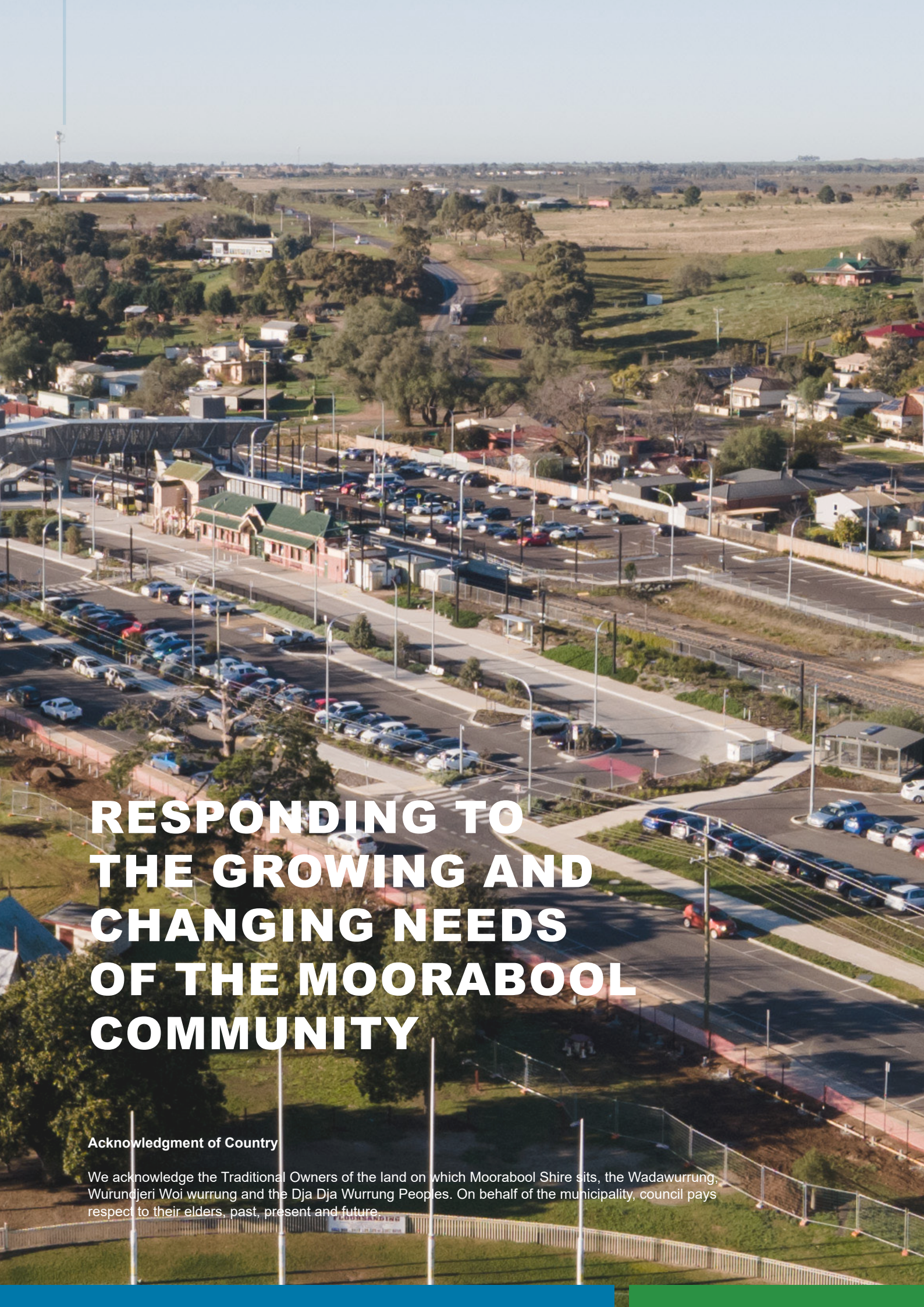


MOORABOOL PARKING STRATEGY

2023

Mooraboool
Shire Council



RESPONDING TO THE GROWING AND CHANGING NEEDS OF THE MOORABOOL COMMUNITY

Acknowledgment of Country

We acknowledge the Traditional Owners of the land on which Moorabool Shire sits, the Wadawurrung, Wurundjeri Woi wurrung and the Dja Dja Wurrung Peoples. On behalf of the municipality, council pays respect to their elders, past, present and future.

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FIVE GUIDING PRINCIPLES

The five guiding principles of the strategy will assist Council to respond to the growing and changing needs of the Moorabool community

1. Maximise use of existing parking
2. Meet future parking demands
3. Maintain rural charm of towns
4. Localised parking requirements
5. Increase travel by other modes



STUDY OUTCOMES

Both Bacchus Marsh and Ballan have several thousand car parking spaces in the core area (4,005 and 1,931 spaces respectively).

Both town centres experience congestion in the premium parking areas, as drivers seek to find the “perfect” car space for their particular trip. Even though Bacchus Marsh has 4,005 parking spaces, each driver is typically most interested in parking within 50m of the front door of one’s destination (where there are typically at most 40 spaces).

Therefore, on any given day someone can experience “a lack of parking” even if 99% of the total parking spaces are available. When managing parking areas, it is best practice to ensure that 15% of a parking area is available at all times.

There will always be high demand for car parking spaces in premium locations. The existing parking controls consist mainly of user-based (such as loading and disability permit) and time-based (such as 1-hour and 2-hour) restrictions.

Council has a range of tools that it should apply to spread demand more widely and make spaces in premium locations more available.

Council has a range of tools that it should apply to spread demand more widely and make spaces in premium locations more available. As each activity centre grows and attracts more visitors, a wider range of restriction tools including fee-based restrictions become critical in efficiently & equitably managing premium parking spaces.

The context of Bacchus Marsh and Ballan town centres is not adequately addressed in the parking rates used by the Moorabool Planning Scheme. Parking rates specified in Clause 52.06 require large areas of Bacchus Marsh and Ballan town centres to be set aside for parking by 2041.

The provision of car parking spaces can have significant impacts and needs to be balanced with:

- Town centre attractiveness – particularly the centres’ unique ‘rural charm’
- Economic development – providing parking constitutes a significant cost barrier to market-entry and business development
- Opportunities for additional retail, commercial, or other buildings and uses to be accommodated in centres
- Pedestrian safety and amenity
- Congestion
- Wider environment, public health and climate

The Strategy guides the ongoing monitoring, management and provision of parking to deliver the right balance for the community.

In Bacchus Marsh, the survey showed people living within 1km of their destination are much more likely to walk than people living further away. This highlights an opportunity to carefully consider the future location and intensity of residential areas, employment and retail centres as each town expands geographically. Within the surveyed areas of Bacchus Marsh and Ballan, many premium car spaces were typically occupied during busy times of the day or week, and the spaces further away (though still well within walking distance) tended to be much more available.

STRATEGIES

The recommendations across 8 Parking Precincts are informed by surveys and community consultation which provide specific and implementable strategies for the unique parking issues and opportunities around key destinations.

Parking Precinct

1 - Bacchus Marsh Town Centre
2 - Bacchus Marsh Primary School
3 - Bacchus Marsh Hospital
4 - Bacchus Marsh College
5 - Bacchus Marsh Railway Station
6 - Bacchus Marsh industrial area
7 - Ballan Town Centre & Railway Station
8 - Greenfield and PSP town centres

1	Maximise use of existing parking	1	2	3	4	5	6	7	8
1a	Maximise availability of premium spaces to reduce driver frustration	●	●	●	●	●	●	●	
1b	Improve disability permit parking availability and design to ensure ease of access for all	●	●	●	●	●	●	●	
1c	Improve compliant parking through public awareness, signage, linemarkings and regular parking enforcement	●	●	●	●	●	●	●	
1d	Review car parking availability, visitation rates and visitor market segments on a regular basis	●	●	●	●	●	●	●	
1e	Provide a full range of parking options around high demand car storage areas to meet varied user needs, including all-day and long vehicle options	●				●		●	
2	**Meet future parking demand**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
2a	Consolidate and consider future car parking in areas that can be shared by any member of the public	●	●					●	●
2b	Continue to monitor parking availability, development permit & parking reduction activity and adjust management accordingly	●	●	●	●	●	●	●	
2c	In Bacchus Marsh Town Centre consider providing 372 additional spaces (and potentially offsetting some existing spaces) in a consolidated multi-level facility strategically located away from areas of high pedestrian activity	●							

STRATEGIES

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3	Maintain rural charm of towns	1	2	3	4	5	6	7	8
3a	Preserve the 'rural charm' of Bacchus Marsh and Ballan town centres by requiring new car parking to be located behind street frontages and include high-quality design features	●						●	
3b	Reduce number of driveways and vehicle access points in areas of high pedestrian activity to minimise interruptions to pedestrian movement	●						●	
4	**Localised parking requirements**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
4a	Develop an internal policy to give consideration to parking reductions (subject to Clause 52.06, and policy guidelines being satisfied) in defined areas, such as the Bacchus Marsh Town Centre Precinct and Ballan Precinct; especially those that include contributions to town centre amenity improvements;	●		●	●			●	
4b	Consider the cost and risks associated with continuing Council's process of providing waivers versus the high cost, time required and chance of success (including quantum of impact) of amending the Planning Scheme to achieve the same outcome	●						●	
4c	Actively request the State government consider changing the way that Clause 52.06 functions, to better support new business activity in town centres	●						●	
5	**Increase travel by other modes**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
5a	Improve pedestrian amenity to better distribute car parking demands by increasing street tree canopy cover, verandas and priority for pedestrians	●	●	●	●	●	●	●	
5b	Set a mode shift target in Bacchus Marsh to reduce private vehicle mode share (and overall parking demand to determine strategic policies)	●							
5c	Encourage mixed-use development including residential dwellings within 1km of town centres to increase local economic activity and reduce reliance on car access to the centres	●						●	●



PARKING PRECINCTS 1 - 6

As discussed in the Moorabool Shire Car Parking Study, Bacchus Marsh is the local economic hub and a regional centre for government services. There are some retail, administration, health and education services in small townships such as Gordon and Ballan. The two train stations in the municipality are also located in Bacchus Marsh and Ballan.

These areas serve the regional demands for rapidly growing peri-urban communities. Many residents of Bacchus Marsh live beyond a reasonable walking distance from the Main Street. Public transport and riding a bicycle have relatively low market share compared to driving. To remain competitive the activity centres of Bacchus Marsh and Ballan need to improve the pedestrian amenity of each centre and provide appropriate parking management (in terms of availability and quality).

In Bacchus Marsh, there are 6 key parking precincts (or 'hotspots') which are identified in Figure 1 below. These precincts each experience high parking demands near key destinations:

- Bacchus Marsh Shopping Centre (Precinct 1)
- Bacchus Marsh Primary School (Precinct 2)
- Western Health Services (Bacchus Marsh Hospital) (Precinct 3)
- Bacchus Marsh College (Precinct 4)
- Bacchus Marsh Railway Station (Precinct 5)
- Bacchus Marsh Industrial Area (Precinct 6)

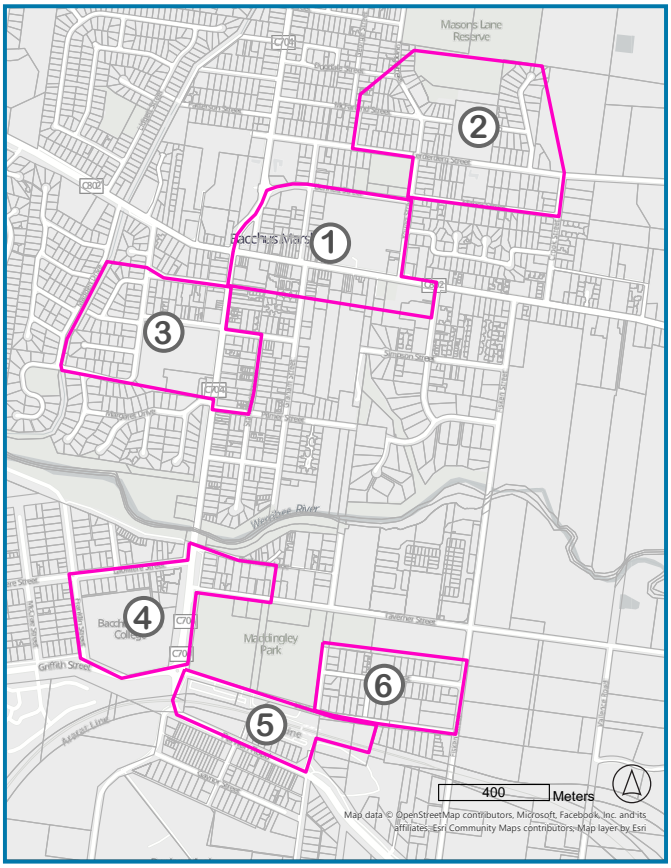

Figure 1: Bacchus Marsh Parking Precincts



PARKING PRECINCT 7

Ballan Town Centre and the Railway station have much higher levels of parking availability. This means that there is currently opportunity to implement parking management controls to ensure the adoption of efficient future parking behaviours (Figure 2).

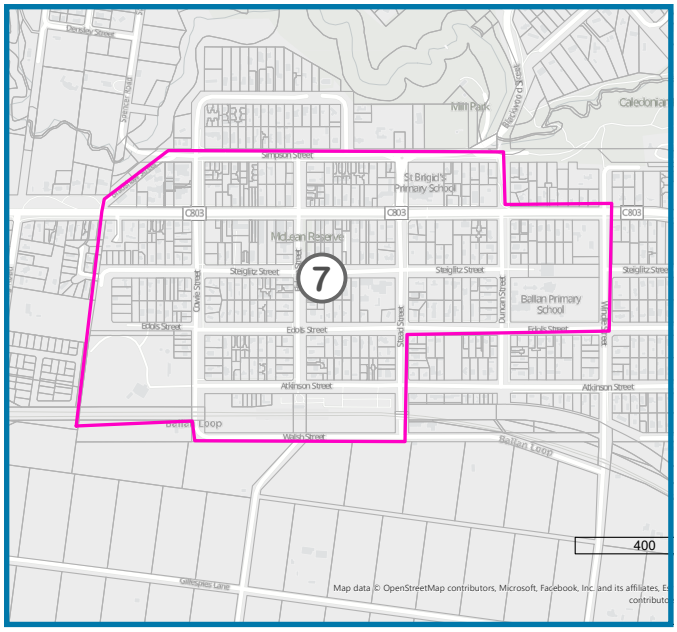

Figure 2: Ballan Parking Precinct

PARKING PRECINCT 8

Future greenfield or significantly changed town centres may develop in areas including Parwan, Merrimu, West Maddingley, Underbank, Bungaree and Wallace. The demands for high levels of car ownership in new residential areas that are distant from existing retail centres will be significant. New town centres will need to provide access to basic goods and services. Parking within town centres should be designed so it is centrally located, and active modes of travel are encouraged. Where possible (such as in townhouse developments), parking should be provided in shared facilities, so that future residents can increase and decrease their access to parking spaces as they require it.



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