

## IMAP Action 3.3

### Draft Project Plan – for Phase 2; Research proposal

#### Project Description

**IMAP 3.3** – A regional approach to parking management – research proposal:

- What is the relationship between car parking and business activity in Melbourne’s CBD, and inner activity centers?
- What is the impact of car parking on net city access?
- What are the costs and benefits of replacing on-street car parking with other public facilities?

Position	Name	Signature	Date
Project Sponsor	IMAP		
Project Lead	Stuart Outhred (CoM)		

#### Executive Summary

##### A. Project Governance

Project Sponsor	IMAP
Working Group	<p>The expertise required for this research project needs to encompass various issues raised by car parking and retail activity. For this reason, representatives from IMAP Councils will be sourced from a variety of work areas, including:</p> <ul style="list-style-type: none"> <li>- Transport Planning;</li> <li>- Economic Development (Retail Management);</li> <li>- Traffic Engineering;</li> <li>- Parking Management.</li> </ul>
Reasons for Project	<ul style="list-style-type: none"> <li>- The management of car parking in activity centres is largely based on the assumption that the provision of car parking is linked to business activity and retail spending.</li> <li>- The City of Melbourne <i>CBD and Docklands Parking Plan</i> states that ‘a lack of parking could lead to businesses relocating to outside the CBD’ (p. 12).</li> <li>- This approach to parking management has led to the retention or expansion of car parking in many areas of inner Melbourne. However recent studies (from Australia and abroad) suggest this may not be an appropriate rationale in areas well serviced by public and active transport modes.</li> <li>- Providing car parking may also have a negative effect on city access and business activity, for example in cases where cars impede on-road public transport or large numbers of pedestrians’ have to wait for mostly single-occupant cars for long periods at traffic lights. More information is needed on this. Factors that will need to be assessed include the different effects of parking in different locations (for example on-street versus off-street parking or parking in the middle of activity centres versus at the periphery), the effect of parking at various times of day and different types of restrictions (for example, short term parking which generates many trips versus all day commuter parking which competes for road space with peak hour on-road public transport).</li> </ul>

	<ul style="list-style-type: none"> <li>- Some recent local studies (Lygon Street Carlton, and Acland Street St Kilda) indicate that public space previously used for parking can be allocated to other uses (seating, bicycle parking, footpath space, etc.), and that retail spending and local amenity are improved as a result. Melbourne has experienced major streetscape changes, such as the construction of Swanston Street or the Bourke Street mall, in which on-street parking was removed and which are seen as providing significant benefits for business. Many overseas cities are reducing provision for private vehicles as they are not as space efficient as public transport or other sustainable modes.</li> <li>- The City of Melbourne's Transport Strategy <i>Moving People and Freight</i> states that the Council will; <ul style="list-style-type: none"> <li><i>Carry out a study to determine the 'real' versus 'perceived' links between retail productivity and on-street parking and review activity centre parking management when the results of this research are known (p. 47).</i></li> </ul> </li> <li>- The Future Melbourne Community Plan states that 90% of workers will access the City of Melbourne by sustainable and active transport modes by 2020. This will require significant improvements in performance of on-road and off-road public transport.</li> <li>- The provision of car parking in Melbourne has the greatest impact on transport in the inner Melbourne area because there is so much travel (people and goods) in and out of the city. In many cases, this is single occupancy car travel through IMAP councils to the city which has a negative impact on the areas through which it travels. Reducing this impact would have significant benefits in the IMAP area and surrounds. This supports many other IMAP actions, as the flow on effects would improve amenity, mobility and accessibility, productivity, environmental sustainability, amongst other aspects of city life.</li> <li>- Pedestrian numbers in Melbourne have been increasing strongly in recent years. Space occupied by parking may be better used for enhancing the pedestrian experience or capacity.</li> <li>- Demand for delivery of goods to city businesses is likely to increase. Space occupied by parking may be able to be better used for deliveries.</li> <li>- Demand for bicycle infrastructure is increasing. Space occupied by parking may be able to be better used for providing separated, on-road bicycle infrastructure.</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>- Develop a better understanding of the broader impacts of the provision of car parking in the IMAP region, especially in central Melbourne including a detailed analysis of the various factors that need to be assessed when deciding on the appropriate use of public space (as well as the appropriateness of off-street parking) including location, time of day, flow-on impacts on other users, alternative uses, benefits and costs, etc.</li> <li>- Improve the management of public space (including car parking) so that public and active transport is supported in line with Council goals and targets, and car users are not unfairly favored, so to build on Melbourne's prosperity, liveability and sustainability.</li> <li>- Ensure the public transport network is not unfairly obstructed by the flow-on effects of the provision of car parking.</li> </ul>
Project Outcomes	<ul style="list-style-type: none"> <li>- Evidence to better inform the management and planning of car parking supply in the IMAP region.</li> <li>- Methods for assessing the impact of different types of car parking on the city's goals and objectives. This outcome should be transferrable to other IMAP areas.</li> </ul>

Scope of Project	<ul style="list-style-type: none"><li>- Initially limited to the centre of Melbourne with a focus on the CBD. Subsequent work would include other parts of the IMAP region, looking at car parking supply in activity centres which are well serviced by public transport.</li><li>- This project will be further developed with members of the Working Group.</li></ul>
<b>Project Planning</b>	<ul style="list-style-type: none"><li>- <b>Each Council representative on the IMAP 3.3 working group will nominate a member of staff from their Council to continue working on the Research Proposal as outlined above.</b></li><li>- <b>When this group (potentially a new group of staff) is established the planning of the research proposal will be fleshed out, including timeframes, costs, key stakeholders, etc.</b></li></ul>