

## Inner Melbourne Action Plan

### Progress Report

#### Action 3.3 - IMAP Regional Approach to Parking Management

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#### Background

1. IMAP Action 3.3 is now studying the value of car parking throughout the region (as endorsed at the November Steering Committee).
2. After meeting in January 2010 to scope the research proposal, the working group provides the following comments.

#### Discussion

3. The working group for this action now includes staff from the fields of Statutory Planning, Traffic Engineering, Transport Planning, and Economic Development. We thought this was needed given the complexity of car parking and range of issues involved in determining its value.
4. The research will study on-street car parking only. If we include off-street parking in the scope of this study, it will likely go over budget and our desired time frames. In addition, Councils are likely to be able to influence the management of on-street parking as a result of this research, whereas a focus on off-street parking would not provide the same opportunity.
5. We will be looking at a range of precincts within the inner region, including;
  - a. Areas within the Melbourne CBD (ie. a major street such as Elizabeth Street, and a little street such as Little Collins Street);
  - b. Other local centres with high mixed use activity (Bridge Road Richmond, Fitzroy Street St Kilda, Chapel Street Prahran, and others);
  - c. Areas that include main roads affected by clearway parking restrictions (such as High Street Armadale).
6. The research will seek both qualitative and quantitative findings to inform the value of parking at the various locations studied. This may include;
  - a. Surveying people that use the precincts, and gathering their views RE on-street parking. Do they think car parking is a good use of public space? Do they value other things (bike parking, seating, public art, wider footpaths, etc) more than they value car parking?
  - b. What is the actual dollar value of car parking? This may include a study of the \$ spent by people using the parking, the revenue Council receives from it, the land value (\$ per m2) of parking spaces, etc.
7. In general terms, the working group is keen to produce a well scoped brief prior to engaging consultants to quote on this research. Prior experience (through IMAP Action 3.3) tells us that car parking is a complex subject that we need to think through, before developing a research proposal. We have begun this process of refining the scope, and will develop a project plan and consultant brief in coming months.

#### Recommendations

8. That the IMAP Implementation Committee resolves to:
  - a. **Note** the progress comments provided.