

Noble Park Activity Centre Parking Precinct Report 2020



What parking is there in Noble Park?

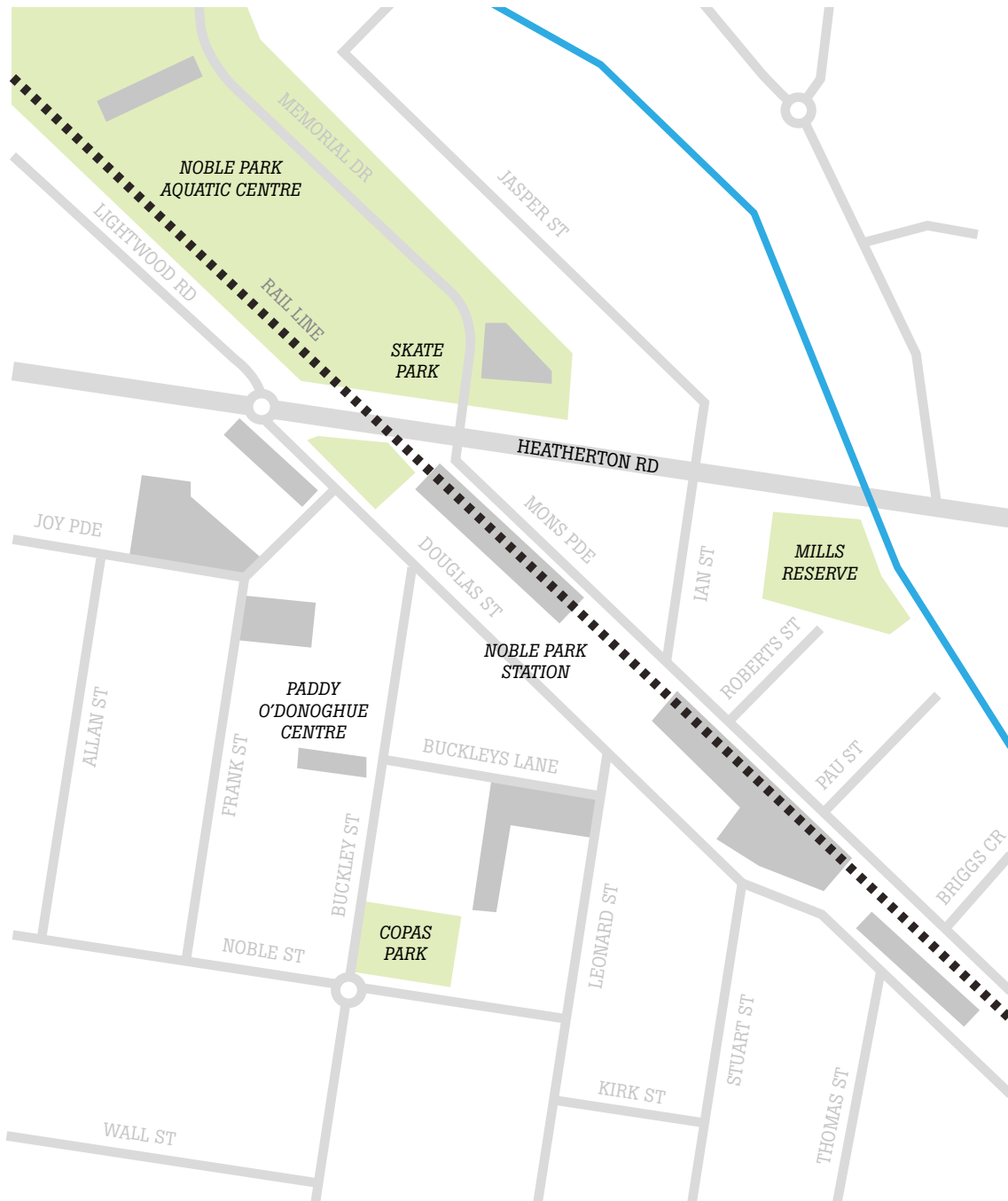
and around the Noble Park Activity Centre, there are over 2,300 parking spaces.

Around 2,200 of these spaces are available to the public. Workers, visitors and customers are able to use these parking spaces.

The City of Greater Dandenong Council manages around 1600 publicly available parking spaces within the Noble Park Activity Centre.

The other public parking spaces are managed by others, such as Metro Trains and local businesses.

The Noble Park Activity Centre



Who parks in Noble Park?

Publicly available parking within the Noble Park Activity Centre is used by:

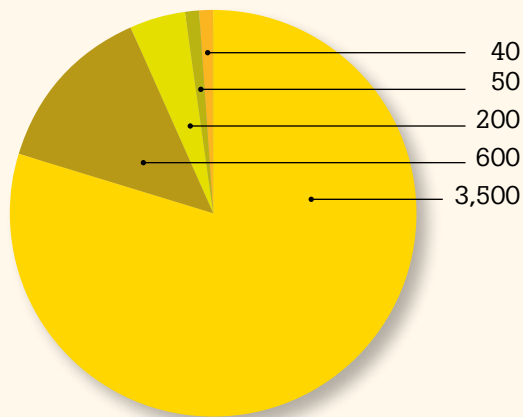
- ▶ Customers and visitors to the centre
- ▶ Workers at businesses that do not provide parking for their employees on site
- ▶ Businesses loading and unloading goods
- ▶ Taxis and pick up and drop off
- ▶ Rail commuters accessing Noble Park Train Station

Council manages parking to attract as many customers and visitors to the centre as possible, as they provide significant social and economic value to the activity centre.

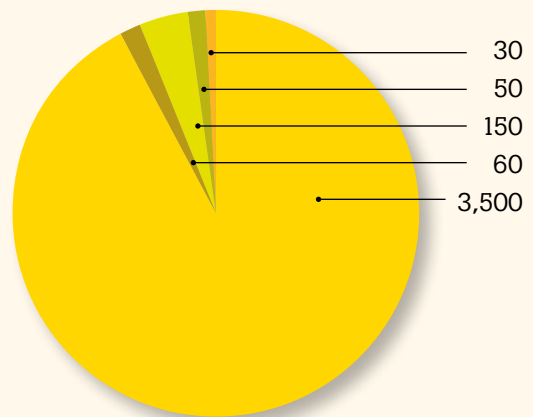
For this reason, many of the parking areas managed by Council have parking restrictions such as time limits (1P and 2P parking) so that these parking space can be used by many customers in a single day.

On a typical day, the public parking in Noble Park is used by:

Weekday Users



Weekend Users



● Customers/Visitors ● Rail Commuters ● Workers ● Pick up and drop off ● Loading

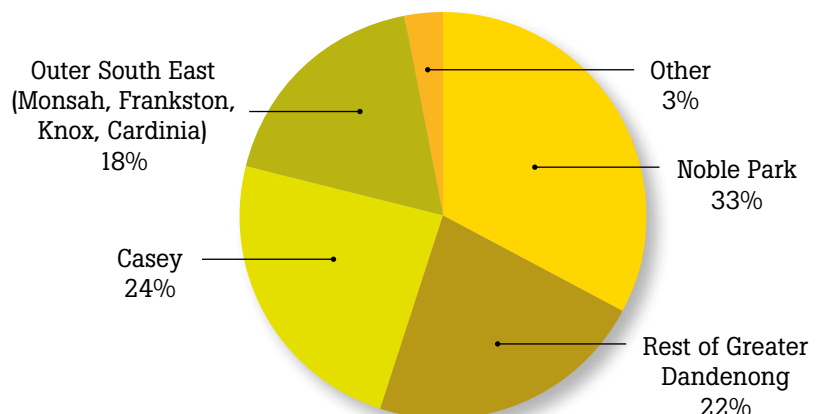
**based on surveys undertaken in 2019*

Place of Work

Many workers in Noble Park come from within the suburb and Greater Dandenong with others coming from the surrounding municipalities predominately the City of Casey and the City of Monash. This provides many workers with the opportunity to walk or ride to work whilst the train station provides good access by public transport. This reduces the need for workers to need to park in the Noble Park activity centre. Due to site constraints, some employers are unable to provide parking for their employees on site and must rely on public parking.

**based on 2016 census data for place of work*

Where do workers come from?



Where can people park in Noble Park?

There are many options for people parking to access the Noble Park Activity Centre. Parking in is managed to suit the nearby services, businesses and shops. The map below highlights what people parking in Noble Park can expect in different areas.

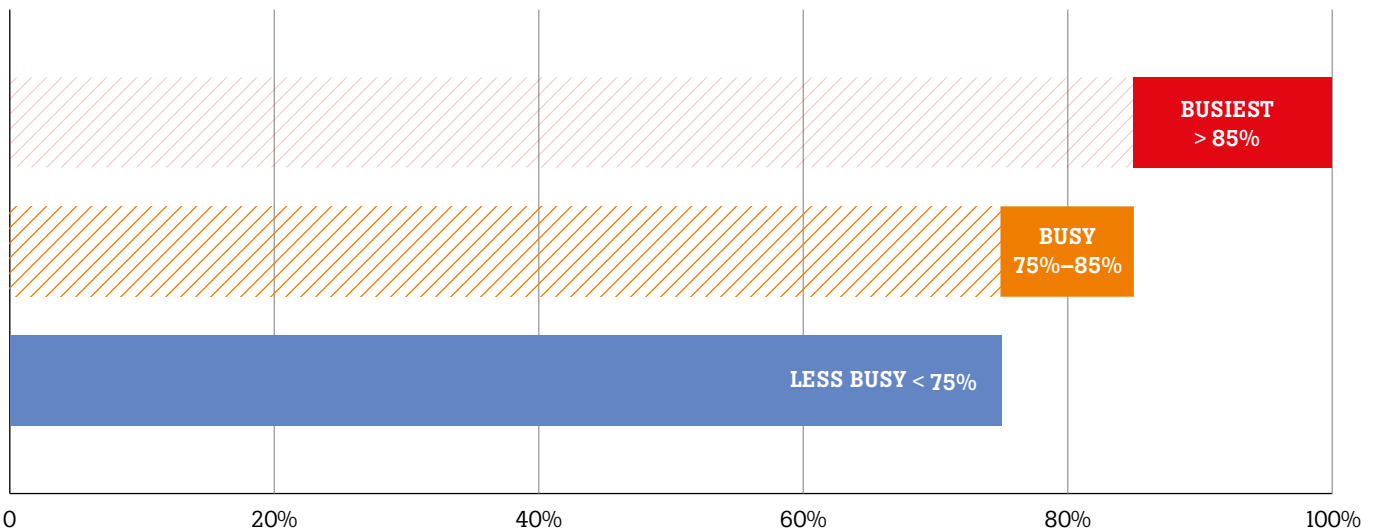


	📍 WHERE?	⚠️ PRIORITIES	👁️ WHAT TO EXPECT
On Street Parking – Activity Centre	Most on street parking within the Activity Centre is managed to encourage as many people as possible to use the activity centre.	1. Customers and Visitors	Restrictions that encourage high turnover of parking, such as 1P and 2P. These restrictions mean that those parking will stay less long, and the parking is more likely to be available for other customers and visitors.
Off Street Parking – managed by Council	Council manages several off street car parks in and around the Activity Centre. These car parks are used to ensure customers and visitors have space to park and can also provide an option for some employers to provide parking for their employees (where they are unable to do so on site).	1. Customers and Visitors 2. Employee parking 3. Longer term casual parking	A mix of parking options. Some car parks will have short term restrictions to give customers and visitors additional options for parking. Where customers and visitors do not fill the car parks, spaces will be available for local employees and all day casual parking will be offered.
Off Street Parking – managed by others	There are a number of off street car parks in Noble Park, such as the Noble Park train station car park, Coles car park and private car parks for various facilities, which are not managed by Council.		While these car parks are not managed by Council and Council cannot change the restrictions and allocations within these car parks, the companies that do manage them can also alter these car parks to suit the needs of the community. If you feel alterations to such car parks would be beneficial to you, then you are encouraged to contact either the car park manager, or Council.
On Street Parking – Residential Areas	Residential streets around the Activity Centre. Generally this is parking in front of residential properties.	1. Residents	Restrictions in these areas will be altered to suit the needs for residents in the street. This often includes restrictions to limit workers parking in the street to ensure that there is space for visitors, such as 2P on one side of the street. Restrictions on these streets are only altered following consultation with residents, and changes are made only when the majority of responding residents support the change.

Where and when should people park in Noble Park?

The number of available parking spaces in Noble Park varies significantly by location, day of the week, and by times of day. In order to have the greatest choice of parking options available, it may be worth avoiding the busiest periods. The following pages provide useful information for different areas of the Noble Park Activity Centre.

Parking conditions are highlighted using the following colours:



BUSIEST (GREATER THAN 85% FULL)	BUSY (75-85% FULL)	LESS BUSY (LESS THAN 75% FULL)
<p>During the busiest periods large areas of parking will appear full, and drivers may need to circulate, wait to find a parking space. Traffic congestion is also likely to be heaviest at this time.</p> <p>If you are visiting Noble Park during one of the busiest periods, it may take a little longer to find a parking space. You could plan to park a little further from your destination and walk, or even consider another mode of transport.</p>	<p>During these periods, a high proportion of available parking is likely to be occupied; however drivers should be able to find a parking space fairly easily. Parking is not so busy that it causes congestion on the road network.</p> <p>During these periods, the spaces closest to the most desirable locations are likely to be busy, but other spaces nearby will be available.</p>	<p>During these periods, drivers should have no issues in finding an available parking space. Parking is usually available close to the most desirable locations.</p>

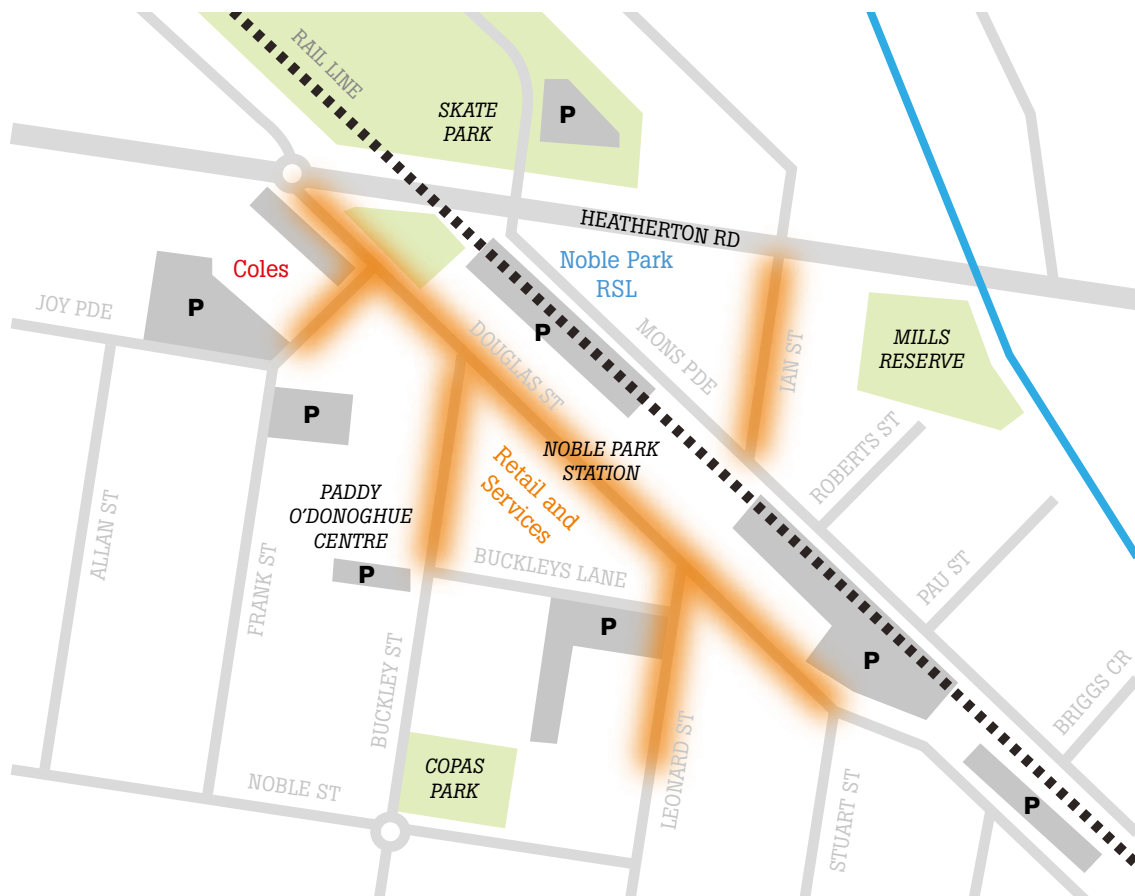


Noble Park Core Retail and Services

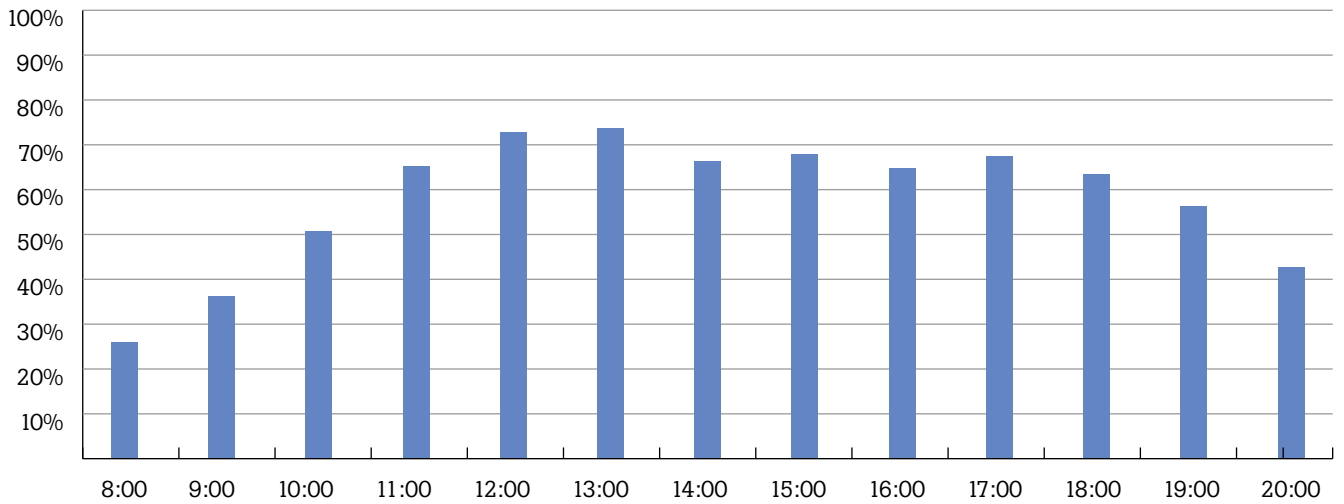
The Noble Park activity centre has over 600 parking spaces (excluding railway station car parking) in a combination of on-street and off-street locations.

Most on-street parking spaces and Council managed car parks within the activity centre are restricted to 1 or 2 hour parking to ensure that as many people as possible can access businesses.

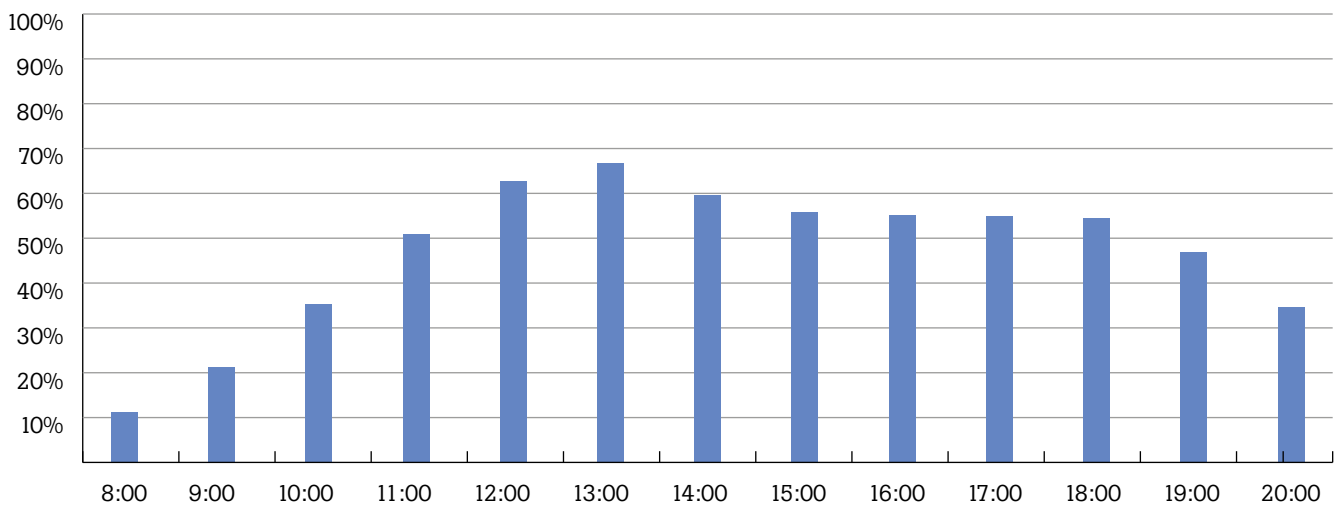
There are also a variety of short term and disabled parking spaces within the core area.



Core – Weekday



Core – Weekend



**averages based on surveys undertaken in 2019*

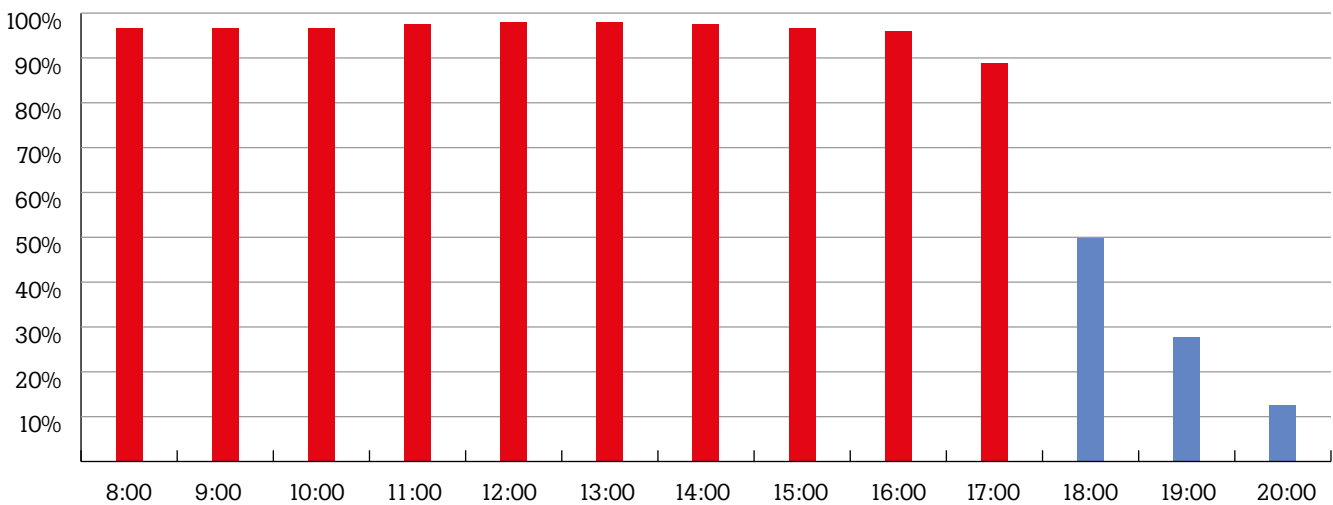
There is generally parking available in the Noble Park activity centre, so visitors should be able to park in a desirable location a short distance from their destination. Visitor volumes are slightly busier during the week compared to the weekend. Both the weekend and weekdays have a similar visitor pattern with the busiest time being between 12pm and 2pm, however it should still be relatively easy to find a parking space if you are heading to Noble Park to shop or access services.

While there tends to be parking available in Noble Park, there are a few locations where parking can be harder to find, which are detailed in the following sections.

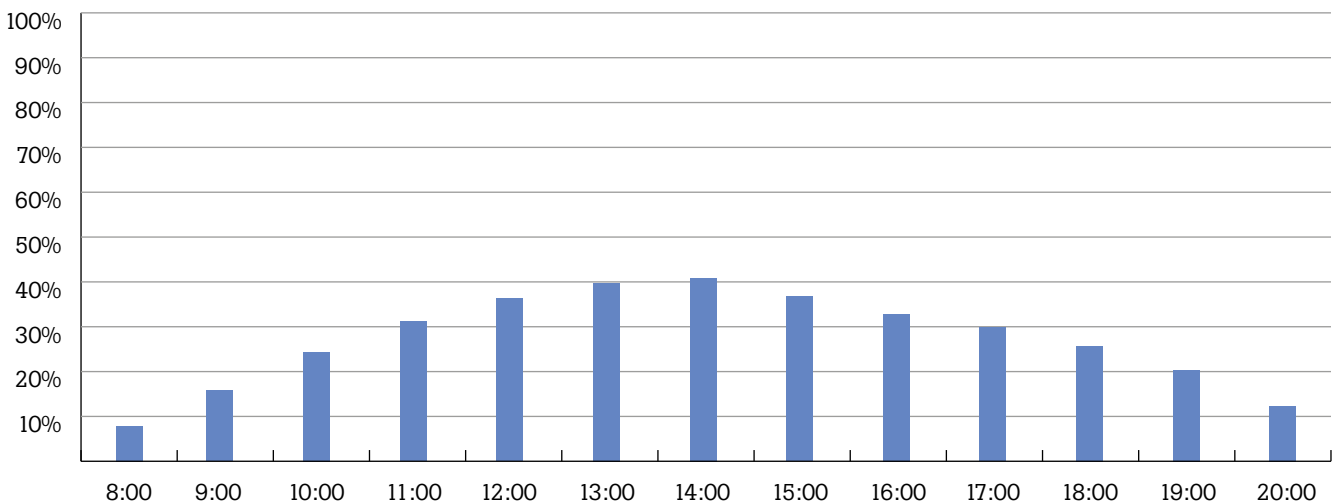
Railway Station Car Parking

The railway station car park in Noble Park has over 300 spaces to provide parking to motorists that park and use the train. This parking is managed by VicTrack. The parking in this car park is all day parking for train commuters, who typically park their car here and travel into the city.

Railway Carpark – Weekday



Railway Carpark – Weekend



**averages based on surveys undertaken in 2019*

The railway station carpark is effectively full from before 8am during weekdays, and rail commuters will find it harder to find a space in Noble Park.

This can also impact workers in Noble Park that do not have on-site parking. These workers may need to park and walk slightly further to their workplace.

After 6pm weekdays and on weekends this parking area provides an unrestricted location that visitors can park in to access the activity centre.



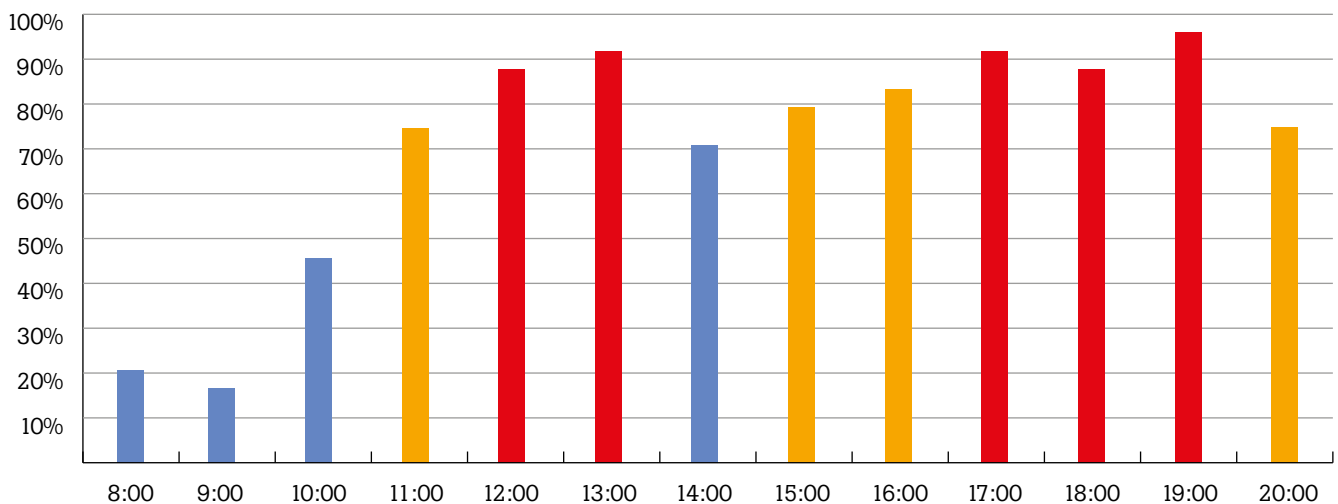
Ian Street

Ian Street forms the main retail/commercial strip on the northern side of the train line. There is a concentration of African traders along Ian Street creating a small African cultural precinct.

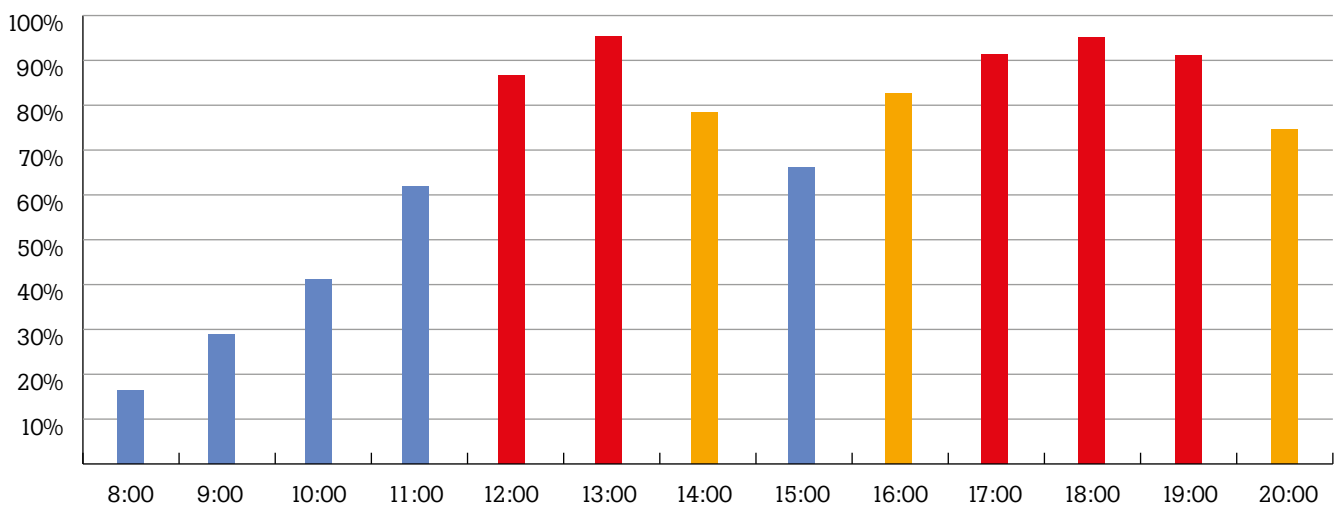
Historically, Ian Street has been disconnected from the rest of Noble Park Activity Centre by the rail corridor. However, with the recent level crossing removal and new station at Noble Park, it is a lot easier to move between Ian Street and the rest of the activity centre.

Parking along Ian Street can be challenging to find during lunchtimes and evenings. During these periods, visitors may find it easier to park a little further away and walk. The parking within Ross Reserve across Heatherton Road is great for people that want to stay a little longer.

Ian Street – Weekday



Ian Street – Weekend



*averages based on surveys undertaken in 2019



Parking along Ian Street
can be challenging to find



Parking for Customers and Visitors

The most important thing for customers and visitors to the activity centre is the ability to find a space. Affordability and security are also important to some users of the activity centre.

Most publicly available parking within the Noble Park Activity Centre is managed to best suit customers and visitors.

One of the best ways to ensure a positive parking experience is to plan ahead, and use the information available on Council's website.

If there is a particular location you are looking to visit, then you can see what times this area is quiet so it will be easier to find a parking space.

Sometimes there are events or works occurring in Noble Park which might impact parking. To keep up to date with goings on in Noble Park, don't forget to follow the City of Greater Dandenong on social media.

You can also sign up to Council's newsletters on greaterdandenong.com. These newsletters provide useful information on events and key parking changes.

What is Council doing?

The Noble Park Parking Precinct Action Plan 2018 includes a number of actions to help customers and visitors.

These actions focus on making more information available to users of the activity centre, so that it is possible to plan trips to the activity centre. This information includes details about parking restrictions and likely parking availability at different times. Council's website and social media will be amongst the methods used to promote this information.

The Action Plan also outlines Council's commitment to addressing parking issues where possible. If you have struggled to find a parking space near the shops in Noble Park, please don't hesitate to get in touch.



Parking for Businesses

Council shares a vision with businesses within Noble Park that the Activity Centre will remain a prosperous place, with many customers visiting Noble Park.

The most important parking management tools to assist businesses are those that increase parking turnover. By ensuring that cars do not stay in the best locations for extensive periods of time, this means that a greater number of users can access shops and services. The tools commonly used in Noble Park to manage this are timed parking restrictions.

Best practice parking management in such scenarios is to target occupancies of between 75% and 85%. When occupancy is greater than 85% parking can appear full, and drivers may need to circulate, wait to find a parking space. This also causes traffic congestion and can put customers off visiting the area.

Below 75% parking can be considered fairly quiet, and parking management tools are less important. This is why most parking restrictions end in the evening period. While there are still some businesses open later, customers are likely to be able to find a parking space, regardless of whether restrictions are in place or not.

Retail is changing rapidly across Melbourne, with more people undertaking shopping online, or using delivery services. For Activity Centres like Noble Park, the variety of shops will continue to attract people walking and cycling from the local area, but in order to attract anyone from greater distances it is important to improve the experience for customers and visitors. This may include streetscape improvements or creation of outdoor dining areas.

Improvements to streetscapes and the creation of outdoor dining areas and green space in the most desirable locations, can require the removal or relocation of parking spaces, which often occupy the most desirable locations outside shops. While this may mean that customers need to walk a little further, studies have shown that in nicer environments, customers are happy to walk further distances.

Another tool used to both improve amenity and increase parking supply is to ensure that commercial vehicles loading and unloading do so during periods when there are not many customers around. Getting deliveries early in the morning means that customers do not have to share the area with trucks, which can make them uncomfortable. This also means that more parking is available during the busiest periods.

Did you know?

The most common concern raised by businesses within Noble Park relating to parking is that people often overstay 1P and 2P restrictions. This reduces turnover, and means that less customers are able to visit the area.

What is Council doing?

The Noble Park Parking Precinct Action Plan 2020 includes a number of actions to improve the activity centre for businesses.

Actions focus on ensuring that parking management measures are altered in response to business needs and parking data, to maximise and realise the potential of parking supply.

The actions targeted at improving the experience for customers are also anticipated to benefit businesses.

Parking for Employees/ Employers

Many businesses within Noble Park operate from sites which have on-site car parking. In these cases, employers can easily provide parking for some/all of their employees.

Employees that do not have parking facilities on site will need to park further away in a location that allows for all day parking and walk the remainder of the distance.

The use of green travel initiatives can encourage more employees to use alternative travel modes, such as public transport, walking and cycling.

Green Travel Initiatives:

Walking and Cycling

There are many benefits to walking or cycling at least part of your trip to work. Check out the City of Greater Dandenong Walking and Cycling Strategies at greaterdandenong.com to find out more. Employers can encourage walking and cycling by providing bicycle parking, lockers and showers on site, as well as promoting the benefits of keeping active.

Public Transport

Employers should provide information about public transport options to employees, to ensure they are aware of travel options.

myki Commuter Club is offered by Public Transport Victoria and allows organisations to buy yearly myki Passes for their staff at a 10 per cent discount. Staff then buy a myki from their employer.

Car Pooling

There are application operators that run car-pooling clubs and systems, so that people can share lifts to and from work. These systems can be accessed by users to match them with people doing similar journeys, and calculate appropriate costs for fuel etc. and manage payments through payroll. Car pooling cars can be given priority parking spaces.

Car pooling reduces fuel costs, reduces congestion and reduces parking demand!



Council will continue to offer assistance to employers

📌 Did you know?

Around a third of people working in Noble Park live locally, and many of these people walk or cycle to work. This is a greater proportion of the workforce than in most Activity Centres across Melbourne. However, some people that live within walking or cycling distance of the activity centre still choose to drive to work.

What is Council doing?

The Noble Park Parking Precinct Action Plan 2020 highlights that Council will continue to offer assistance to employers who are unable to provide satisfactory parking on-site for their employees. Council will proactively contact employer to ensure that businesses are aware of what parking options are available.

As well as identifying where parking may be available to assist employers, Council will also provide information about Green Travel options and how these may assist employers.

Parking for Rail Commuters

Many people who live in the South East of Melbourne do not live within close proximity to public transport, yet use the train to access work in Melbourne CBD and elsewhere.

Due to time and distance, it isn't always possible to walk or cycle to a train station. While bus services often link with stations, the travel time and frequency of services means that these are often unsuitable when accessing rail stations.

This means that many residents in the area choose to drive to stations, which generates a very high demand for parking.

The land around stations, particularly in Activity Centres, can be very valuable land, and the cost of providing parking supply to meet this demand can be very high. Furthermore, people who park in these locations and then leave rarely provide any social or economic benefit to the activity centre.

Within Noble Park, rail commuters are discouraged from parking in areas that could otherwise be used by customers and visitors. Council acknowledges that parking for rail commuters is important, and believes that the State Government, who manages much of this parking, could make significant improvements to the way they manage this parking.

Improving parking facilities at rail stations that are not within Activity Centres, such as Sandown Park Station and Yarraman Station would be one such measure.

What is Council doing?

Council is advocating to the State Government regarding improvements to public transport throughout the municipality. This advocacy includes:

- ▶ Improvements to public transport coverage and frequency
- ▶ Improvements to the management of State owned parking around stations
- ▶ The development of a whole of corridor Park and Ride Strategy
- ▶ Improved bicycle parking at stations



Council acknowledges that parking for rail commuters is important

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.

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.

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.

What is Council doing?

Council recognises the need to maintain flexibility in the way it manages parking in Noble Park. Retention of some land that can be available for parking to ensure an ongoing supply of off street car parking to support the on street spaces is an Action within Councils Parking Precinct Action Plan. Council will ensure that retention of parking is a consideration when considering the future of the Council land at 3-5 Frank Street and 4 Leonard Avenue.



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



Phone **8571 1000**



Fax **8571 5196**



council@cgd.vic.gov.au



TTY: 133 677

Speak and listen: 1300 555 727

Online: relayservice.gov.au



TIS: 13 14 50

Find us online



greaterdandenong.com

