



# Dandenong Activity Centre Parking Precinct Action Plan 2020



# The Greater Dandenong Municipal Parking Strategy

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

The key objectives identified in the Municipal Parking Strategy for Dandenong 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 Council's 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 Council's website [greaterdandenong.com](http://greaterdandenong.com) and in Council's customer service centres.

# The Dandenong Parking Precinct Action Plan



Information relating to the performance of the publicly available parking within Dandenong Activity Centre can be found at [greaterdandenong.com](http://greaterdandenong.com) and in the Dandenong Parking Precinct Report 2020.

The parking supply within Dandenong 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 to improve parking in Dandenong Activity Centre. These actions are consistent with the objectives outlined in Council's 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 Victorian Government regarding both parking management and public transport, to improve access to Dandenong 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:

<b>ONGOING</b>	Ongoing
<b>IMMEDIATE</b>	Within 12 months
<b>SHORT TERM</b>	Within 2 years
<b>LONGER TERM</b>	Within 5 years

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

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



planning for the future

investment and response to changing demands

## 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 and ticket parking costs 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 Dandenong Activity Centre, visit [greaterdandenong.com](http://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"> <li>▶ Alterations to time restrictions and ticket prices on-street based on occupancy</li> <li>▶ Alterations to parking management controls in off-street car parks based on demand.</li> </ul>	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"> <li>▶ Options for reduced cost permit parking within Council managed off-street car parks</li> <li>▶ Facilitate agreement between employers and other parties that are able to provide assistance, such as other businesses and 3rd party parking providers.</li> </ul>	Ongoing
Commence the roll out of parking sensor technology to improve data collection and enforcement.	Immediate



## 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 and at a lower cost.

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 Dandenong Activity Centre.</p> <p>Information should include:</p> <ul style="list-style-type: none"> <li>▶ Identification of busy / quiet periods to enable people to plan trips</li> <li>▶ Current parking controls</li> <li>▶ Road rules and how to understand parking management signage and machines</li> <li>▶ Parking promotions and offers.</li> </ul>	Immediate
Include real-time parking data on Council's website	Longer Term
<p>Promote information about parking in Dandenong on an ongoing basis through a range of media.</p> <p>Tools for promotion to include:</p> <ul style="list-style-type: none"> <li>▶ Greater Dandenong Council News</li> <li>▶ Social Media.</li> </ul>	Ongoing
Consult with businesses regarding streetscape upgrade projects affecting parking.	Ongoing
Contact employers in Dandenong to advise on what parking options are available and what assistance can be provided.	Short Term
Update Council's Green Travel Plan and promote / share success stories with other businesses in Dandenong.	Short Term
Collect and maintain a database of parking surveys in and around the Dandenong Activity Centre. Provide this data to developers and consultants to facilitate informed decisions relating to development in Dandenong.	Ongoing
Provide consolidated guidance on parking for developers.	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 that 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 that new parking technologies can offer will be critical to the ongoing prosperity of the Dandenong 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 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 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 Dandenong including: <ul style="list-style-type: none"> <li>▶ Cost, routes and frequency of services</li> <li>▶ Broader public transport issues associated with growth in the South East that effect Dandenong.</li> </ul>	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 Dandenong.	Short Term
Advocate to the Victorian Government about improved management of parking assets within activity centres, including Dandenong.	Short Term

## Planning for the Future

The City of Greater Dandenong is committed to the Revitalising Central Dandenong vision of Dandenong as the heart of Melbourne's growing south east corridor.

The Victorian Government's \$290 million funded Revitalising Central Dandenong initiative is rejuvenating the city centre and creating a fresh new future for central Dandenong. This means that further significant growth and new development is anticipated within the Dandenong Activity Centre. Development has implications for parking, and parking has implications for development.

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

Many potential larger projects which may occur within the Dandenong Activity Centre, such as new sports facilities, large medical facilities, education facilities, high rise office buildings and apartment buildings bring with them a range of opportunities and challenges to the parking experience in Dandenong. Only by giving appropriate consideration to parking can such developments maximise the benefit that they provide to Dandenong.

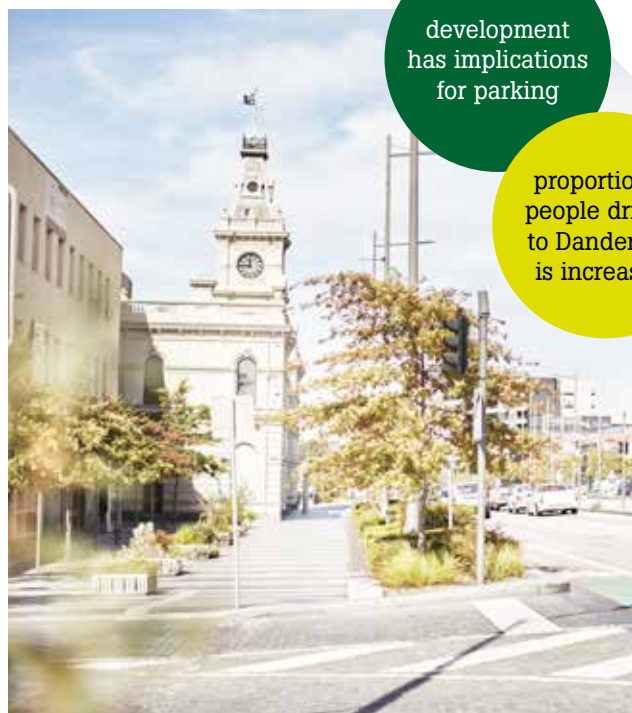
There are a number of other factors which are anticipated to cause significant changes in parking demand and supply within Dandenong. These include:

### 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 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 Dandenong without driving.



development has implications for parking

proportion of people driving to Dandenong is increasing

### 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 Dandenong. The latest census data shows that the proportion of people driving to Dandenong 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 office space

There is a significant volume of vacant office space within Dandenong. If this was all to be filled, this would generate demand for staff, customers and visitors at these properties.

### Pressure to improve retail experience through streetscape enhancements

Improving the experience for customers is becoming a priority for shopping areas as they try to compete with the changes to retail (such as online shopping). Space within the most desirable locations provides the best value to retail centres as space for outdoor dining and for pedestrians to dwell and socialise, not parking. In order to achieve the best outcomes for streetscapes, it can be necessary to remove or relocate parking.

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, and additional public parking supply will be required.

## 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. Private car parking operators and site managers within Dandenong also open, close and alter car parks.

A new public multi-deck car park with many parking spaces would likely only be built when particular triggers occur that cause the need for additional parking. This may include the backfilling of vacant office sites, significant changes to the retail offering in Dandenong, or large new developments.

It is anticipated that such triggers will be met within Dandenong within the relatively near future, and planning for this will be undertaken by Council in the short term.

Generally, new parking is paid for by those that 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 may 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 Dandenong, local or the Victorian Government may also choose to fund additional parking.

✓ ACTION	🕒 WHEN?
Develop designs for multi-deck car parking facilities at key sites within the Activity Centre, including: <ul style="list-style-type: none"> <li>▶ Oldham Lane</li> <li>▶ McCrae Street.</li> </ul>	Short Term
Explore potential partnerships to fund the delivery of increased parking supply in Dandenong.	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 that these can be used for multi-deck parking in future.	Longer Term
Facilitate the provision of increased parking supply in Dandenong when required.	Longer Term

Development has implications for parking, and parking has implications for development





Phone **8571 1000**



Fax **8571 5196**



[council@cgd.vic.gov.au](mailto:council@cgd.vic.gov.au)



TTY: 133 677

Speak and listen: 1300 555 727

Online: [relayservice.gov.au](http://relayservice.gov.au)



TIS: 13 14 50

Find us online 

[greaterdandenong.com](http://greaterdandenong.com)

