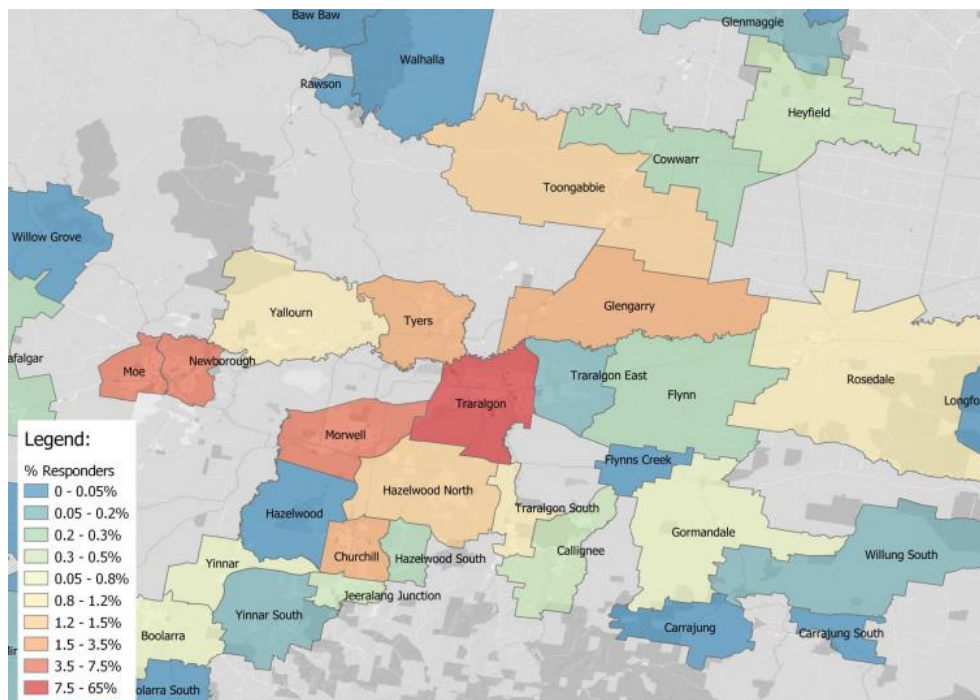
32 infringements were the result of vehicles parking in areas for people with disabilities, and a total of 4% of infringements were for vehicles stopped in allocated bays for Taxi, Bus, Loading and permit Holders.

5.6. Community Survey Results

How do respondents travel to Traralgon Activity Centre?

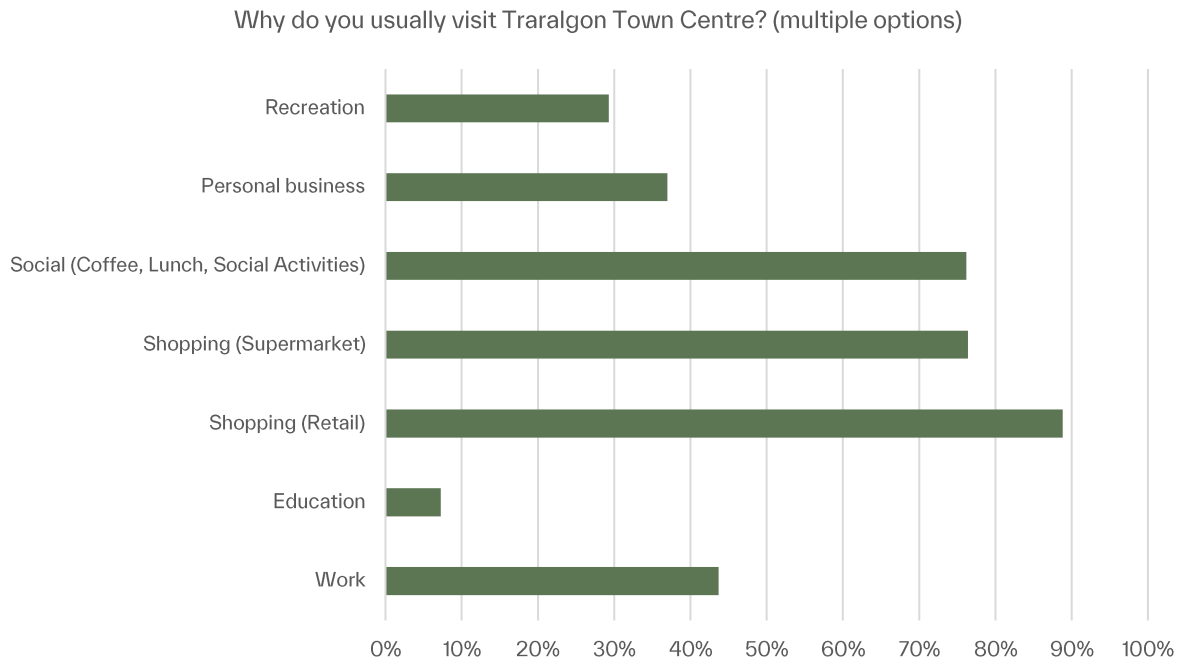
With over 1,400 respondents to the parking survey, the community provided detailed feedback on the operation and availability of parking within Traralgon. A heat map showing place of residence for survey respondents in the immediate Latrobe region is shown in Figure 5.11.

Figure 5.11 Community Survey Respondent Locations



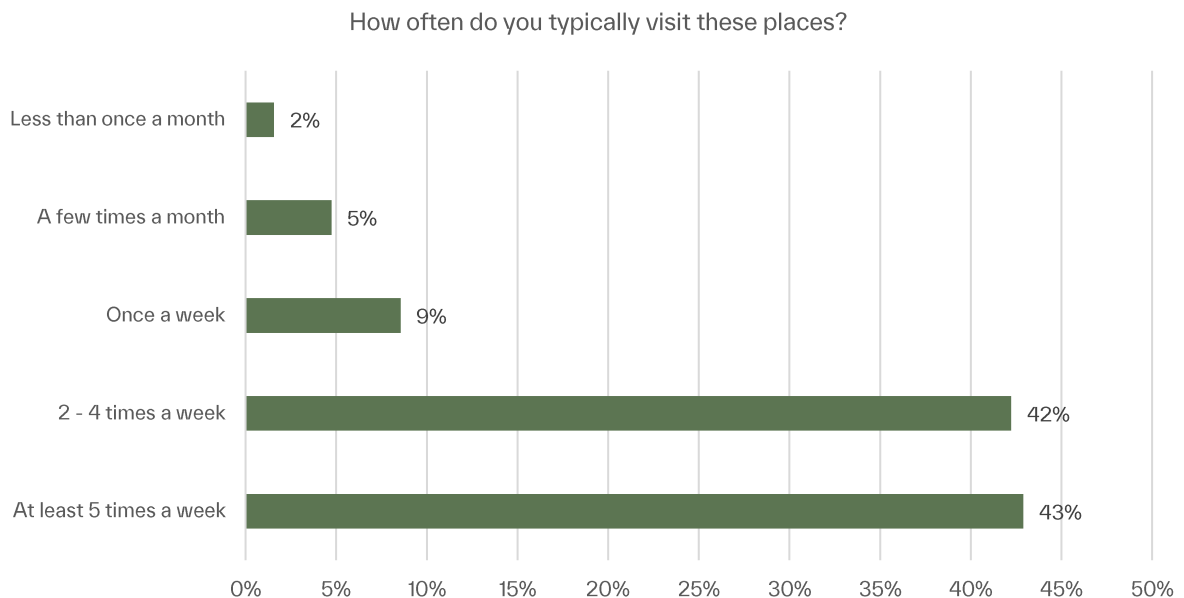
The majority of respondents indicated that they visit the Traralgon Activity Centre for shopping (retail / supermarket) and social activities, as shown in Figure 5.12. Shopping and retail activities recorded relatively high responses than work, personal business and recreation.

Figure 5.12 Visit Purpose



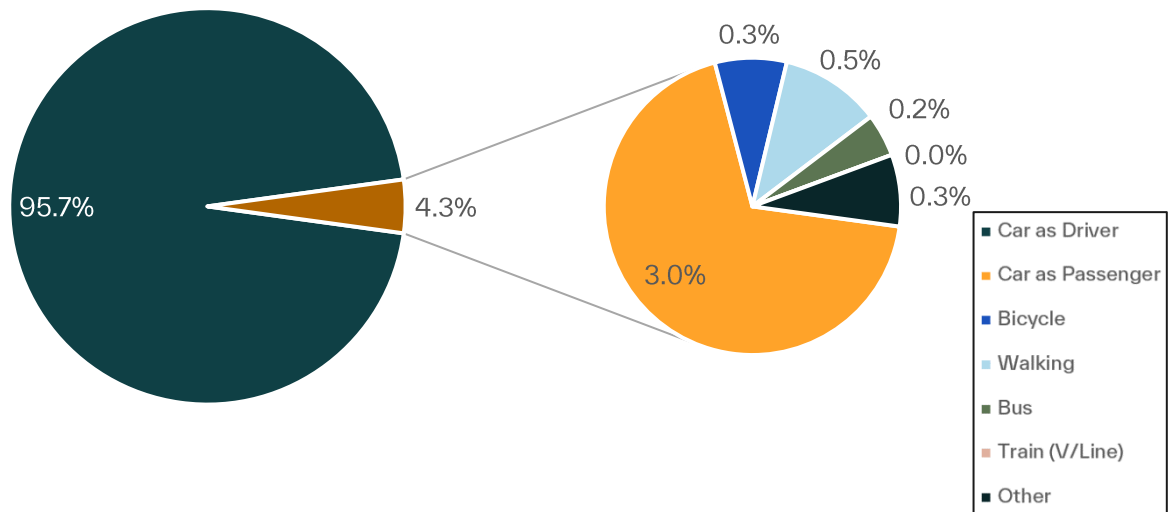
The majority of respondents (85%) indicated that they visit the Activity Centre at least 2 times per week, as shown in Figure 5.13.

Figure 5.13 Visitation Characteristics



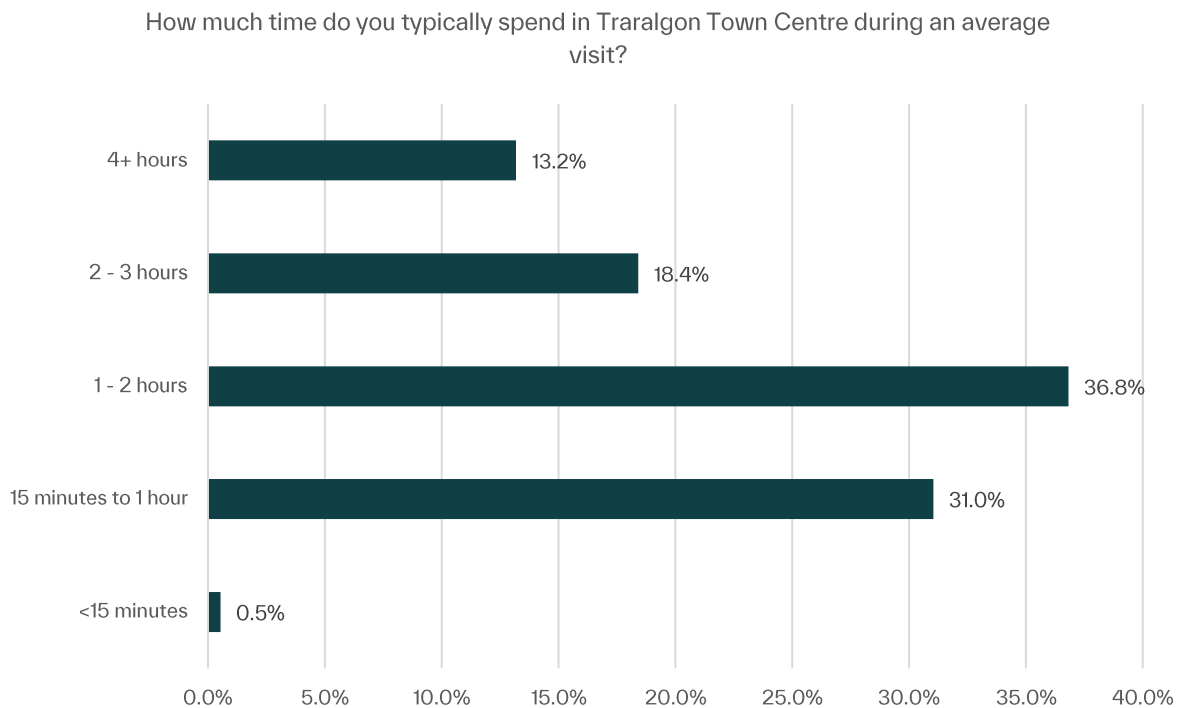
96% of those who travel by car indicated that they travel by as car as the driver as shown in Figure 5.14.

Figure 5.14 Mode of Travel



Generally, most responders will visit between 1-2 hours, with 32% of responders visiting for longer than 2 hours, as shown in Figure 5.15.

Figure 5.15 Length of Stay

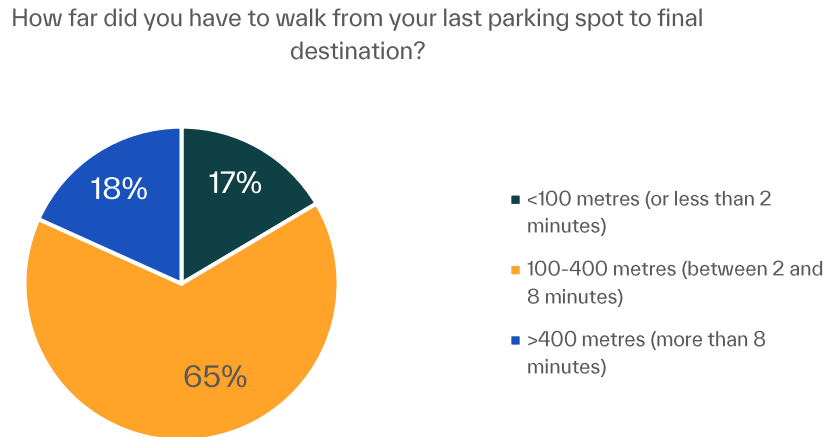


Where did respondents park their vehicle?

Seymour Street, Franklin Street and Hotham Street were the most popular destinations for respondents to park, with Traralgon Centre Plaza recorded the second highest number of responses.

When asked about the distance that users had to walk from their vehicle, 17% of respondents were able to locate parking less than 100 metres from the destination, with 65% of respondents required to walk 2-8 minutes from their parking space to their destination. This indicates that users are currently prepared to walk, as show in Figure 5.16.

Figure 5.16 Parking Distance from Destination



How satisfied were respondents with car parking in Traralgon?

79% of all responders said they were dissatisfied with the current car parking within the Traralgon Town Centre. Included in this, were 42% of responders who said they were very dissatisfied. When it came to bicycle parking, only 12% of respondents were satisfied with the parking provided and availability.

The most common responses from the community as to why they were dissatisfied included a lack of parking availability including limited all day parking for those who work, and for those with mobility issues such as accessibility parking and parking for prams. In addition, many respondents noted more multi-level parking and improved safety were key items they believe would improve car parking.

Overall, the community were dissatisfied with the current parking and highlighted a lack of available parking within the Town Centre. The results of the satisfaction survey and suggested improvements from the community are shown in Figure 5.17 and Figure 5.18 respectively.

Figure 5.17 Community Satisfaction with Parking

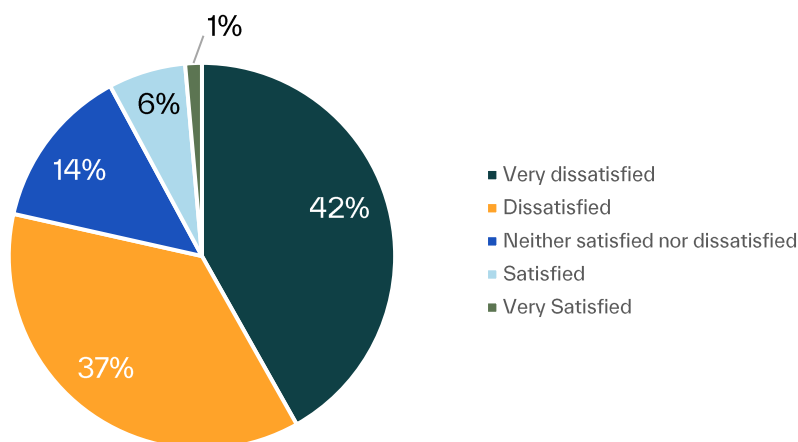


Figure 5.18 Suggested Improvements (Top Responses Community Survey)



5.7. Issues and Opportunities

Based on the survey data, site observations and community feedback, a range of issues and opportunities were established, as follows:

Availability of Parking

- High occupancy rates above 85% were recorded for short stay parking in Zone 1, with peak occupancy rates of 83% recorded in Zone 2.
- When car parking is 85% occupied (for short stay parking), it is considered at its effective capacity, and beyond this point parking is considered inefficient and can result in excessive ‘circulation’ for parking⁷.
- Long term parking occupancy rates of close to 100% were achieved on the weekday within Zone 1, with demand over 85% recorded for some off-street car parks within Zone 2.
- On Street parking within Zone 1, the Church Street car park south of Kay Street and Traralgon Centre Plaza are considered ‘hot spots’ with consistently high demand.
- The Gippsland Performing Arts Centre and Gippsland Regional Aquatic Centre recorded consistently low levels of occupancy.

Vehicle Turnover and Duration of Stay

- In each Zone, 2-hour time restricted parking recorded an average duration of stay of over 2-hours in length. This was of particular concern in Zone 1 where average duration of stay was 2.3 hours.
- Community feedback identified that users must constantly circulate within car parks and on-street areas due to an inability to find parking.

⁷ The High Cost of Free Parking, Donald C. Shoup (1997)

Compliance with Parking Restrictions

- 2-hour parking was consistently recording average duration of stay above 2-hours in Zone 1 and 2, and Zone 3 also recorded duration of stay above that restricted for 2-hours on the weekday, indicating a high occurrence of illegal parking.
- Over the previous 5 years of available data, 88% of parking infringement within the Activity Centre were for vehicles parking longer than the restricted time. This occurred most frequently in Hotham Street.

Parking for People with Disabilities Parking

- Of the 75 accessible parking spaces provided within the Traralgon Town Centre, 20 spaces are on-street angled spaces. These angled spaces are not ideal as:
 - They don't allow reverse in movements which may impact users which may require access to a specific side of the vehicle,
 - Angled parking may result in users sharing the road carriage to access the rear of vehicles.
- 10% of survey respondents identified as having a disability and requiring accessible parking which is consistent with available data for local demographics.
- Based on community feedback and parking surveys (which indicated a peak occupancy for DDA parking in Zone 1 of 87%), the 75 accessible spaces are inadequate to support the current community needs.
- Concerns were also raised in relation to the existing accessible parking within the Town Centre. These concerns focused on the design of spaces and the interaction with traffic.

Safety

- A total of 4% of respondents specified safety as a key issue within the Traralgon Town Centre.
- Many of the safety concerns were related to parking after dark and within the existing multi-deck car park off Seymour Street and Hotham Street.
- In addition to the above concerns, the interaction between pedestrians and vehicles was raised. This focused on the available crossing infrastructure for pedestrians midblock and at intersections, and the interaction between vehicles circulating within the Activity Centre.

5.8. Summary

The parking data highlights a total of 5,482 spaces within the study area, 3,091 of which were located off-street in public accessible car parks. The data, split into three zones, found parking within the core commercial area, Zones 1 and 2, was mostly short stay parking of two hours or less. The residential areas on the outskirts of the Traralgon Activity Centre, Zone 3, consisted of nearly all on-street unrestricted parking.

Parking occupancy levels within Zone 1 were of 85% or higher during peak times, with long term parking reaching 100% occupied on the Thursday weekday. Weekend parking occupancy was relatively lower at approximately 64%, with the exception of on-street parking in Zone 1 sitting at 83% in peak times.

2-hour time restricted parking recorded poor compliance, with average duration of stay suggesting vehicles were parking for over 2 hours. This was supported by council infringement data for the previous 5 years, where 88% of infringements within the Activity Centre were for time-based infringements.

The community expressed concerns with the current availability of parking within the study area, including the provision of accessible car parking spaces and safety of users within the Activity Centre as a major concern. The findings of the survey match up with the data presented on car parking availability during the survey period.

There is a high proportion of people who drive into the Activity Centre, with 99% of survey responders travelled to the Activity Centre by car (either as driver or passenger). Of people who drive, the survey indicated that only 62% able to find a parking space within 2-8 minutes' walk of their destination, however this also demonstrates that there is a current willingness to park further away and walk to their destination.

Overall, the findings of the parking surveys and community questionnaire demonstrate that currently, car parking demand exceeds its effective capacity, which has contributed to people's satisfaction of car parking within the activity centre.

There is a need for the assessment of future car parking demands to consider how both car parking can be managed for existing users, as well as for future demands, including the role car parking can play in meeting the broader activity centre needs and objectives.

6. Future Demands

6.1. Overview

The following sections outlines the methodology and findings in establishing the future demands including consideration of the adequacy of existing parking availability in the Traralgon Activity Centre.

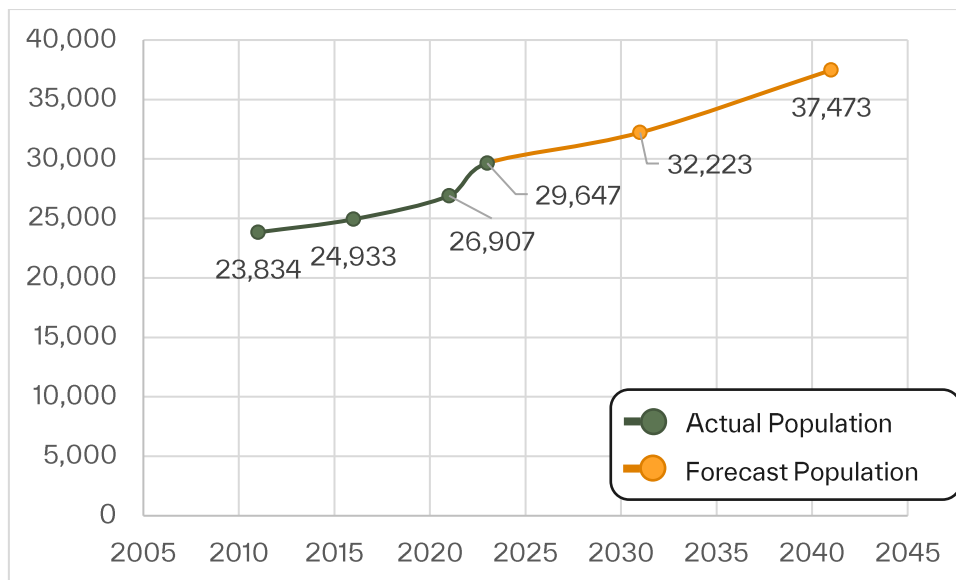
6.2. Future Population

The *Latrobe City Council Retail Strategy* by Essential Economics in March 2020 depicts the historic and forecasts population by study area regions within Latrobe City. These population projections were then compared to publicly available data from Forecast.ID and the Australian Bureau of Statistics (ABS).

The comparison found that the projected population for 2023 by Essential Economics in March 2020 were near identical to that recorded by Forecast.ID in March 2023. As such, the data from both Forecast.ID and ABS was deemed reliable to estimate future projections for the future year 2031.

Approximately 32,200 people could thus be assumed for the future year 2031, an increase of approximately 2,570 people from 2023 to 2031, and a population of just over 37,450 by the year 2041 as shown in Figure 6.1 below.

Figure 6.1 Population Forecast – Traralgon



6.3. Floor Area Projections

Available retail and office floor area data from 2010 and 2018 was used to determine the future projections for land use floor area within the Traralgon Activity Centre.

Retail

As part of the Traralgon Activity Centre Plan adopted in 2018, the Traralgon Activity Centre Plan: Background Report Economic Assessment was undertaken in 2010. The report included the identification of existing floor area for retail land uses and projected increase for the future year 2031. This data was correlated against available data from the Latrobe City Council Retail Strategy by Essential Economics from March 2020.

The available data showed a projected 2% compounded annual increase in retail floor area, suggesting a total of 99,500 square meters of retail in 2031.

Office

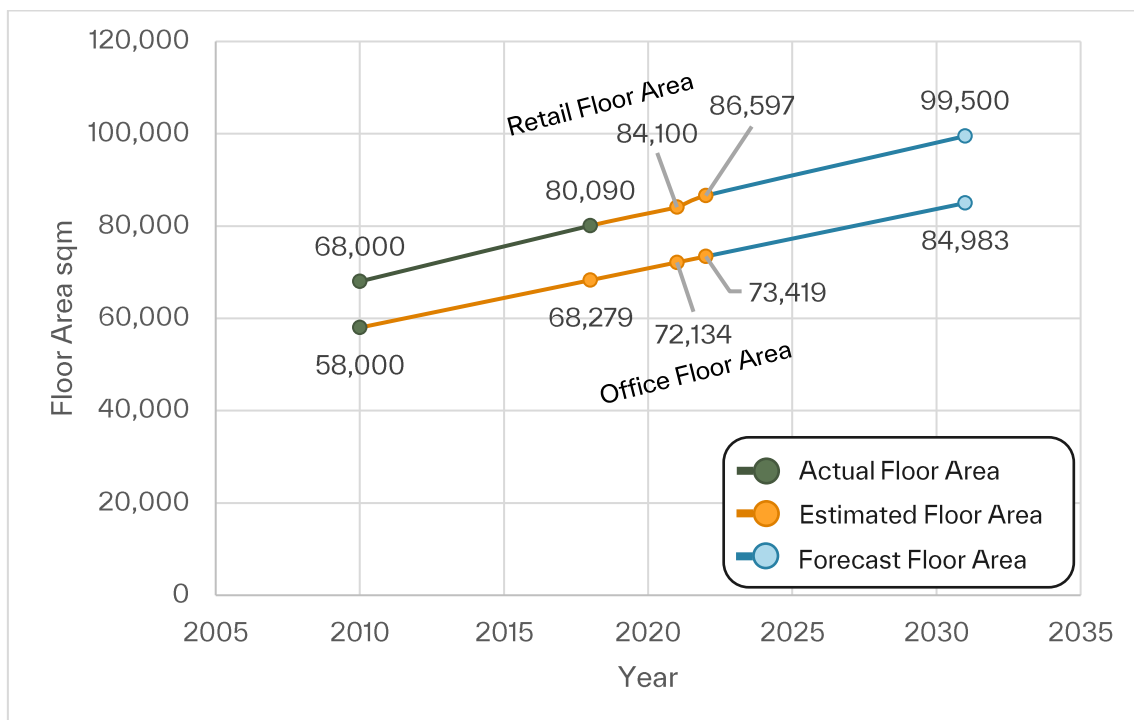
The 2010 report looked at other land uses including Office land use, which was 34% of total occupied space in the Traralgon Activity Centre. When excluding land uses which are generally located outside of the Activity Centre, such as manufacturing, the total percentage of floor area for office is 46%. Based on the projected growth of retail land use, and assuming the percentage of floor area for office remains consistent at 46%, land use projections for office spaces in 2031 were projected.

Based on these assumptions, it is assumed that there would be an annual increase in the order of 1,200 – 1,300 sqm of office floor space over time, or approximately 1.7% per annum.

Projections

Utilising the data available in the 2010 and 2018 reports and other assumptions outlined above, Figure 6.2 shows the high level projections of office and retail floor space from 2010 through the future year 2031.

Figure 6.2 Projected Retail and Office Floor Area



6.4. Current Demand Estimation

Existing car parking availability and the projected floor area increases were assessed to determine the future demand for car parking, in the year 2031.

Statutory Car Parking Rates

The provision and design (amongst other items) for new developments in the Traralgon Activity Centre are determined in accordance with Clause 52.06 of the Latrobe Planning Scheme. It states that car parking is to be provided in accordance with the rates in Clause 52.06-5 unless the site is located within an area covered by a Schedule to the Parking Overlay, or the site is located within the Principal Public Transport Network (PPTN).

Where the site is within the PPTN (in metropolitan Melbourne only, within 400 metres of public transport services), Column B rates apply which are in most cases less than Column A rates which apply to areas outside the PPTN and not covered by a Parking Overlay that reduces the parking rates. The PPTN covers a large portion of metropolitan Melbourne including many activity centres. The lower car parking provision rates in PPTN areas reflect access to public transport, and reduced reliance on the private motor vehicle.

Where the site is covered by a Schedule to the Parking Overlay, the Schedule outlines the number of spaces to be provided. Schedule 1 of Clause 45.09 Parking Overlay of the Latrobe Planning Scheme applies to the Traralgon Activity Centre.

Under the Schedule, car parking rates for new developments are to be provided at a minimum, 75% of the Column B rate, except for Office.

Outside of Melbourne, many regional activity centres adopt Column B rates (for uses that are not listed in the Parking Overlay), including most relevant to the Traralgon Activity Centre based on a comparison of population, size and location:

- Bendigo City Centre;
- Shepparton Central Business District;
- Wangaratta Central Activities Area;
- Wodonga Central Business Area; and
- Colac Commercial Activity Centre

Further, based on a range of empirical data sources and case studies also indicate that car parking demands within an Activity Centre environment similar to Traralgon Activity Centre are consistent with Column B rates.

The current minimum parking rates outlined in the Schedule (75% of Column B, except for Office) are not considered an accurate representation of the car parking demands associated with the Traralgon Activity Centre.

As such, Column B rates have been adopted for the purpose of estimating future parking demands within the Traralgon Activity Centre. The rates relevant to this assessment are outlined in Table 6.1.

Table 6.1 Column B Rates

Floor Area	Column B Rate	Unit
Office	3	Per 100 sqm net floor area
Retail	3.5	Per 100 sqm leasable floor area
Food Retail	3.5	Per 100 sqm leasable floor area

Theoretical Car Parking Demand Calculation

The rates in Table 6.1 were then applied to the current estimated floor area within the Activity Centre (note: 2022 to align with the surveys) to calculate a theoretical peak parking demand within the Activity Centre.

The theoretical parking demand calculation is then compared to the surveyed (actual) peak public parking occupancy on the weekday within Zone 1 + 2.

This has been done to understand what proportion of the recorded car parking demands are provided in publicly accessible car parking areas, noting that this includes on-street, Council owned off-street, and private but publicly accessible off-street parking.

The analysis does not include private parking areas that were not included in the parking surveys. Based on the adoption of Column B rates for this assessment per the previous section, the difference between the theoretical peak parking demand, and surveyed peak parking occupancy is considered to be located in these privately located car parking areas.

At the peak time on the Weekday survey period, there were 3,434 car parking spaces occupied within the Study Area, with 2,817 of those located within Zone 1 + 2 (within the area generally covering the Activity Centre). While it is acknowledged that some retail / commercial land uses exist outside of the Activity Centre boundary, and some Activity Centre related parking events may also be located within surrounding areas in Zone 3, the following assessment considers surveyed parking within Zone 1+2 only.

The results of the analysis are shown in Table 6.2.

Table 6.2 Theoretical Parking Demand

Use	Column B Rate	Current Floor Area Estimate	Theoretical Peak Parking Demand
Office	3 spaces per 100 sqm net floor area	73,419 sqm	2,203 spaces
Retail	3.5 spaces per 100 sqm leasable floor area	58,130 sqm	2,035 spaces
Food Retail	3.5 spaces per 100 sqm leasable floor area	28,467 sqm	996 spaces
Total (Theoretical Peak Parking Demand)			5,233 spaces
<i>Survey Peak Occupancy (Zone 1+2)</i>			<i>2,817 spaces</i>
<i>Surveyed peak Occupancy as a percentage of theoretical demand</i>			<i>54%</i>

The above analysis indicates that based on the application of Column B rates to the current floor area estimates, there is an theoretical peak parking demand of 5,233 spaces.

At the peak time, approximately 54% of car parking is located in publicly accessible car parking (including on-street, Council and private car parks). The balance, or approx. 46% is assumed to be located in private car parking that was not surveyed.

The findings of the above assessment are being used to understand what proportion of car parking in new developments in the future are likely to be based in publicly accessible areas or car parks, as opposed to on-site private use only parking.

6.5. Future Demand

The increase in proposed floor area (between 2022 and 2031) as projected in Section 6.3 was used to determine the additional parking demand by 2031, and used Column B rates, with the results shown in Table 6.3.

Table 6.3 Projected Additional Car Parking Demand (2031)

Floor Area	Estimated Increase from 2022 to 2031	Column B Parking Rate	Total Additional Parking
Office	11,564 sqm	3 spaces per 100 sqm of net floor area	+347 spaces
Retail ⁸	12,903 sqm	3.5 spaces per 100 sqm of leasable floor area	+452 spaces
<i>Total Additional Spaces</i>			+799 spaces

The above analysis indicates that by 2031, there will be an increase in car parking demand of 799 spaces within the Traralgon Activity Centre. These demands will be accommodated through a range of on-street, and public & private off-street areas.

6.6. Adequacy of Current Parking Supply

The available parking at the peak surveyed time within Zones 1 and 2 was assessed to determine whether there was a currently surplus or shortfall of parking within Traralgon.

Car parking was broken down into long term unrestricted, which is typically provided for employees and commuters, and short term time restricted for visitors and customers. The table does not include any spaces allocated to particular users such as bus zone, loading zone or private / permit parking.

The analysis considers that 85% is the effective capacity of short term on-street parking, while long term parking is at capacity when it reaches 100%. The results are presented in Table 6.4.

Table 6.4 Existing Parking Surplus and Shortfall (Zone 1 and 2 Only)

Zone	Long Term Parking (Unrestricted Parking for Employees / Commuters)	Short Term Parking (Time Restricted Parking for Visitors / Customers) ⁹	Overall Surplus or Shortfall
Zone 1	-1 space	-52 spaces	-53 spaces
Zone 2	226 spaces	110 spaces	336 spaces
Overall Surplus or Shortfall	225 spaces	58 spaces	283 spaces

Overall, based on existing surveyed parking occupancies, there is a surplus of 283 publicly accessible car parking spaces within combined Zone 1 + 2 areas at the peak time.

This number includes a shortfall (-) of 53 spaces within Zone 1 and a surplus (+) of 336 spaces within Zone 2.

The shortfall in Zone 1 is almost exclusively short term time restricted car parking, based on an target occupancy of 85%.

⁸ Retail and Food Retail was combined for a concise assessment.

⁹ Existing availability of short stay parking was taken for 85% of parking based on the best practice 'peak' threshold of short-stay parking.

The surplus in Zone 2 can be attributed to off-street unrestricted parking near Princes Highway and at the Traralgon Railway Station, and on-street parking on the extremities of the activity centre, in Kay Street and Grey Street.

6.7. Accommodating Future Parking Demands

Currently there is an effective shortfall of short stay parking within Zone 1 of the Traralgon Activity Centre. Within Zone 2, there is a surplus of long-term parking, with 226 spaces currently unoccupied and available at the peak time.

The Regional Development Victoria (RDV) regional car parking fund has proposed 3 sites within the Traralgon Activity Centre, one of which is located within Zone 1. The Seymour Street Multi-Level Car Park is proposed to incorporate an additional 113 car parking spaces which would address the existing shortfall of shorter-term parking needs, subject to it being managed accordingly with short term parking restrictions (e.g. between 2-4 hours).

A total of 791 spaces would be available once the 508 proposed additional car parking spaces as part of the RDV initiative (across 3 locations) are combined with the existing 283 surplus spaces in Zone 1 and 2 of the Activity Centre.

6.8. New and Improved Car Parking for Future Demands

Based on the above sections and analysis, the projected future car parking demand calculation suggests an additional 799 spaces would be required by the future year 2031. This will include both publicly accessible and private parking.

Adopting the theoretical demand proportion of public parking supply (based on Column B rates) of 54%, subject to the same trend continuing, there will be an additional demand for 431 publicly accessible spaces by 2031, with the balance of approx. 367 spaces assumed to be privately located within new developments (e.g. for exclusive use by staff / visitors).

Assuming a status quo approach to providing car parking for everyone who wants to drive into the Activity Centre, if new car parking is not constructed by 2031, then all car parking within Zone 1+2 will exceed its effective capacity.

When this situation occurs, without intervention there is likely to be one or more of the following outcomes:

- People will park further away, most likely in residential streets;
- People will choose to shop or visit elsewhere, where parking is more available;
- People will visit less often; and / or
- People will change modes of transport.

The following recommendations are made as it relates to accommodating future parking demands, which include recommendations / initiatives identified as part of other projects or documents, as detailed in Table 6.5.

Table 6.5 Car Parking Changes Required to Cater for Future Demands

Location / Project / Initiatives	Requirement	Approximate Timing	Source
Improve utilisation of GPAC Underground Car Park and GRAC Car Park subject to the activity profile of those developments.	Required now to address shortfall in parking for short term users (customers and visitors)	Immediate	<i>Section 5 of this Report</i>
Construction of additional level of Seymour Street multi-deck car park to cater for additional short term demand.	When RDV funding is available - to cater for public parking demands in Zone 1	Short to Medium Term (1-3 years)	RDV Regional Car Parks Fund
Construction of Kay Street multi-deck car park	When funding is available - to cater for public parking demands in Zone 1 and Zone 2 (north)	Medium Term (by 2031 or sooner)	RDV Regional Car Parks Fund
Convert long term (unrestricted) off-street parking in Zone 1 (Church Street car park south of Kay Street) to medium term parking (3 or 4-hours)	Shift longer term car parking demands into multi-deck car parks (e.g. Kay Street / Seymour Street) and make all at-grade car parking in Zone 1 short term for customers.	Medium Term (in line with Kay Street multi-deck car park)	<i>Section 5 of this Report</i>
Construction of Deakin Street / Hotham Street multi-deck car park as identified in 2014 Car Parking Framework Review	To cater for future development in Zone 2 (south). Will require public / private partnership.	Longer Term (2031+)	2014 Car Parking Framework Review

7. Car Parking Overlay Review

7.1. Overview

As outlined in Section 4.3, a Parking Overlay was introduced into the Latrobe Planning Scheme as part of Amendment C94 on 7 April 2016, with further subsequent minor amendments made in June 2016 via Amendment C99. The background report that informed the Parking Overlay was the Car Parking Framework Review by Traffix Group, prepared in 2014.

The following section considers the current situation and strategic context relating to car parking within Traralgon to both review and understand:

- The study area for which the Parking Overlay has been applied;
- The number of car parking spaces required for specific land uses (including the use of Column B rates;
- The cash-in-lieu financial contribution requirement; and
- Recommendations including draft planning scheme changes.

7.2. The Current Parking Overlay for Traralgon

Overview

The Parking Overlay provides an opportunity for Council to respond to the particular car parking needs and objectives in specific areas, typically activity centres. The Parking Overlay is enacted through the preparation of a Parking Precinct Plan, which must follow *Planning Practice Note 57: The Parking Overlay*¹⁰.

Parking Objectives

The current Schedule 1 to the Parking Overlay which applies to the Traralgon Activity Centre has the following parking objectives:

To ensure the appropriate provision of car parking spaces in the Traralgon Activity Centre Parking Precinct shown on Map 1 to this schedule and to maintain a balance between car parking supply and demand in the centre.

To provide for cash-in-lieu payments for car parking provision in the Traralgon Activity Centre Parking Precinct.

Permit Requirements

Schedule 1 to the Parking Overlay provides a mechanism to approve a permit for a development by requiring developers to either provide the minimum spaces outlined in Section 3 or make a financial contribution for each space not provided.

The number of spaces that are required for land uses in the Traralgon Activity Centre Parking Precinct are as follows:

- Office = 3 per 100 sqm of net floor area; and

¹⁰ <https://www.planning.vic.gov.au/guides-and-resources/guides/planning-practice-notes/the-parking-overlay>

– All other uses listed in Table 1 of Clause 52.06-5 = 75% of the Column B rate.

Where a rate does not exist within Table 1 of Clause 52.06-5, the number of car parking spaces provided must be the satisfaction of the responsible authority.

Financial Contributions

As outlined above, a financial contribution can be made in lieu of providing car parking on site in accordance with the Parking Overlay.

As of 1 July 2023, the contribution is \$10,748 per space for each space not provided on site, within the Traralgon Parking Precinct area. The financial contribution must be made prior to the commencement of the use, unless an agreement exists otherwise with Council.

As it relates to the use of funds collected under this section:

The responsible authority shall use the funds collected under this schedule for the purpose of acquiring land and constructing public parking in the Traralgon Activity Centre.

Based on a review of the previous 2014 Car Parking Framework Review, the cash-in-lieu contribution was based on a model where the applicant / developer would contribute 50% of the cost of a new space.

This was based on the data which estimated that public parking represented 50% of the total parking resources within the activity centre, and that this reflected the historic approach that the community (via Council) has provided 50% of the parking requirement.

It is understood that a total of approximately \$940,000 has been collected to date via financial contributions.

The report goes on to say however that due to the shared use, efficiency of public parking resources, and varied demand over time, that Council would not need to construct one car park for each space that was paid in-lieu.

Permit Application and Decision Guidelines

The Parking Overlay contains no discretion regarding the cash-in-lieu requirements nor any decision guidelines.

As such, any application that cannot provide car parking on site in accordance with the rates contained within the Parking Overlay, must pay a financial contribution.

7.3. Car Parking Financial Contributions Policies

In March 2017, the car parking overlay for Traralgon was updated to reflect requirements by the Department of Transport and Planning (DTP).

This update included the re-write of the overlay to form the *Parking Overlay – Collection of Financial Contribution Policy* (Policy 11 POL-3) to better demonstrate how funds collected will be spent. The policy included ability to use funds collected on improvements of existing facilities as opposed to just the construction of new facilities.

The policy seeks to establish principles in regard to the collection, indexation, expenditure and governance of financial contribution under the Parking Overlay.

Core to this policy, it states that:

‘Contributions as cash-in-lieu payment where car parking provision requirements have been reduced or waived may be used to fund improvements to the efficient use of existing car parking facilities as well as for additional car parking’.

In October 2022 Council applied a waiver to the Traralgon Activity Centre Financial Contribution policy to eligible small business planning permits. The waiver targets small

businesses of less than \$10 million and fewer than 10 full time employees of existing vacant premises within Traralgon CBD.

The policy does not waive the requirement for a cash-in-lieu contribution but rather Council provide the contribution, on their behalf, to the parking fund.

7.4. Car Parking Framework Review 2014, Traffix Group

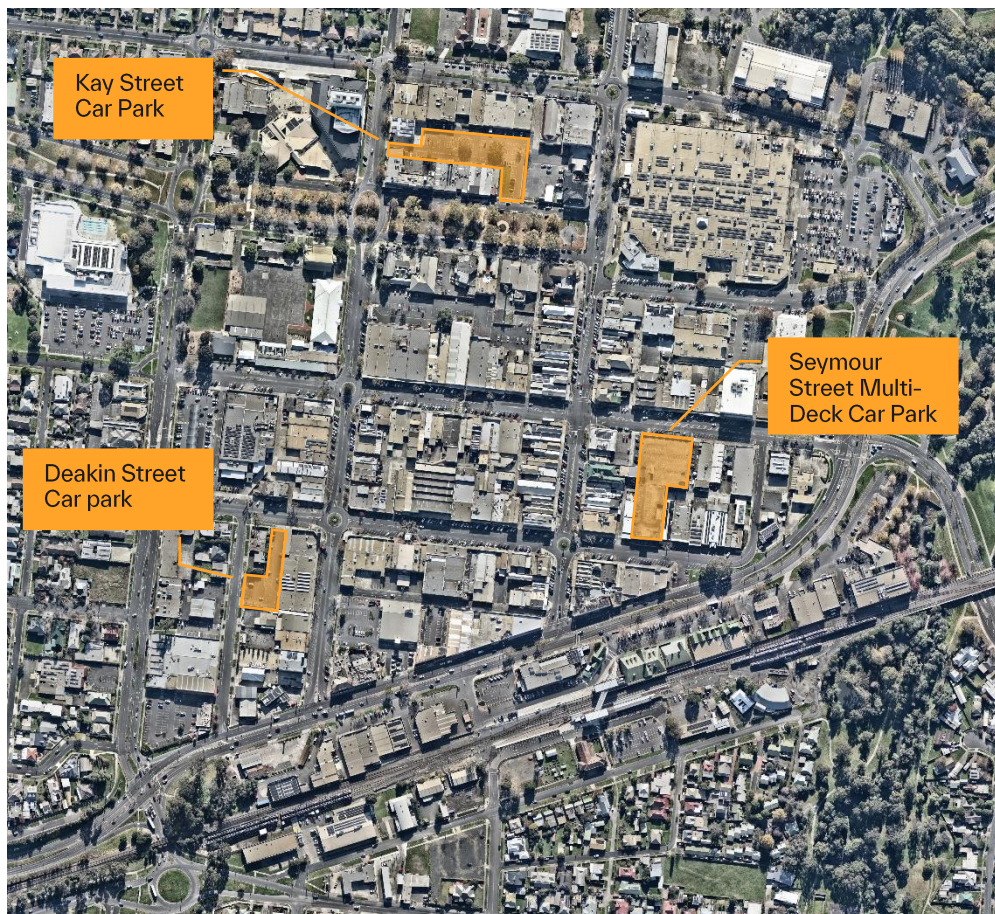
The 2014 Car Parking Framework Review identified a number of locations:

“suitable for further consideration in Traralgon in relation to the potential provision of additional public parking resources in the future”.

These included (shown in):

1. Seymour Street multi-deck car park: Additional level of parking.
2. Existing Off-street car park at Deakin Street / Hotham Street: Multi-deck car park in the location of the existing car park.
3. Existing Off-street car park at Kay Street / Church Street (behind Ryan’s Hotel): Multi deck car park in the location of the existing car park.

Figure 7.1 Car Parking Framework Review (2014) - Potential Future Public Car Parks



7.5. Assessment of Current Parking Plan Objectives

In order to understand the success or otherwise of the current Parking Overlay since its introduction in April 2016, an assessment has been prepared against the relevant objectives, shown in Table 7.1.

Table 7.1 Review Against Parking Plan Objectives

Parking Plan Objectives	Has the objective been achieved?
<i>to ensure the appropriate provision of car parking spaces in the Traralgon Activity Centre Parking Precinct shown on Map 1 to this schedule</i>	<p><u>Partially achieved</u></p> <p>When based purely on a supply vs demand perspective, surveys indicate that there are sufficient car parking spaces to meet current demands in the Activity Centre.</p> <p>Of new car parking constructed since the introduction of the Parking Overlay, only one public car park has been built which is the Gippsland Performing Arts Centre, with any other car parking being private (including both private or publicly accessible) linked to new developments.</p> <p>Car parking at the Gippsland Regional Aquatic Centre is considered as on-site parking linked to that particular land use, and not part of the public parking supply, although it is understood that some members of the public do park here given its convenient location.</p>
<i>to maintain a balance between car parking supply and demand in the centre</i>	<p><u>Not achieved</u></p> <p>Parking in most locations exceed 85% occupancy for large parts of the day, with most off-street car parking fully occupied.</p> <p>There are also some underutilised areas including the Gippsland Performing Arts Centre..</p>
<i>to provide for cash-in-lieu payments for car parking provision in the Traralgon Activity Centre Parking Precinct.</i>	<p><u>Partially achieved</u></p> <p>A total of approximately \$940k of cash-in-lieu contributions have been collected since the Parking Overlay was introduced.</p> <p>It is understood that a majority portion of this was used to contribute to public car parking within the Gippsland Performing Arts Centre.</p> <p>None of the three car parks identified in the 2014 Car Parking Framework Review document have been constructed.</p>

Have the objectives been achieved?

The Parking Overlay has been in effect for seven (7) years and overall it has not fully achieved its objectives. Where objectives have been partially achieved, this may have still been a result of other parking management practices including Council’s internal policies and individual development applications.

Further, the Parking Overlay was based on best practice and current transport planning approaches at the time, which have progressed since that time. On this basis, there is sufficient justification to review the Parking Overlay including its objectives.

7.6. Understanding the Need for a Parking Overlay

As outlined in *Planning Practice Note 57: The Parking Overlay* the primary function of the Parking Overlay is:

“to manage car parking in a precinct, rather than on a site-by-site basis.”

It goes on further to say that there are a number of factors that may suggest the need to address car parking issues within a precinct. These reasons are outlined in Table 7.2 with a response relevant to the Traralgon context.

Table 7.2 Need for a Parking Overlay in Traralgon

Indicators Suggesting a Need for Precinct Based Approach to Car Parking	Relevance to Traralgon context
<i>Is undergoing a rapid rate of development or land use change</i>	<p>Population of Traralgon is expected to grow by 3,008 people from 2023 by 2031.</p> <p>Based on a recent review of historic projections and trends relating to increased floor area within the Activity Centre, retail and office floor space within the Activity Centre is anticipated to increase by 15% from 2022 to 2031.</p>
<i>Attracts significant numbers of trips from elsewhere</i>	<p>Traralgon is the largest of the four main towns in Latrobe. It is the key Regional Retail Centre for Gippsland, providing a full range of retail and non-retail uses such as major community and recreation facilities and offices.</p>
<i>Experiences high levels of traffic congestion</i>	<p>Traffic volumes in the activity centre are observed to be relatively high albeit within capacity, which is largely benefited by the presence of roundabouts and other intersections where vehicles have priority over pedestrians.</p> <p>A status quo approach to car parking without consideration of walkability, and alternate modes of access will be at a significant detriment to the activity centre.</p>
<i>Has an established parking provision deficit and experiences physical or market conditions that affect the future provision of car parking</i>	<p>A recorded occupancy of 85% demonstrates the effective capacity of car parking in an activity centre, in terms of balancing supply and demand. In many areas of Traralgon, this is exceeded throughout a typical weekday (refer to Figure 5.6 in Section 5.4, and Appendix B).</p>
<i>Experiences consistently lower or higher than average car parking demand</i>	<p>Car parking within the activity centre follows a typical temporal profile which peaks in the middle of the day consistent with commercial and retail type uses, and trails off in the morning and afternoons.</p>

Given the significance of the Traralgon Activity Centre from a regional and economic development perspective, and the issues that are faced from a parking management perspective, the Parking Overlay will be an effective ongoing tool for Traralgon Activity Centre.

Notwithstanding the above, given the changes experienced since 2014 when the background work was undertaken to inform the Parking Overlay, and when it was formally introduced in 2016, there is also a need to revisit the objectives and subsequent mechanisms.

7.7. Should Financial Contributions be Retained or Removed?

Overview

A key objective of this study and project is to understand whether the financial contribution mechanism should remain as part of any amended or future Parking Overlay.

Considerations and supporting or mitigating initiatives

A high level assessment has been prepared for each scenario, shown in Table 7.3 and Table 7.4, which also considers what could be done to effectively mitigate or support each item with the aim of achieving the broader activity centre objectives relating to car parking.

Table 7.3 Considerations of Retaining Cash-In-Lieu Contributions

Considerations of Retaining Financial Contributions in lieu of parking on-site	What could be done to address this from a car parking perspective?
May lead to an oversupply of car parking, leading to increased traffic congestion and poor amenity outcomes	Until such time that sustainable transport can be significantly improved, there will be a greater / heightened need to implement parking management controls such as paid parking or reduced time limits on street.
Reduces the financial feasibility of developers selecting Traralgon as a place to invest	Continuation of the existing policies which waive the requirement to pay the cash-in-lieu contribution (which is currently available for small businesses).
The community currently subsidises half the cost of new car parking under the current mechanism (funds collected will fund approx. 50% of new parking)	The community (via Council) will continue to subsidise the cost of constructing and managing car parking. Collection of funds to subsidise car parking should be done on a user pays basis, so that people who do not currently drive are not penalised.
More broadly – as it relates to the Parking Overlay, it has been successful in collecting funds however this has only been used to fund one car park in seven (7) years, which notably remains underutilised.	Ensure new car parking is appropriately located and designed, includes appropriate parking management and wayfinding to ensure its safe and efficient operation.
Will continue to allow the opportunity for larger scale developments to make financial contributions where it is not desired (such as large format retail and office developments).	Investigate opportunities to partner with private developers to provide shared parking opportunities on site for the benefit of the wider activity centre.
There are a number of car parking spaces due to be built (RDV car parks). If these spaces are adequate to cater for long term increase in demand, then there may not be a need to construct new car parking and thus the financial contribution may not be relevant.	The new car parks include Kay Street and Seymour Street to the north and south of the core commercial area. An existing car park at GPAC is underutilised. Further analysis should establish whether this available supply could be utilised to better manage existing and future demands.

Table 7.4 Considerations of Removing Cash-In-Lieu Contributions

Considerations of Removing Financial Contributions in lieu of parking on-site	What could be done to address this from a car parking perspective?
May impact ratepayers who currently don't drive as the community will need to fund new or improved parking.	Collection of funds to subsidise the construction or management of car parking should be done on a user pays basis, so that people who do not currently drive are not penalised.
There is already minimal capacity within the existing parking supply, and if new car parking cannot be funded it will exacerbate existing issues including traffic congestion, and may result in overspill into residential areas.	Improvements to sustainable transport options may reduce the reliance on private vehicle trips into the Activity Centre. Car parking can be managed in residential areas on the periphery of the activity centre using permit zone restrictions.
May discourage the use of shared parking resources for customers, which is not the preferred approach within the Traralgon activity centre context.	Council could consider more flexible application of decision guidelines to allow developers to rely on availability of car parking supply, demonstrated through a car parking demand assessment with supporting sustainable transport objectives.
In most cases, it is more cost effective to provide off site in a consolidated area rather than on-site constrained areas, with the cost to be likely passed onto the community.	Council could enter into private / public partnerships to build new public parking facilities in new developments to serve the broader needs of the Activity Centre.
The other aspects of the Parking Overlay will not be adequate to achieve the broader activity centre objectives including economic development, liveability and walkability.	The current objectives of the Parking Overlay should be amended regardless to align with the broader activity centre objectives, this will include a stronger emphasis on encouraging sustainable transport.

Capacity to Cater for Future Parking Demands

Section 6 of this report outlines the future parking demands against the current availability of car parking. It shows that to cater for future developments and increases to retail and office floor space, an additional 799 car parking spaces will be required by 2031. This additional parking demand will include both public and private car parking.

The Regional Development Victoria (RDV) car park fund will ultimately see an additional approx. 500 spaces delivered through the Activity Centre, at three (3) key sites, however none of these have yet to be delivered or formally funded (at the time of this report).

If the RDV car parking is delivered, the analysis presented earlier in Section 6 indicates that future public car parking demands will be catered for, even if Council does not fund any new car parking itself.

If the RDV car parking was not to proceed, then the existing surplus of car parking across the Zone 1 + 2 boundaries would be unlikely to sufficiently cater for future parking demands into even the immediate future.

Summary and Findings

On the balance of both scenarios and the assessment above, retaining to financial contribution poses a significant risk in terms of the long term over provision of car parking within the Activity Centre.

This is based on the assumption that RDV car parking will proceed as committed. The majority of new car parking identified for funding by RDV will cater for the longer-term demands identified in previous parking studies. The delivery of these car parks however is subject to existing funding commitments being maintained for the delivery of car parking in a timely manner.

The car park identified at Hotham Street / Deakin Street, as identified in Section 6, is only supportable in the longer term, and this could become a joint private and public venture to increase the amount of commercial or retail floor space within the Activity Centre in the longer term.

The risks of removing the financial contribution should be mitigated and supported through a number of other measures to ensure the parking precinct objectives are met, including but not limited to:

- Replacing the current objectives to align better with the current strategic context;
- Considering the rate at which car parking should be provided, including the location of where specific rates may apply to;
- Implementation of sustainable transport infrastructure and initiatives to increase mode shift
- Adopting a user pays approach to the construction, upgrade and maintenance of car parking; and
- Provision of decision guidelines to decide on where and how car parking should be supplied within the Activity Centre.

If funding committed for the RDV car parking was to be cancelled, then the above would need to be reviewed, with the outcome likely to be different.

7.8. Recommendation for the Parking Overlay

Overview

Based on the preceding discussion and analysis, there is sufficient justification to continue to have a Parking Overlay which applies to Traralgon Activity Centre, however it should be updated to reflect the current Activity Centre strategic context, issues and opportunities, and future conditions.

Key to this, as recommended in Section 6.7 above is removing the Financial Contribution mechanism that applies to the Activity Centre, due to largely the current funding commitments by RDV for new car parking.

A Planning Scheme Amendment (PSA) will be required to enact the recommendations, which will be subject to the RDV commitments being finalised. In the interim, most recommendations relating to parking management as outlined in Section 8 of this report can be implemented independently of the PSA.

Parking Overlay Objectives

A set of updated objectives have been prepared, having consideration of the findings and recommendation of this report.

These would replace the existing objectives contained within the current Parking Overlay as part of any future Planning Scheme Amendment, and are listed as follows:

- *To provide car parking in a manner that supports the role of Traralgon Activity Centre, within the Latrobe Valley and broader Gippsland region;*
- *To maximise where appropriate the sharing of car parking supply between different land uses;*
- *To ensure car parking is managed in a manner that is fair and equitable for activity centre users, including people who do not drive; and*
- *To implement sustainable transport initiatives which reduce demand for parking within the precinct.*

Suitability of the Current Parking Precinct Area

For consistency with the Traralgon Activity Centre Plan and objectives, the current area to which Schedule 1 of the Parking Overlay applies to should be updated to include all areas within the Activity Centre Zone. The existing Parking Overlay is presented in Figure 7.2, with the proposed updated area identified in Figure 7.3.

The Parking Precinct Area should also include:

- The land on which Grey Street Primary School and Gippsland Regional Aquatic Centre are located on.
- roads that provide access to the land in the ACZ1 (currently Transport Zone 2)

Figure 7.2 Existing Parking Precinct Area Extent



Figure 7.3 Recommended Parking Precinct Area Extent



Number of Spaces to Be Provided

The Current Parking Overlay sets out the number of spaces to be provided for developments in the Parking Precinct area. Parking rates established in 2014 considered that 75% of Column B rates was relevant to the public parking demand only, with no evidence of private demands.

If car parking demands are to be provided on site, which is the how the rates within the Parking Overlay should indeed be set and used, then it should be consistent with Column B rates from Table 1 of Clause 52.06.

The Column B rates acknowledge the shared use of car parking within larger developments with a number of different uses (e.g. small shopping centres), and the proximity to public transport interchanges and other active transport facilities.

Where a land use is not listed in the table, car parking should be provided on site to the satisfaction of the responsible authority.

Where car parking cannot be provided on site, a car parking demand assessment shall be undertaken which identifies the likely parking demands associated with the proposed development, consistent with the guidelines in Clause 52.06.

Permit Requirements and Decision Guidelines

Where car parking is not provided in accordance with the above rates, a permit may be granted to reduce the number of spaces to be provided on-site, subject to a set of application requirements and decision guidelines.

The application requirements must be provided in addition to other requirements elsewhere in the Latrobe Planning Scheme (for example, Design Standards in Clause 52.06).

An application under the recommended Parking Overlay must include:

- Details of the number of bicycle spaces provided, which are to be at a minimum in accordance with Clause 52.34 and to:
 - be designed to be compliant with relevant Australian Standards;
 - suitably located to provide most convenient access to users, including members of the public; and
 - provide lockers and other end of trip facilities as relevant;
- For major commercial, office and retail type developments with a gross floor area of over 1,000 square metres, preparation of a Green Travel Plan (a package of measures used to encourage sustainable transport modes for a workplace or residential complex); and
- Car Parking Demand Assessment in accordance with the requirements of Clause 52.06 of the Latrobe Planning Scheme.

The above will form the basis of Council as the responsible authority in assessing the likely impacts of the proposed parking provision and whether it is acceptable against the objectives of this report.

7.9. Summary of Findings and Recommendations

The above outlines a detailed review of the Parking Overlay which currently applies to the Traralgon Activity Centre.

The following Table 7.5 below outlines the key recommendations against the project brief requirements.

Table 7.5 Summary of Key Findings

Review Objective	Finding and Recommendation
The study area for which the Parking Overlay should apply	<p>The Parking Overlay should apply to the Traralgon Activity Centre including other key land uses on the periphery.</p> <p>The recommended Area is shown in Figure 7.3.</p>
The number of car parking spaces required for specific land uses (including the use of Column B rates)	<p>Car parking for new developments should be provided in accordance with Column B rates within Table 1 of Clause 52.06.</p> <p>Based on a range of empirical data sources and case studies, Column B rates are a realistic method of calculating car parking demand within an activity centre environment.</p>
The cash-in-lieu financial contribution requirement	<p>The financial contribution should be removed from the Parking Overlay, subject to the funding and delivery of RDV funded car parks within the Traralgon Activity Centre.</p> <p>The suggested timing of new and improved car parking is outlined in Table 6.5.</p> <p>As a principle, the cost of constructing and maintaining car parking should be paid for by the user (e.g. motorists), as opposed to the broader community including people who do not drive into the Activity Centre.</p> <p>In addition, Policy 11 POL-3 would need to be reviewed in light of the above recommended changes which impact the financial contribution requirement.</p>

8. Parking Management Recommendations

8.1. Overview

The current parking conditions outlined throughout this report present many challenges to the Traralgon Activity Centre and surrounding areas.

In particular, there is a clear need to balance the needs of all users (including Movement & Place) whilst maintaining an acceptable level of kerbside parking availability.

As such parking should be managed with strategies in place to cater for the unique nature of the Activity Centre and land uses.

8.2. Parking Management Objectives

The following objectives provide direction on how car parking can be managed in the Traralgon Activity Centre to achieve the broader community and Council objectives for the area.

These objectives outlined in Table 8.1 have been derived from the existing parking supply and demand, community feedback, future parking expectations and reviews of previous parking studies and relevant strategic and local council documents.

Table 8.1 Parking Management Objectives

Objective	Description
Balancing the needs of all Activity Centre users	<p>Parking and access should be improved while balancing the needs of all users within the Activity Centre.</p> <p>Parking demand should be managed appropriately to support turnover and achieve optimal utilisation.</p>
The cost of car parking should be paid for by the user	<p>All parking has a price whether it be the cost of infrastructure, land, time, congestion or the to the environment, it is important to understand the true cost of parking.</p> <p>The social and economic costs of providing car parking in an Activity Centre should be appropriately managed on a user-pays basis, so that people that do not drive are not impacted.</p>
Improved knowledge and decision making	<p>Data is vital to understanding the current parking conditions, use and efficiency.</p> <p>Regular surveys and data analysis can be used to determine the appropriateness of existing on and off street car parking.</p> <p>Innovative methods of data collection can provide insights in real time and assist with better decision making.</p>
Promote Sustainable Transport	<p>Mode share is one of the biggest factors which shapes places and transport networks.</p> <p>A shift towards sustainable travel, and improved walkability in Traralgon is supported through a range of strategic context and Activity Centre specific plans.</p>
Improve the user experience	<p>Clear information and policies ensure parking management is understood and accepted by the community.</p> <p>Easy to access information and clear signage and wayfinding should be used to improve user experience.</p>

8.3. Parking Management Approach

Overview

A municipal wide parking management approach is required to ensure consistency and retain the appeal and attractiveness of the Traralgon Activity Centre, while not disadvantages itself, or other Activity Centres.

It is important to consider all parking options and future trends when developing a parking management approach.

Hierarchy of Users

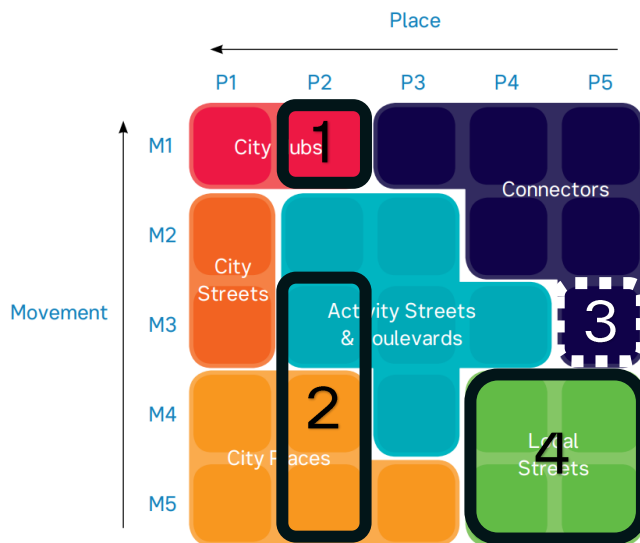
A parking management approach has been developed for Traralgon adopting the State-wide Movement & Place framework to establish a kerbside and user hierarchy.

Section 4.6 of this report discusses the Movement & Place classifications for the Traralgon Activity Centre.

Based on this, four (4) clear street typologies have been considered and represented in Figure 8.1 and listed below.

1. High Movement and Place: City Hubs
2. Lower Movement and High Places: City Places & Activity Streets & Boulevards
3. High Movement and Low Place: Connectors
4. Low Movement and Place: Local Streets

Figure 8.1 Movement & Place User Group Classifications



Parking users are unique to each street typology and should be catered for appropriately.

Table 8.2 shows the proposed parking user group hierarchy per street typology.

Table 8.2 Parking User Group per Street Typology

	1: City Hubs	2: City Places and Activity Centres & Boulevards	3: Connectors	4: Local Streets
	Safety	Safety	Safety	Safety
Higher Priority ↑	Public Transport (Buses)	Public Transport (Buses)	Public Transport (Buses)	Residents
	DDA Parking	Bicycle Parking, Pedestrian Infrastructure and Public Realm	DDA Parking	Customers and Visitors (Short to Medium Term <4P)
	Customers and Visitors (Short to Medium Term <4P)	DDA Parking	Residents	Employees and Commuters
	Employees and Commuters	Customers and Visitors (Short to Medium Term <4P)	Employees and Commuters	
	Residents	Loading Zones	Customers and Visitors (Short to Medium Term <4P)	
	Loading Zones	Employees and Commuters	Loading Zones	
Lower Priority ↓		Residents		

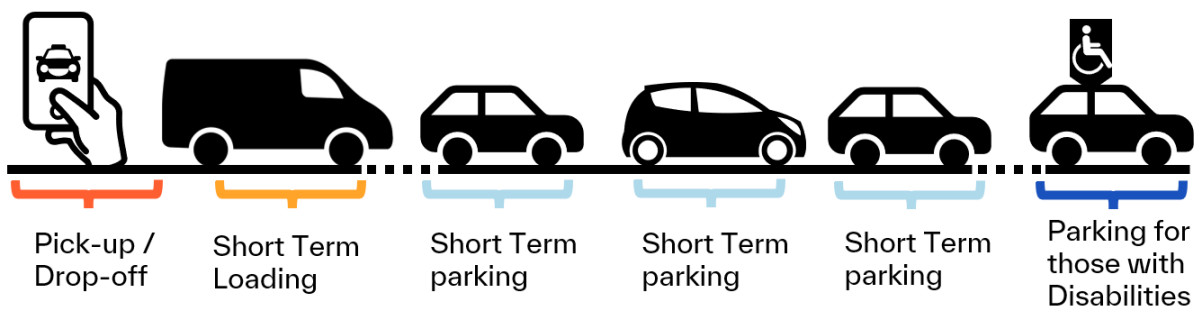
Application of User Hierarchy to Kerbside Areas

The most prominent street typographies within the Activity Centre are ‘City Places’ and ‘Activity Centres & Boulevards’.

In these locations Safety, Public Transport, Bicycle Parking and DDA parking takes precedence over general short term parking. However, short term parking generates the highest demand.

The typical kerbside allocation of parking types, utilising the above framework within the ‘City Places’ and ‘Activity Centres & Boulevards’ is presented in Figure 8.2.

Figure 8.2 Recommended Typical On-Street Parking Cross section for Traralgon Activity Centre



This approach would be modified based on surrounding land uses. A description of the type of restrictions that are utilised in Figure 8.2 are outlined in Table 8.3.

Table 8.3 Typical Parking Restrictions for City Places and Activity Street Kerbside Areas

Description	How its usually 'signed' kerbside
Safety	<i>No Stopping at intersections or pedestrian crossings in accordance with relevant road rules</i>
Pick-up / Drop-off Parking	2-minute parking (P2min)
Short Term Loading	Loading Zone (15-minute) or 15-minute parking (P15min)
Short Term Parking	2-hour Parking
Parking for People with Disabilities	Accessible Parking

8.4. Parking Management Recommendations

Utilising a range of best practice approaches, and the analysis and findings outlined throughout this report, the following section outlines the recommendations for parking management within the Study Area.

Recommendation 1: Changing parking restrictions and allocation to better balance the needs of users in the Activity Centre

Recommendation 1.1: Rebalancing long and short term users through off-street parking restrictions

Many existing off-street car parks offer unrestricted parking allowing users to park all day within in the middle of the Activity Centre. This is undesirable as it takes opportunities away from short stay visitors who contribute to the local economy, and are less likely to walk longer distances because of the length of their stay.

These spaces which are utilised by long-term users could otherwise be catering for short-stay visitors who are unable to find adequate parking within the core activity centre.

It is recommended that off-street parking within the core Activity Centre (Zone 1) be reduced to 3- or 4-hour parking. This will further encourage long term users to change mode or park further away. It is recommended these changes are applied to existing off-street car parks within Zone 1 and also in a portion of the proposed future RDV car parks (at a minimum on ground level).

Consideration should also be given to terminating the issue of any future business parking permits, as it has resulted in an inefficient use of high value parking. Any car parking spaces that are not renewed should be added back into the public parking supply for short term users.

Recommendation 1.2: Increase short stay parking availability.

Based on both occupancy and duration of stay surveys, existing two-hour parking is the most appropriate restriction for on-street spaces in the Activity Centre (both Zone 1+2).

It is recommended however that consistent with the proposed kerbside hierarchy for City Places and Activity Streets, a '2-minute' and '15-minute' car park space is implemented in each street block, on both side of the street.

These spaces also provide parking for dropping off elderly or passengers with mobility issues and, car share or ride share services to collect users. This will provide high turnover parking that is conveniently located and will improve overall network efficiency in the Activity Centre.

Recommendation 1.3: Investigate Paid Parking to Improve Turnover and Availability of On-Street Parking

Applied in the correct locations, paid parking can be beneficial and improve parking turn-over in high demand areas. It also provides choice for users and how they wish to park in relation to their destination, in particular if they arrive late and need to be closer, or want to stay longer etc.

When considering paid parking, it is vital to ensure:

- Transparent pricing and demand-based response pricing
- Flexible payment methods for the entire community
- Be clear and transparent with paid parking fund investment.

It is recommended that when spaces reach 85% occupancy or above, paid parking be introduced, or fees increased if paid parking already exists.

Funds from paid parking should be used to improve existing facilities, public amenity and safety on the transport network, and this should be done in a transparent way with community input on where the funds should be directed.

Paid parking should be considered at a strategic level, covering the who municipality and nearby key towns to ensure that pricing of car parking does not direct economic activity or visitation to other Activity Centres. This may include the preparation of a Paid Parking Strategy or municipal wide Parking Management Plan in the shorter term.

Recommendation 2: Adopt a Movement and Place approach to kerbside parking allocation and prioritisation.

Recommendation 2.1: Implement the parking user group hierarchy to kerbside and off-street parking areas within the Traralgon Activity Centre

The parking user group hierarchy for Traralgon should be adopted on the individual street typologies.

Each block should be tailored to the street type and the priority user groups, including adjacent land use needs. It is recommended that the hierarchy be applied to each street differently, with a focus on streets within Zones 1 and 2, the Traralgon Activity Centre.

If required in the future, streets in Zone 3 will be candidates to consider protections for resident kerbside access (typically for their visitors), through the use of short term parking restrictions with permit exemption, or permit zones.

Recommendation 2.2: Improved provisions and design of parking for those with disabilities

It is recommended that at least 2% of all spaces within the Activity Centre are allocated as parking for those with disabilities.

This will require initially an increase of 4 spaces across Zones 1 and 2, with an additional approx. 10 DDA spaces (or 2%) to be included as part of new RDV car parking. The increase in DDA parking will aid in meeting the recommended 2% provisional target and support high levels of demand in Zone 1 where current occupancy exceeds 85% at the peak time.

As part of the increase in supply, existing DDA spaces should be reviewed for their design and functionality to improve accessibility and safety for users. Where possible, DDA spaces should be provided in parallel on-street or off-street in the most convenient locations.

Recommendation 3: Implement new technologies, wayfinding, and data collection to aid with parking management and user experience

Recommendation 3.1: Dynamic wayfinding for off-street car parks

Live parking availability can be provided with dynamic electronic signage to indicate available spaces and locations of nearby car parks. Signage should be located at key decision points, as users enter the Activity Centre by car.

Improved wayfinding can enhance the performance of the transport network by reducing vehicle circulation and promoting off-street parking. It is recommended that dynamic wayfinding be implemented across the Activity Centre with GPAC as a priority, which could be done at the same time as the proposed Kay Street multi-deck car park.

Examples of existing dynamic wayfinding for parking in Cowes and South Melbourne are shown in Figure 8.3 and Figure 8.4 below.

Figure 8.3 Cowes (Bass Coast Shire Council)



Figure 8.4 Coventry Street, South Melbourne



Recommendation 3.2: Innovative data collection

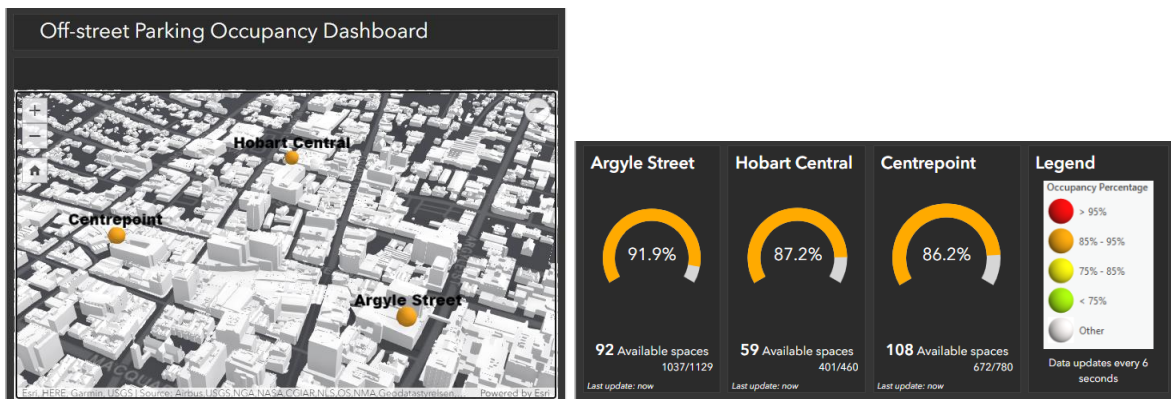
Existing parking demand and supply within Traralgon should be updated regularly, with mapping and parking trends available to the public.

This includes undertaking regular surveys of utilisation, turnover and regulation of parking through a combination of parking sensors or parking data surveys.

Constant review of data will allow council to better understand the behaviour of users parking within the Activity Centre, including decision making for planning applications.

The City of Hobart currently has developed an interactive dashboard for key off-street car parks which show real-time car parking availability. The dashboard allows users to identify which car parks have available spaces at all times of day, updating every 2 seconds. The dashboard is reproduced in Figure 8.5.

Figure 8.5 City of Hobart Live Parking Data Dashboard



This recommendation could initially be installed in a small number of 'hot spot' areas including on-street parking in Zone 1 or off-street time restricted car park, to better observe activity and any compliance issues.

There are a variety of different technology types, which are typically exclusive to different parking technology providers, but include:

- In and on-ground sensors for individual parking spaces that detect when a vehicle is parked in a space. These systems typically require a LoRaWAN network and sensors.
- Artificial intelligence camera systems that detect vehicle movement and presence within a parking space. These cameras can cover larger parking areas and, in some instances, can utilise existing CCTV cameras.
- Access control technology, which detects vehicles entering and leaving off-street car parks. This technology can be paired with parking guidance systems to direct users to available spaces without the need to circulate looking for car parking.

Figure 8.6 Parking Technology Types



Recommendation 3.3: Enhanced enforcement

Enhanced enforcement through use of sensors and emerging technologies such as PODS and AI Cameras can improve overall compliance with existing time restrictions within the Activity Centre.

New technologies can be used for both on-street and off-street parking, however it is recommended that active enforcement be focused on high use spaces in on-street 2-hour areas, with AI cameras and new technology used off-street as required.

Funds collected from additional enforcement can be dedicated to improving parking facilities and the public realm within the Activity Centre.

Recommendation 4: Supporting the use of sustainable transport modes as an alternative to driving and parking.

Recommendation 4.1: Increase sustainable transport use in Traralgon Activity Centre

A mode shift is required within Traralgon to support relevant strategic context including Activity Centre objectives relating to walkability, safety and amenity.

Improvements to sustainable transport infrastructure, will help encourage users to use public transport and active transport modes.

Suggested improvements include:

- Improve bicycle parking provisions, both on-street and in private developments;
- Delivery of key pedestrian and cycling lanes and paths to and within the Activity Centre as identified within existing Council strategies;
- Reduced traffic speeds within the Activity Centre, to within Safe System thresholds for vulnerable road users (target of 30km/h or less to avoid serious or fatal injury in a collision);
- Improve pedestrian crossings, in particular mid-block and at roundabouts; and
- Improved bus stop facilities including increased frequency of bus and rail along key routes.

An example of improved pedestrian crossing facilities at roundabouts in a regional activity centre context (Warrnambool CBD) is presented in Figure 8.7.

Figure 8.7 Warrnambool CBD Raised Pedestrian Crossing at Roundabouts



Source: The Standard

Recommendation 4.2: Micro mobility, EV Charging and Availability

As the number of electronic vehicles and bikes increases across Australia, including micromobility devices such as e-scooters, there will be an increased demand for kerbside space.

Parking and charging points for E-scooters and other personal micromobility devices should be further investigated for the most appropriate provision and locations.

E-Scooter parking is vital to ensure users are parking in appropriate locations. Spaces should be clearly delineated and not impacting on pedestrian or user safety. An example of E-scooter parking is presented in Figure 8.8.

Figure 8.8 Brisbane City Council E-Scooter Parking Areas



Recommendation 5: Amend the Parking Overlay Schedule 1 – Traralgon Activity Centre Plan

Recommendation 5.1: Amendment to the Latrobe Planning Scheme to adopt the findings of the Parking Overlay review and recommendations.

Section 7.8 and 7.9 of this report outline a range of recommendations and justification for changes to the current Schedule 1 to the Parking Overlay within the Latrobe Planning Scheme.

They include:

- Updating the current objectives of the Parking Overlay to align with current strategic context for the Traralgon Activity Centre;
- Removal of the financial contribution for car parking not provided in accordance with the current rate in the Parking Overlay (subject to the funding and delivery of RDV funded car parking);
- Incorporation of further guidance on permit applications and requirements for developments seeking to rely on public car parking supply within the Activity Centre.
- Requiring bicycle parking be provided at minimum rates outlined in Clause 52.34, plus provision of adequately designed end of trip facilities;
- Requiring new major commercial, office or retail type developments with a gross floor area of over 1,000 sqm to prepare a Green Travel Plan;
- Implementation of Column B rates for calculating car parking requirements for new developments within the Parking Overlay area; and
- Amending the current Parking Overlay area to accurately reflect the Precinct to which the above recommendations and controls should apply to.

The above recommendations have had consideration of a range of data collection, analysis, background review and strategic context, and is subject to finalisation of committed RDV funding to construct new car parking.

If for any reason this commitment is withdrawn before the new car parking is constructed, then this recommendation along with other recommendations regarding the Parking Overlay would need to be revisited, however the other Recommendations (1-4) within this section still remain relevant and can be implemented per the timing in Section 8.5.

8.5. Summary of Recommendations

The following Table 8.4 summarise the recommendations above, including relative timing and priority.

Priority is established by its urgency, need or criticality to address existing issues or future demands. Timing considers factors such as cost of implementation and benefit against the issues or objectives addressed.

Noting that there is no horizon year or staging which an inform exact recommendation implementation, the timing given to priority has been established based on relative needs as follows:

- Short Term = Required immediately or may be required as soon as relatively small changes to land use and development occur (1-2 years).
- Medium term = Required in the medium Term (3-5 years), based on the construction and completion of the RDV Car parks, growth and development within the Activity Centre.
- Long Term = Required when the Activity Centre will be closer to capacity in terms of new development and nearby land use (5+ years)

An assessment against the objectives is also provided, including whether or not they will be achieved.

Table 8.4 Summary of Recommendations

Recommendation		Objectives Met					Priority	Timing
		Balancing Needs	User Pays	Improved Knowledge	Sustainable Transport	User Experience		
Recommendation 1: Changing parking restrictions and allocation to better balance the needs of users in the Activity Centre								
1.1	Rebalancing long and short term users through off-street parking restrictions	✓✓				✓	High	Medium Term (align with Kay Street RDV car park)
1.2	Increase short stay parking availability.	✓✓				✓	High	Short Term
1.3	Investigate Paid Parking to Improve Turnover and Availability of On-Street Parking	✓	✓✓	✓	✓	✓	Low	Long Term
Recommendation 2: Adopt a Movement and Place approach to kerbside parking allocation and prioritisation								
2.1	Implement the parking user group hierarchy to kerbside and off-street parking areas within the Traralgon Activity Centre	✓✓			✓	✓	Medium	Short Term
2.2	Improved provisions and design of parking for those with disabilities	✓✓				✓	High	Short Term (Existing) Medium Term (New Parking Facilities)

Recommendation	Objectives Met					Priority	Timing	
	Balancing Needs	User Pays	Improved Knowledge	Sustainable Transport	User Experience			
Recommendation 3: Implement new technologies, wayfinding, and data collection to aid with parking management and user experience								
3.1	Dynamic wayfinding for off-street car parks	✓		✓✓		✓✓	High	Medium Term
3.2	Innovative data collection	✓		✓✓			Low	Medium Term
3.3	Enhanced enforcement	✓	✓	✓		✓	Medium	Medium Term
Recommendation 4: Supporting the use of sustainable transport modes as an alternative to driving and parking.								
4.1	Increase sustainable transport use in Traralgon Activity Centre	✓			✓✓	✓	High	Short Term
4.2	Micromobility and EV charging and availability	✓			✓✓	✓	Low	Medium Term
Recommendation 5: Implement the recommended changes to the Parking Overlay including removal of the financial contribution and adopt Column B rates for new developments.								
5.1	Amendment to the Latrobe Planning Scheme to adopt the findings of the Parking Overlay review and recommendations.	✓		✓	✓	✓	Medium	<i>Should be subject to progress and funding of RDV car parks.</i>

9. Conclusion

Based on the preceding report including analysis, a number of key findings and recommendations have been made with regards to the current and future parking provisions for the Traralgon Activity Centre.

The following Table 9.1 details the location of key recommendations and findings within this report.








Table 9.1 Summary of Key Findings and Recommendations - Location within Report

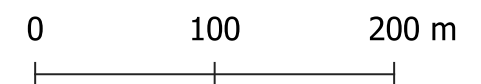
Description of the topic or recommendation addressed through this review	Location within this report
A description of the Parking Management Task and how it applies to Traralgon	Section 2.1 to 2.4: The Parking Management Task
Review of relevant state and local strategic planning documents and policies relevant to the study area	Section 4.8: Summary of Findings (Background and Context)
Car parking occupancy and duration of stay data analysis and findings	Sections 5.3 to 5.5: Current Provisions, Parking Occupancy and Turnover & Compliance Appendix B: Parking Heat Maps
Findings of the community engagement surveys	Section 5.6: Community Survey Results
Issues and opportunities as they relate to the current situation for car parking in the Traralgon Activity Centre	Section 5.7: Issues and Opportunities
Considerations of the future parking demands and adequacy of current parking provisions	Section 6.5: Future Demand Section 6.6: Adequacy of Current Parking Supply Section 6.7: New and Improved Parking for Future Demands
A review of the current Parking Overlay including financial contributions, the area which it applies to and statutory parking rates.	Section 7.9: Summary of Findings and Recommendations (Car Parking Overlay Review)
Parking management recommendations for the Traralgon Activity Centre	Section 8.3: Parking Management Recommendations Section 8.4: Summary of Recommendations

Appendix A Parking Restrictions

Parking Restrictions

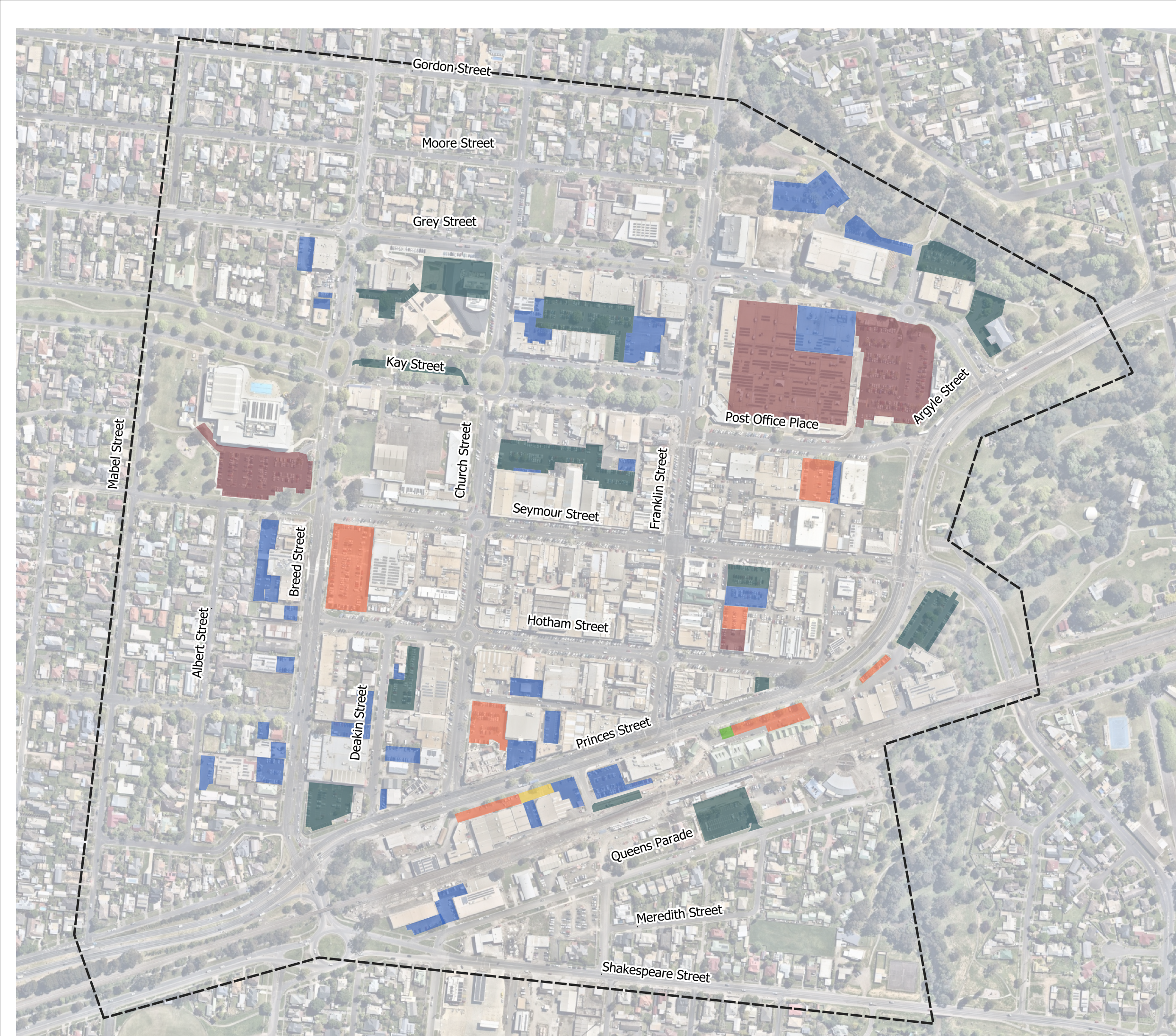
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- Study Area 
- Parking Restriction Type
 - Allocated Parking 
 - <1 hour 
 - 1 hour 
 - 2 hour 
 - >2 hours 
 - Unrestricted 



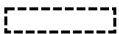








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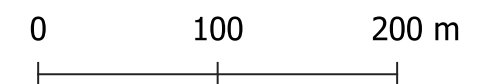
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Allocated Parking Location

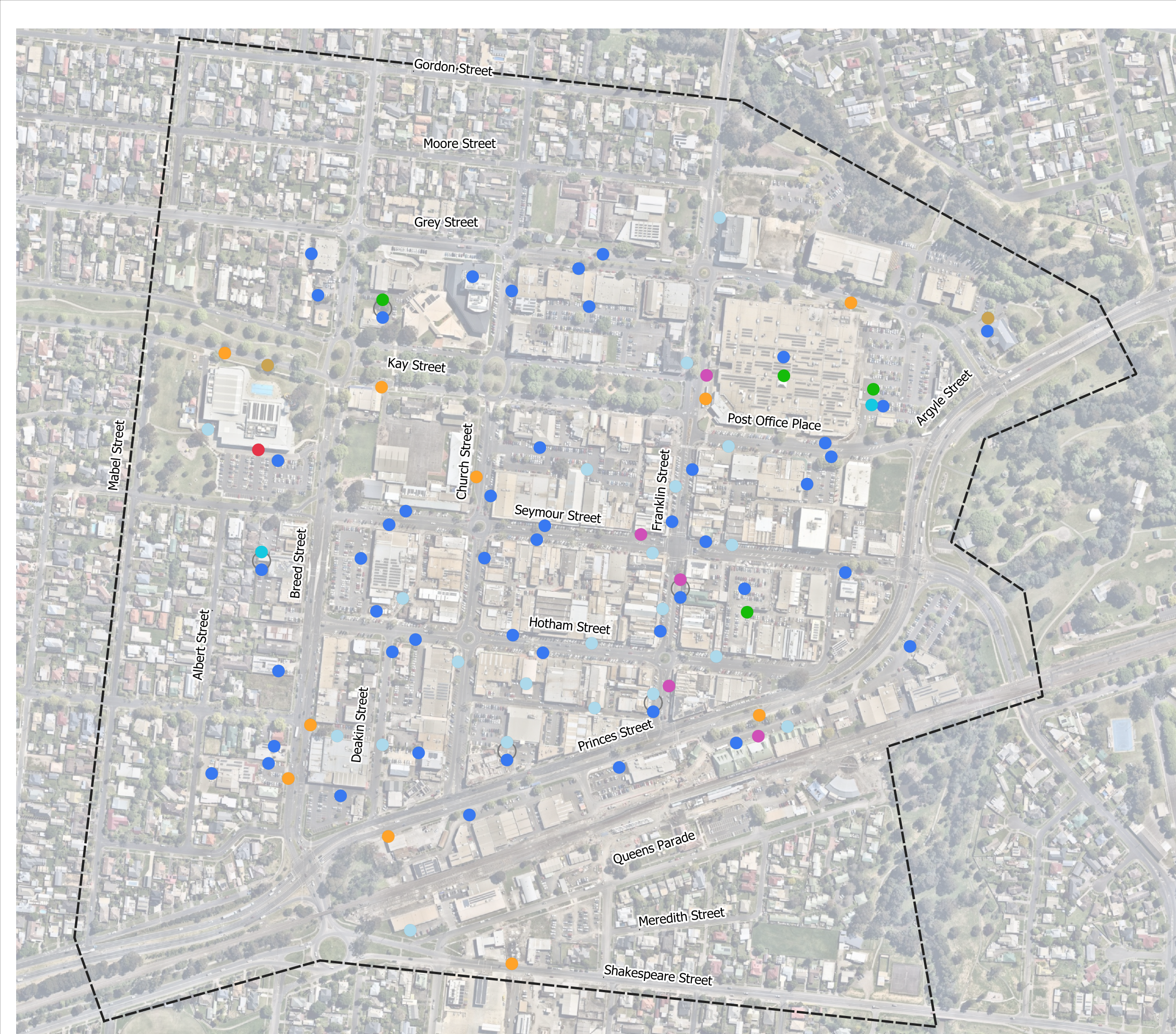
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- Study Area 
- Allocated Parking Type
 - Bus Zone 
 - Disability Parking 
 - Drop off – Pick Up 
 - Loading Zone 
 - Parents with Prams 
 - Trailer Parking 
 - Taxi Zone 
 - P2min 



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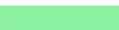



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Appendix B Parking Occupancy Heat Maps (Weekday)

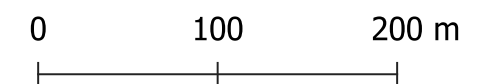
Parking Occupancy Thursday 9:00am

Legend

Parking Occupancy	
<25%	
26% to 50%	
51% to 70%	
71% to 85%	
>86%	

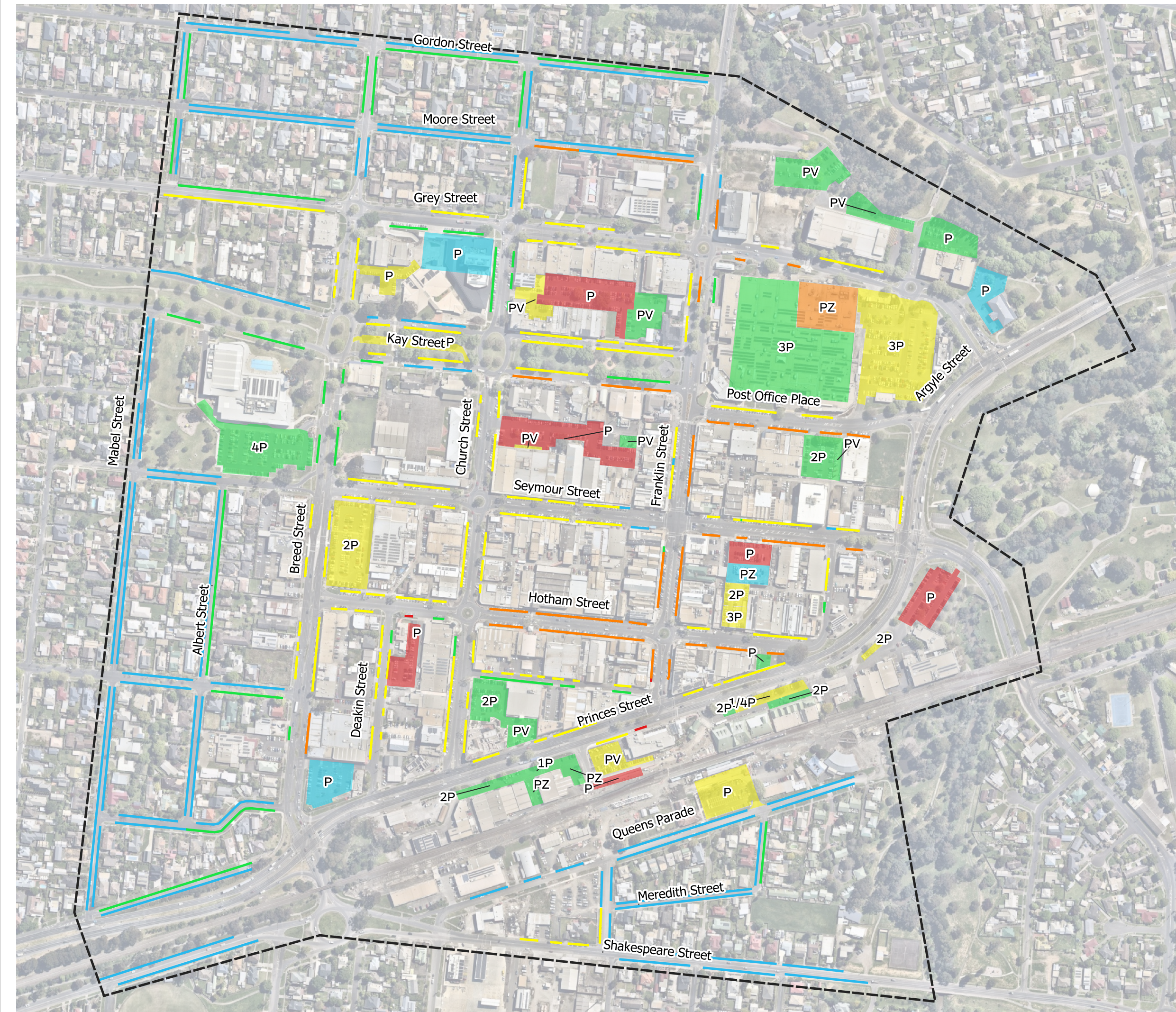
Study Area 

15 Minute Parking	1/4P
2 Hour Parking	2P
3 Hour Parking	3P
4 Hour Parking	4P
Unrestricted Parking	P
Private Parking	PV
Permit Zone	PZ



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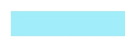
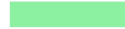



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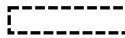
Parking Occupancy Thursday 1:00pm

Legend

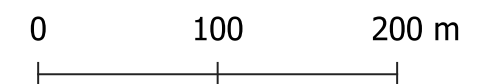
Parking Occupancy

<25%	
26% to 50%	
51% to 70%	
71% to 85%	
>86%	

Study Area

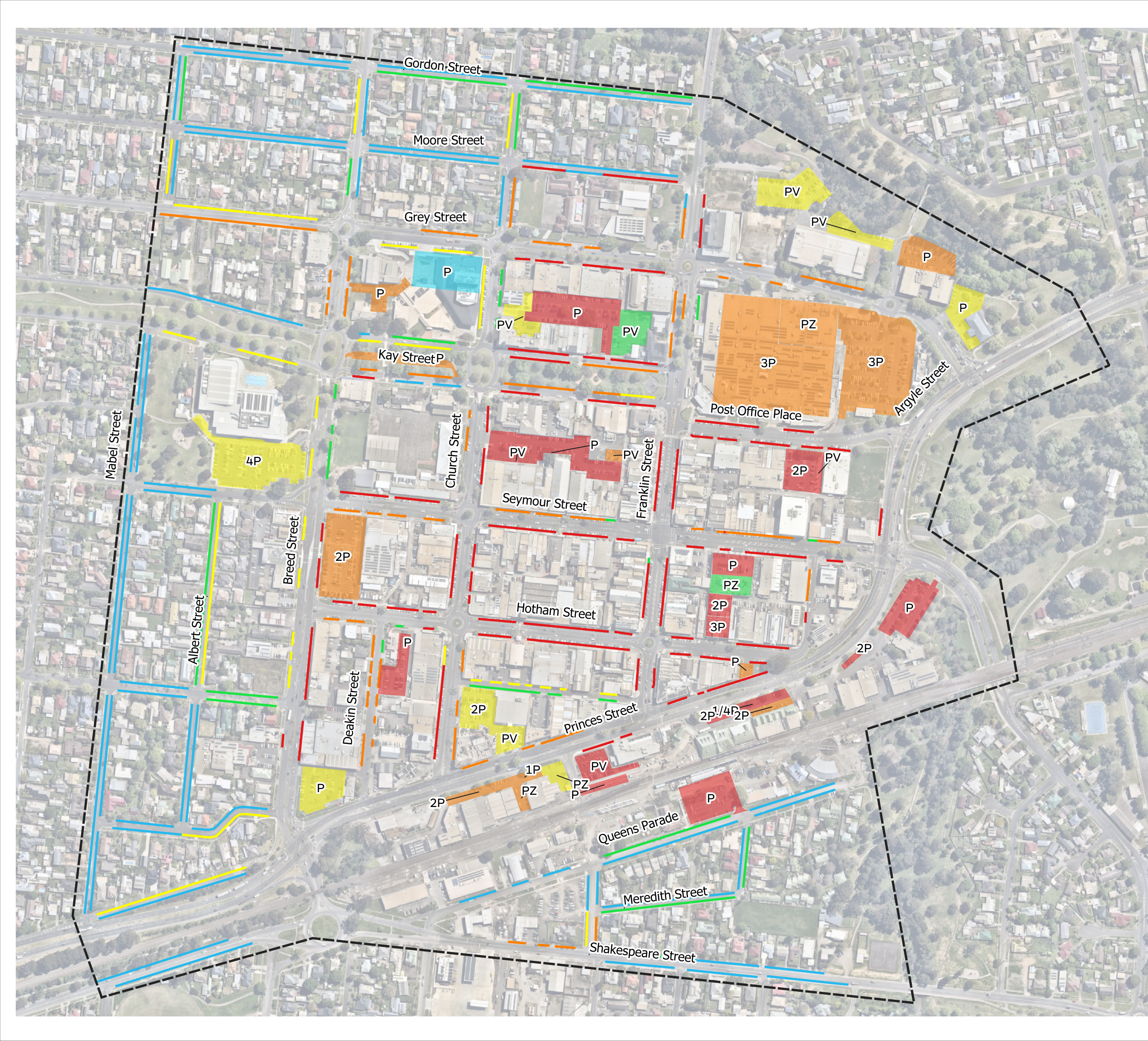


15 Minute Parking	1/4P
2 Hour Parking	2P
3 Hour Parking	3P
4 Hour Parking	4P
Unrestricted Parking	P
Private Parking	PV
Permit Zone	PZ



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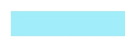
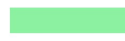
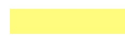


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Parking Occupancy Thursday 8:00pm

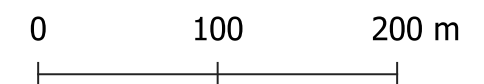
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Parking Occupancy

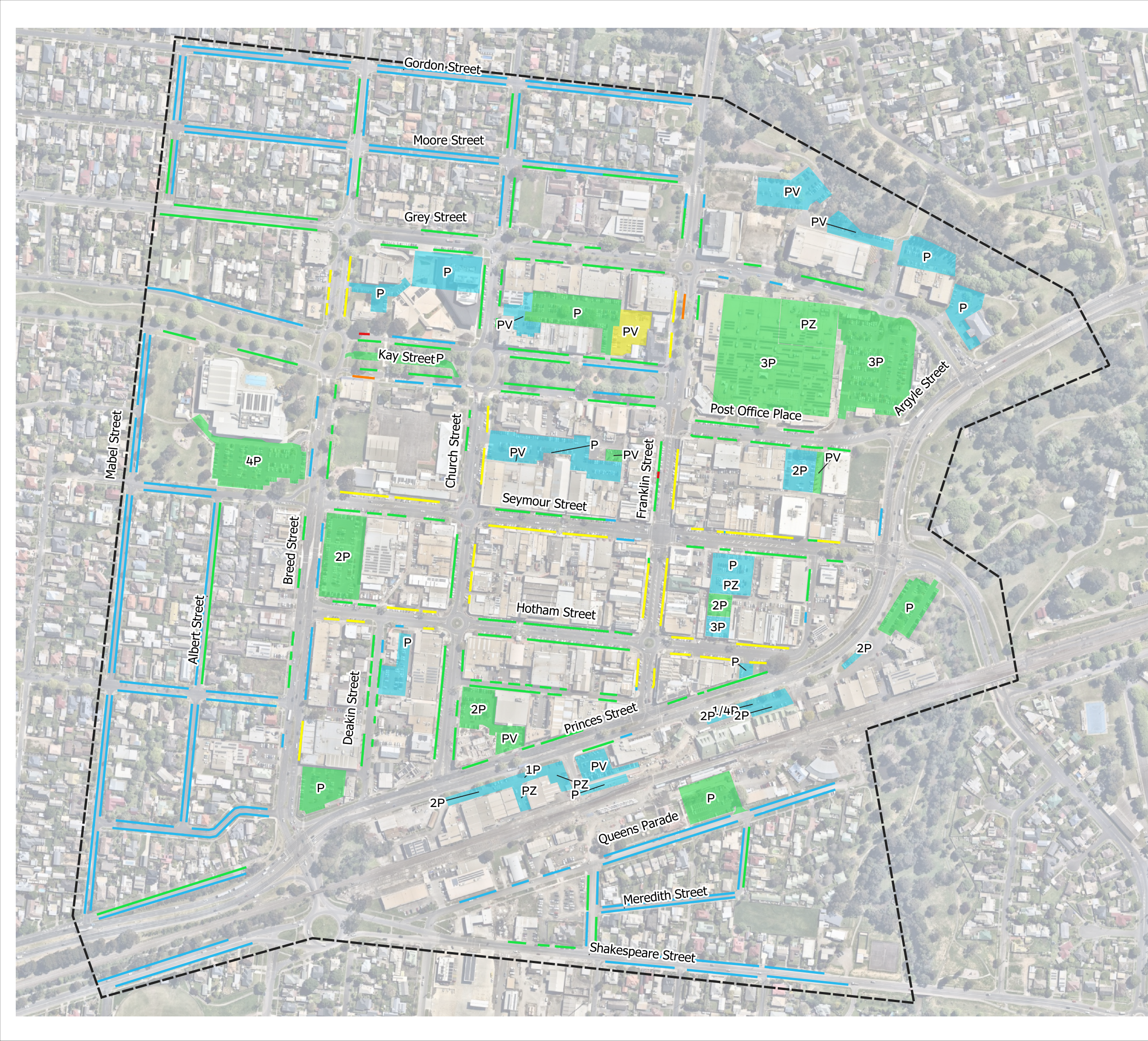
<25%	
26% to 50%	
51% to 70%	
71% to 85%	
>86%	

Study Area 

15 Minute Parking	1/4P
2 Hour Parking	2P
3 Hour Parking	3P
4 Hour Parking	4P
Unrestricted Parking	P
Private Parking	PV
Permit Zone	PZ



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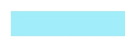
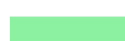





Appendix C Parking Occupancy Heat Maps (Saturday)

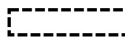
Parking Occupancy Saturday 9:00am

Legend

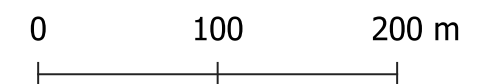
Parking Occupancy

<25%	
26% to 50%	
51% to 70%	
71% to 85%	
>86%	

Study Area

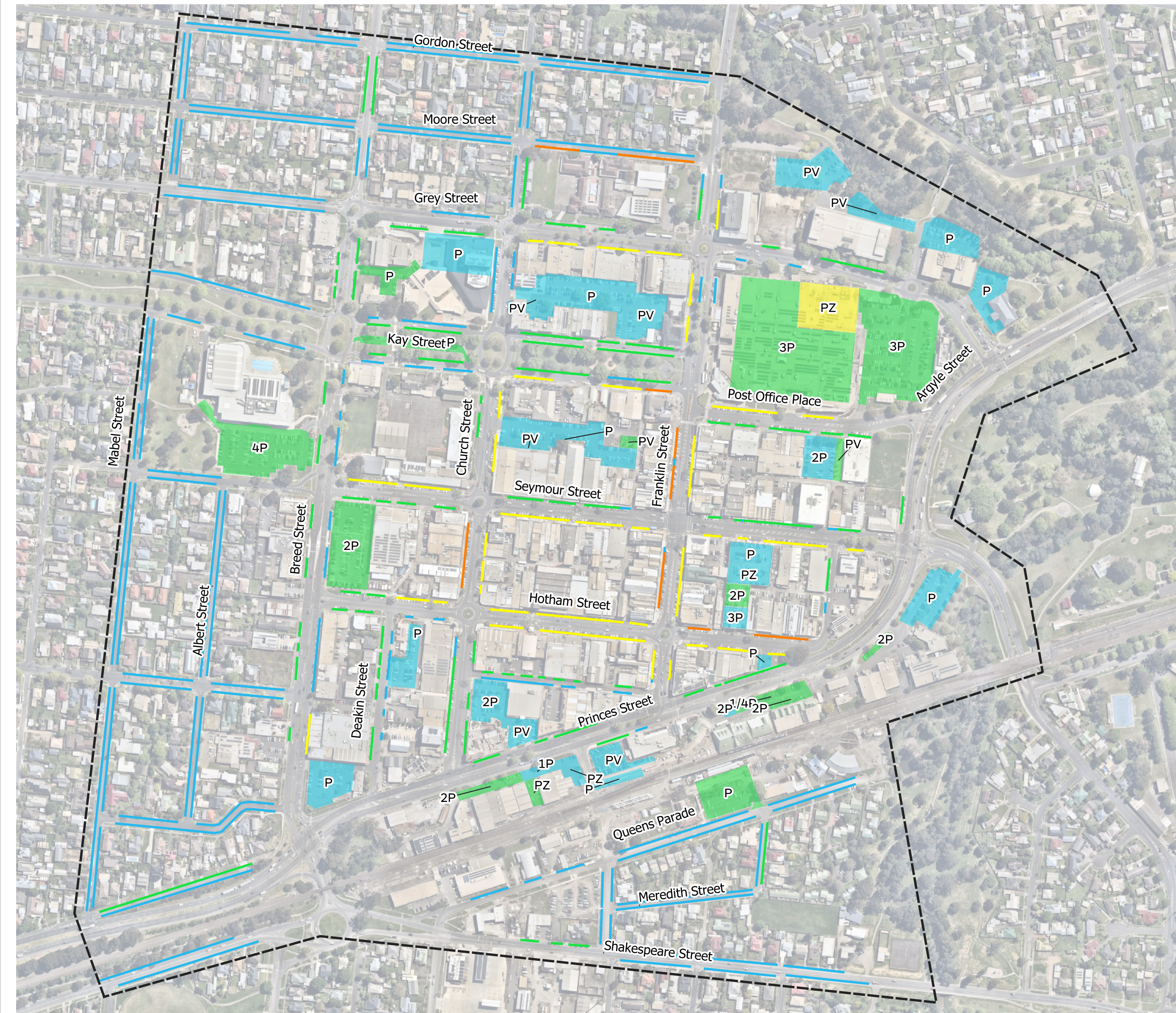


15 Minute Parking	1/4P
2 Hour Parking	2P
3 Hour Parking	3P
4 Hour Parking	4P
Unrestricted Parking	P
Private Parking	PV
Permit Zone	PZ



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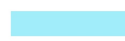
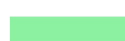
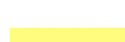


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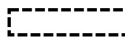
Parking Occupancy Saturday 12:00pm

Legend

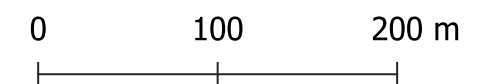
Parking Occupancy

<25%	
26% to 50%	
51% to 70%	
71% to 85%	
>86%	

Study Area

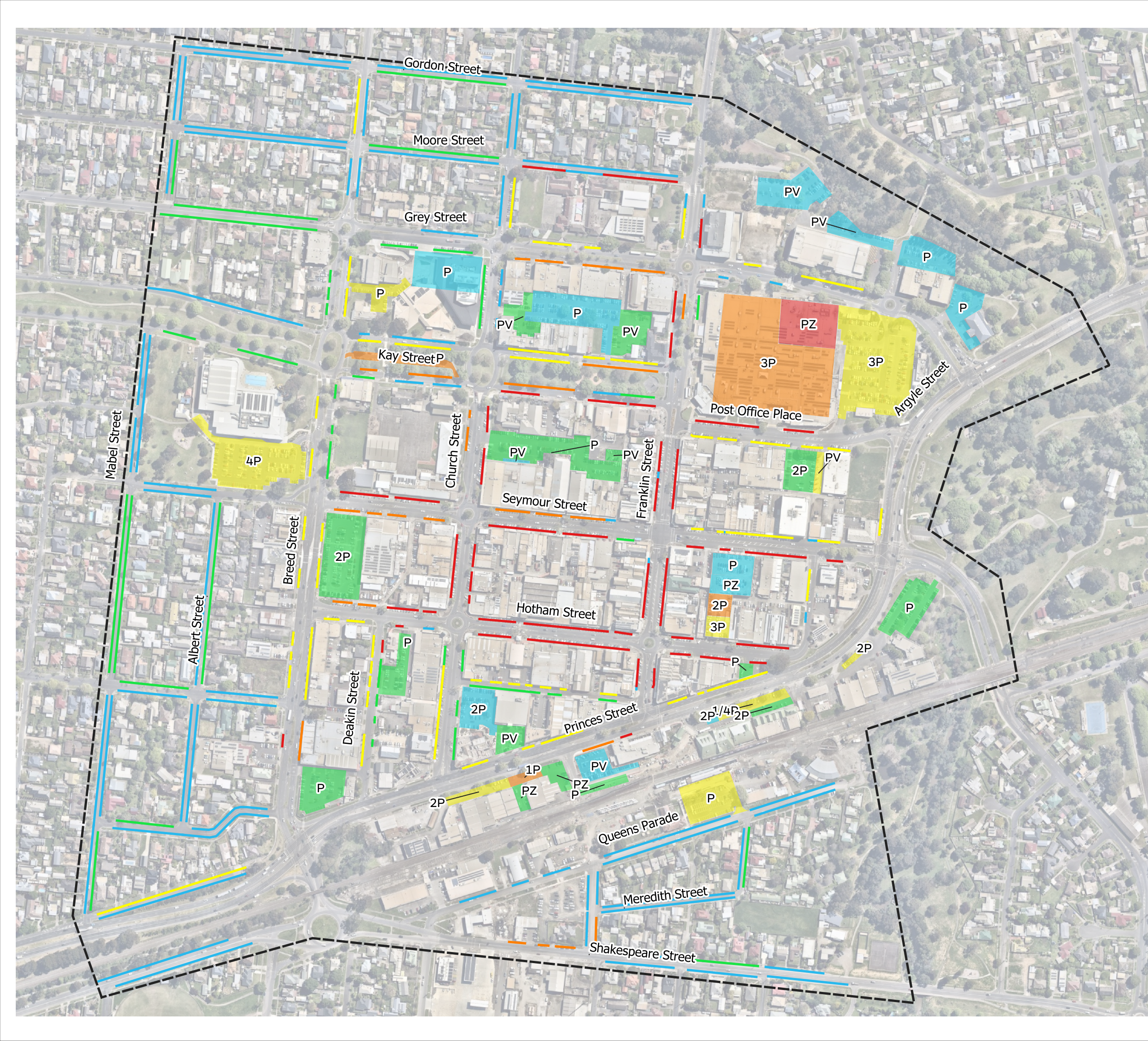


15 Minute Parking	1/4P
2 Hour Parking	2P
3 Hour Parking	3P
4 Hour Parking	4P
Unrestricted Parking	P
Private Parking	PV
Permit Zone	PZ





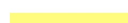


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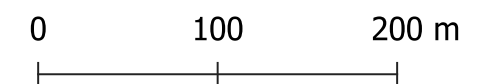
Parking Occupancy Saturday 2:00pm

Legend

Parking Occupancy	
<25%	
26% to 50%	
51% to 70%	
71% to 85%	
>86%	

Study Area 

15 Minute Parking	1/4P
2 Hour Parking	2P
3 Hour Parking	3P
4 Hour Parking	4P
Unrestricted Parking	P
Private Parking	PV
Permit Zone	PZ



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