



DRAFT CENTRAL GEELONG

PARKING STRATEGY

NOVEMBER 2022

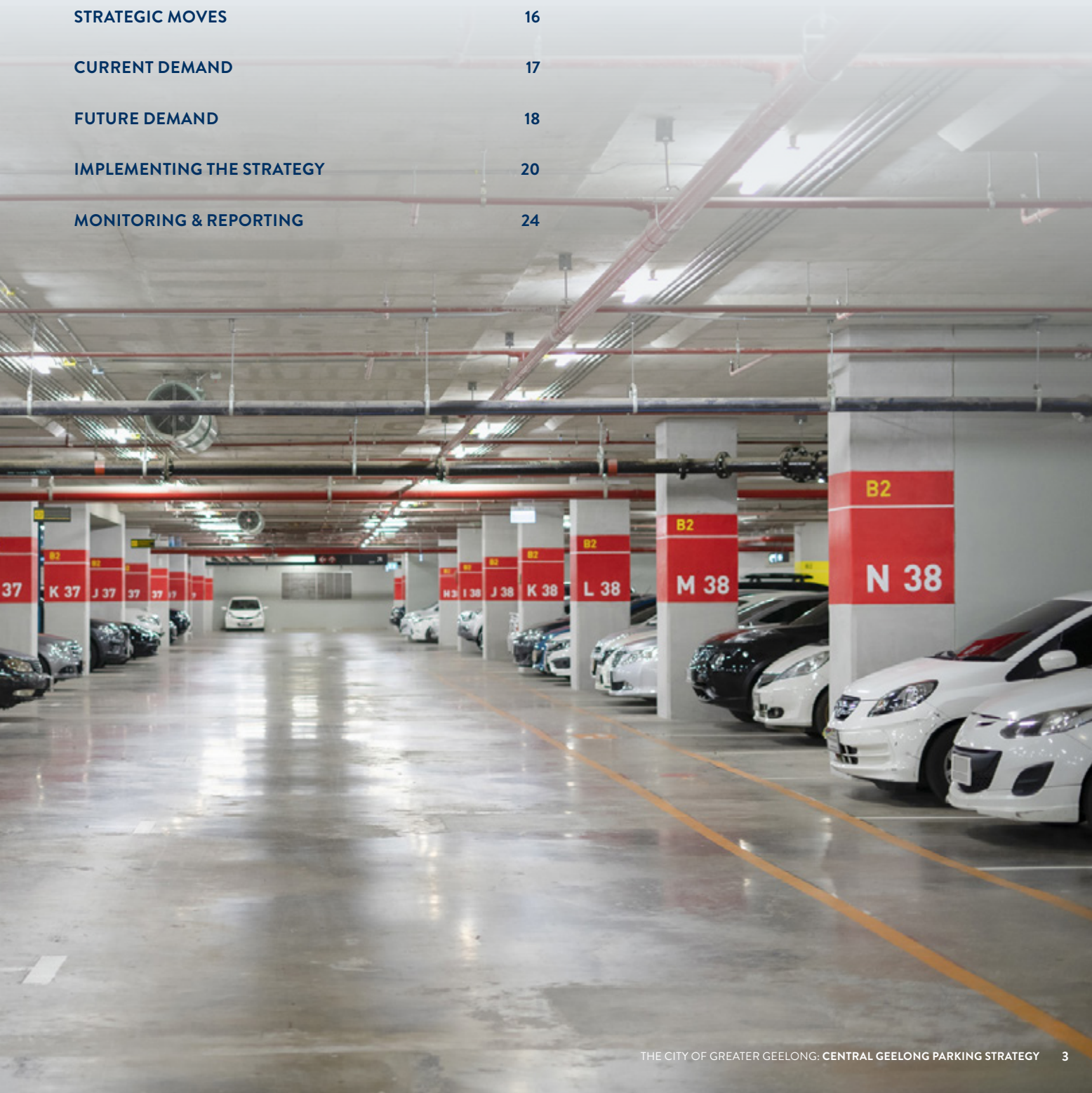
**PARKING MANAGEMENT
WILL BE ADAPTABLE TO
THE EVOLVING NEEDS
OF CENTRAL GEELONG,
SUPPORTING A BALANCED
TRANSPORT SYSTEM, AND
HELPING TO DELIVER
GREATER INVESTMENT IN,
AND EQUITABLE ACCESS
TO JOBS, GOODS AND
SERVICES.**



The City of Greater Geelong acknowledges the Wadawurrung People as the Traditional Owners of this land. It also acknowledges all other Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

CONTENTS

INTRODUCTION	4
WHY WE NEED A NEW APPROACH	7
VISION & OBJECTIVES	10
DECISION MAKING	13
STRATEGIC MOVES	16
CURRENT DEMAND	17
FUTURE DEMAND	18
IMPLEMENTING THE STRATEGY	20
MONITORING & REPORTING	24



INTRODUCTION



The challenge all central cities face, is finding a balance between the important access provided by private vehicles with the space they consume and the congestion they create. Given the limitations of space in city centres, parking must be managed to balance these competing demands, particularly as the centre evolves.

The purpose of this Strategy is to provide a transparent, evidence-based and best practice-led approach to managing public parking demand in Central Geelong. This new approach aims to balance the competing demands for urban space while providing the best possible customer experience for those who need parking.

This Strategy is informed by international best practice, a range of technical studies, and the outcomes from engagement with the wider community and key stakeholders (see Figure 1). The Strategy covers the geographical area of Central Geelong, which is defined as Activity Centre Zone 1 in the Greater Geelong Planning Scheme.

OUR CLEVER AND CREATIVE VISION

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward-looking, enterprising and adaptive and cares for its people and environment.



**SMART
CITIES ARE
BETTER
PLACES TO
LIVE, LEARN,
WORK AND
VISIT.**



WHY WE NEED A NEW APPROACH TO MANAGING PARKING

OUR CITY IS GROWING

Over one million sqm of new residential, commercial, retail, health and education floorspace will be added to Central Geelong over the next thirty years. At the same time, Geelong is emerging as a significant centre for healthcare, government administration and arts and culture, on a regional and national level. The continued growth of Central Geelong will increase demand for access and movement.

LIMITED PARKING AVAILABILITY

The community have expressed significant frustration when trying to find on-street parking, despite data showing there are at least 3,000 empty spaces available at any one time across the week. This is largely because demand is particularly high in some locations and not others. The only solution is to manage demand so that a reasonable level of parking is always available.

OUR NEEDS ARE EVOLVING

As our city grows, the needs of our businesses, hospitals, universities, schools and other services change. New precincts have or are currently emerging through residential, healthcare, innovation and hospitality development. The continued growth in tourism, particularly the arrival of the Spirit of Tasmania, will increase demand for parking to accommodate different types of vehicles. Our current approach to parking management has not evolved to meet these changing needs. We therefore need a new approach that is more adaptable and agile.

OUR CURRENT STRATEGY IS OUTDATED

The last Parking Strategy for Central Geelong was prepared in 2005. Our city has changed significantly since then and we are now experiencing unprecedented change. There has been an expansion in healthcare, government administration and education. Our hospitality and tourism sectors continue to grow and evolve. We need to update our approach to reflect these changes.

WHAT YOU HAVE TOLD US ABOUT PARKING IN CENTRAL GEELONG

A city that prioritises people is a city that enables healthy and vibrant communities. This Framework was co-created with our community to help realise this aspiration.

HOW WE ENGAGED

Engagement with the community and stakeholders commenced in 2018, including a survey of over 2,500 people. We have continued discussions with stakeholders, including the healthcare sector - our largest employer in Central Geelong - and local businesses through the Central Geelong Business Reference Group.

Figure 1: Consultation themes

RESIDENTS	BUSINESS		HEALTHCARE
• Create better streets for people, not for parking • Make parking easier to find and pay for all user groups • Set pricing at levels that reflect the demand for parking • Make our city attractive and healthy • Utilise smart parking technologies	• Provide more multideck parking facilities • Make the first 15 or 30 minutes of parking free close to busiessses that customers drop in to frequently • Implement a refund for drivers who make a purchase from a business • Provide clear parking zones • Tailor parking controls to manage demand that increases availability	• Provide multistorey parking facilities on the periphery with connecting shuttle buses • Incentivise workers to use off-street parking • Encourage the private sector to provide more parking facilities • Balance incentives to reduce car use and increase public transport use • Provide pay on exit for all off-street parking	• Reduce the dominance of onstreet parking to improve emergency vehicle access • Provide centralised parking in the health precinct • Parking controls that reflect needs of patients • Increase availability of parking in areas of high demand • Improve safety for staff accessing parking after dark



- Improve parking for other users to relieve demand in health precinct
- Reduce the dominance of traffic and parking reduces to enhance access for patients and staff across the health precinct

VISION & OBJECTIVES

Parking management will be agile and adaptable to the evolving needs of Central Geelong, supporting the development of a balanced transport system, and helping to deliver greater investment in, and equitable access to jobs, goods and services.

To deliver this vision, the following six objectives are proposed:

PROVIDE THE BEST POSSIBLE CUSTOMER EXPERIENCE

Customers experience deep frustration when parking spaces they need to use are unavailable. As customers spend more and more time looking for a parking space their level of frustration builds. The objective is to eliminate parking frustration by ensuring that parking is available to customers where they want it, when they want it. This outcome is possible by using the parking management tools available and being guided by the data and insights from parking management experts.

BALANCE COMPETING DEMANDS OF DIFFERENT USERS

Getting the right balance means providing clear choices for people to make their own decisions about what will best meet their needs for any given trip to Central Geelong. However, different needs create competing demands. A key aim of parking management is to balance these competing demands in a way that achieves the best economic outcomes. Managing competing demands will improve the accessibility of Central Geelong, leading to enhanced economic outcomes.

STRENGTHEN ECONOMIC COMPETITIVENESS

A customer-focused approach will ensure that visitors have easy access to Central Geelong, which will help strengthen economic competitiveness. In addition, encouraging future parking on private land to be made available to the general public, will reduce the burden that parking places on new development and businesses in Central Geelong. Other options include waiving parking requirements, and charging a special levy in lieu of providing parking to build shared parking facilities.

SUPPORT THE DEVELOPMENT OF EACH PRECINCT

Each precinct in Central Geelong has different parking needs, generating different volumes and patterns of traffic. A key priority is to ensure that all precincts are being managed appropriately given their respective contexts and stakeholders needs. Using reliable data, and a market segmentation approach will ensure that parking in each precinct is managed efficiently and effectively, supporting improved economic outcomes in each precinct and Central Geelong as a whole.

ENHANCE THE AMENITY OF CENTRAL GEELONG

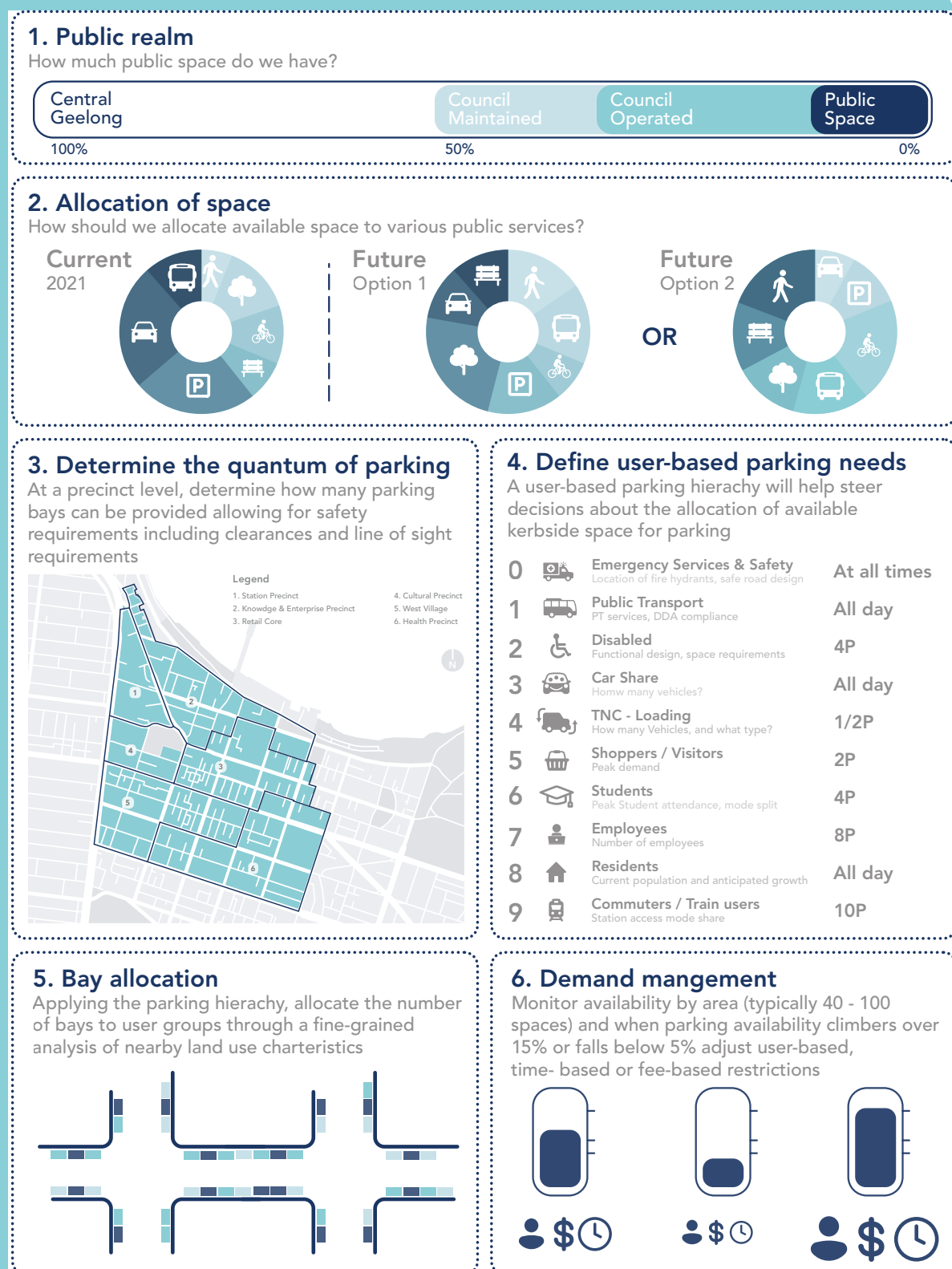
An engaging and inclusive public realm encourages people to visit and stay for longer. It also supports the development of Central Geelong as a place to live. Excessive provision of on-street parking can negatively impact the look and feel of city centres, reducing economic competitiveness and attractiveness for investment. There is a clear need to balance the competing function between access offered by parking and the detraction excessive parking has on a city centre.

SUPPORT TRANSITION TO A BALANCED TRANSPORT SYSTEM

The longer-term vision must be a balanced transport system, where people have viable transport options. Additional parking will still need to be provided and the most efficient place to provide this is on the edge of Central Geelong where land values are lower and cars using the parking do not need to sit in traffic.



Figure 2: The Parking Management Decision Framework



DECISION MAKING

Best-practice parking management is based on evidence-based data that can be explained to the public. The Parking Management Decision Framework provides such an approach for Central Geelong.

STAGE 1: QUANTIFYING TOTAL PUBLIC SPACE

The public realm plays a critical role in shaping mobility, liveability, amenity, and economic activity in cities. It is therefore important to quantify the amount of public space that will be made available for various public services including parking.

STAGE 2: ALLOCATING PUBLIC SPACE FOR COMPETING DEMANDS

Once the amount of public space is determined, this space can be allocated to various uses. This process can be informed by the various Council strategies, including transport, planning and urban design strategies.

STAGE 3: QUANTIFYING PRECINCT-LEVEL PARKING PROVISION

How much car parking in each precinct can then be quantified, using the space that has been made available for parking from Stage 2.

STAGE 4: DETERMINING USER-BASED PARKING NEEDS

At a precinct level, a user-based parking hierarchy is then applied to allocate sufficient kerb-side space for each market segment in order of importance. The hierarchy of user groups shown in Figure 2 is set to achieve the Vision and Objectives.

The hierarchy specifies user groups whose parking needs should be met (at least partially) before 'lower order' user groups' parking needs are considered. In any location, the first pick of parking bays should be for emergency services and then for public transport.

If there are no operational public transport services in the street then the remaining kerb-side space is prioritised to the next user group. This iterative process continues for each user group in the hierarchy. Characteristics of each precinct inform the allocation of parking space for each user group.

STAGE 5: ALLOCATING PROVISION TO DIFFERENT USERS

The next stage is to allocate the number of bays to specific user groups through a fine-grained analysis of the nearby land use. These bays should have appropriate controls to facilitate the parking stays of the prioritised user groups.

STAGE 6: MANAGING DEMAND TO ENSURE AVAILABILITY

The final stage of the framework focuses on ensuring availability targets are met. Demand for parking often varies by time of day, day of week, location within the precinct among other variables. It is important to monitor demand and ensure appropriate controls are implemented to maintain the desired availability in each time period of the day. Parking demand in every precinct is monitored, and parking controls are progressively adjusted to ensure objectives related to customer experience can be achieved.

STRATEGIC MOVES

Our strategic moves articulate six areas of focus to improve how we will manage the current and future demand for parking in Central Geelong.

They build on current work, such as the procurement of smart parking technologies, and national and international best practice in parking management.

These moves reflect the feedback and insight received during our engagement with key stakeholders and the wider community.

01

ADOPT A PRECINCT-BASED APPROACH TO PARKING MANAGEMENT

Parking controls will be tailored to more closely reflect the evolving needs of businesses, services and customers through a data-driven decision-making process that is enabled by smart technologies. This will help us ensure that parking is always meeting the needs of our customers as Central Geelong continues to grow and evolve.

02

USE SMART TECH TO IMPROVE DECISION MAKING AND CUSTOMER EXPERIENCE

Smart parking technologies will utilise real-time data to enhance the customer experience by making the process of finding and paying for parking easier. This data will also help us monitor parking utilisation across Central Geelong to ensure compliance and turnover, and inform our decisions on how best to respond to the changing needs of our customers.

03

EXPLORE AND ENCOURAGE SHARED PARKING FOR NEW DEVELOPMENT

The new parking overlay for Central Geelong will set out appropriate levies to be paid in lieu of providing parking spaces for new developments. These levies fund new facilities to be shared by several developments, therefore maximising utilisation. This will support the introduction of maximum parking rates and the development of Car Share services in Geelong.



04

UTILISE PARTNERSHIPS TO DELIVER NEW SUPPLY

Work with the State Government to deliver the proposed new multistorey parking precinct facilities on the periphery of Central Geelong to accommodate workers and commuters. Explore established and innovative funding models with the private sector to deliver and operate these facilities. Connect these new facilities with shuttle bus and existing public transport services to key destinations in Central Geelong.

05

ADVOCATE FOR GREATER INVESTMENT IN PUBLIC TRANSPORT

The City of Greater Geelong will improve decision making and knowledge sharing through increased collection, access and interoperability of data. We will be leaders in developing and adopting new technology that can be leveraged to inform new policies, collect community insights, and assist in the development of solutions to local problems.

06

REINVEST A PROPORTION OF PARKING REVENUE IN PLACE-BASED INITIATIVES

In addition to covering the costs of providing the service, reinvesting surplus income in: streetscapes, public transport; street frontage improvement schemes and heritage building restoration programmes; place activation, marketing and management; and free shuttle bus services between off-street parking facilities on the periphery and key destinations in Central Geelong.



CURRENT DEMAND

The framework below summarises how we propose to manage the current demand for parking in Central Geelong

GOAL

Availability

Our goal is to help make parking available where and when needed

HOW



Technology



You will be able to easily locate and pay for parking through an app

Sensors will enable us to show you where parking is available

Sensors will be embedded in every parking space

We will enable the new approach through smart parking technologies

ALSO

Reinvesting



Public Transport



Public Realm



Economic Development

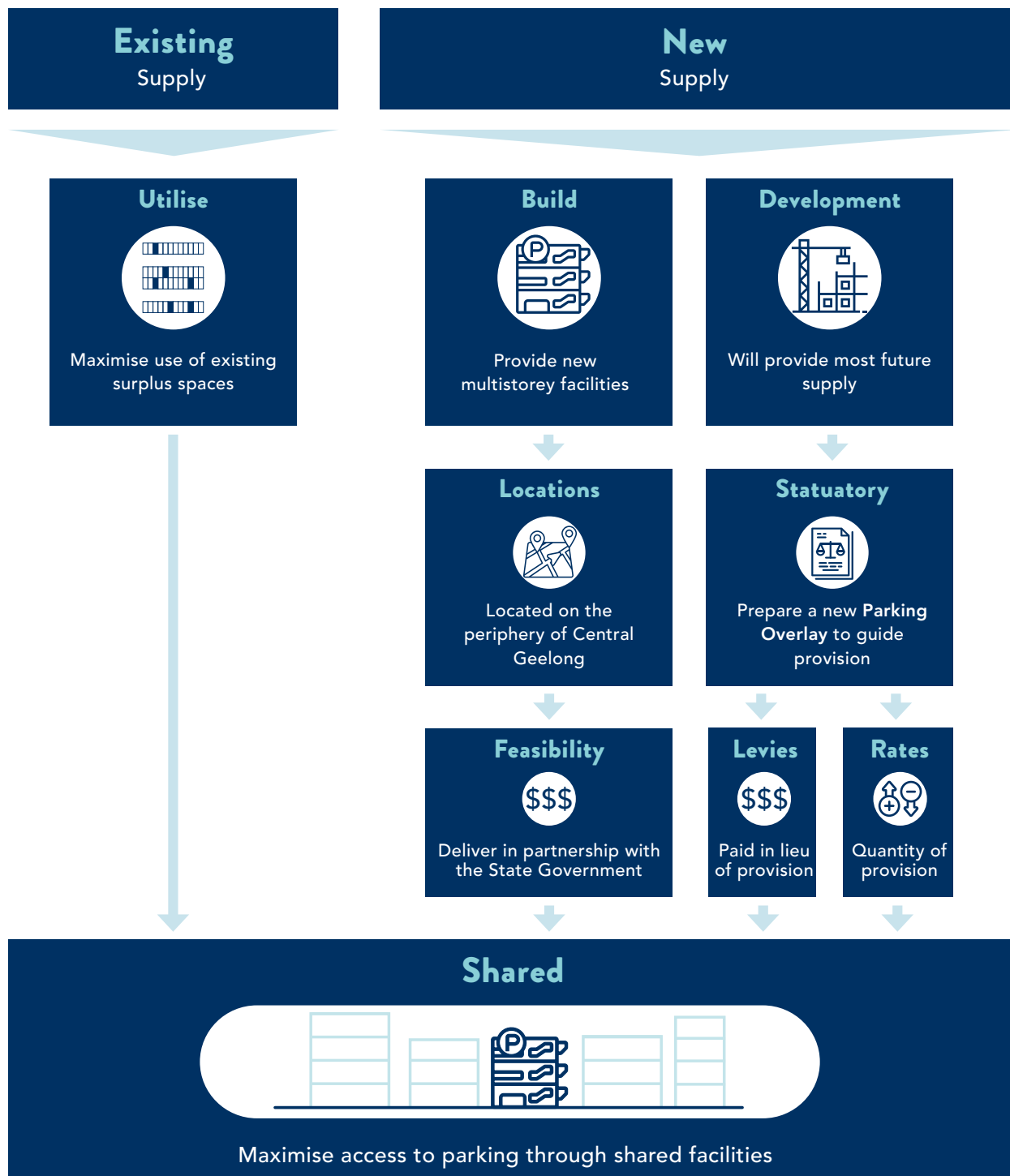


Marketing

We will reinvest a portion of parking revenue back into the precincts where it was generated

FUTURE DEMAND

The framework below summarises how we propose to manage the future demand for parking in Central Geelong



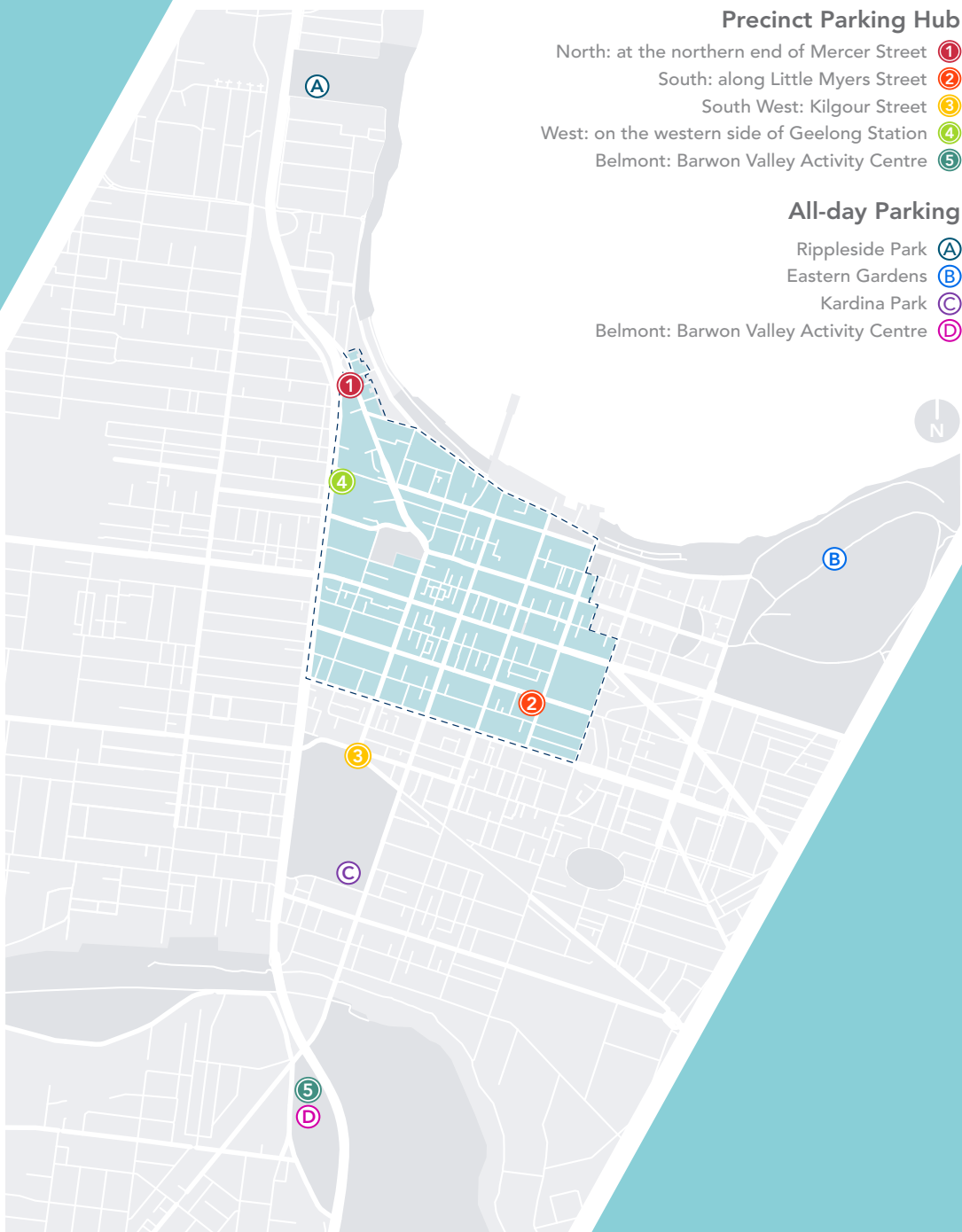


Figure 3: Proposed Parking Precinct Hubs

IMPLEMENTING THE STRATEGY

The new strategy proposes a data-driven approach that will be tailored to our precincts. This means data first, planning second.

For the first 12 months, we will gather new real-time data on parking via sensors and high resolution cameras to be deployed across Central Geelong.

Once we have reliable data on parking, we will prepare parking plans tailored to the needs of each precinct across Central Geelong.

DATA FIRST

WHY WE NEED NEW DATA

The most recent data we have on parking was collected in 2018. While it provides a useful overview of parking utilisation, it does not cover the full week and lacks sufficient detail to enable decision making on a precinct level that will best serve the needs of our businesses, services and customers.

HOW WE WILL COLLECT DATA

Sensors will be embedded in each parking space across Central Geelong, to provide real-time, accurate and reliable data on usage. This data will be used to monitor the effectiveness of parking controls in each precinct, and to make decisions on how these controls will be adjusted to maintain availability and choice. Council's existing high resolution CCTV network will be used to record the entry and exit to off-street car parks.

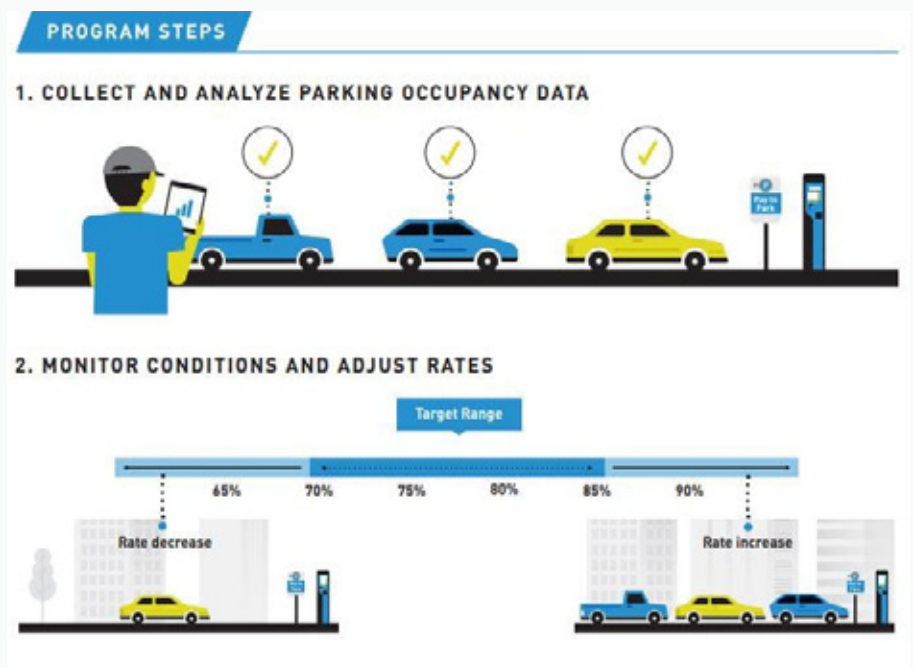


Figure 4 - Data collection and control adjustment (Source: Seattle Department of



PLANNING SECOND

HOW WE WILL USE THIS DATA

This data will be analysed and presented to key stakeholders on a precinct-by-precinct basis, as part of our engagement process for preparing Parking Precinct Plans (PPPs).

Each precinct has different needs and requirements for parking. The new approach will therefore tailor the parking controls to ensure availability and choice in each precinct.

PREPARING THE PLANS

The preparation of a PPP includes:

- Collecting detailed data on local conditions,
- Engaging with key stakeholders and users to determine needs, and
- Developing strategies and determining the appropriate application of controls.

Considerations in the preparation of PPPs include:

- Precinct context
- Community expectations
- Useful comparisons
- Key parking issues to address
- Priority user groups
- Improvement options

REVIEWING THE PLANS

A key component of this strategy is to monitor parking performance across the precincts and adjust the controls as required to ensure key needs are continually being met.

For more details, see the final chapter.

KEY STEPS FOR FOR INITIAL THREE YEARS

	NO	STEPS
YEAR 1	1	Identify areas of low parking demand and identify incentives to increase utilisation
	2	Complete procurement of parking sensors and implement precinct-by-precinct, based on demand
	3	Collect new real-time data to inform Parking Precinct Plan development
	4	Explore the planning and delivery of proposed Precinct Parking Hubs with the State Government
	5	Prepare initial set of Parking Precinct Plans with key stakeholders
	6	Engage with wider community on the finalisation of Parking Precinct Plans

	NO	STEPS
YEAR 2	7	Complete roll-out of smart technologies and Parking Precinct Plans
	8	Explore how a proportion of parking revenue could be reinvested in Central Geelong
	9	Analyse data from first 12 months and report back to stakeholders
	10	Integrate Parking Precinct Plans with Geelong Integrated Transport Strategy
	11	Prepare Parking Overlay for Central Geelong
	12	Engage with wider community on the finalisation of Parking Precinct Plans

	NO	STEPS
YEAR 3	13	Continue the planning and delivery of proposed Precinct Parking Hubs with the State Government
	14	Finalise Planning Scheme Amendment for Parking Overlay
	15	Analyse data from second 12 months and report back to stakeholders
	16	Review Strategy vision, objectives and settings
	17	Update Parking Precinct Plans
	18	Engage key stakeholders on changes in each precinct

STRATEGIC MOVES	RESPONSIBLE AREAS	TIMEFRAME
	Transport	Months 1-3
	Smart City	Months 1-6
	Smart City	Months 1-12
	Transport	Months 1-12
	Transport	Months 1-12
	Transport	Months 9-12

STRATEGIC MOVES	RESPONSIBLE AREAS	TIMEFRAME
	Transport	Months 1-12
	Econ Dev, Place Management	Months 1-12
	Smart City	Months 1-12
	Transport + Strategic Transport	Quarterly
	Strategic Transport	Months 9-12
	Strategic Implementation	Months 6-12

STRATEGIC MOVES	RESPONSIBLE AREAS	TIMEFRAME
	Transport	Months 1-12
	Strategic Implementation	Months 1-12
	Transport	Quarterly
	Strategic Transport	Months 6-12
	Transport	Months 6-12
	Transport	Months 10-12

MONITORING & REPORTING



This section sets out how we propose to monitor and report on our parking performance in Central Geelong, and how we will improve this service on an ongoing basis.

MONITORING

To inform the implementation of effective parking management controls, Council will monitor the real-time sensor data. This will be used to analyse parking availability across Central Geelong. Officers will regularly report on the parking state of play for each time period (3-month intervals).

REPORTING

Officers will report their progress annually to Council in a report that will be made available to the public. The report will explain the changes to parking restrictions that are required to meet customer needs and expectations. Where demand for parking is low (resulting in high availability of car parking) the restrictions will be eased. Where availability is low, the restrictions will be tightened. The community will be able to provide ongoing feedback to help our understanding of the various market segments and parking needs that should be met in each precinct.

IMPROVEMENT

At the heart of this Strategy is a process for continually improving parking management (Figure 4) that focuses on customer experience. The cycle captures the proposed data-driven decision-making framework, together with the proposed approach for monitoring and reporting.

The Parking Improvement Cycle proposes a clear separation of roles and responsibilities to ensure accountability for specific elements of parking management:

- The Council define the Vision and Objectives for parking management.
- The Executive set the actions to deliver the Vision and Objectives set by the Council.
- Officers implement the actions on a day-to-day basis:
- Transport are responsible for monitoring, reviewing, community engagement and reporting, and
- Health & Local Laws are responsible for parking enforcement.

The new approach also recommends Council should remain one of the primary providers of parking in Central Geelong, in order to ensure parking supply, facilitate new developments, promote commercial activity, maintain low parking prices and manage availability.



MEASURING PROGRESS

To track progress, promote accountability and fine-tune our approach we will implement a Monitoring and Evaluation Framework. This framework will cover performance metrics and indicators, data collection and analysis, progress reporting, continuous improvement and project evaluation.

Key performance indicators will include:

- 5% parking availability rate applied to small areas (eg. a street) - in other words, for every 20 parking spaces there will always be 1 space available;
- 5-15% parking target range across a precinct;
- Parking sensor accuracy rate of 99%; and
- An 80% customer satisfaction rate.



Figure 4 - Parking Improvement Cycle

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