

Noble Park Activity Centre Parking Precinct Action Plan 2020



The Greater Dandenong Municipal Parking Strategy

The City of Greater Dandenong (CGD) Council manages parking in accordance with the Municipal Parking Strategy, which was adopted by the Council in 2017.

The key objectives identified in the Municipal Parking Strategy for Noble Park Activity Centre are:

- ▶ Sufficient parking should be provided to enable access for all to the Activity Centre
- ▶ The use of alternative modes of travel to access activity centres should be promoted and advocated for to reduce demand for parking
- ▶ Short term parking should be provided in the most desirable locations to achieve high turnover and deliver the greatest social and economic benefit
- ▶ Long term parking should be located off-street and be well connected to the activity centre

In order to achieve these, a number of best practice targets were set:

- ▶ All parking spaces should be prioritised for use by those providing social, economic and environmental benefit to the activity centre

On-street parking:

- ▶ On-street parking should be allocated to short term parking and managed to achieve 85% occupancy
- ▶ Business deliveries on-street should occur outside of peak business hours


Off-street parking:

- ▶ Off-street parking in areas where on-street occupancy is high should be allocated to short term parking
- ▶ Off-street parking not required for short term parking should be allocated to longer term parking
- ▶ Off-street parking areas should be secure and well lit, where practicable.


New Development:

- ▶ All long term parking demand associated with new development should be accommodated off-street
- ▶ The provision of shared or leased parking facilities should be encouraged to reduce car ownership as opposed to parking spaces "on title"
- ▶ A range of cycle parking should be provided to suit all potential users.

The Strategy also outlined Councils commitment to engaging with traders, business owners, customers, visitors, local residents when making changes to parking within central Dandenong.

 The Greater Dandenong Municipal Parking Strategy can be found on Councils website greaterdandenong.com and in Councils customer service centres.

The Noble Park Parking Precinct Action Plan

 Information relating to the performance of the publicly available parking within Noble Park Activity Centre can be found on Councils Website – greaterdandenong.com and in the Noble Park Parking Precinct Report 2020.

The parking supply within Noble Park generally performs very well, with parking management tools such as time restrictions being used effectively to enable access to the Activity Centre by a wide range of users. As with all activity centres, demand varies greatly by time of day and day of the week.

Continued investment and response to changing demands will be required to ensure social and economic prosperity for the Activity Centre.

This Action Plan outlines actions that will be undertaken by the City of Greater Dandenong Council to improve parking in Noble Park Activity Centre. These actions are consistent with the objectives outlined in Councils Municipal Parking Strategy and focus on:

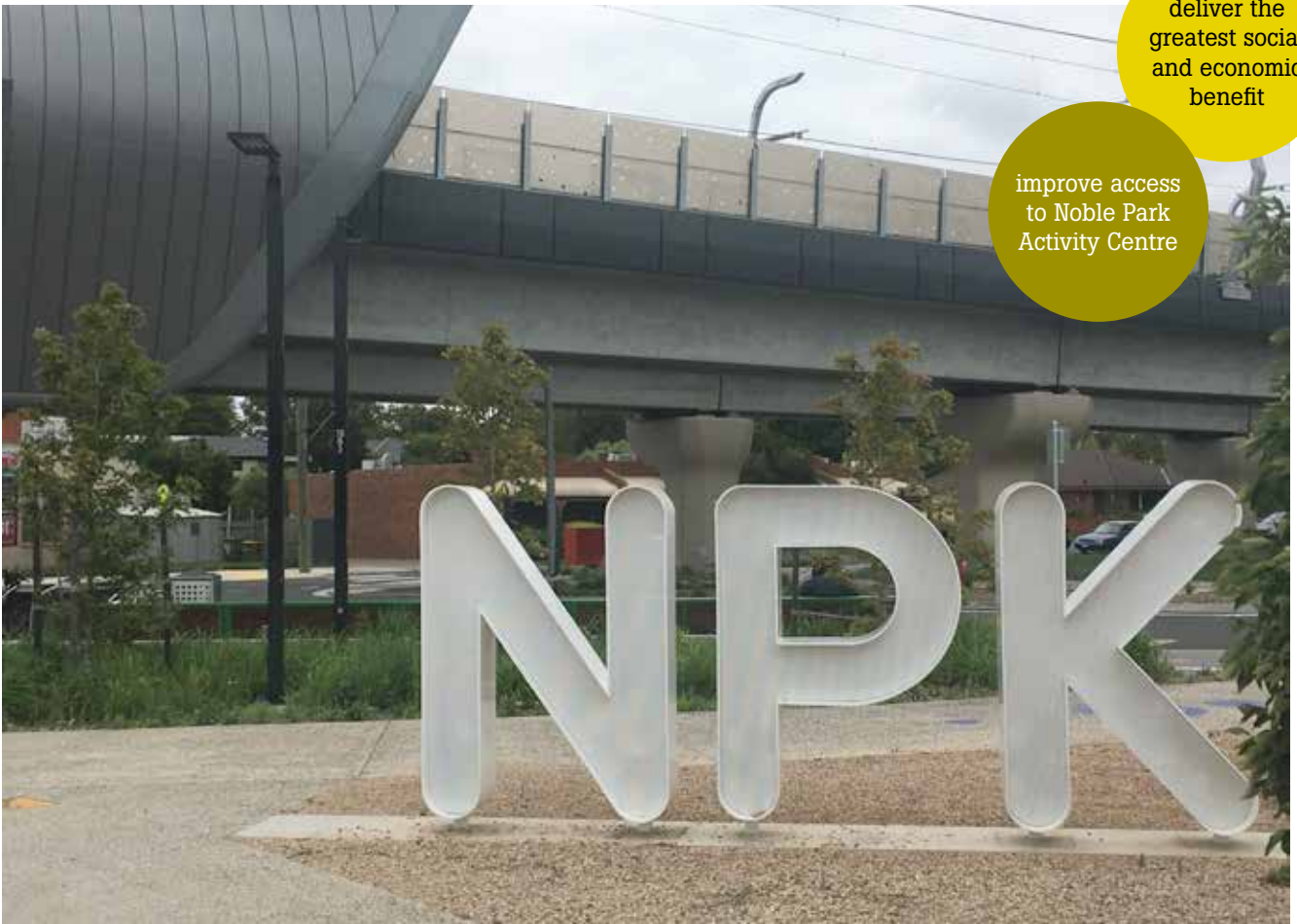
- ▶ Providing **responsive parking management**, to maximise and realise the potential of parking supply
- ▶ Improving **information and communication** relating to parking, so that visitors, businesses and developers can make informed decisions around parking
- ▶ Realising the benefits associated with **new technology** and utilising this to benefit Activity Centre users
- ▶ **Advocating** to the State Government regarding both parking management and public transport, to improve access to Noble Park Activity centre
- ▶ **Planning for the future**, so that changes to parking can be made quickly if and when they are needed

The actions within this plan are each allocated a timeframe for delivery. These timeframes are as follows:

ONGOING	Ongoing
IMMEDIATE	Within 12 months
SHORT TERM	Within 2 years
LONGER TERM	Within 5 years

Progress with the actions outlined within the Action Plan will be presented to City of Greater Dandenong Councillors yearly.

The Noble Park Parking Precinct Action Plan will be reviewed within 3 years, and monitored annually.



deliver the greatest social and economic benefit

improve access to Noble Park Activity Centre

Responsive Parking Management

These actions focus on responding to issues raised by the community and identified through data collected within the Activity Centre.

Relatively small changes such as a new business opening can significantly affect the way parking is used. Alterations to parking management measures such as timed parking restrictions may assist to enable the best outcomes for the activity centre.

As a result of this dynamic change, The City of Greater Dandenong regularly alters parking restrictions within its managed parking areas in the Activity Centre.



To view a summary of recent parking changes within the Noble Park Activity Centre, visit greaterdandenong.com

✓ ACTION	⌚ WHEN?
<p>Respond rapidly to issues raised relating to access and occupancy with data evidence-based decisions and actions</p> <p>Actions to include:</p> <ul style="list-style-type: none"> ▶ Alterations to time restrictions on-street based on occupancy ▶ Alterations to parking management controls in off street car parks based on demand 	Ongoing
<p>Assist employers who are unable to provide satisfactory parking on-site for their employees</p> <p>Assistance may include:</p> <ul style="list-style-type: none"> ▶ Options for reduced cost permit parking within Council managed off-street car parks ▶ Facilitate agreements between employers and other parties that are able to provide assistance, such as other businesses 	Ongoing



Information and Communication

These actions focus on improving the information available to users of the activity centre. This will enable users to plan trips to the activity centre.

Currently the busiest periods for parking within the Activity Centre only last for a few hours, and avoiding these can mean that customers and visitors can park closer to their destination, and potentially for longer.

If a greater range of information is available to businesses and developers, then they are more likely to make better informed decisions, and deliver better outcomes for not only themselves, but the Activity Centre.

✓ ACTION	○ WHEN?
<p>Create an online portal for parking information on the Greater Dandenong Website, to provide information to users of the Noble Park Activity Centre.</p> <p>Information to promote should include:</p> <ul style="list-style-type: none"> ▶ Identification of busy / quiet periods to enable people to plan trips ▶ Current parking controls ▶ Road rules and how to understand parking management signage and machines ▶ Parking promotions and offers 	Immediate
<p>Promote information about parking in Noble Park on an ongoing basis through a range of media</p> <p>Tools for promotion to include:</p> <ul style="list-style-type: none"> ▶ Greater Dandenong Council News ▶ Social Media. 	Ongoing
Consult with businesses regarding streetscape upgrade projects affecting parking	Ongoing
Contact employers in Noble Park to advise on what parking options are available and what assistance can be provided	Short Term
Promote Green Travel and share success stories with businesses in Noble Park	Short Term
Collect and maintain a database of parking surveys in and around the Noble Park Activity Centre. Provide this data to facilitate informed decisions relating to Noble Park Activity Centre	Ongoing



benefits of
new parking
technologies

New Technology

Driverless cars, real time wayfinding and car share are all in the early stages of adoption in Australia, and are likely to significantly alter parking demand in future. While the impacts and timing of these technologies is not known, vast levels of investment from across the globe have been secured as they are anticipated to assist with many current issues, including parking.

There are other new technologies that are proven and are being rolled out rapidly across Australia. Realising the benefits that new parking technologies can offer will be critical to the ongoing prosperity of the Noble Park Activity Centre.

✓ ACTION	⌚ WHEN?
Provide advice relating to the benefits of consolidated parking arrangements, car share schemes and parking technology to businesses and developers	Ongoing

Advocacy

Many people often choose to drive (and park) because they're not aware of potential alternatives or these alternatives simply do not offer a comparable level of service. Improvements to public transport in particular, could reduce the demand for parking significantly. Council regularly advocates to the Victorian Government, who are responsible for public transport in Victoria, for improvements to coverage, frequency and the standard of public transport.

✓ ACTION	⌚ WHEN?
Advocate to the Victorian Government regarding known issues with public transport access to Noble Park identified in Greater Dandenong Public Transport Statement including: <ul style="list-style-type: none"> ▶ Cost, routes and frequency of services ▶ Broader public transport issues associated with growth in the South East that affect Noble Park 	Short Term
Advocate to the Victorian Government to develop a whole of corridor Park and Ride Strategy, so that rail commuters are able to park and take the train without detrimental impact to Activity Centres, including Noble Park	Short Term
Advocate to the Victorian Government about improved management of parking assets within Activity Centres, including Noble Park	Short Term

Planning for the Future

Noble Park Activity Centre is constantly evolving, with changes such as new open spaces, the level crossing removal and new retail/commercial premises. These changes bring with them a range of opportunities and threats to the parking experience. Only by giving appropriate consideration to parking can such developments maximise the benefit that they provide to Noble Park.

Other factors which are anticipated to cause changes in parking demand and supply within Noble Park include:

Ian Street and Douglas Street Streetscape Improvements

Council has committed to improving the streetscapes along Ian Street and Douglas Street to improve the retail experience. Space within the most desirable locations provides the best value to retail centres as space for outdoor dining and spaces for pedestrians to dwell and socialise, not parking. In order to achieve the best outcomes for streetscapes, it may be necessary to relocate parking along these streets.

Disruptive Technologies

Driverless cars, real time wayfinding and car share are all in the early stages of adoption in Australia, and are likely to significantly alter parking demand in future. While the impacts and timing of these technologies is not known, vast levels of investment from across the globe have been secured as they are anticipated to assist with many current issues, including parking.

Public Transport Improvements

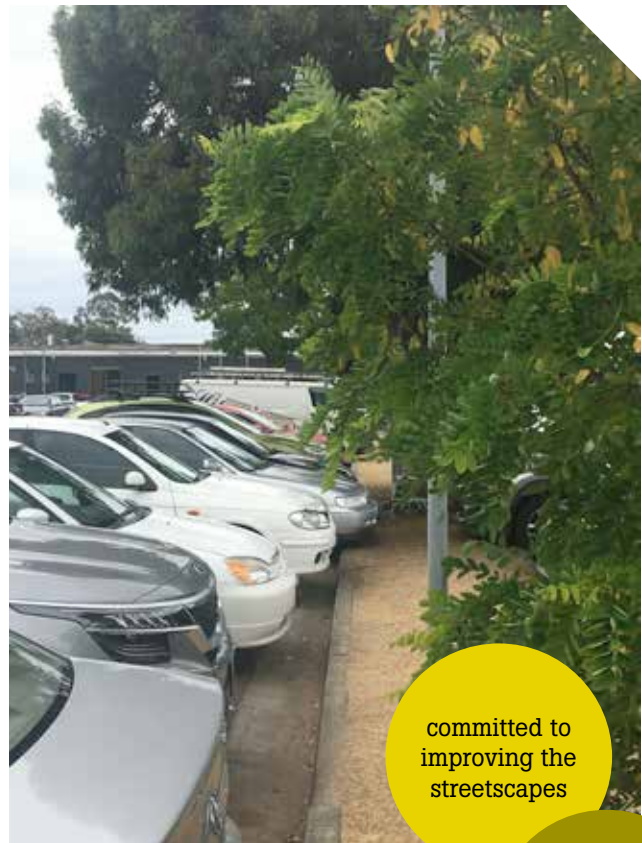
It is anticipated that improvements to public transport in the area will enable more people to access Noble Park without driving.

Cycling Infrastructure Improvements

It is anticipated that improvements to cycling infrastructure, such as the Djerring Trail will enable more people to access Noble Park without driving.

Growth in the South East without Public Transport Improvements

Continued residential growth in the South East without public transport improvements is likely to mean that more people drive to Noble Park. The latest census data shows that the proportion of people driving to Noble Park is increasing compared to other modes of transport. The main reason for this is a greater proportion of people coming from areas with limited public transport provision.



committed to improving the streetscapes

catering for future parking demands

Backfilling of vacant retail/commercial space

There is a small number of vacant retail/commercial premises within Noble Park. If this was filled, this would generate demand for staff, customers and visitors at these properties.

While in the longer term, parking demand is likely to decrease as a result of disruptive technologies, forecasting undertaken highlights a likelihood that in the shorter term, parking demand will increase slightly, fortunately Noble Park Activity Centre has existing parking supply to meet this demand, if appropriately managed.

When will new parking be built, and who would pay for it?

Council regularly alters parking layouts and restrictions to meet the needs of the Activity Centre, resulting in increases and decreases to the number of parking spaces available.

Currently there is capacity within existing car parks to cater for current and future demand with adequate parking management. There may also be the ability to upgrade these car parks if required to improve their capacity and operation.

Generally, new parking is paid for by those than need to use the parking. Where this consists of many user groups, complex partnerships between land owners, businesses, car park operators and developers may occur. Council can use funding from rates to subsidise parking in some circumstances, or provide/subsidise the use of land which it owns in the area.

In order to encourage development in Noble Park, Local or State Governments may also choose to fund additional parking.

✓ ACTION	🕒 WHEN?
Retain some land within the core of Noble Park, such as 3-5 Frank Street and 4 Leonard Avenue, to provide flexibility in catering for future parking demands in Noble Park	Longer Term

Council regularly alters parking layouts and restrictions to meet the needs of the Activity Centre





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