



**GREATER
DANDENONG**
City of Opportunity

Dandenong Activity Centre Parking Precinct Report 2020



The Dandenong Activity Centre

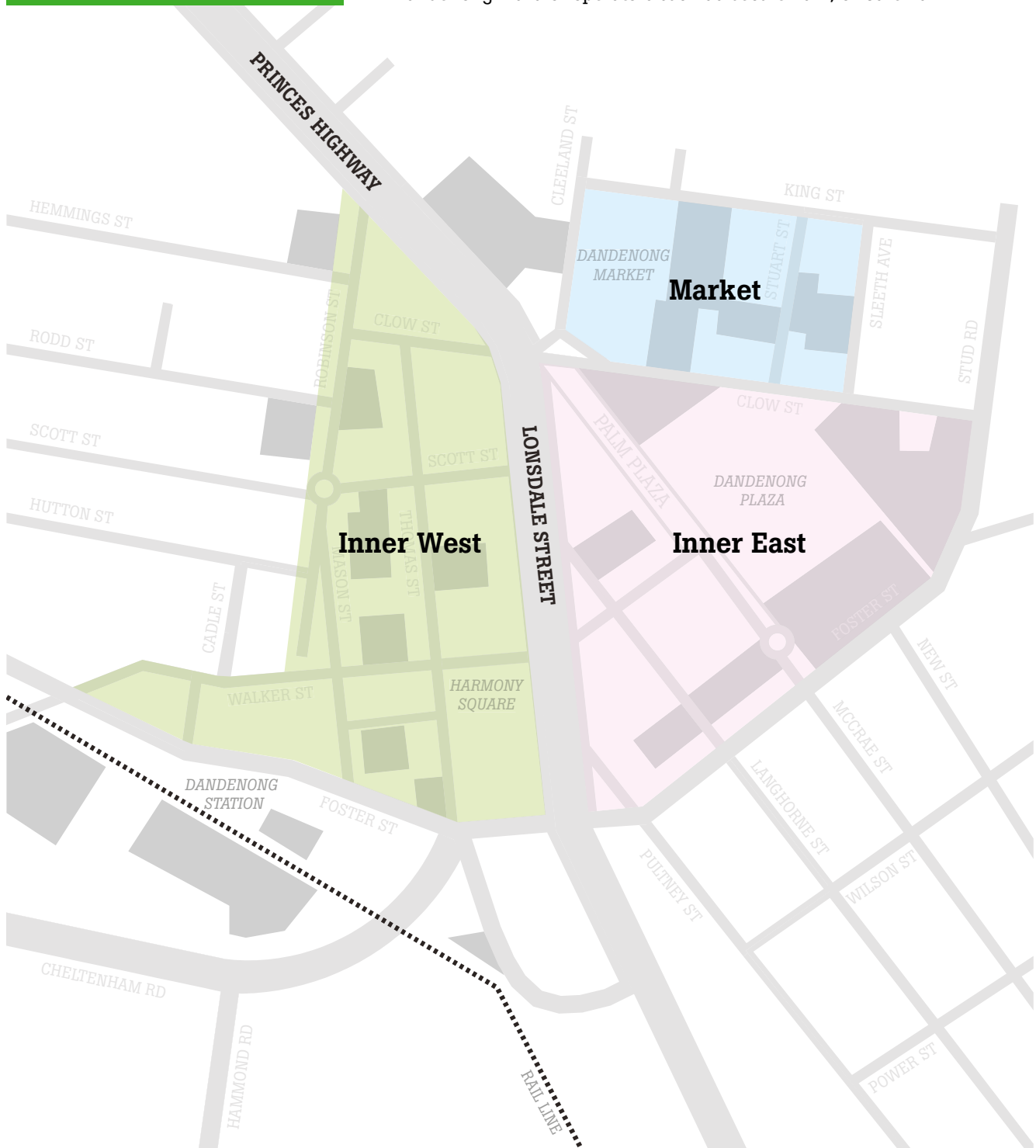
What parking is there in Dandenong?

In and around the Dandenong Activity Centre, there are over 12,000 parking spaces.

Around 7,000 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 3,500 publicly available parking spaces within the Dandenong Activity Centre.

The remaining public parking spaces are managed by others, such as the Dandenong Plaza or operators such as Secure Park, or Care Park.



Who parks in Dandenong?

Publicly available parking within the Dandenong 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 Dandenong Station

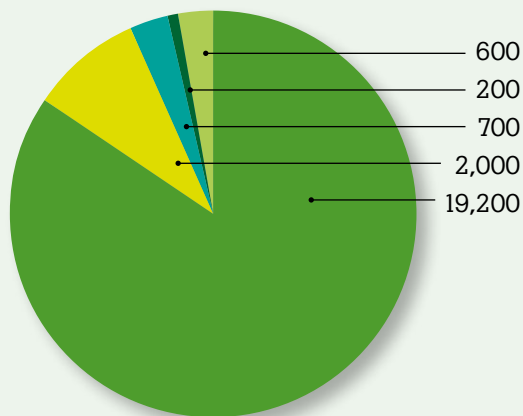
Council manages parking to attract as many customers and visitors to the centre as possible, as they provide significant social and economic value to the activity centre.

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.

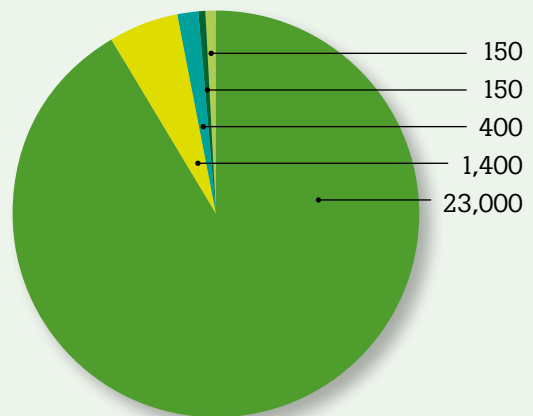
Most workers in Dandenong park off street in car parking provided by their employers, though due to site constraints, some employers are unable to provide parking for their employees.

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

Weekday Users



Weekend Users



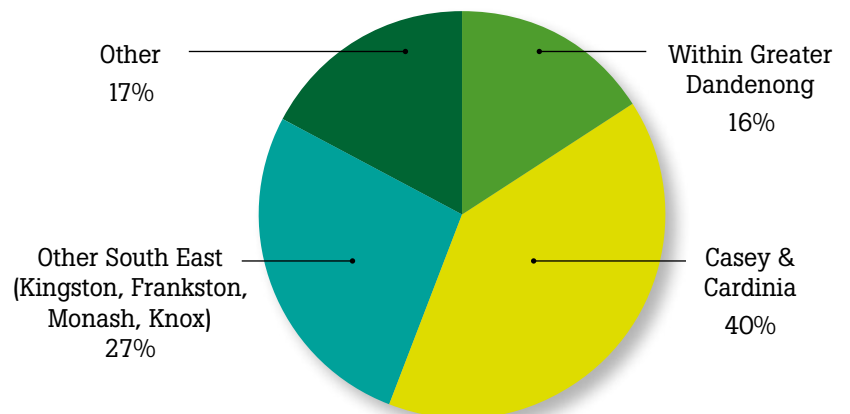
● Customers/Visitors ● Workers ● Pick up and drop off ● Loading and unloading ● Rail commuters

**based on surveys undertaken in 2020*

Place of Work

A large proportion of people coming to Dandenong come from growth areas in the South East, within the City of Casey and the Shire of Cardinia. Many of the large residential growth areas in these municipalities are not serviced well by public transport, so those coming to Dandenong are more likely to drive and park.

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



Where can people park in Dandenong?

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

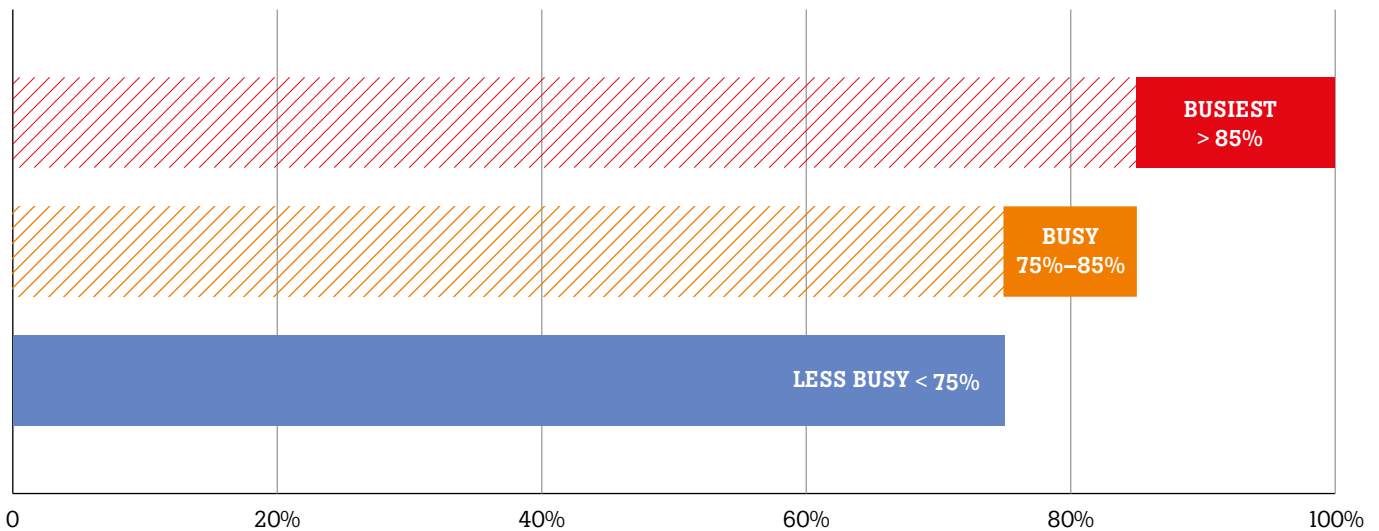


	📍 WHERE?	⚠️ PRIORITIES	👉 WHAT TO EXPECT
On-street parking – activity centre	Most on street parking within the activity centre is managed to encourage as many people as possible to use the activity centre.	1. Customers and visitors	Restrictions that encourage high turnover of parking, such as 1P, 2P and ticket parking. These restrictions encourage turnover 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. Permit parking for workers 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, permit spaces for local employers and all day casual parking may be offered.
Off-street parking – managed by others	There are a number of off-street car parks in Dandenong, such as the Dandenong Plaza car park, rail station parking and private casual car parks, 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.
Activity centre periphery parking	Locations such as Railway Parade, the Princes Highway Service Lane near Hemmings Park and Pultney Street are located far enough from the activity centre that demand for parking from customers and visitors is lower. There is also less impact on residential areas as a result of parking on these streets.	1. Customers and visitors 2. Longer term casual parking	Some spaces may be allocated to customers and visitors through the use of restrictions that encourage turnover, such as time restrictions. The remaining parking will be available for casual longer term parking.
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 Dandenong?

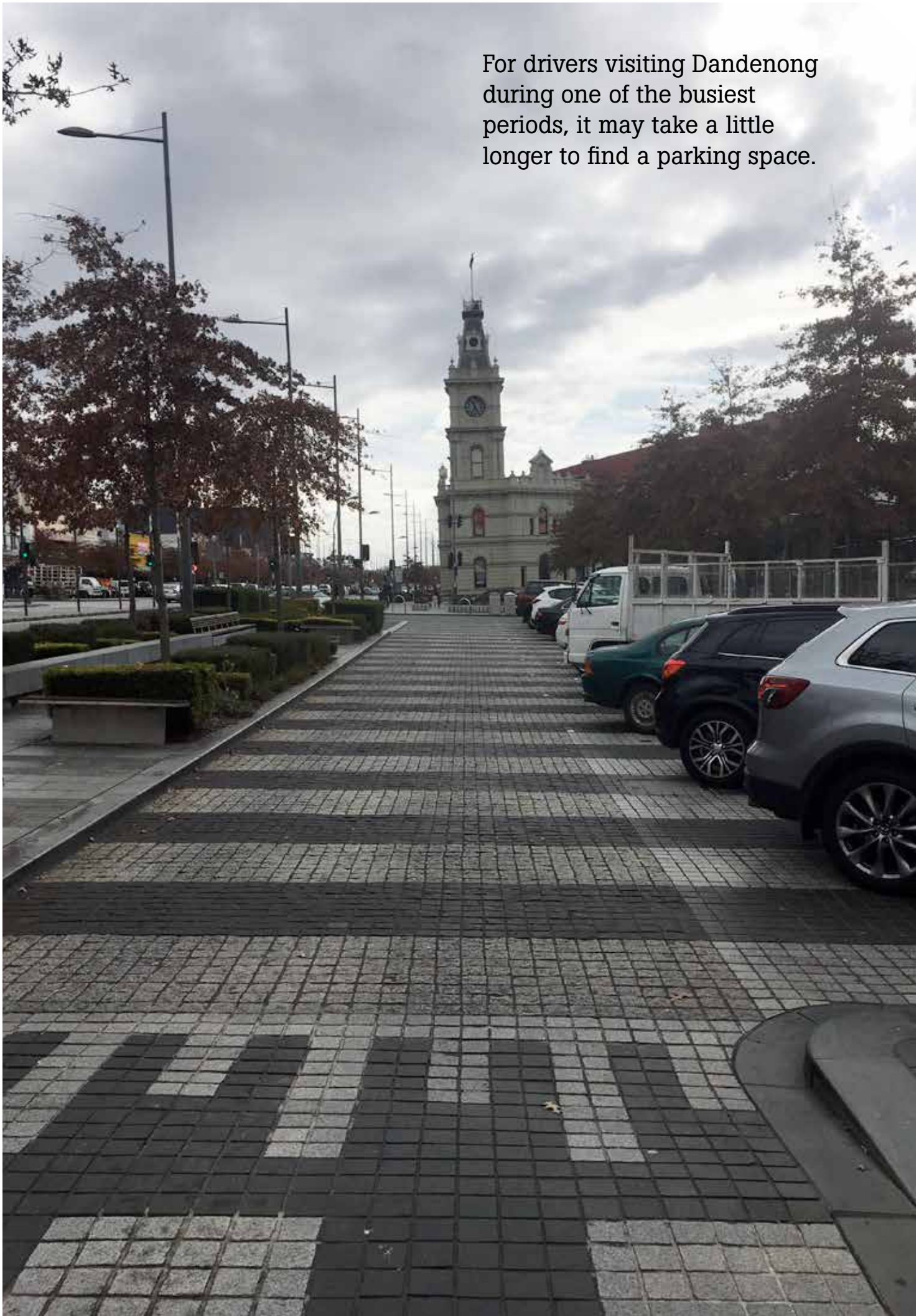
The number of available parking spaces in Dandenong varies significantly by location, day of the week, and by times of day. In order to have the greatest choice of parking options available, it may be worth avoiding the busiest periods. The following pages provide useful information for different areas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

Parking conditions are highlighted using the following colours:



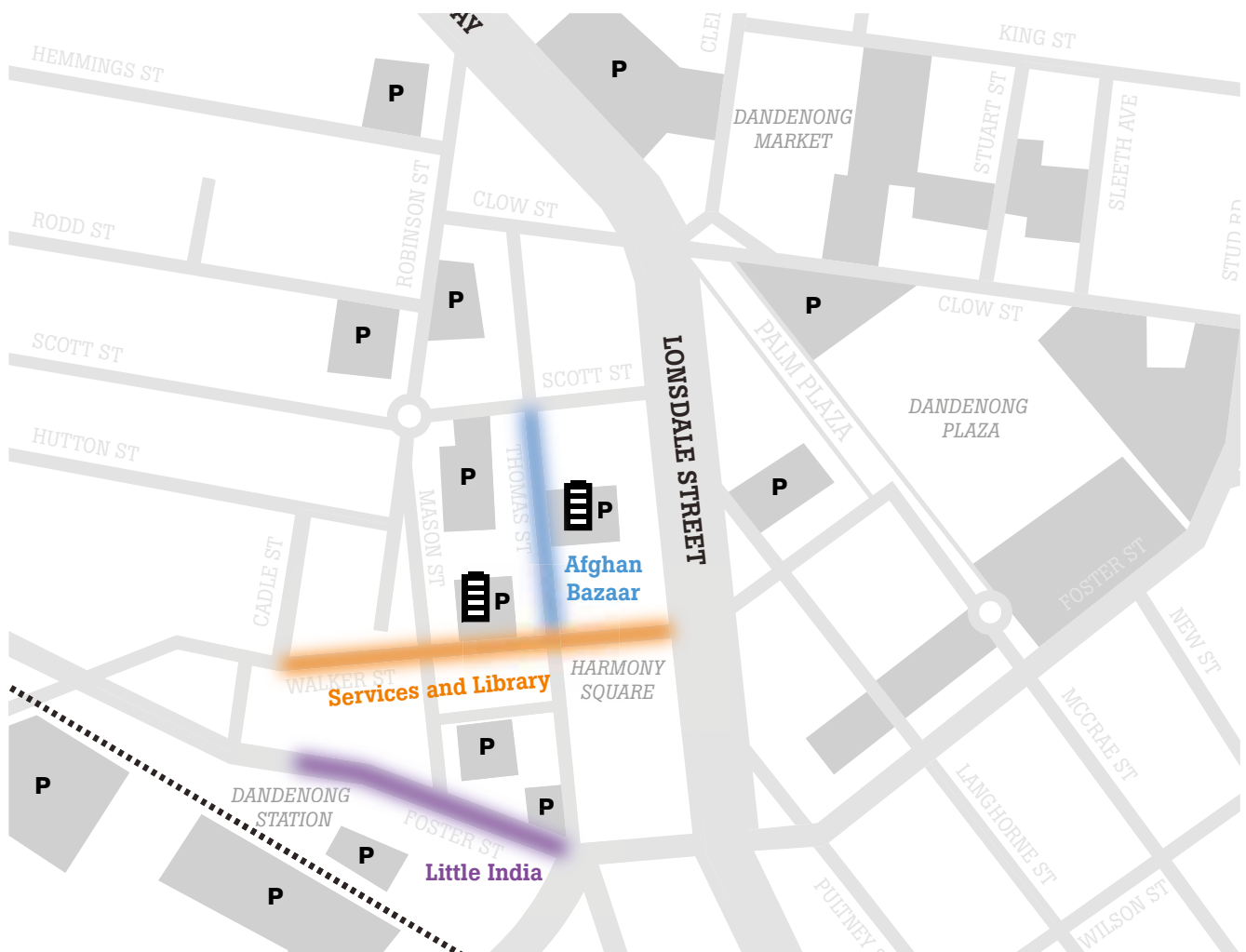
BUSIEST (GREATER THAN 85% FULL)	BUSY (75-85% FULL)	LESS BUSY (LESS THAN 75% FULL)
<p>During the busiest periods large areas of parking will appear full, and drivers may need to circulate or wait to find a parking space. Traffic congestion is also likely to be heaviest at this time.</p> <p>For drivers visiting Dandenong during one of the busiest periods, it may take a little longer to find a parking space. They could plan to park a little further from their destination and walk, or 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, drivers should have no issues in finding an available parking space. Parking is usually available close to the most desirable locations.</p>





For drivers visiting Dandenong during one of the busiest periods, it may take a little longer to find a parking space.



Dandenong Inner West

The inner west area of Dandenong is a precinct that contains many of Dandenong's larger offices and employers, as well as the vibrant cultural precincts the Afghan Bazaar and Little India. Within Inner West, the demand for parking varies significantly between weekdays and on the weekend.



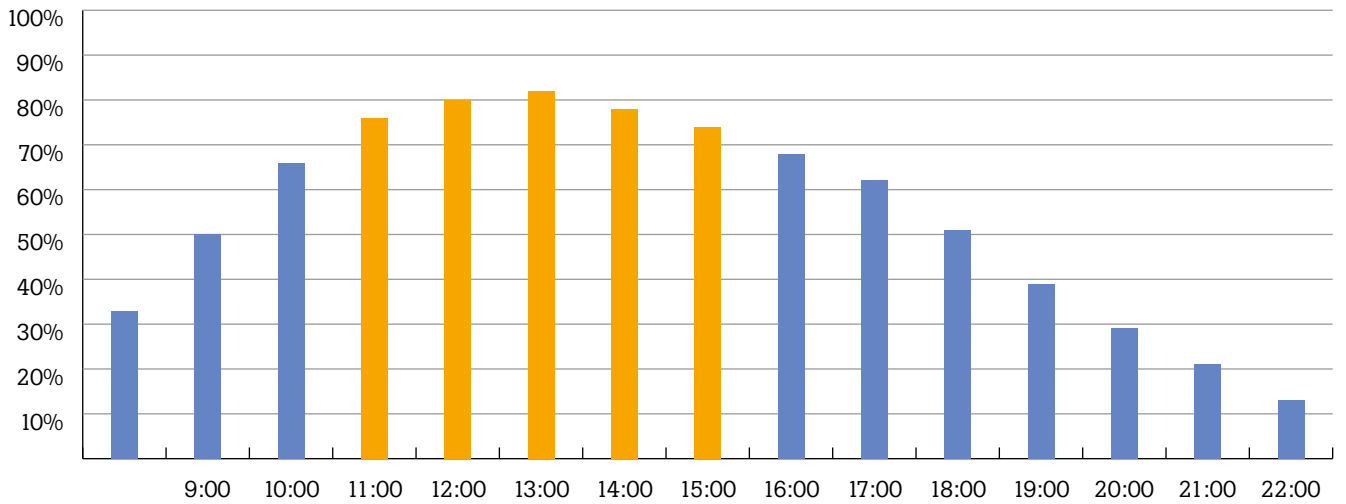
 Multi-storey carpark  Afghan Bazaar  Services and Library  Little India

Most on street parking spaces are restricted to 1 or 2 hour parking to ensure that as many people as possible can access businesses and the Afghan Bazaar and Little India Cultural Precincts.

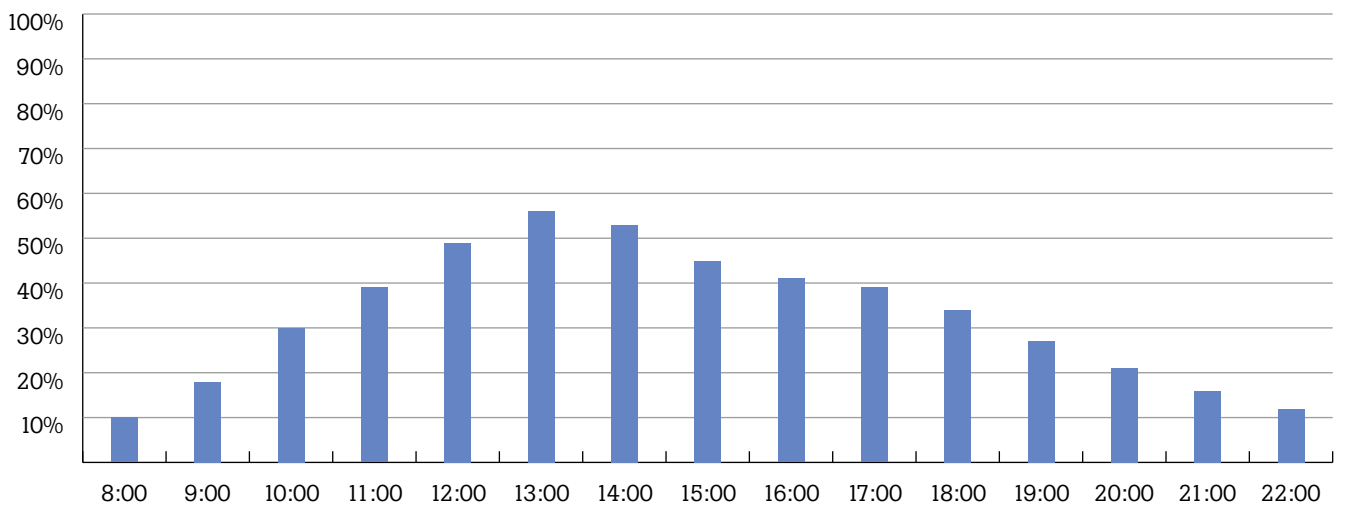
All day parking can be found in some of the off street car parks in the area. Look out for early bird parking deals in some of the Council managed off-street car parks.

More information on the current times and charges in Councils multi-storey car parks on Thomas Street and Walker Street can be found on Councils website greaterdandenong.com

Inner West – Weekday Occupancy



Inner West – Weekend Occupancy



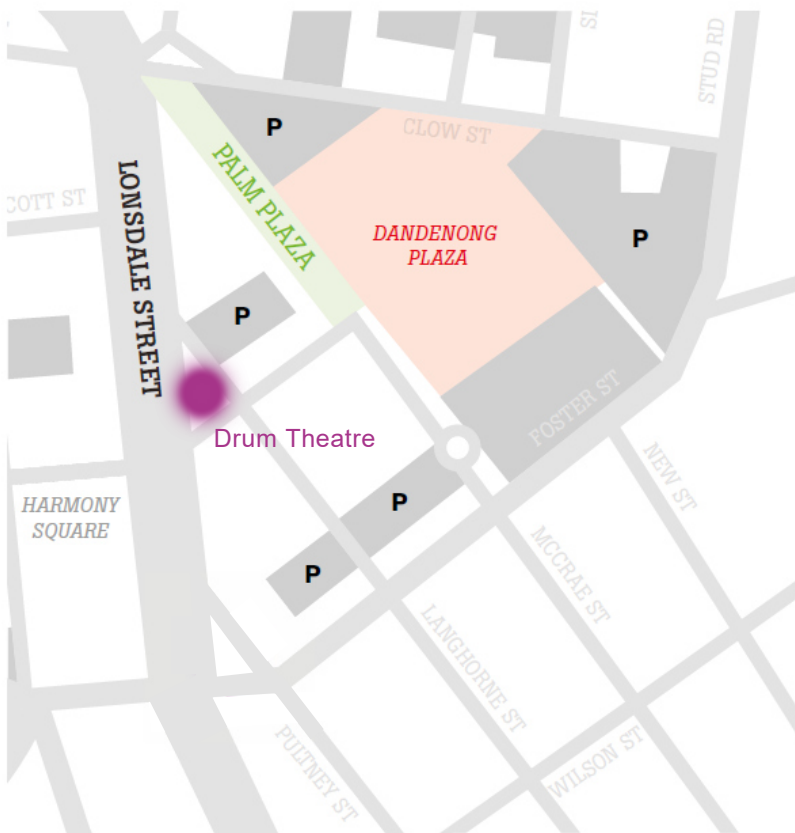
**based on surveys undertaken in 2020*

The inner west area is noticeably quieter on the weekend.

During the week, lunchtimes are often busy, and many of the parking spaces in the most desirable areas will be busy. During these periods, customers and visitors may find it easier to park a little further from their destination and walk. Customers and visitors in the area early in the morning or later in the afternoon are likely to have the best choice of parking options.

Dandenong Inner East

The inner east area within Dandenong contains the Dandenong Plaza, a large shopping centre with a great retail offering. There are a number of other great shops in the area, and also Australia Post and the Drum Theatre. Within Inner East, the demand for parking varies significantly by day of the week. The biggest variations are whether the Dandenong Market is operating.



There are over 3000 parking spaces at the Dandenong Plaza.

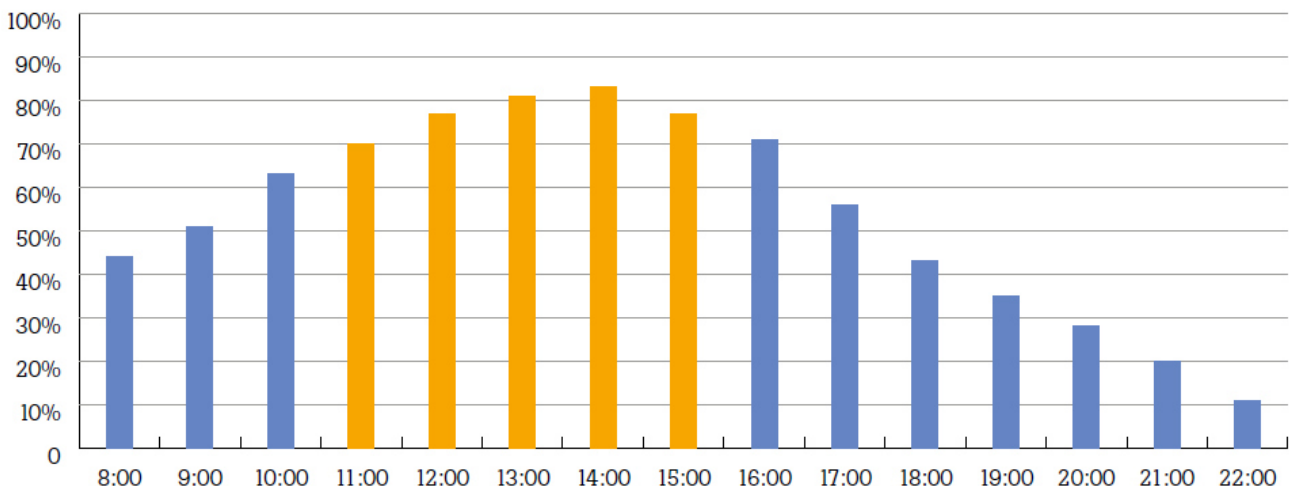
All day parking can be found in some of the off street car parks in the area. Look out for early bird parking deals in some of the Council managed off-street car parks.

Palm Plaza is a pedestrianised area, which can be used for loading and unloading for businesses early in the morning.

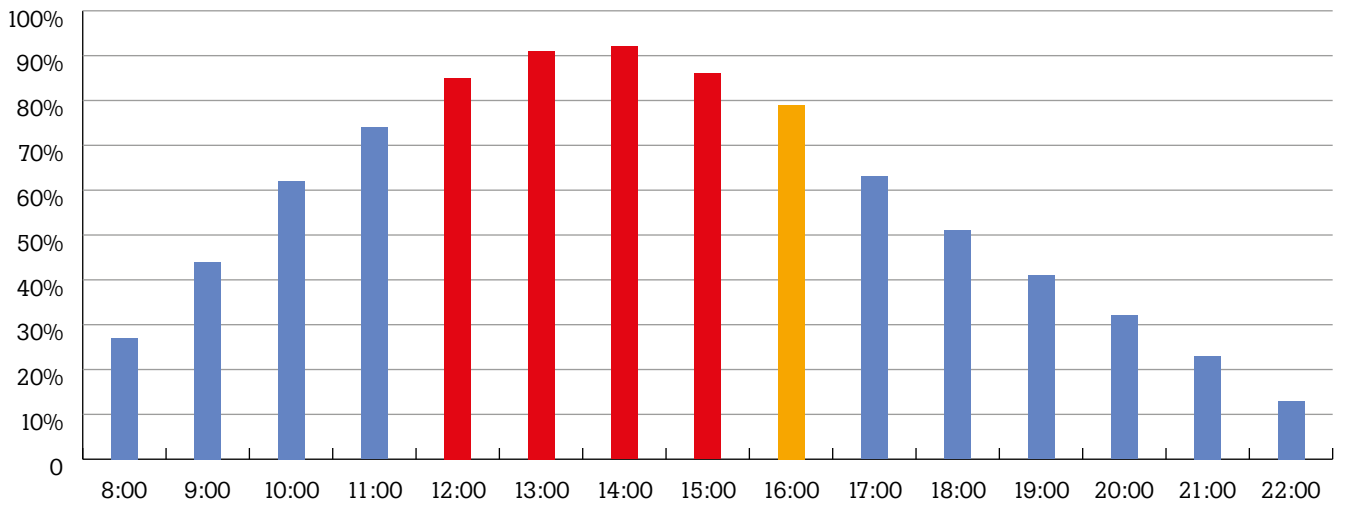
There are pick up and drop off spaces at the Drum Theatre. For evening shows, you can park securely and for free in the Thomas and Walker Street car parks in Core West.

- Palm Plaza
- Dandenong Plaza
- Drum Theatre

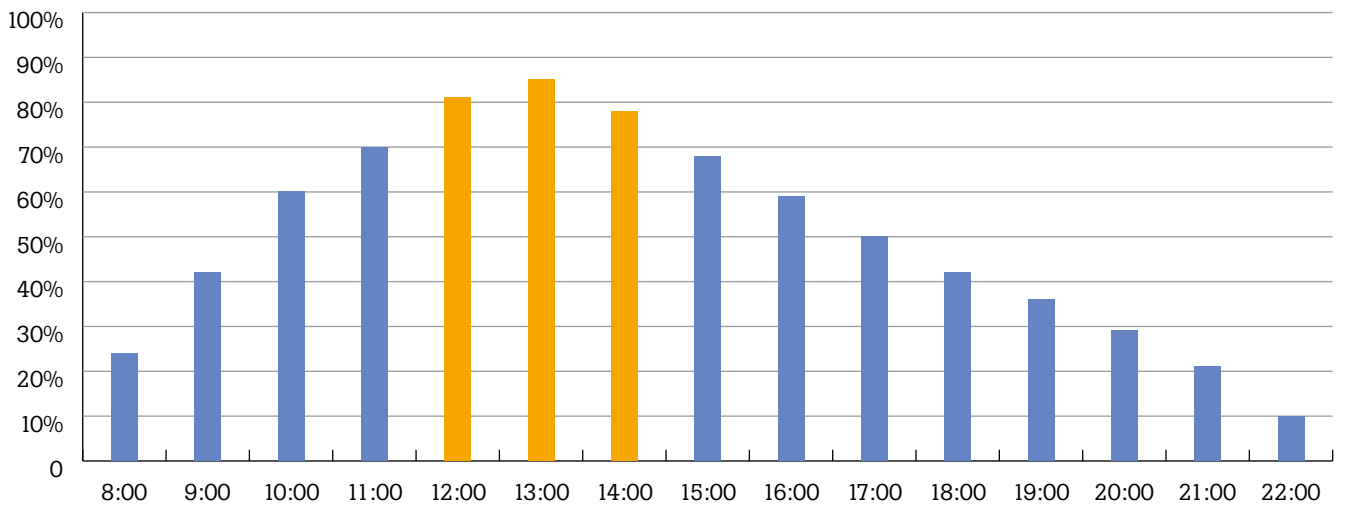
Inner East – Weekday Occupancy (Monday, Wednesday, Thursday)



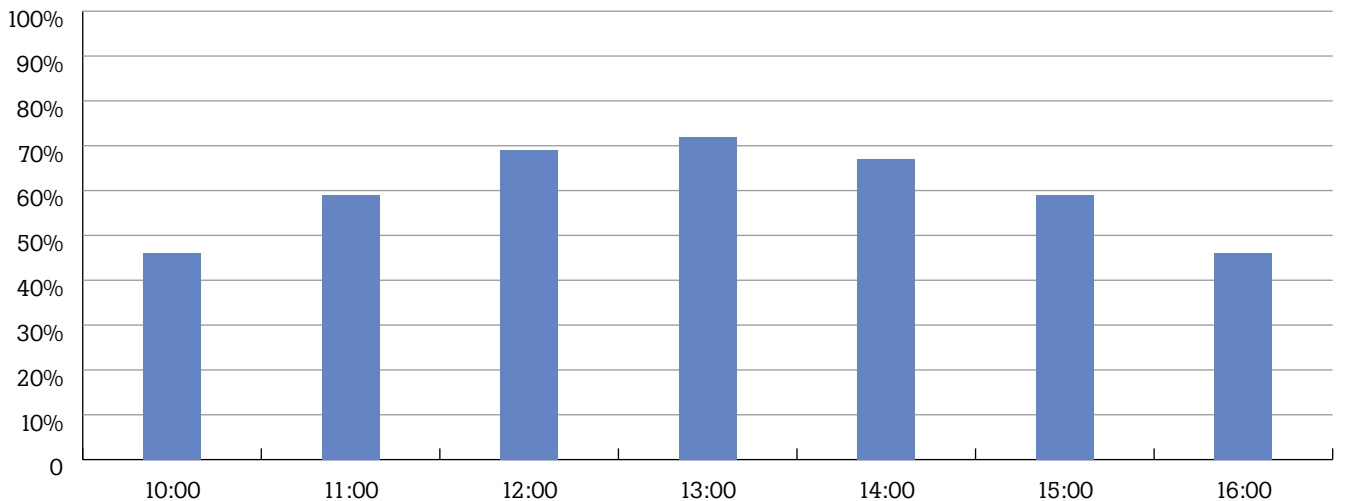
Inner East – Weekday Occupancy (Tuesday/Friday)



Inner East – Saturday Occupancy



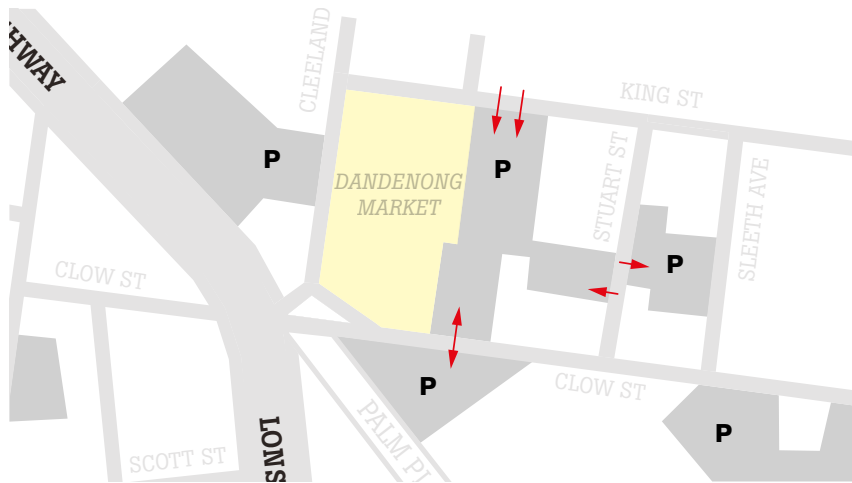
Inner East – Sunday Occupancy



**based on surveys undertaken in 2020*

Dandenong Market

The Dandenong Market is open on Tuesdays, Fridays, Saturdays and Sundays. The Dandenong Activity Centre is busiest on days when the market is operating. On days when the market is not open, the parking near the market is generally quiet.



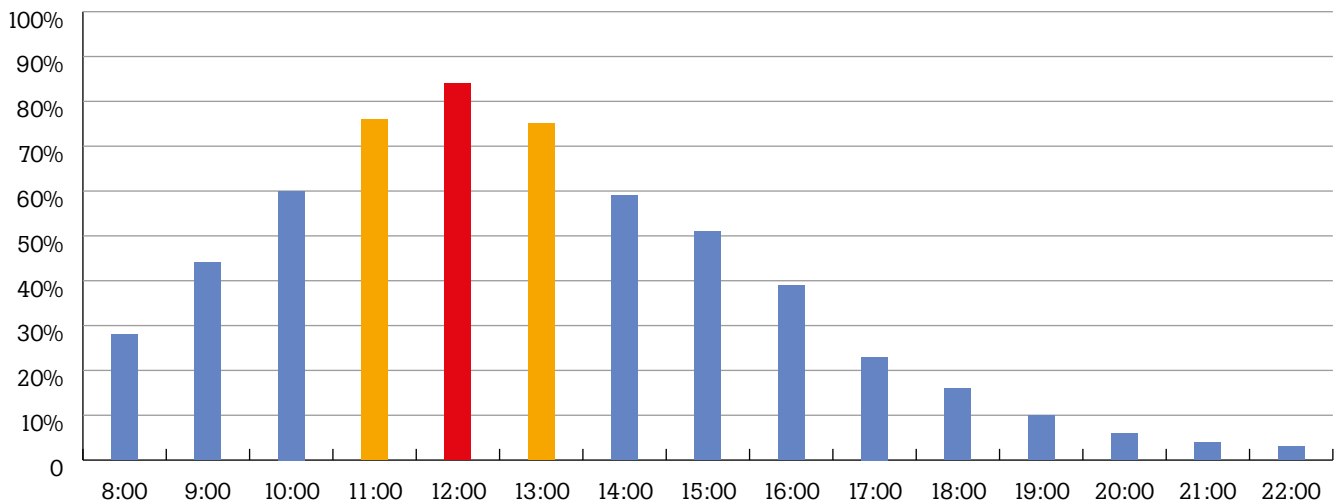
All parking spaces for the public at the Dandenong Market have timed parking restrictions to ensure that as many people as possible can visit the Market.

The Market car parks can be accessed via King Street, Clow Street and Stuart Street.

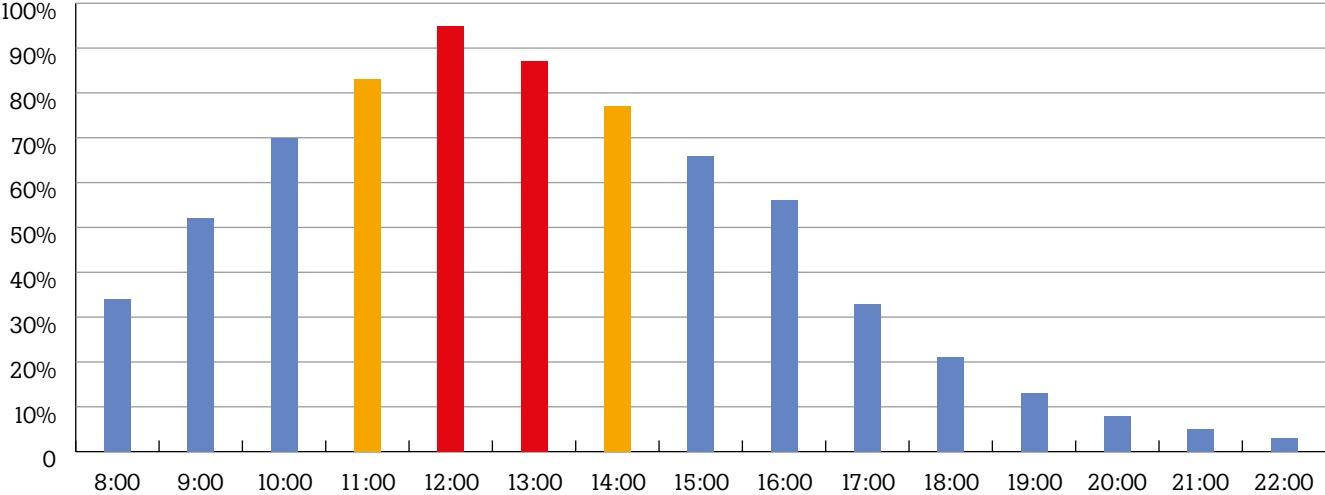
Some visitors also choose to park elsewhere in the centre and walk as the Market car park can get very busy.

■ Dandenong Market

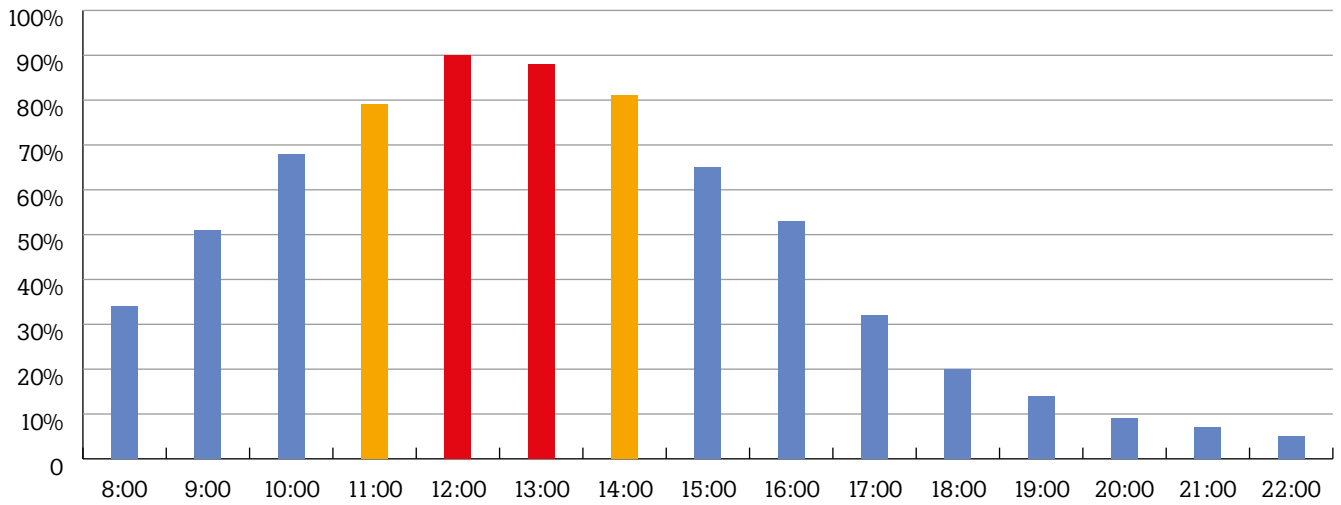
Market – Tuesday Occupancy



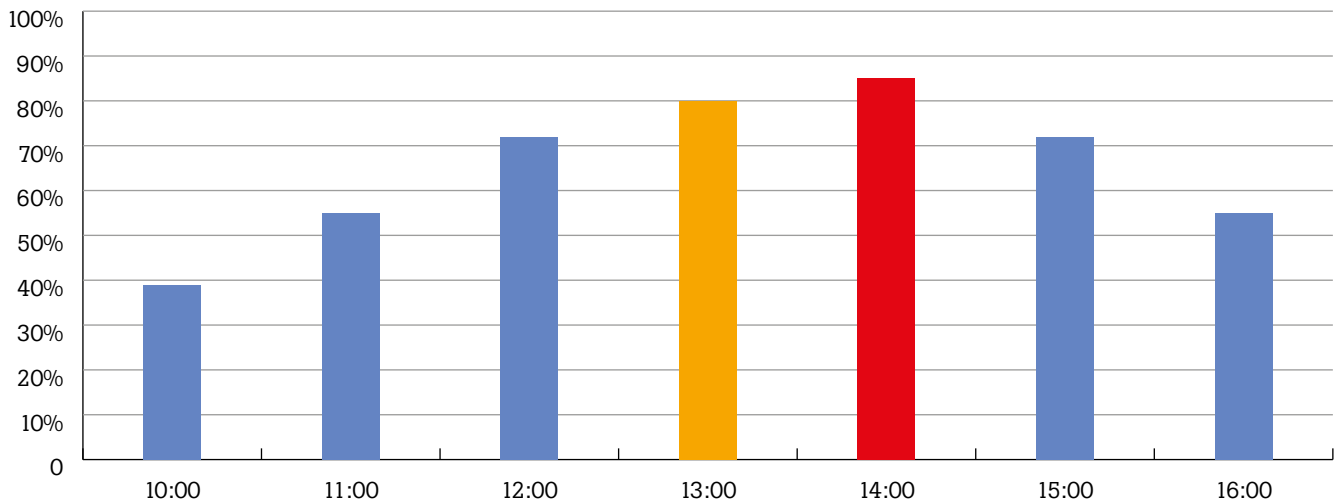
Market – Friday Occupancy



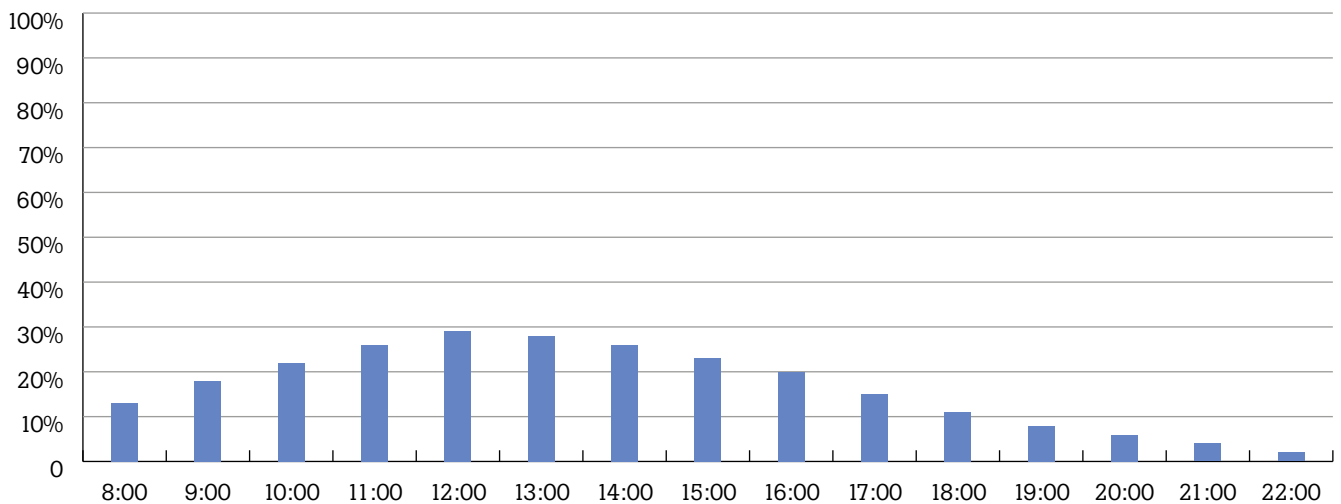
Market – Saturday Occupancy



Market – Sunday Occupancy



Market – Non Market Days Occupancy



*based on surveys undertaken in 2020



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 Dandenong Activity Centre is managed to best suit customers and visitors.

Customers and visitors to Dandenong have very different needs, and with such a wide variety of travel and parking options to choose from, coming to Dandenong can be a daunting task.

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.

If security or cost is most important to you, you can identify areas which are likely to have the most suitable parking options.

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

You can also sign up to the Work. Shop. Play. newsletter at greaterdandenong.com. This newsletter provides useful information on events, including special retail and parking offers.

What is Council doing?

The Dandenong Parking 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 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 identifies that 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 local businesses that the Activity Centre will remain a prosperous place, with many customers visiting Dandenong.

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 Dandenong to manage this are timed parking restrictions and ticket parking.

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 or 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. Online shopping and city growth impact who shops where, and when. Activity Centre style shopping has historically provided a combination of convenience, experience and competitive costs to attract a range of people to activity centres. As online shopping expands in Australia, local shops will need to adapt to compete in terms of convenience and cost, leading to a strong focus on improving the retail experience within Activity Centres.

Experience from America and Europe, where online shopping is more established, can be used to highlight that areas with better streetscapes, outdoor dining and green space are the most resilient retail 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 Dandenong 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 Dandenong 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 roll out of smart technology such as parking sensors will also assist businesses due to the significant benefits in terms of effectiveness of enforcement, addressing business concerns about overstaying vehicles.

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

Parking for Employees/ Employers

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

Employers that do not have parking facilities on site often purchase parking for their employees at other locations, such as in private car parks, or permits for some public car parks. This parking is then provided to their employees for free, or at a subsidised cost.

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

Bigger organisations and business networks run car-pooling clubs and systems, so that people can share lifts to and from work. These systems can match people with others 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?

There are many people who live in Noble Park and work in Dandenong. Some of these people live within walking distance of the station but still choose to drive to work in Dandenong. It takes longer to drive, but the cost of parking in Dandenong is less than the cost of a train ticket.

What is Council doing?

The Dandenong 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 employers 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 Dandenong, 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 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

Parking for Developers

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

The State 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 conflict and do not provide a consistent basis for developers to consider parking. A need to provide a consistent message to developers has been identified.

Council undertakes comprehensive surveys of the Dandenong Activity Centre and surrounds, 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 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 Dandenong regarding:

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

What is Council doing?

The Dandenong 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 that informed decisions are made regarding parking provision at new developments.

Council will also be drafting advice for developers relating to interpretation of the various planning documents and data with regards to parking within the Activity Centre.

Planning for the Future

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.

Other than new development within the Activity Centre, there are a number of 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, 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 Dandenong 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 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

As Activity Centres strive 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 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 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 Dandenong, Local or State Governments may also choose to fund additional parking.

What is Council doing?

Council has identified potential locations for new Multi-deck parking, and outlined a plan to design and develop these sites for parking in the future, if required. The funding for such facilities is likely to be through partnerships between a number of parties, including Council.



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