

Everyone has slightly different parking needs

The Bacchus Marsh and Ballan Town Centres have existing time based and use-based parking restrictions. When drivers travel to a destination, they prefer the parking spaces within 50m of their destination (premium spaces).

Drivers often have different needs for their parking based on the purpose of their trip, and personal reasons, which

mean a range of parking locations and time-restrictions can ensure suitable parking is available to the greatest number of people.

For instance, an employee in the town centre will typically be looking for an all-day park most days of the week, but would be prepared to walk 300m. A grocery shopper will be looking to park close to their destination for a short period of time, but only a few times a week.

Groceries & shopping customers



- Shopping customers typically are looking for the closest space they can find
- They are typically willing to pay fees or adhere to time restrictions for it

Traders & employees



- Traders & employees are looking for guaranteed and regular car storage for long periods of time (4-8 hours)
- They are typically willing to park further away and will avoid paying fees

Residents



- Residents often have two car spaces associated with their dwelling
- However, they typically assume ownership of the on-street space in front

Students & low income groups



- Students & low income earners typically avoid paying fees for parking or use alternatives to driving due to financial pressures
- They are typically willing to park further away

Commuters



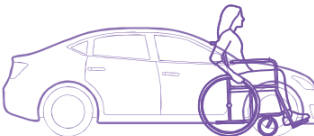
- Commuters are typically looking for the closest space they can find to public transport to reduce travel time
- They are typically willing to pay fees for it

Visitors



- Visitors are typically looking for the closest space they can find
- They are typically willing to pay fees for it or adhere to time restrictions for it

Disability permit holders



- People with severe mobility impairments often drive because they find it difficult to use other modes of mobility
- User-based restrictions provide access for people with a disability close to the destinations' entrance

Transport network companies (TNCs) (e.g. deliveries and taxis)



- TNCs benefit from convenient access to businesses and shops
- They will typically avoid paying fees

Parking demand analysis Source: Movement & Place Consulting

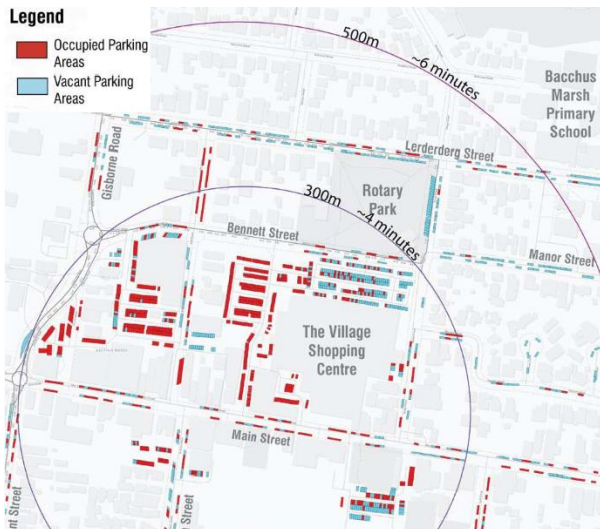
Parking management is about ensuring parking spaces are used in a way which benefits the community

Having unrestricted parking spaces often results in less choice for the majority of drivers, as spaces closest to destinations are taken all-day by employees or commuters, rather than being available throughout the day to many other people.

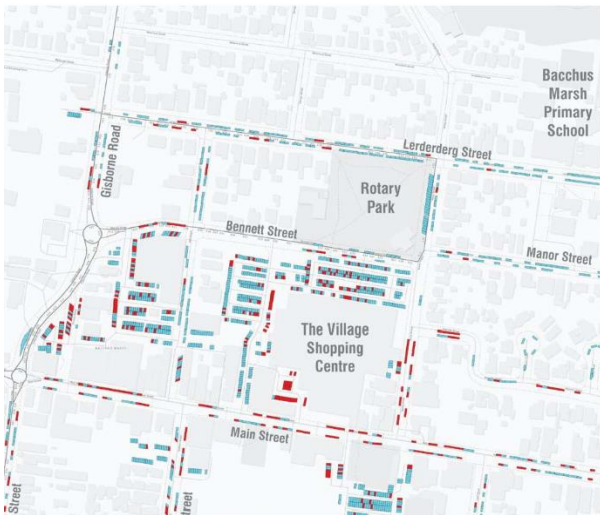
Parking restrictions ensure that spaces are managed in a way which optimise availability for people with different needs.

There are three main types of parking restrictions:

- User-based restrictions (such as for users with a disability or for traders with a permit to park in certain areas)
- Time-based restrictions (this promotes turnover to ensure spaces for short-term users like customers or patients)
- Fee-based restrictions (which increase availability of parking for those prepared to pay a fee in a high-demand location). This would only be considered where either time based restrictions had not ensured adequate free spaces.



Bacchus Marsh parking availability
(Friday 11am-1pm)
Source: M&PC parking audit and analysis



Bacchus Marsh parking availability
(Saturday 9am-10am)
Source: M&PC parking audit and analysis

How many spaces are there currently?

There are 2,201 available spaces within 500m of the Bacchus Marsh Town Centre (these take up about 40% of the total land area). Of these, there are 1,327 spaces within 400m (five-minute walk of The Village Shopping Centre), including:

- 93 on-street parking spaces along Main Street
- 184 spaces near Foodworks
- 253 spaces between The Village and Gell Street
- 430 spaces in The Village multideck

Where are the available spaces at a busy time?

During the busiest time the availability of parking varies based on distance to the town centre. As shown in the maps, 39% of the spaces within 300m of The Village are available, while 67% of spaces are available within 300-500m.

The following areas within 300m typically have low availability:

- Parking spaces near Foodworks (7% availability)
- Parking spaces between The Village and Gell Street (11% availability)
- Ground level of The Village multi-deck (10% availability)

The following areas within 300m typically have high availability:

- Rooftop of The Village multi-deck (77% availability)
- Spaces behind Bacchus Marsh Library (72% availability)
- Parking spaces along Main Street (36% availability)

What does providing parking cost and what are its impacts?

What does it cost businesses to provide parking?

The Victorian Planning Provisions (VPP's) require all businesses to provide an amount of parking based on their lettable floor area or maximum capacity.

In Bacchus Marsh, providing each new outdoor parking space would cost approximately \$10,500 (including land, construction and financing).

The VPP's consider each business in isolation, and do not consider that Bacchus Marsh and Ballan function as 'park once and walk' towns, where one shopper will visit multiple shops while only taking up one parking space.

Evaluation of the existing businesses and parking usage has indicated that parking requirements for new businesses could be reduced. Providing parking costs businesses land and money, and if start-up costs are reduced, new businesses will consider locating in these towns.

How many more spaces will need to be made available in future?

An analysis was undertaken which considered all on and off-street parking spaces surrounding both Town Centres, as well as the current parking usage and expected residential growth, and assumed that no new business developments provided parking.

Bacchus Marsh

The population of Bacchus Marsh will almost double by 2041, placing strain on the existing parking spaces. To ensure a 15% free space availability, if the new residents drive in the same proportions as existing residents, Bacchus Marsh Town Centre will need

- 235 new spaces by 2036
- 372 new spaces by 2041

A parking shortfall can also be addressed by improving and encouraging alternatives to driving (such as walking and riding bicycles) to be more viable; managing the existing supply better by time limits and restrictions; or by setting aside funds and existing public spaces to provide more parking.

Ballan

Significant growth in Ballan is expected to have limited impact on parking availability, due to the current underutilised on-street capacity on surrounding streets around the town centre

- No shortfall by 2041

Businesses and dwellings are currently required to provide parking, and even if none were required to be provided, many would provide parking as a service to their customers.



Main Street, Bacchus Marsh Source: Moorabool Shire Council

What role does parking play in helping businesses succeed?

Car parking is only used by the 69%¹ of customers who actually drive to the town centres. Households in regional Victoria spend on average \$270 a week² on car related costs. A substantial part of these costs (fuel, vehicle financing, vehicle parts) do not benefit Moorabool's economy.

An adequate supply of car parking would ensure that parking spaces are available for multiple uses, but that land uses are efficient and not underutilised.

How does over-supply of parking affect visitors?

Bacchus Marsh and Ballan Town Centres currently have a lot of parking. There were an estimated 1000 spaces available within 500m of Bacchus Marsh during the busiest survey time. An over-supply of parking and associated vehicle movements creates pedestrian, safety and amenity impacts.

According to in-centre visitor surveys, when visitors were asked about what they liked about their centre, many answered that they enjoyed the 'country town ambience' and suggested preserving and enhancing this. Requiring large new parking lots around businesses will result in changes to the feel of the towns.

Many regular visitors to Bacchus Marsh Town Centre travelled from areas closer to Woodgrove Shopping Centre in Melton, yet chose not to go there. Parking is only one reason why a visitor may go to a destination.



Parklet in Strathalbyn, South Australia Source: Strathalbyn - Traffic, Parking and Streetscape

¹ Transport modes of shoppers according to in-centre visitor surveys conducted as part of this study.

² Source: ABS data, Transport Affordability Index, 2020 (SGS Economics & Planning; Australian Automobile Association) with M&PC analysis

Some ideas to discuss...

Parking requirements for businesses could be reduced

The cost of each off-street parking spot in Bacchus Marsh can be up to \$10,500. For a new business the costs to rent or purchase the required parking spaces make up a significant proportion of their start-up costs.

Currently new businesses within Bacchus Marsh and Ballan either provide private off-street parking which sits partially vacant or need to justify a reduction in parking requirements by an expensive parking assessment.

The default parking requirements under the VPP's are very high for town centres like Bacchus Marsh and Ballan where parking can be efficiently shared between businesses, and they could be reduced to support commercial growth and development in our towns.

Parking requirements on households within walking distance of Main Street could be reduced

Dwellings are also required to have a minimum number of parking spaces based on the dwelling size. Even in towns in Moorabool many people do not have cars. (278 households in Bacchus Marsh don't own cars). About 10% of households within 1km of the town centre do not own a car according to ABS data.

A double garage is likely to add \$50,000 to the price of a home (including land costs, stamp duty, construction and financing) making up a surprisingly large part of the cost of housing.

The in-centre visitor surveys showed that around one quarter of shoppers had walked or used other ways of getting to the shops besides private car. Reducing the parking rates for houses within walking distance of the town centre could reduce the cost of constructing new housing in these areas, as well as reduce congestion.

This would need to be supported by improvements to accessibility and amenity to make walking and other active transport options the first choice for new residents.

Council could extend the parking permits scheme for traders and employees

To guarantee traders and employees all-day spaces, locations where all-day parking is more suitable could be identified and set aside for traders and employees.

These spaces would be locations which are currently underused by shoppers due to their locations or access limitations. This will free up short term parking near shops for customers.

To ensure that traders are not disadvantaged, signage for on-street loading bays, and pedestrian upgrades to improve accessibility and safety in the town centres between trader parking and shops could be considered.

The community could identify where they would like to see more parking availability

The community could be involved in identifying locations where they have difficulty finding a parking space. As part of parking management across the Shire, there will be a need to adjust signage, permits and provision of parking every year, and having a way in which people can provide ongoing input into monitoring of parking provision would be very useful.

There are a range of ways this could be done, from setting up a direct email address for parking shortages, to using interactive maps or SnapSendSolve or other phone apps.

Some existing on-street spaces could be re-used for trading space (COVID recovery)

Due to COVID impacts on businesses, and on-going changing restrictions, Council is assisting traders in trialling using parking spaces for outdoor dining areas. If retained, these outdoor 'parklets' can provide more economic benefit than the parking spaces.

Studies have found that outdoor seating can increase revenues for restaurants and café's by over \$25,000 a year.

Have Your Say – Car Parking Study

Council has been working on a Moorabool Car Parking Study to measure parking needs, changes that can be made, and ways of better managing parking and trips. Surveys of parking usage in Bacchus Marsh and Ballan have been undertaken, and shoppers interviewed in both centres. Potential actions to improve parking in precincts in Bacchus Marsh and Ballan have been provided, and we'd like to know what you think. We're also seeking feedback on your general parking issues across the Shire, to assist in developing a Moorabool Car Parking Policy which will guide parking supply and management.

We want your feedback! You can have your say on our website until 24 May at <https://moorabool.engagementhub.com.au/> or print copies are available from Council offices



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