



Springvale Activity Centre Parking Precinct Report 2020



The Springvale Activity Centre

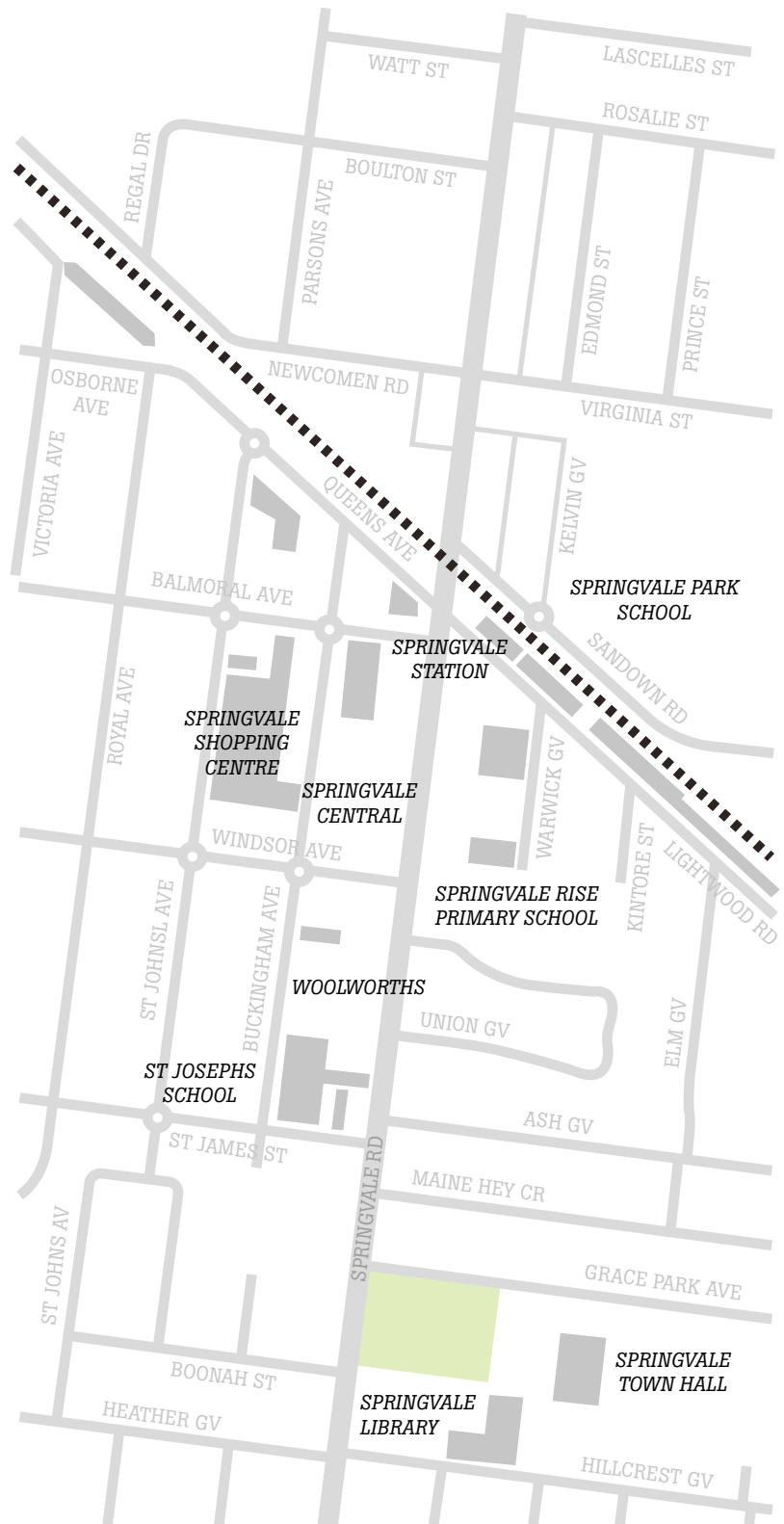
What parking is there in Springvale?

In and around the Springvale Activity Centre, there are around 4,000 parking spaces.

Around 3,000 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 1,600 publicly available parking spaces within the Springvale Activity Centre.

The other public parking spaces are managed by others, such as the shopping centre car parks and Metro Trains rail commuter car park.



Who parks in Springvale?

Publicly available parking within the Springvale Activity Centre is used by:

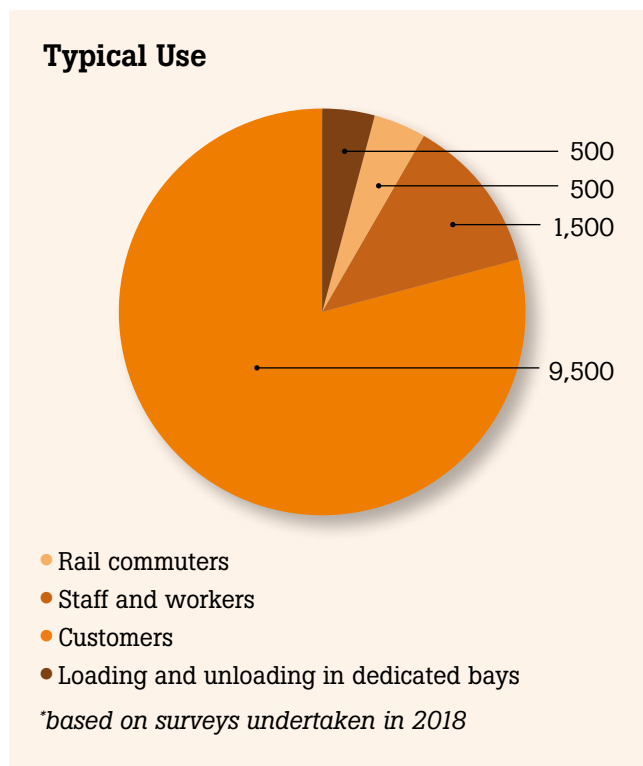
- ▶ Customers and visitors to the centre
- ▶ Workers at businesses that do not provide parking for their employees on site
- ▶ Businesses loading and unloading goods
- ▶ Taxis and pick up and drop off
- ▶ Rail commuters accessing Springvale Train Station

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 these parking space can be used by many customers in a single day.

Several of the car parks in the area are not managed by Council also have parking management controls to improve turnover, such as time limits and ticket parking.

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



Place of Work

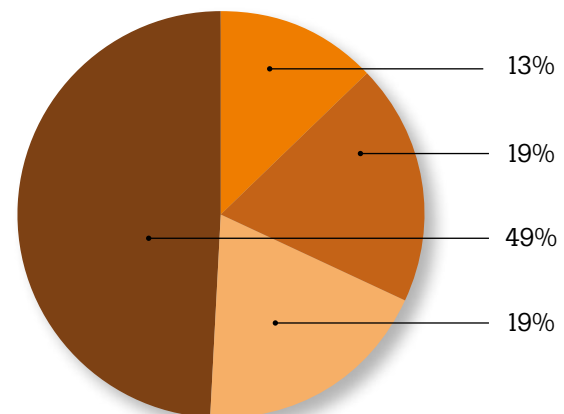
An unusually high proportion of those working in Springvale do not come from nearby areas, compared with other Activity Centres.

This means a higher proportion of the work force rely on cars to get to work, with many workers located where walking and cycling distances are too high, or public transport travel times are significantly higher than driving.

As the population in and around Springvale increases, there will be greater opportunity for people to walk and cycle to work in future. However, for now, some businesses can be reliant on car parking for their staff. While most businesses provide parking for their staff (either a space on site or a permit to park elsewhere), some do not.

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

Where do workers come from?

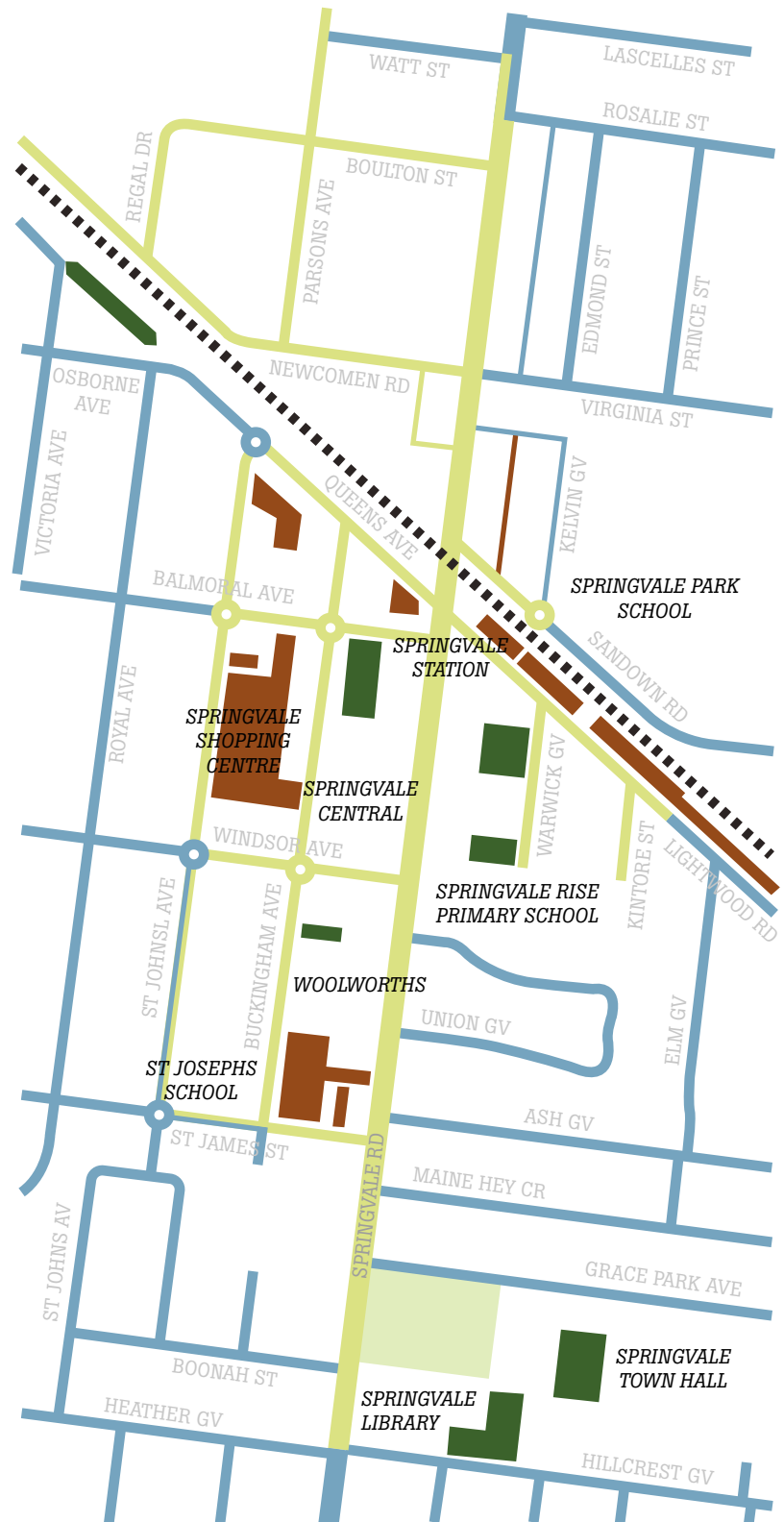


- Springvale
- Rest of Greater Dandenong
- Nearby Councils (Kingston and Monash)
- Other areas

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

Where can people park in Springvale?

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

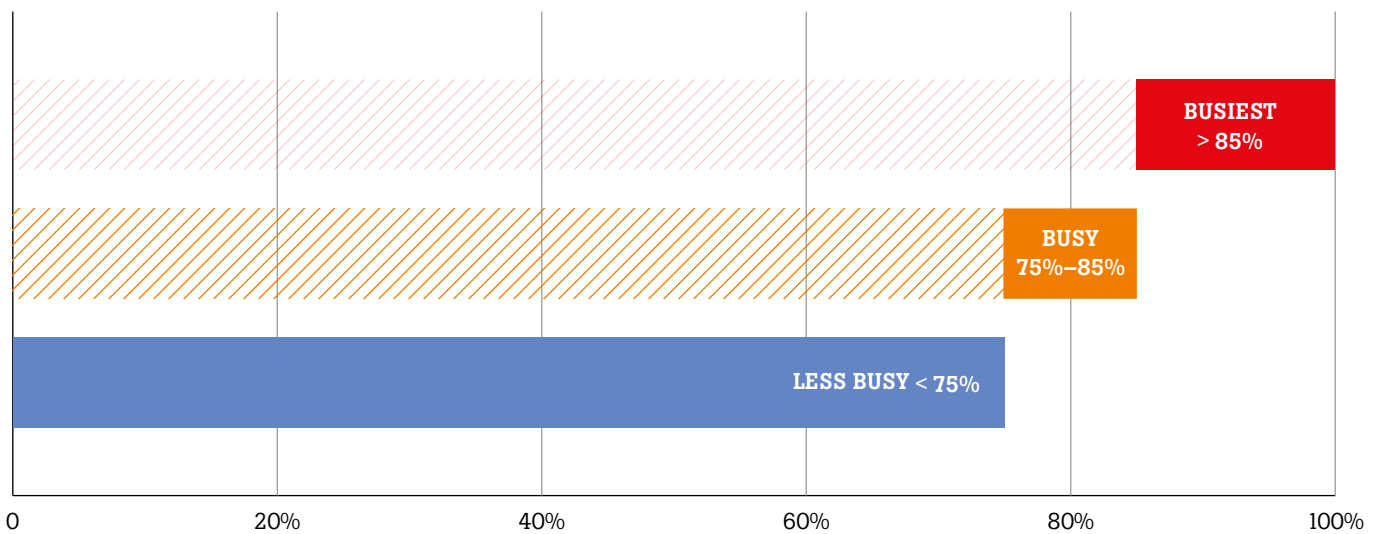


	📍 WHERE?	⚠️ PRIORITIES	👁️ WHAT TO EXPECT
On Street Parking – Activity Centre	Most on street parking within the Activity Centre is managed to encourage as many people as possible to use the activity centre.	1. Customers and Visitors	Restrictions encourage high turnover of parking, such as 1P and 2P. These restrictions mean 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 Springvale, such as the Springvale Shopping Centre Car Park, Woolworths Car Park and Station Car Park, 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 who 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 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.

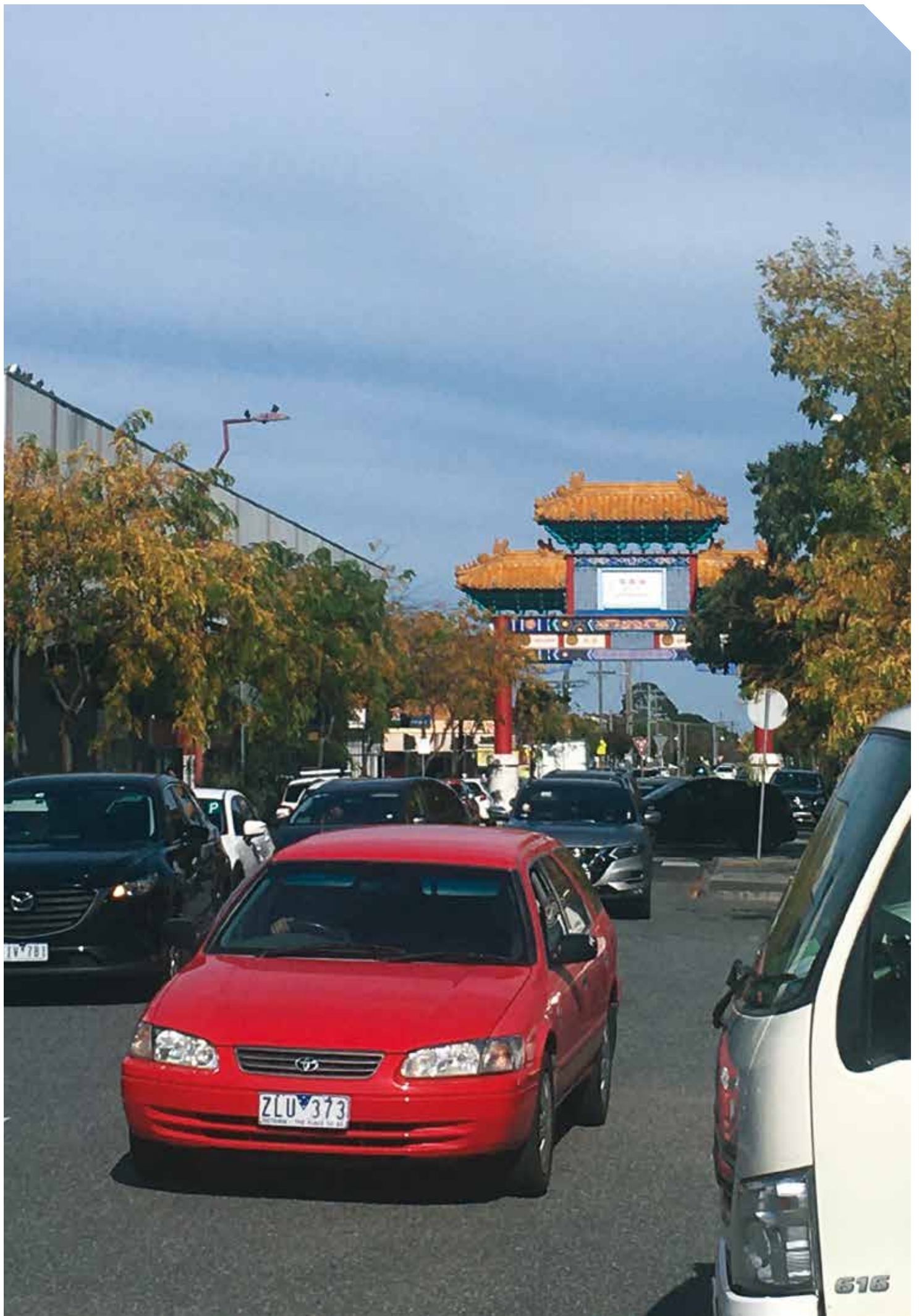
Where and when should people park in Springvale?

The number of available parking spaces in Springvale varies significantly by location, day of the week, and by times of day. During some periods, Springvale is very busy, and it can be hard to find a parking space. 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 Springvale 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 Springvale 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>





Core West On-Street

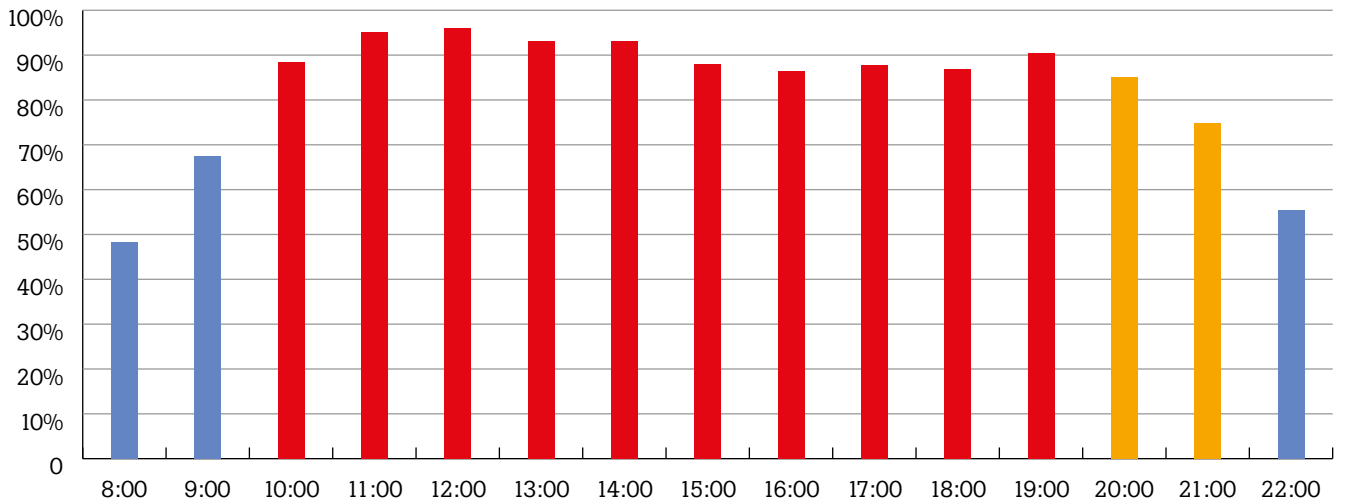
On-street parking in the Core West area of Springvale is always in high demand, and during the day it can be very hard to find an on street parking space. If you are looking to spend a bit of time in Springvale, it is often wiser to park on the edge of the Activity Centre and walk for a few minutes.

Restrictions to encourage turnover are in place. Customers and visitors can expect a balance of short-term 15 minute parking and 2P parking restrictions for the on-street parking around the busy Springvale Shopping Centre and Woolworths Supermarket.

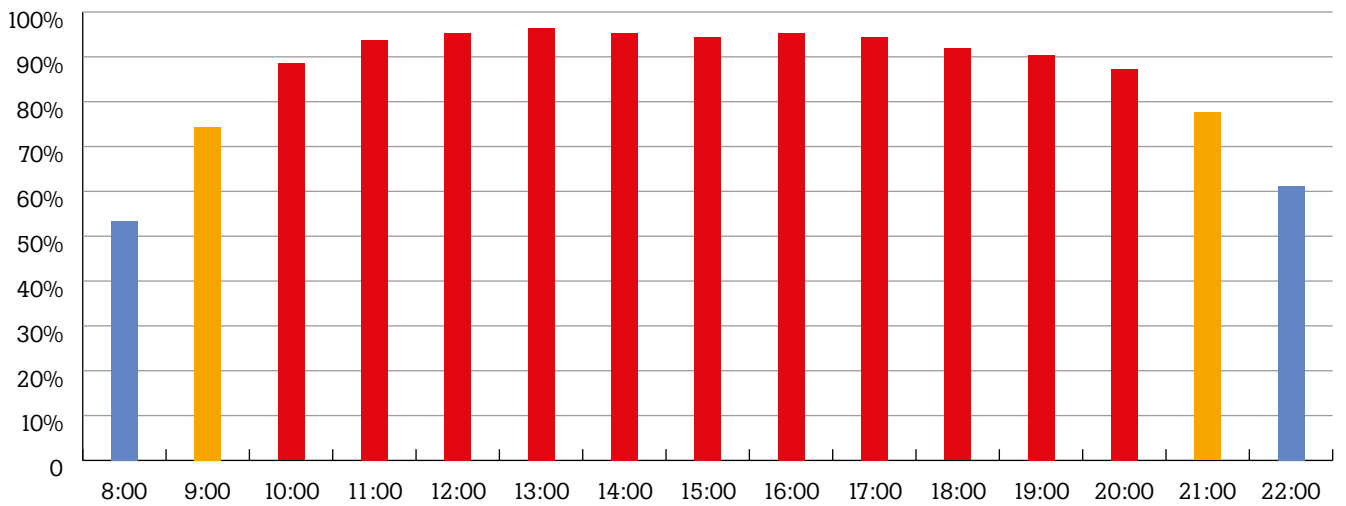
There is some evidence traders in the area park on-street and move their car every few hours. This can be very harmful to businesses in the area. As well as creating congestion, it uses parking in the most appealing spots to customers, meaning they are less likely to visit Springvale to shop.



On-street Parking – Core West – Weekday



On-street Parking – Core West – Weekend



Balmoral 8 Multi-deck Car Park

The Balmoral 8 Multi-deck car park is a Council owned car park accessed off Balmoral Avenue.

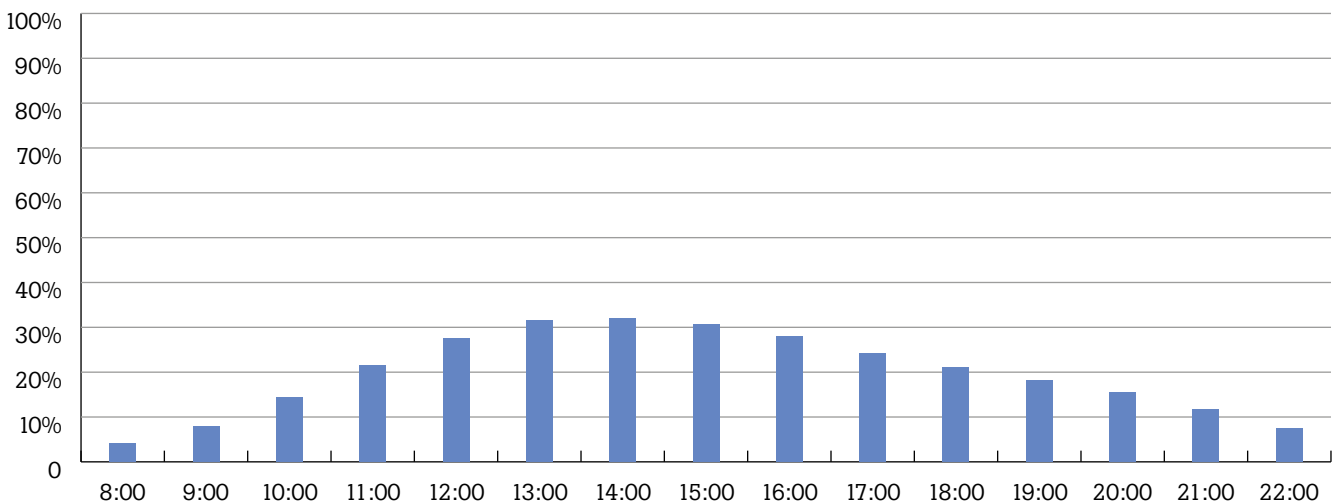
Tickets to park in Balmoral 8 are currently only 50c for the first hour, which is cheaper than the other off street car parks in Springvale.

The car park currently provides a mixture of permit parking and casual parking and is open every day (Monday to Sunday) from 7am-11pm.

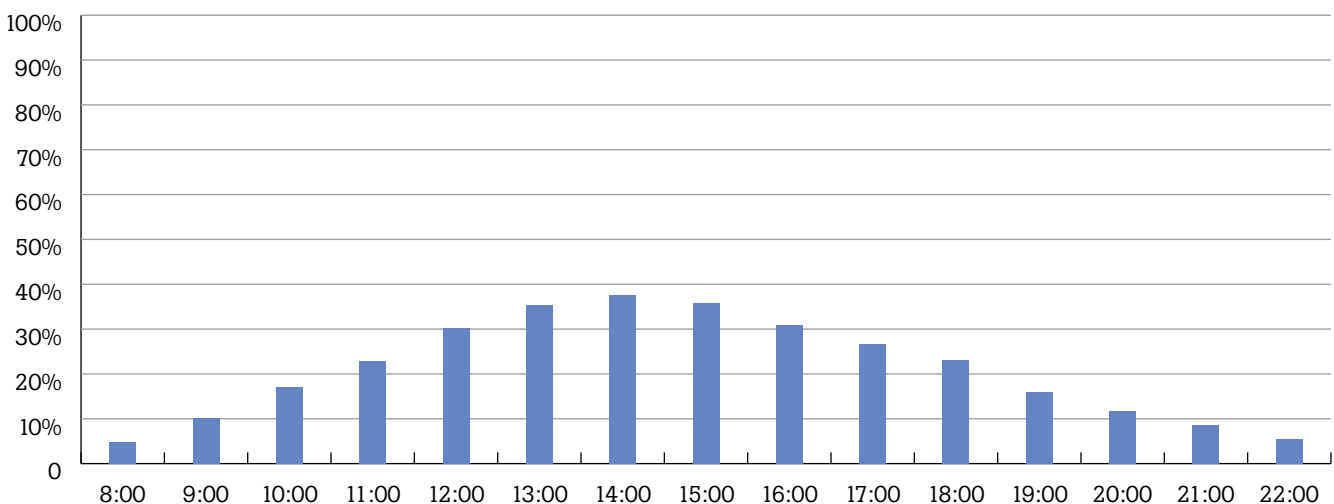
Users of the car park may find the parking aisle and bays narrower than in most public car parks. The design of the car park was originally undertaken with long term parking (staff and traders) in mind.

Accessing the car park from the south is very easy. Drivers can simply turn left from Springvale Road into Balmoral Avenue. Access from the north is slightly harder. There is no right turn into Balmoral Avenue, so drivers should turn at Queens Avenue or Windsor Avenue and then access Balmoral Avenue from St Johns Avenue. You can also use Buckingham Avenue, but it is often slower as it gets very congested, with heavy pedestrian and vehicular traffic.

Balmoral 8 Multideck – Weekday



Balmoral 8 Multideck – Weekend





The car park currently provides a mixture of permit parking and casual parking



Warwick Avenue Precinct

The Warwick Avenue Precinct off Lightwood Road is another popular parking location in Springvale. It is particularly easy to get to for people coming from the east.

Most spaces within this car park are restricted to 2 hour parking. The car park gets very busy around lunchtimes, but can be a good place to find a parking space if you are visiting Springvale for dinner (which you should).

Council has recently upgraded the laneway through from Warwick Avenue to Springvale Road past the post office, and will be upgrading the crossing on Springvale Road in the near future to make the experience for those using this car park even better.

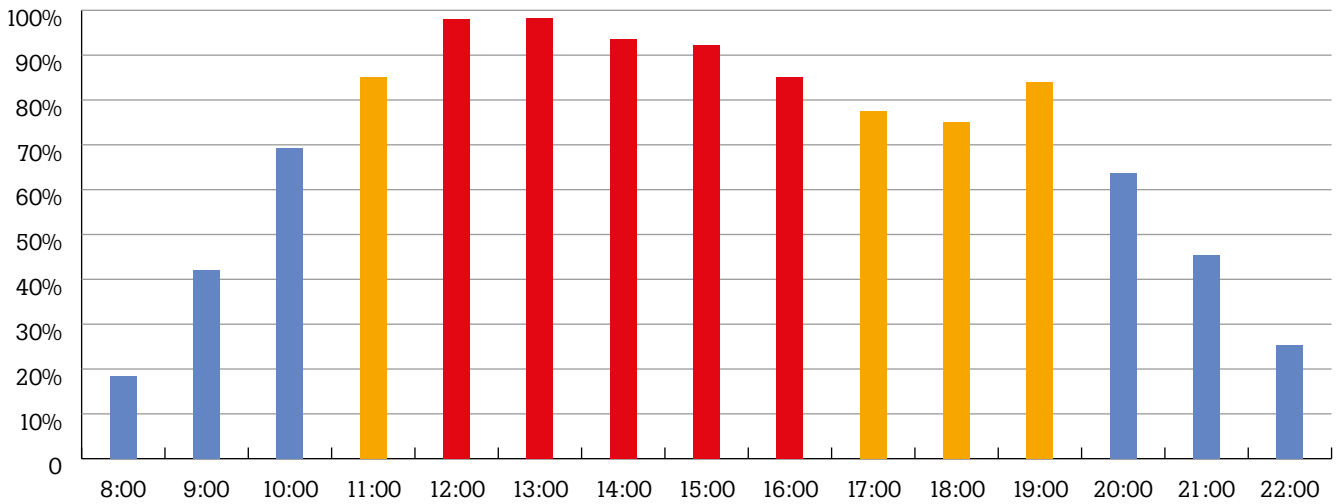
📍 Did you know?

Warwick Avenue can be tricked to access from the North due to the left turn from Springvale Road into Lightwood Road being banned. Council is currently working with the State Government to remove the turn ban. In the meantime, customers can access Warwick Avenue by making a left turn into Sandown Road, followed by a right turn at Lindsay Williams Crossing onto Lightwood Road.

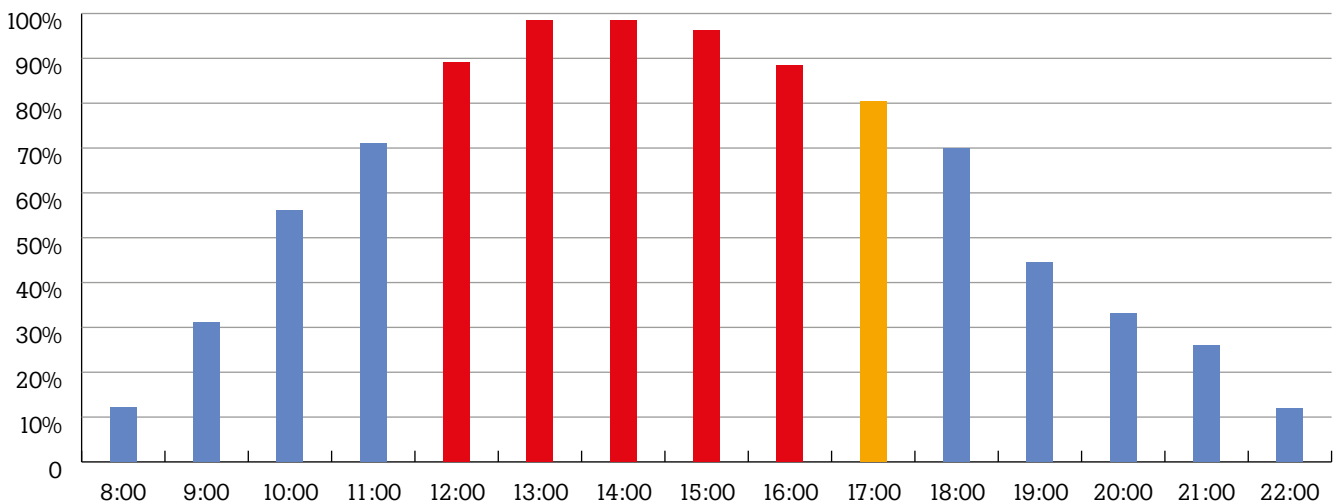




Warwick Avenue Precinct – Weekday



Warwick Avenue Precinct – Weekend

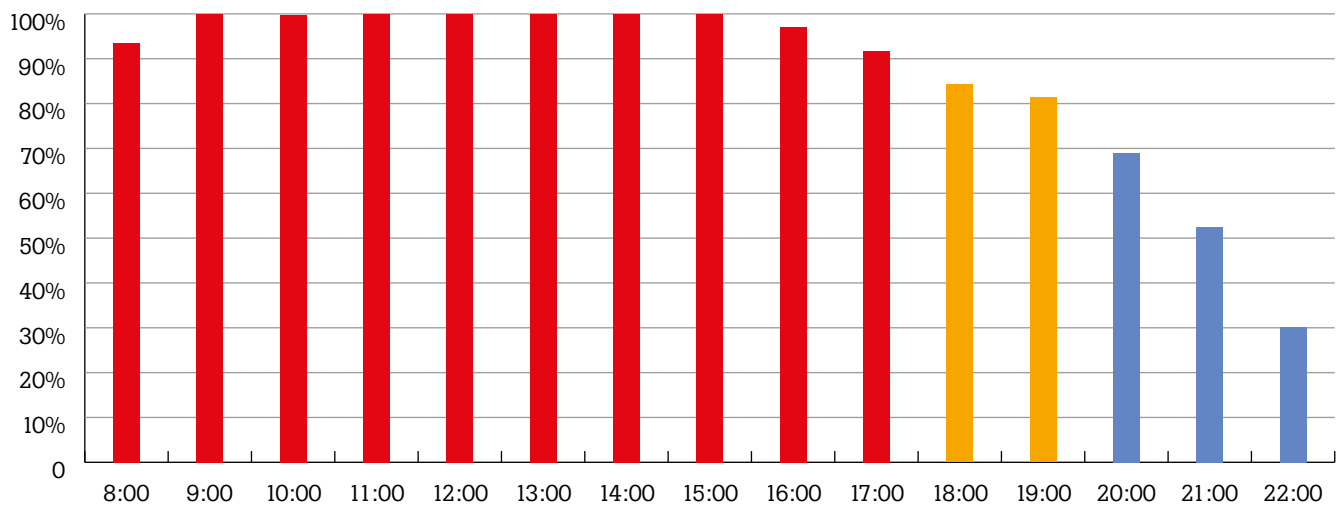


Rail Commuter Parking

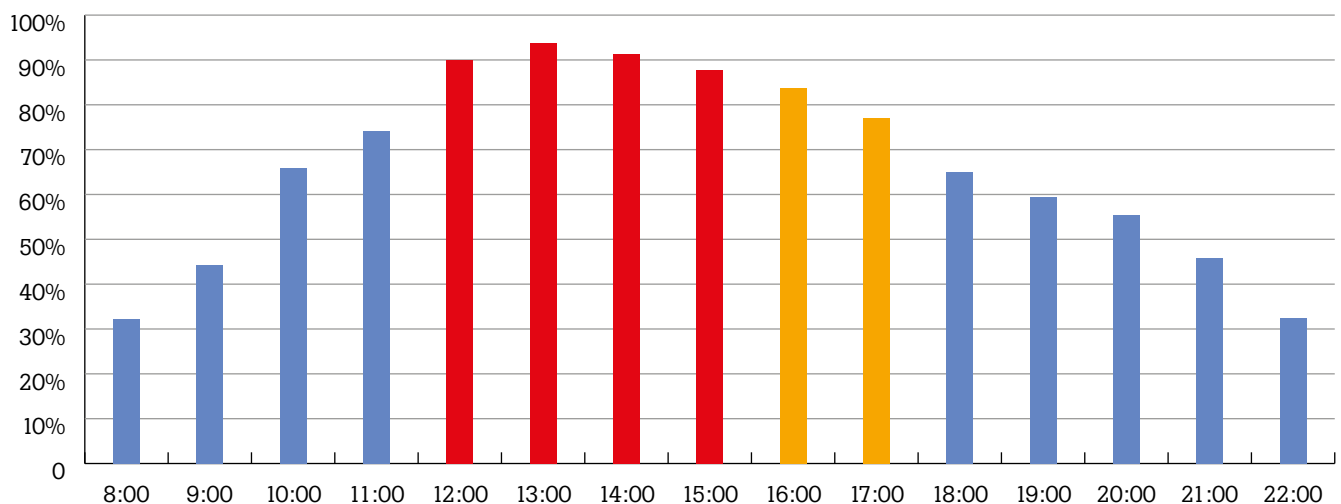
There is a large rail commuter car park on Lightwood Road near Springvale Station. This parking is managed by the State Government. The available parking spaces are occupied early in the mornings by commuters travelling to work by train. Most of these parking spaces remain occupied until late in the afternoon.

Rail commuters looking for a station where parking doesn't fill up as early should consider Westall Station or Sandown Station nearby.

Rail Commuter Parking – Weekday



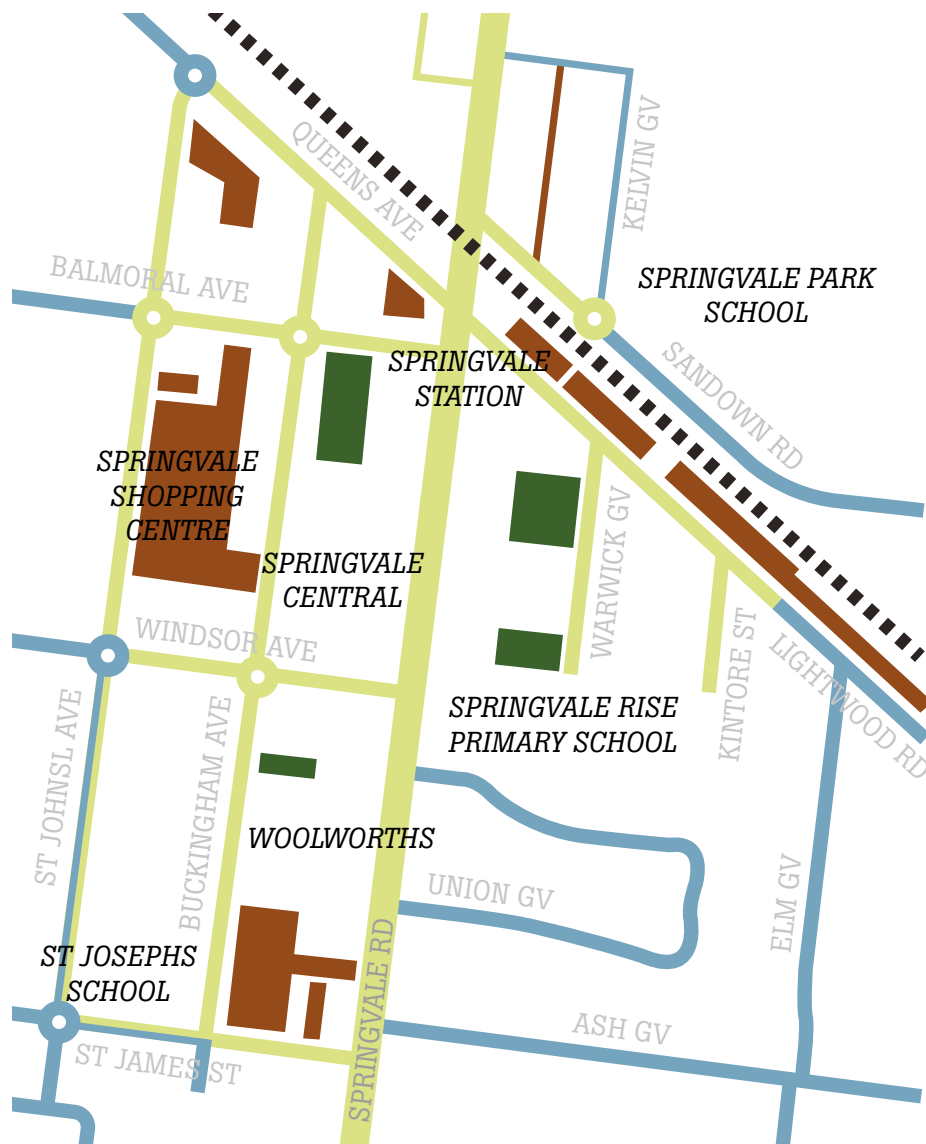
Rail Commuter Parking – Weekend



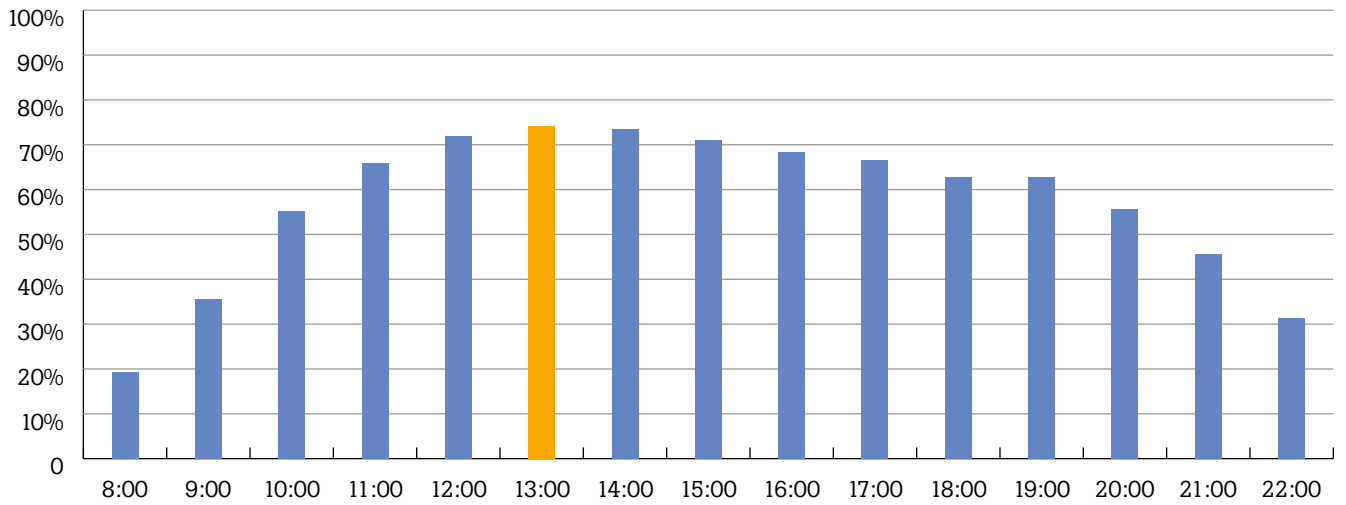


Springvale Activity Centre

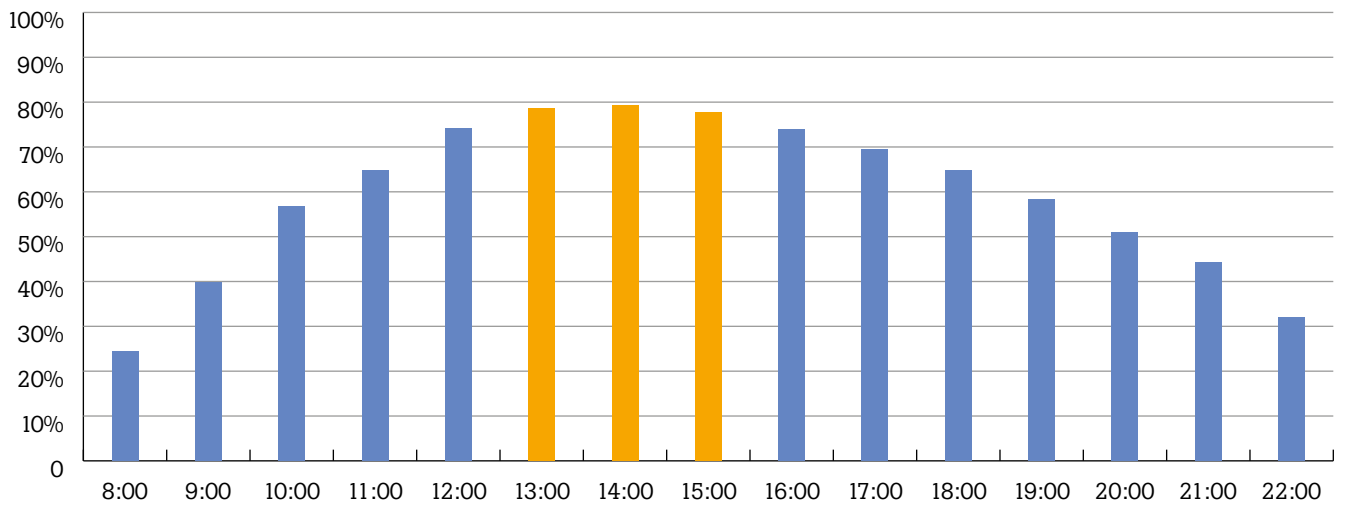
While some areas in Springvale are very busy, it is usually quite easy to find a parking space a little further from the core retail area and walk. Or visitors could park in one of the off street car parks such as Balmoral 8 or the Springvale Shopping Centre Car Park. As long as you plan your trip, there is no excuse for not visiting.



Broad Activity Centre – Weekday



Broad Activity Centre – Weekend





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 Springvale 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 Springvale which might impact parking. To keep up to date with goings on in Springvale, 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 Springvale Precinct Action Plan 2020 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 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 identifies smart technology such as parking sensors will be rolled out, to enable the collection of real time parking information. Council's long term goal is to be able to provide real time parking information including availability and wayfinding, to users.

What are parking sensors?

Many Councils including the City of Greater Dandenong have started to roll out parking sensors within Activity Centres. Parking sensors are able to provide real time parking information about whether a space is occupied, and how long the car has been there. This smart technology assists with both parking enforcement, and determining what the most appropriate parking restrictions are in an area. Once a comprehensive network is built up over an Activity Centre, the data can be used to provide real time information to customers and visitors.

Parking for Businesses

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

The most important parking management tools to assist businesses are those which increase parking turnover. By ensuring cars do not stay in the best locations for extensive periods of time, this means a greater number of users can access shops and services. The tools commonly used in Springvale to manage this are timed parking restrictions, though some private car parks also use ticket parking to achieve this.

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 Springvale, 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.

The number of people living in and around Springvale is anticipated to grow rapidly. This will not only mean more customers, but also more pedestrians moving around the area, and an increased demand for pedestrian space. Providing more space for pedestrians in Springvale will require alterations to the streetscapes. You can learn more about the growth of Springvale in the Springvale Structure Plan on greaterdandenong.com.

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 customers need to walk a little further, studies have shown in nicer environments, customers are happy to walk further distances.

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

Did you know?

The most common concerns raised by businesses within Springvale relating to parking is that it can take a while to find a parking space and that people often overstay 1P and 2P restrictions. This reduces turnover, and means less customers are able to visit the area.

What is Council doing?

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

Actions focus on ensuring 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.

What can I do?

The most important thing traders can do to help business thrive in Springvale is to park a little further from their shops at the start of the day. This means the spaces right outside your shop are available to customers. Any space occupied by a worker is one which cannot be used by a customer, and if customers cannot get to the shops, they won't be able to spend any money there.

Also, traders moving their cars around every few hours causes congestion, which puts customers off visiting Springvale to shop. Surveys of customers have identified this is one of the main reasons some people choose to shop in other Activity Centres.

There are some great options for traders to park a little further from the core of the Activity Centre. Or, if you want your car close by, why not sign up for a cheap trader permit within the upper floors of Council's Balmoral 8 Multi Storey Car Park?

Parking for Employees/ Employers

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

Employees who do not have parking facilities on site will need to park further away in a location which allows for all day parking and walk the remainder of the distance. Employees parking in short term spaces and moving their car every few hours can be very harmful to business, as these spaces are not available to customers.

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 which run car-pooling clubs and systems, so 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!

Will there be more free parking for employees?

Somebody has to pay for parking. There is significant cost associated with land, construction and management of parking. In many circumstances, the employer pays for car parking for their employees (either by buying space in a car park, or constructing a car park on site as part of their development). In some occasions employees subsidise parking costs also, and Council can use funding from rates to subsidise parking in some circumstances.

🔍 Did you know?

Lots of people drive to work in Springvale because they live too far away to walk or cycle. However, there are some people who live at locations where walking, cycling or taking public transport is just as fast as driving but they still chose to drive. If these people chose not to drive, there would be more space for customers.

What is Council doing?

The Springvale Parking Precinct Action Plan 2020 highlights 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 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.



Council will proactively contact employer to ensure businesses are aware of what parking options are available

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 these are often unsuitable when accessing rail stations.

This means 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 Springvale, rail commuters are discouraged from parking in areas which could otherwise be used by customers and visitors. Council acknowledges parking for rail commuters is important, and believes 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 which are not within Activity Centres, such as Sandown Park Station and Westall 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

Parking for Developers

Springvale is growing, and lots of great development is occurring in and around the Activity Centre. Council fully supports this growth as outlined in the Springvale Structure Plan, which is available on Councils website greaterdandenong.com

This growth and new development will have implications for parking, and parking will have implications for how and when this development occurs.

Currently there are a number of guideline documents and parts of the Greater Dandenong Planning Scheme and Victorian Planning Provisions which conflict and do not provide a consistent basis for developers to consider parking. A need to provide a consistent message has been identified.

One set of development controls administered through the Planning Scheme is The Springvale Activity Centre – Core Retail West Precinct Planning Overlay. Currently, 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.

Council undertakes comprehensive surveys of the Springvale Activity Centre, including hourly parking occupancy surveys, pedestrian counts and traffic counts. This data is available for developers to assist in enabling informed development.

Councils Municipal Parking Strategy goals relating to development within the Activity Centre include:

- ▶ 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"

In order to facilitate these goals, Council officers are able to provide advice to developers in Springvale regarding:

- ▶ On-site parking management
- ▶ Consolidated parking
- ▶ Car Share
- ▶ Springvale specific parking generation and parking rates
- ▶ Interpretation of census data and forecasting

What is Council doing?

The Springvale Parking Precinct Action Plan 2020 includes a commitment by Council to continue to gather extensive parking data relating to the activity centre, and to make this information available to developers. This data can assist in ensuring informed decisions are made regarding parking provision at new developments.

Council is also looking to remove or replace the Core Retail West Precinct Planning Overlay to help reduce barriers for developers looking to provide supported types of development in the right places.

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:

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 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 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.

What is Council doing?

Council will work with developers of larger sites to potentially increase parking supply for the Activity Centre. Key Council owned sites, such as the Warwick Avenue Car Park need access to be improved before they can cater for increased parking. Council is working to address this, for example through advocacy and design work to reintroduce the left turn movement from Springvale Road into Lightwood Road, so customers from Springvale Road can access the Warwick Avenue car park far more easily.



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