



GREATER
DANDENONG
City of Opportunity

Springvale 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 Springvale 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 Springvale Parking Precinct Action Plan

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

The parking supply within Springvale can get very busy during particular periods of the week and relies on parking management tools such as time restrictions to enable access to the Activity Centre by a wide range of users. During the busiest periods, which are typically lunch times, it can be hard to find a space. If visiting Springvale during these periods it is best to plan ahead.

To facilitate further growth in Springvale, continued investment and response to changing demands will be required.

This Action Plan outlines actions which will be undertaken by the City of Greater Dandenong Council to improve parking in Springvale 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 Springvale 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 Springvale Parking Precinct Action Plan will be reviewed within 3 years, and monitored annually.



deliver the greatest social and economic benefit

improve access to Springvale 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 Springvale 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, such as Balmoral 8 ▶ 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 are lunchtimes. If you are looking to pick up some shopping in Springvale, you are likely to be able to park closer to your destination, and potentially for longer during other times.

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 Springvale 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>Include real-time parking data on Council's website.</p>	Longer Term
<p>Promote information about parking in Springvale 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
<p>Proactively market trader parking permits for any available space in Balmoral 8 Multi-deck car park, to encourage traders not to occupy the best spaces for customers. This should be undertaken progressively until Balmoral 8 car park is full of traders.</p>	Ongoing
<p>Consult with businesses regarding streetscape upgrade projects affecting parking</p>	Ongoing
<p>Contact employers in Springvale to advise on what parking options are available and what assistance can be provided.</p>	Short Term
<p>Promote Green Travel and share success stories with businesses in Springvale.</p>	Short Term
<p>Collect and maintain a database of parking surveys in and around the Springvale Activity Centre. Provide this data to facilitate informed decisions relating to Springvale Activity Centre</p>	Ongoing
<p>Provide consolidated guidance of parking for developers.</p>	Short Term

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 which are proven and are being rolled out rapidly across Australia, such as parking sensors, which can significantly improve enforcement and decision making. Ultimately, these will also be able to deliver real time parking information to the user.

Realising the benefits new parking technologies can offer will be critical to the ongoing prosperity of the Springvale Activity Centre.



✓ ACTION	🕒 WHEN?
Commence the roll out of parking sensor technology to assist with enforcement of priority high turnover parking area.	Immediate
Commence the roll out of parking sensor technology to enable the collection of real time parking data.	Immediate
Develop comprehensive coverage of sensor equipped parking to enable comprehensive real time parking data to be provided online.	Longer Term
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 Springvale 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 Springvale 	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 Springvale	Short Term
Advocate to the Victorian Government about improved management of parking assets within Activity Centres, including Springvale	Short Term

Planning for the Future

Springvale Activity Centre is constantly growing. This growth brings a range of opportunities and threats to the parking experience. Only by giving appropriate consideration to parking can such growth maximise the benefit it provides to Springvale.

While an increase in customers and pedestrians is a great thing, it does mean the streets will need to change to be able to provide a enjoyable experience. Doing so will mean some parking will need to be relocated. The growth of retail in Springvale will also increase demand for parking and additional parking is likely to be required. While options such as converting the rail car park into a customer car park may address such issues, Council acknowledges additional car parking may need to be constructed in Springvale.

There are a number of sites which provide opportunity to increase parking, though these require partnerships with developers, upgrades to the road network and costly construction projects. The Springvale Activity Centre Parking Precinct Action Plan identifies some of the steps Council is undertaking to ensure these car parks can be progressed.

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

The Springvale Activity Centre – Core Retail West Precinct Planning Overlay – Development Controls

Currently as part of the Planning Scheme, developers within a small area of central Springvale are required to contribute a “cash in lieu” amount for every parking space they are unable to provide on site as part of any new development. This initiative was set up to reimburse the construction costs of the Balmoral 8 Multi Storey Car Park. However, since its introduction, these development controls appear to have acted as a deterrent to development in this precinct, which developers finding it easier to develop in the area just outside these development controls. The future of parking supply and demand can be altered through alterations to these controls.

Springvale Boulevard Streetscape Improvements

Council has committed to improving the streetscape along Springvale Road. This significant project will improve access for pedestrians across the street, provide additional space for pedestrians along the street and alter some intersections to improve movement for pedestrians and vehicles. In order to achieve the best outcomes for this project, in future stages it may be necessary to relocate parking. You can learn more about the Springvale Boulevard Project on greaterdandenong.com



The Monash National Employment and Innovation Cluster

One of the locations within Melbourne which the State Government are seeking to expand is the area around Monash National Employment and Innovation Cluster. Springvale Activity Centre falls within the area they are looking at. This means an increased density of housing will be supported around Springvale so people can live close to jobs in Monash. Transport connections to Monash should also improve.

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 Springvale 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 more people drive to Springvale for its fantastic and unique retail offering. People coming from areas with limited public transport provision increases demand for parking.

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

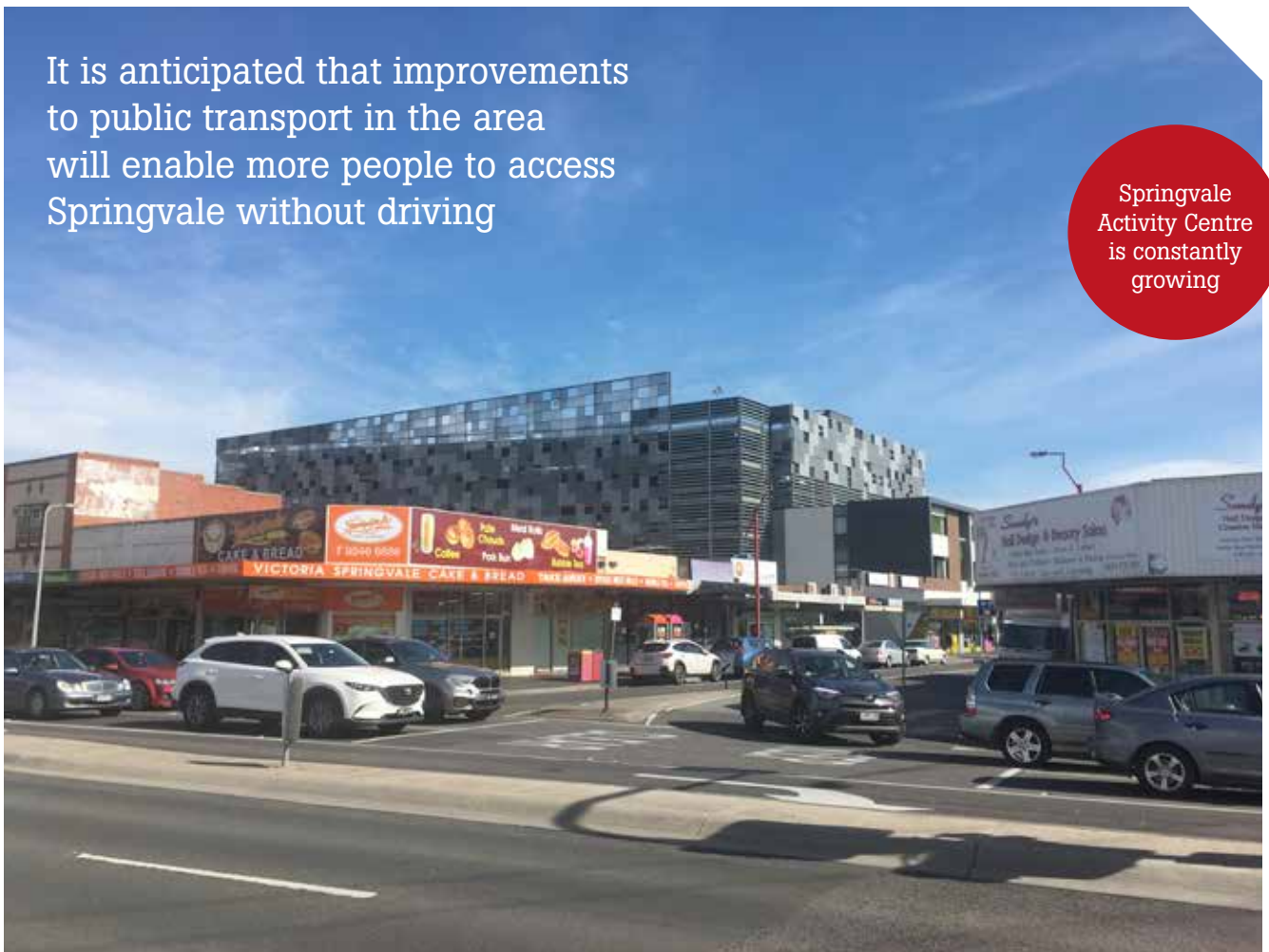
Generally, new parking is paid for by those than need to use the parking. Where this consists of many user groups, complex partnerships between land owners, businesses, car park operators and developers may occur. Council can use funding from rates to subsidise parking in some circumstances, or provide/subsidise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

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

✓ ACTION	🕒 WHEN?
Design and facilitate access improvements to the Warwick Avenue Precinct so this location can cater for increased parking supply. This could include: <ul style="list-style-type: none"> ▶ Reintroduce the left turn from Springvale Road into Lightwood Road, or ▶ Consider providing additional vehicular entry points to the Precinct if the above is not possible 	Short Term
Explore potential partnerships to fund the delivery of increased parking supply in Springvale.	Short Term
Remove or replace the Core Retail West Precinct Planning Overlay in order to encourage development within the core area.	Short Term
Draft advice for developers relating to interpretation of the various planning documents and data with regards to parking within the Activity Centre.	Short Term
Maintain ownership of key parcels of land within the Activity Centre so these can be used for multi-deck parking in future.	Longer Term
Facilitate the provision of increased parking supply in Springvale.	Longer Term

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

Springvale Activity Centre is constantly growing





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