



Werribee City Centre Parking Strategy

Draft 2019



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Introduction

The Werribee City Centre is the heart of Wyndham. It features over 400 businesses and is forecast to grow significantly with more businesses, workers, students, residents and visitors. This Parking Strategy has been prepared by Wyndham City Council in conjunction with nationally recognised parking experts GTA Consultants to manage parking in the Werribee City Centre and support its growth as a vibrant, people-friendly City Centre that is accessible to all.

The Parking Strategy is informed by:

- Detailed evidence of how Werribee City Centre parking currently operates,
- Feedback from customers, workers and other stakeholders,
- Examination of parking management in other similar activity centres, and
- Advice from parking experts (GTA Consultants) to move towards best practice.

The Parking Strategy is proposed to deliver:

- Better customer parking,
- Longer parking time limits for customers,
- Additional drop-off zones, disabled parking and loading zones,
- Free customer parking throughout the City Centre,
- Free worker parking in the City Fringe Precinct,
- All-day parking in Premium Parking Facilities for a small fee,
- User-friendly technology-based parking management in Premium Parking Facilities to manage long-stay parking,

- More public parking with 467 additional public spaces to be delivered by Wyndham City at the Catalyst Site Developments and 200 additional commuter spaces proposed by the State Government at Werribee Train Station.

Parking Principles

The Draft Werribee City Centre Parking Strategy is based upon the following principles:

1. Customers come first in the hierarchy of users;
2. Walking, cycling and public transport are prioritised above other transport modes;
3. Disabled parking and loading are to be well catered for;
4. The preferred locations for public parking are Premium Parking Facilities and the City Fringe, as in the City Core people and active public spaces are to be prioritised;
5. Premium short-stay public parking in the City Core is to be for customers;
6. Longer-stay off-street public parking is to be located in Premium Parking Facilities and in the City Fringe;
7. It is reasonable for long-stay parking users to walk up to 7.5 minutes (500 metres) from where they park their car to their primary destination.
8. City Fringe public parking areas are to be shared between users;
9. Fees will not be charged for short-stay public parking, while a small fee may be charged for off-street longer stay public parking to reflect its premium value;
10. Free all day public parking is to be provided in City Fringe areas;
11. Parking rules will be enforced so that the public parking system operates as designed.
12. Technology may be used to efficiently manage parking.

Werribee City Centre Parking Precincts & Current Supply

Train Station Precinct
1,144 Parking Spaces
(402 On Street + 742 Off Street)

Werribee City Centre Parking
City Core Precinct, Premium Parking
Facilities & City Fringe Precinct
5,204 Parking Spaces
(1,962 On Street + 3,242 Off Street)

CHERRY ST

SALSBURY ST

WERRIBEE ST

PYKE ST

Figure 1: Werribee City Centre Parking Precincts

LEGEND

City Core Precinct

City Fringe Precinct

Train Station Precinct

Premium Parking Facilities

Parking Precincts

As shown in Figure 1, the Parking Strategy designates four parking precincts within the Werribee City Centre, each with distinct parking functions:

- City Core Precinct
- Premium Parking Facilities,
- City Fringe Precinct,
- Train Station Precinct.

All parking within these precincts is within a 7.5 minute (500 metre) walk of the central Watton St – Synnot St area (see the map on page 5).

In the City Core Precinct, customers are to be given parking priority. All on-street public parking is to be free, and a 2 hour parking time limit applied to balance customer activity time with the need for parking turnover.

Within Premium Parking Facilities, longer-stay off-street public parking is to be provided in easily accessible locations. Customer parking in these off street public parking facilities is proposed to be free for up to 3 hours. Longer-stay and all-day public parking is proposed to be available within these facilities for a small fee.

In the City Fringe Precinct, the on-street public parking is proposed to be free all day, with some free 2 hour on-street public parking also provided to cater for resident visitors. The amenity of residents will be considered in the design and management of this parking.

In the Train Station Precinct, free all day public parking is available off-street in the Werribee Train Station Car Park. On-street public parking is proposed to be free all day, with some free 2 hour on-street public parking also provided to cater for resident visitors.

Werribee City Centre Walkable Parking Catchment

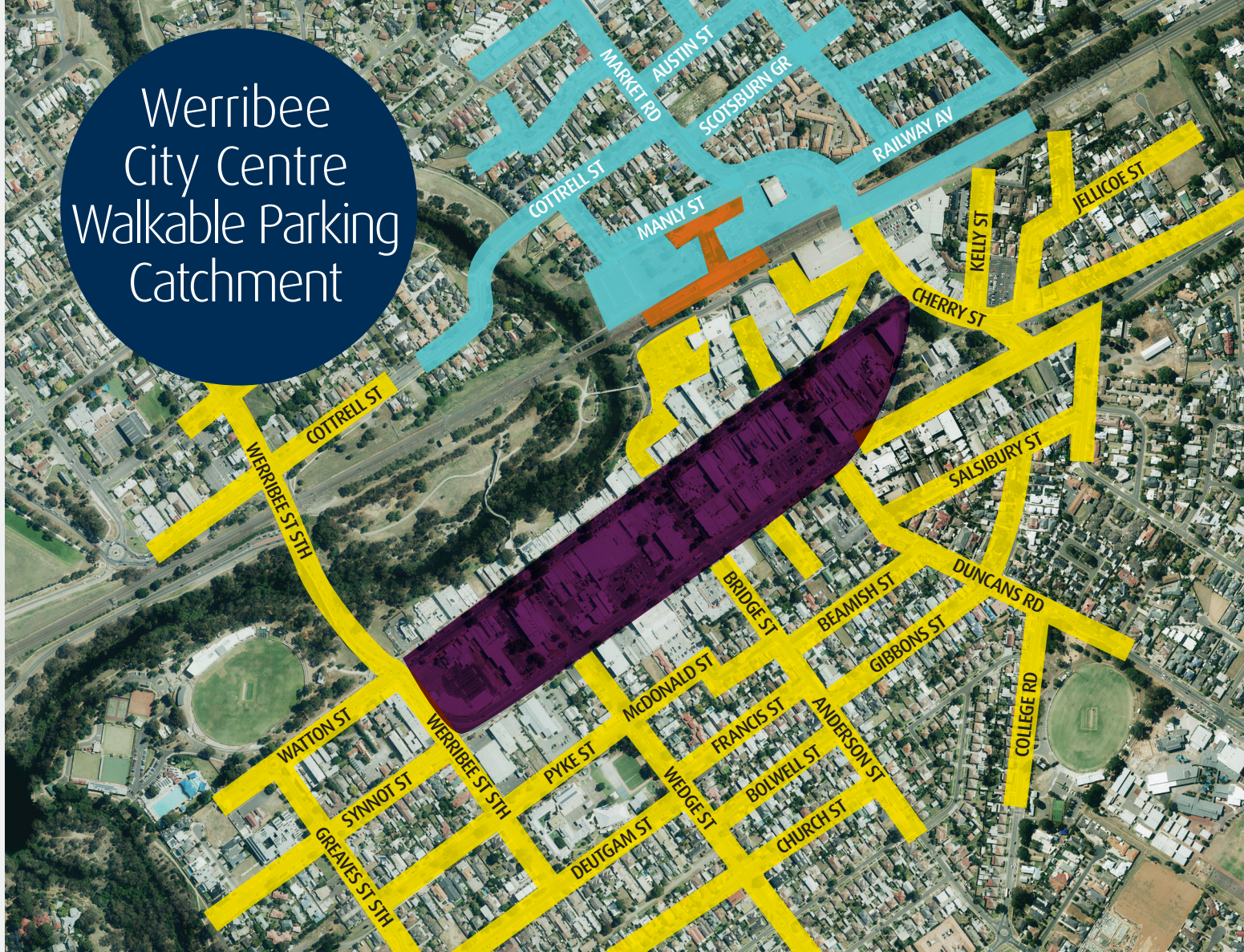


Figure 2: The Werribee City Centre Parking Catchment as defined by a 500m / 7.5 minute walk to/from the Watton St-Synnot St Area and the Train Station.

LEGEND

- Watton St - Synnot St Area
- 7.5 minute / 500m walk of Watton-Synnot Area
- Train & Bus Station
- 7.5 minute / 500m walk of Train & Bus Station

MEASURES USED

Walking Speed

4km / hr - A conservative average walking speed

Walking Distance to Parking

500m - Generally considered to be an acceptable walking distance to / from car parking for workers and commuters

Walking Time

500m @ 4km/hr = 7.5 minutes

Conclusion

Parking located within a 7.5 minute/500m walk of the Central Precinct is accessible to employees. Parking located within a 7.5 minute/500m walk of the Train & Bus Station is accessible to commuters.

Walkability

Walkability to and from parking locations is a key consideration in the Parking Strategy. The extent of the City Fringe Precinct was determined by a 7.5 minute / 500 metre walk from the Watton St-Synnot St Area and the extent of the Train Station Precinct was determined by a 7.5 minute / 500 metre walk to/from the Train Station & Bus

Interchange. Research indicates this is a reasonable distance to walk to and from parking to destinations in city centres.

¹ The Werribee City Centre Parking Walkable Catchment, as defined by a 500m / 7.5 minute walk to/from the Watton St-Synnot St Area and the Train Station, is shown above in Figure 2.

¹ Parking Management Best Practices, Todd Litman, Routledge, 2006

Supply

Currently there are 5,204 public and private car parking spaces in the Werribee City Centre for workers and customers within a 7.5 minute / 500m walk. This consists of 2,616 spaces within the City Core Precinct, 673 spaces within the City Perimeter Parking Facilities and 1,915 spaces within

the City Fringe. This does not include off-street residential parking or parking in the Train Station Precinct.

In addition, there are 1,144 car parking spaces for train and bus commuters within the Train Station Precinct (within a 7.5 minute / 500m walk of the train station). A map of this parking inventory is shown in Figure 1. The types of parking spaces across the study area are shown below in Figure 3.

Werribee City Centre Parking Types

Parking Type	City Core Precinct			Premium Parking Facilities	City Fringe Precinct			Werribee City Centre Total	Train Station Precinct		
	On street	Off street	Total	Total (all off street)	On street	Off street	Total		On street	Off street	Total
Disabled	23	20	43	10	1	1	2	55	0	6	6
Loading	9	0	9	1	0	0	0	10	1	0	1
5 min	5	0	5	0	0	0	0	5	4	0	4
10 min	7	0	7	0	0	0	0	7	0	0	0
30 min	20	0	20	0	0	0	0	20	0	0	0
45 min	0	40	40	0	0	0	0	40	0	0	0
1 hour	351	45	396	0	0	0	0	396	0	0	0
2 hour	170	597	767	76	8	0	8	851	144	0	144
3 hour	0	0	0	268	0	0	0	268	0	0	0
4 hour	54	128	182	0	0	0	0	182	0	0	0
All Day	117	1030	1147	318	1197	708	1905	3370	253	736	989
Total	756	1860	2616	673	1206	709	1915	5204	402	742	1144
Bus Stops	6	1	7	0	12	0	12	19	4	8	12
Taxi Bays	7	0	7	0	0	0	0	7	0	0	0
Motorcycle	3	0	3	8	0	0	0	11	0	0	0
Bicycle Hoops	64	0	64	8	3	0	3	75	4	20	24

Figure 3: Werribee City Centre Parking Types - (2017)

Demand

A detailed survey of parking occupancy in the Werribee City Centre was undertaken by traffic analysis specialists AusTraffic on Thursday 13 September 2018 and Saturday 15 September 2018 between 8am and 6pm. These days were selected to provide a snapshot of typical weekday and weekend parking demand. A summary of the peak parking occupancy in the four precincts of the Werribee City Centre on these days is shown in the table (Figure 4) on the following page. (Refer to the map on page 4 for an illustration of the four precincts.)

Parking experts including GTA Consultants cite 85% occupancy as the most efficient use of parking resources, where parking is not over-utilised (which can require drivers to circulate to find a space) or under-utilised. It can be seen in the table that in all precincts, peak parking occupancy is well below 85%.

While there are parts of some precincts where peak parking occupancy is 85% or greater, overall peak parking occupancy within each precinct is well below 85%. This illustrates that: (a) overall there is a sufficient amount of parking in each of the four precincts, and (b) there are areas of existing parking within precincts that can be better utilised.

Werribee City Centre Precinct	Peak Parking Occupancy	
	Thu 13 Sep 2018	Sat 15 Sep 2018
City Core Precinct	67% (11am-1pm)	57% (11am-1pm)
Premium Parking Facilities	76% (10am-1pm)	39% (12pm-2pm)
City Fringe Precinct	37% (10am-4pm)	30% (1pm)
Train Station Precinct	70% (8am-4pm)	17% (11am-1pm)

Figure 4: Werribee City Centre Precinct - Peak Parking Occupancy

Duration of Stay

Duration of stay analysis was conducted by AusTraffic on the same days as the parking occupancy analysis. This found that in the City Core Precinct on Thursday 13 September 2018:

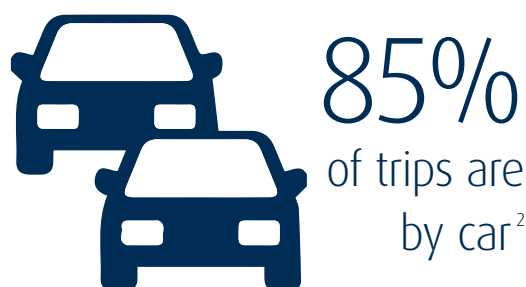
- 14% of parkers exceeded 1hour parking time limits,
- 16% exceeded 2hour parking limits, and
- 17% exceeded 3hour parking time limits.

In Premium Parking Facilities, 25% of car parkers exceeded the 2hour parking time limit. In the City Fringe Precinct, 71% of car parkers exceeded the 2hour parking time limit.

These results indicate that increased parking enforcement resources are required to ensure that parking time limits operate as intended.

Travel Mode

Local surveys show that vehicles currently are by far the most dominant form of transport to the Werribee City Centre. 85% of trips are by car.² An increase in travel by other modes is required to provide for sustainable City Centre growth and to achieve the Wyndham community's desire for vibrant places for people. The Parking Strategy contains actions to encourage a shift to more sustainable travel modes.



² Metropolis Research for Wyndham City Council, 2016

Permit Parking

The Werribee City Centre Business Parking Permit Scheme currently allows Werribee City Centre employees to purchase a permit to park all-day in the Cherry Street Car Park, which contains 149 spaces. The current cost is \$150 per annum.

It is proposed to transition from the paid Business Permit Parking system to a pay per use system for long-stay (i.e. longer than 3 hours) off-street parking as part of the implementation of the Parking Strategy. On-street car parking would remain free of charge.

This change will provide broader access to the Premium Parking Facilities and increase the efficiency of long-stay parking management. This is proposed to be applied in the Cherry Street, West End, Gateway, Riverbend Large and Wyndham Cultural Centre Perimeter Parking Facilities. These are shown in Figure 6.

Catalyst Site Developments

The Werribee City Centre Catalyst Development Sites are shown in Figure 6. These sites (Gateway, Riverbend Large and Cherry St) plus the West End Site are also the Premium Parking Facilities in the Werribee City Centre.

Through the Catalyst Site developments, Wyndham City's parking aims were to:

- Replace the 319 existing public parking spaces on the Riverbend (Small and Large) and Gateway Sites,
- Create 400 additional parking spaces to provide for forecast future Werribee City Centre growth, (in addition to the private developers providing private parking spaces within their developments on the Catalyst Sites),
- Not reduce public parking while the Catalyst Sites are redeveloped.

These aims will be exceeded. Over the next five years the Catalyst Site developments will add 1,371 parking spaces to the Werribee City Centre. This comprises:

- Creating 467 new, additional public parking spaces,
- Creating 904 new, additional private parking spaces specifically for new businesses and residences.

In addition:

- The 202 public parking spaces recently created at the West End Car Park will remain, plus
- The 319 original public parking spaces on the Riverbend and Gateway Sites will be reinstated.

The Gateway Site and the Riverbend Small Site will be the first of the Catalyst Sites to be redeveloped, commencing in 2018/19. The Riverbend Large Site and the Cherry Street Site are scheduled to be redeveloped in stage 2, commencing in 2020/21.

The 467 additional public parking spaces that will be created through the Catalyst Site Development will provide for future growth and development in the Werribee City Centre. They provide a supply to meet forecast cash-in-lieu of parking requirements from new developments. The cash-in-lieu of parking provisions support new development by:

- a) Providing parking that is unable to be provided on-site within new developments;
- b) Providing confidence and certainty to developers and stakeholders in parking provision.

Managing Parking during the Catalyst Sites Development Process

The Cherry St Car Park and the West End Car Park were recently constructed by Wyndham City, so as to not reduce the existing number of public parking spaces in the Werribee City Centre during the Catalyst Sites redevelopment process. This is on target to be achieved as the staged development process modelled below in Figure 5 shows.

Public Car Park Openings & Closures during the Catalyst Sites Development Process		
Car Park Site	+ or – Public Car Park Spaces	Total Public Car Park Spaces
Cherry St Car Park Constructed	+ 149	+ 149
West End Car Park Constructed	+ 202	+ 351
Gateway Site Closure	– 77	+ 274
Riverbend Small Site Closure	– 59	+ 215
Gateway Site Multistorey Opens	+ 167	+ 382
Cherry St Site Closure	– 149	+ 233
Riverbend Large Site Closure	– 183	+ 50
Cherry St Site Multistorey Opens	+ 400	+ 450
Riverbend Large Site Multistorey Opens	+ 219	+ 669

Figure 5: Public Car Park Openings and Closures during the Catalyst Sites Development Process



Figure 6: Werribee City Centre Catalyst Sites

Action Plan

The Parking Strategy is proposed to be implemented through the Action Plan shown below in Figure 7.

Werribee City Centre Parking Strategy – Action Plan		
Action No.	Action	Rationale
1	Construct the West-End Car Park.*	To create a new Premium Parking Facility to off-set parking reductions during the redevelopment of the Catalyst Sites.
2	Relocate all Business Permit Parking to the West End Car Park and the Cherry Street Car Park*	To consolidate Business Permit Parking and free-up more customer parking in the City Core Precinct.
3	Implement a consistent first 3 hours free parking time limit in Premium Parking Facilities.*	To provide for longer-stay parking options in Premium Parking Facilities at Cherry St, Gateway, Westend and Riverbend Large Catalyst Sites.
4	Change the time limit of on-street parking in the City Core Precinct to 2 hour parking.	To allow customers to stay longer in the Werribee City Centre, for increased economic and social benefit.
5	Change the duration of morning-only loading zones to be consistent with the standard business operating-hours other loading zones.*	To remove confusion between parking spaces and loading zones and to provide for loading needs within the City Core Precinct.
6	Create six additional on-street parking spaces for people with disabilities (increasing the total to 61) and allocate time limits of 2 hours or greater.	To meet identified disabled parking needs within the City Core Precinct, in convenient locations as identified in the Parking Strategy Map.

*Note: Actions 1, 2 and 3 have been recently implemented and completed.

Action No.	Action	Rationale
7	In City Fringe streets, provide free unrestricted parking for long-stay workers. Consider the amenity of residents and make reasonable allowance for short-stay parking for residential visitors.	To provide for long-stay worker parking within the City Fringe Precinct and also provide for residential amenity and opportunities for short-stay residential visitor parking.
8	In Train Station Precinct streets, maintain free unrestricted parking for long-stay commuters, combined with redefined areas of 2 hour parking to providing opportunity for residential visitor parking.	To provide for long-stay commuter parking within the Train Station Precinct and also provide sufficient opportunities for short-stay residential visitor parking.
9	Improve parking management in the City Centre by: a) Providing an appropriate number of on-street management officers, b) Employing parking management technology.	To enable the parking management system designed in this Strategy to operate efficiently and as intended. To provide fair and equitable access for all to the City Centre.
10	Construct new, larger Premium Parking Facilities at the Gateway, Cherry Street, Riverbend Large and West End Sites as part of the Catalyst developments.	To replace existing public parking on the Catalyst Sites. To provide additional public parking to meet forecast demands. To provide parking required from the developer cash-in-lieu of parking program.
11	Provide additional end-of-trip bicycle hoop facilities for cyclists throughout the City Centre.	To encourage and support an increase in cycling and decreased car dependency, through a mode-shift towards cycling.
12	Upgrade parking wayfinding and information signage at key parking locations and along access routes to key parking locations.	To increase the efficiency and user-friendliness of the parking system and decrease the distance travelled and time spent in search of a parking space.
13	Improve the network of pedestrian connections between the City Fringe and City Core Precincts by providing safe and amendable pathways for workers and customers.	To encourage and support an increase in walking and decreased car dependency, through a mode-shift towards walking. To facilitate Fringe and Perimeter parking by city workers.
14	Require Integrated Transport Plans to be prepared for major new developments as part of the Planning Permit process.	To provide for the transport needs of new developments while facilitating decreased car dependence and a mode-shift towards more sustainable forms of transport.
15	Require the provision of end-of-trip facilities (showers, lockers, change rooms and bicycle storage) in major new developments as part of the Planning Permit process.	To encourage and support cycling and walking and decrease car dependence.
16	Require on-site loading for new developments where appropriate, as part of the Planning Permit process, in accordance with Clause 52.07 of the Wyndham Planning Scheme.	To provide for the loading needs of new developments on-site where appropriate, to free public space for other uses.
17	Require new developments to provide for their parking requirements by: a) The provision of parking on-site; b) The provision of a cash-in-lieu of parking payment to Council to fund the construction of public parking facilities; or c) A combination of the above.	To provide for the parking needs of new developments. To facilitate new development on sites where accommodating parking on-site may not be possible or preferred. To consolidate public parking into large, well located and easy to use public parking facilities.
18	Discontinue the Business Parking Permit Scheme and replace it with free short term 3 hour parking and a fee for longer-stay parking in Premium Parking Facilities. Appropriate fees are to be determined at the time of implementing this action.	To provide broader access to long-stay parking opportunities and to increase the efficiency of long-stay parking management.
19	Change Station Place from 1 hour parking to 30 minute parking, introduce a drop-off zone and relocate the taxi rank to Comben Drive.	To better provide for shorter stay parking, customer drop-off needs and taxi operations.
20	Review public space use in the City Centre, in terms of the allocation of space for movement, transport, parking and public open space uses.	To achieve highest and best use of public space and maximise economic, social and environmental outcomes.
















Figure 7: Werribee City Centre Parking Strategy Action Plan

Werribee City Centre Parking Strategy Map



Figure 8: Werribee City Centre Parking Strategy Map

LEGEND

- | | | |
|---|---|--|
|  City Core Precinct Parking
2 hour free parking
Customer Priority |  Premium Parking Facilities
First 3 hours free parking. Fee for longer stay Premium off street parking |  Train Station |
|  City Fringe Precinct Parking
Free all day parking
Some 2 hour free parking
Within a 500m/7.5min walk of Watton-Synnot Area |  Station Place 30 minute Parking |  Bus Stop |
|  Train Station Precinct Parking
Free all day parking
Some 2 hour free parking
Within a 500m/7.5min walk of Train Station |  Drop off Zone |  Privately Managed Parking |
| |  Disabled Parking |  Train Station Parking |
| |  Loading Zone |  Bicycle Hub |
| |  Taxi Zone | |
| |  Motor Cycle Parking | |



Feedback, Questions and Further Information

Your feedback on the Werribee City Centre Parking Strategy is welcomed. Please provide your feedback, ask a question or request further information by contacting Wyndham City's Vibrant City Centres department at:

E: werribeeccitycentre@wyndham.vic.gov.au
P: 9742 0905

