PORT FAIRY CAR PARKING STRATEGY

BACKGROUND CONTEXT

PREPARED FOR MOYNE SHIRE COUNCIL

12/05/2017
M14-00555-006-R-AU-ES/JM
ORIGINAL
URBAN DEVELOPMENT

COMMERCIAL IN CONFIDENCE

Calibre Consulting

Level 2, 55 Southbank Blvd
SOUTHBANK VIC 3006

Ph: (03) 9203 9000

DOCUMENT CONTROL

M140555-005-R-AU-ES

Issue	Date	Issue Details	Author	Checked	Approved
1	12/5/17	Report Split	JM	FS	JM

TABLE OF CONTENTS

TABLES

FIGURES

1 EXECUTIVE SUMMARY

Moyne Shire Council has recognised the need to review the car parking provisions in the Port Fairy Commercial Centre and to develop a car parking strategy (the "strategy") that will meet existing and future challenges. The supply and management of parking within Port Fairy has an important role to play in servicing the needs of residents and visitors, and to support opportunities for employment and economic development, including the tourism trade. The Shire believes that having a coordinated car parking strategy is integral to maintaining and enhancing accessibility to the centre.

This strategy will guide how Council manages the town's parking and supports the viability and vitality of the town's activities; by helping to:

- Optimise the use of existing parking and provide the context for all on-street parking to be used efficiently
- Ensure that adequate and appropriate provisions are made for off-street parking in the future
- Minimise the parking impacts outside of the core commercial centre area

The project began in October 2014 and has developed over the past 22 months. It focuses on issues affecting the Commercial Centre such as managing new mixed-use and residential development, maintaining a viable shopping centre and managing parking for optimum shopper and visitor convenience. The strategy makes clear and concise statements outlining the community's and Council's expectations for managing parking in the Commercial Centre.

During the development of the strategy, input has been received from a cross-section of Council's departments and contributions from representatives of the local community and interested stakeholders. The strategy has been supported by research and data collection focusing on major issues where new information was needed. The development of the strategy has involved two stages of consultation with the community, which resulted in significant feedback.

The strategy is also informed by the findings and recommendations of an Issues and Opportunities Report (23 April 2015) that should be read in conjunction with this document. During the preparation of this strategy, the Port Fairy Town Centre Car-Parking Strategy – Economic Assessment (Economic Assessment) report was prepared by Tim Nott in July 2016 on behalf of Council in order to provide a greater analysis of the predicted future commercial floor area requirements of the township of Port Fairy and methodology for determining an estimated car parking in lieu amount to further inform this strategy.

The principal purpose of the car parking strategy is to consider future parking needs based on the demand that is primarily generated in "normal" seasons. The strategy does not propose to address peak period parking demands such as those manifested during summer holiday periods or during popular festivals and events. However, the strategy does consider the increasing role of tourism and the progressive transition of Port Fairy towards a year-round destination.

Five strategy recommendations have been developed to cover all aspects relevant to parking:

- Recommendation 1: On-Street Parking
- Recommendation 2: Public Off-Street Parking & Long Term Commuter Parking
- Recommendation 3: Resident Parking
- Recommendation 4: Connectivity of Parking Facilities & Directional Signage
- Recommendation 5: New Developments – Statutory Parking Rates
- Recommendation 6: Payment in Lieu Scheme

An essential part of the experience of this project has been learning to work together to appreciate and respect the knowledge and aspirations of the various community sectors that make up Port Fairy. It has been a pleasure for Moyne Shire Council to be involved with the community on this very exciting project and the resultant strategy is testament to cooperation and direct contribution of many individuals.

2 INTRODUCTION

2.1 STRATEGY OVERVIEW

The strategy has focussed on a core study area that includes a total of 827 parking spaces which are all located within easy walking distance of the commercial centre. The parking spaces examined in the study comprise:

- 665 on-street spaces (458 formally line marked, 176 informal grass nature-strip spaces and 31 non-line marked spaces in Princes Street); and
- 162 off-street spaces.

In December 2014, comprehensive utilisation surveys were undertaken of the 827 parking spaces. These surveys revealed that there were ample parking opportunities available within the study area. Overall, the maximum parking occupancy occurred at midday on Saturday 13 December 2014 with 52% of the 827 on-street and off-street spaces occupied by vehicles. This peak Saturday parking occupancy included an estimated 40 to 45 vehicles attending the arts and crafts market held in the park area adjacent to Railway Place. The peak weekday occupancy occurred on Friday 12 December 2014, and was recorded at 1pm when 49% of available parking spaces were occupied.

This strategy sets out 6 new recommendations to govern parking in the Port Fairy Commercial Centre, specifically covering the following aspects:

Recommendation 1: On-Street Parking
This policy prioritises short term parking in the heart of the Commercial Centre to ensure the ongoing viability and vitality of the township's activities.

Recommendation2: Public Off-Street Parking & Long Term Commuter Parking
Locations for longer term all-day parking are identified on the perimeter of the Commercial Centre, providing convenient parking for those requiring longer duration stays.

Recommendation 3: Connectivity of Parking Facilities & Directional Signage
Several areas and routes require improved signage to strengthen connectivity between attractions and guide people on foot around the township thereby helping to ensure the efficiency of existing parking facilities.

Recommendation 4: Resident Parking
The resident parking policy identifies the circumstances and provides the context for eligible residents to park their private vehicles in designated residential parking areas within proximity of their residence.

Recommendation 5: New Developments – Statutory Parking Rates
New statutory parking rates have been identified as suitable for certain development types in Port Fairy. Council will pursue a Planning Scheme amendment to formalise their adoption as part of a revised Clause 52.06 of the Port Fairy Planning Scheme.

Recommendation 6: Payment In Lieu Scheme
The adoption of a payment in lieu policy will require future developments not providing the requisite minimum parking supply, in accordance with the Planning Scheme, to make a financial contribution in lieu of the parking provision.

2.2 CONTEXT

Port Fairy is a historic coastal town located in south west Victoria and is one of the three main urban centres in the Moyne Shire. As outlined in Clause 21.05 of the Moyne Planning Scheme Municipal Strategic Statement, Port Fairy is a historic coastal town that offers a high quality of life for its residents and is a popular tourist destination. These attributes have been driving general population growth, tourism increase and a resulting change in land use and development.

These changes are reflected in the evolution of the Port Fairy Commercial Centre. Over recent years, there has been gradual redevelopment and introduction of mixed uses for commercial, retail and residential purposes. At present, street car parking is formally provided in the main streets of the Commercial Centre. While at the peripheries and on private land, car parking arrangements are inconsistent.

The need to provide accessible and constructed car parking at the rear of premises is often heavily debated when considering Planning Permit applications. Permit applicants typically resist the requirement to provide onsite car parking on the basis that there is ample capacity on the streets of the Commercial Centre. At the same time, there is a perception amongst some traders, some users of the Commercial Centre and some within the Council that there is a car parking under supply relative to demand. This perception may reflect a "rural car parking psychology" where drivers expect to park directly in front of (or very close to) their destination. This type of convenience is less and less realistic for towns such as Port Fairy that have experienced significant growth and development and attract visitors year-round.

Consideration must also be given to the impact of car parking capacity on the economic health, rich heritage, established character and unique natural assets of Port Fairy. Varying expectations need to be balanced with the community's true needs and the overall priorities for the town.

2.3 STUDY OBJECTIVES

This Car Parking Strategy sets out to examine the adequacy of car parking arrangements and controls in the Port Fairy Commercial Centre. The conclusions drawn in the Strategy are based on:

- A review and analysis of both existing car parking survey data and new data on car parking arrangements, demand/supply and usage.
- Consultation with community groups and key stakeholders using an Issues and Opportunities Paper as a discussion point.

The Strategy implicitly recognises that the township of Port Fairy is a year-round tourist destination. Therefore, car parking demand, particularly in the centre of the township, reflects the ongoing presence of tourists and visitors. Policy directions and actions recommended by the Strategy need to reflect these dynamics. However, it is further recognised that for a limited and relatively short period during the summer holidays (typically three to four weeks between Christmas and the end of January) Port Fairy experiences exceptionally high parking demands. Therefore, this Strategy (by design) does not attempt to satisfy the unusually high (and relatively short lived) parking demand associated with this period.

2.4 STUDY AREA

The study area is shown in Figure 1.

Figure 1: Study Area

The area centres on the main retail and commercial areas of Bank Street and Sackville Street. On Bank Street, the study area starts near Grant Street to the west and extends to Princes Street to the east. On Sackville Street, the study area starts at Regent Street on the north and extends just past Sackville Street to the south. The study area also includes surrounding places such as Barclay Street, Cox Street near the Council offices and areas near Railway Place which are impacted by car parking in the commercial centre.

This area is referred to in this report as the Port Fairy Commercial Centre. The area is equivalent to the study area evaluated in the July 2016 *Port Fairy Town Centre Car-Parking Strategy – Economic Assessment* (Economic Assessment) report.

3 STRATEGIC CONTEXT

3.1 STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework contains both broad and specific policies that are relevant to any car parking strategy to be developed for the Port Fairy Commercial Centre.

On a broad level, Clause 11.09 outlines objectives and strategies for growth in the Great South Coast regional area, The Great South Coast Regional Growth Plan (Victorian Government, 2014) identifies Port Fairy's settlement role as a district town with medium growth. A specific strategy for district towns identifies the need to facilitate support of the local community, industry and services. The provision of car parking is a means of facilitating support and can influence the general function, prosperity and growth of a district town.

Appropriate car parking is also identified as an enabler for the State's economic wellbeing. Clause 17 Economic Development describes the need to provide for a strong and innovative economy through commercial activity, industrial activity and tourism.

Clause 17.01-1 Business, in particular, is relevant to the Port Fairy Commercial Centre. Its objective is:

To *encourage development which meet the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities*.

Supporting this objective is a specific strategy related to car parking that must be considered:

Provide outlets of trade-related goods or services directly serving or ancillary to industry and which have adequate on-site car parking.

The most specific objective and strategies related to car parking are within Clause 18 Transport. At a high level, this Clause seeks to *ensure an integrated and sustainable transport system that provides access to social and economic opportunities, facilitates economic prosperity, contributes to environmental sustainability, coordinates reliable movements of people and goods, and is safe.*

In Clause 18.02-5 Car Parking, the specific objective supporting the overarching Transport goals is as follows:

To ensure an adequate supply of car parking that is appropriately designed and located.

To support this objective, the following strategies have been identified.

- *Allocate or require land to be set aside for car parking subject to the existing and potential modes of access including public transport, the demand for off-street car parking, road capacity and the potential for demand management of car parking.*
- *Encourage the efficient provision of car parking through the consolidation of car parking facilities.*
- *Prepare plans for the design and location of local car parking to:*
    - *Protect the role and function of nearby roads, enable easy and efficient use and the movement and delivery of goods.*
    - *Achieve a high standard of urban design and protect the amenity of the locality, including the amenity of pedestrians and other road users.*
    - *Create a safe environment, particularly at night.*
    - *Facilitate the use of public transport.*

- *Protect the amenity of residential precincts from the effects of road congestion created by on-street parking.*
- *Plan adequate provision for taxi ranks as part of activity centres, transport interchanges and major commercial, retail and community facilities.*

3.2 LOCAL PLANNING POLICY FRAMEWORK

There are no local policies relating specifically to car parking within the Port Fairy Commercial Centre contained in the Moyne Planning Scheme. There are, however, a number of policies that can be impacted by a car parking strategy in the commercial centre and must be considered.

Economic Development is a focus as outlined in Clause 21.07. Within this clause, Port Fairy is confirmed as a principal retail and service centre. It is also identified as part of the key Tourism sector for the local economy. Given this, the car parking strategy for the Port Fairy Commercial Centre must be supportive of economic development and facilitate employment opportunities.

The following issues are relevant:

- *The impacts of a large influx of tourists needs to be considered in terms of balancing environmental impact and pressure for development.*
- *Protection of those assets on which tourism depends is an important consideration in the future development of the Shire.*

The car parking strategy must also be consistent with the following economic development strategies:

- *To encourage service based industries in existing settlements.*
- *To encourage the expansion of tourism as an important sector in the local economy.*
- *To encourage tourism development in settlements and in appropriate locations near natural, cultural or historic features.*

Clause 21.09-3 focuses on the Port Fairy specific implementation of the objectives and strategies set out in the Moyne Planning Scheme. The vision for Port Fairy highlights important considerations that the car parking strategy must support. The relevant vision statements include:

- *To maintain and build Port Fairy as a strong economically sustainable settlement that provides services for the local community.*
- *To retain the distinctive character of Port Fairy based on the heritage features, the coastal location and high quality urban design.*

With respect to economic sustainability, Clause 21.09-3 elaborates on the following points that are influences to the car parking strategy:

Commercial

- *Port Fairy should remain the retailing, service and cultural centre for the surrounding districts.*
- *The consolidation of major retailing and commercial functions within the central commercial area of Port Fairy should be promoted.*
- *Car parking facilities within the Port Fairy central area should be upgraded.*
- *Streetscape improvements in the Port Fairy central area should be carried out.*
- *Provision should be made for the expansion of commercial activities within the central area.*

Tourism

- *Port Fairy should be promoted as an important tourist destination.*
- *Appropriate tourist infrastructure should be developed and encouraged without impacting upon the present scale and heritage values of Port Fairy.*
- *Provision should be made for suitable bus and caravan parking areas in the Port Fairy central area.*
- *The economic base of the town should be strengthened to provide employment and wealth generation.*

Similarly, the emphasis on character and heritage will influence the car parking strategy as detailed in the points below:

Urban Character

- *The coastal and river character of Port Fairy should be retained and enhanced.*
- *The existing avenues of Norfolk Island Pines should be maintained and protected.*
- *Existing commercial, residential heritage areas and other heritage sites and places in Port Fairy should be protected.*
- *Infrastructure*
- *Existing infrastructure should be upgraded in a manner that reflects the character of Port Fairy.*

Tourism

- *Appropriate tourist infrastructure should be developed and encouraged without impacting upon the present scale and heritage values of Port Fairy.*
- *The unique coastal, river and harbour location of Port Fairy should be utilised to develop tourist-related activities that are sensitive to the character of the settlement.*

3.3 PARTICULAR PROVISIONS

In addition to the policies above, the Particular Provision Clause 52.06 Car Parking is incorporated into all Planning Schemes. Clause 52.06 has the following purposes:

- *To ensure that car parking is provided in accordance with the State Planning Policy Framework and Local Planning Policy Framework.*
- *To ensure the provision of an appropriate number of car parking spaces having regard to the demand likely to be generated, the activities on the land and the nature of the locality.*
- *To support sustainable transport alternatives to the motor car.*
- *To promote the efficient use of car parking spaces through the consolidation of car parking facilities.*
- *To ensure that car parking does not adversely affect the amenity of the locality.*
- *To ensure that the design and location of car parking is of a high standard, creates a safe environment for users and enables easy and efficient use.*

This Particular Provision defines the amount of car parking that is to be provided, depending on the land use. Moyne Shire Council have been working with this framework, however recognise that the allocation of car parking, as defined by Clause 52.06 is not always suitable for regional townships like Port Fairy and further refinement of this requirement is needed.

3.4 LOCAL CONTEXT

A mixture of land use and planning control zoning exists within the commercial centre area, as shown in Figure 2.

Most of Bank Street in the study area is a Commercial 1 Zone (C1Z), with some Public Use Zone 6 (PUZ6) for Local Government facilities, a Public Park and Recreation Zone (PPRZ) for Railway Place and some General Residential Zone (GRZ1) at the eastern end of the street. A Public Use Zone 6 (PUZ6) also exists near the corner of Bank and James Streets. Sackville Street is similarly zoned a Commercial 1 Zone from the intersection with Cox Street to the intersection at Bank Street. Further north along Sackville Street, the study area becomes a General Residential Zone. Various Heritage Overlays and Design and Development Overlays exist within the study area. The objectives of these Overlays relate to the protection of heritage and character of this area.

The Port Fairy Commercial Centre is generally situated in Sackville Street and Bank Street, with activity in adjacent parts of various cross streets. Sackville Street, between Cox and Bank Streets, is the heart of the centre and is the most densely developed, with commercial buildings and containing key uses such as the supermarket. There are a variety of land uses found within the study area.

The uses that can be found along Bank Street and Sackville Street are typical of what is found in modest sized towns. Along Bank Street, there are approximately 9 shops, 6 restaurants, 3 food and drink premises, 8 dwellings, 2 hotels, 3 other places of accommodation, 3 offices, 2 mixed use sites, an art gallery, a cinema and two vacant spaces. Similarly, Sackville Street contains approximately 15 shops, 12 dwellings or accommodation premises, 8 food and drink premises, 2 restaurants, a hotel, 2 motels, 2 banks, 2 offices, 2 mixed use premises, a supermarket and bottle shop, an art gallery, the Port Fairy SES Depot, a lecture hall, a medical centre, a library, a hardware shop and 2 vacant premises. The smaller area of Cox Street included in the study area contains approximately 6 dwellings, 2 shops, a bank, a garage and the Council Offices. Finally, Princes Street contains mainly residential dwellings.

Excluding residential dwellings, nearly half of the premises along Bank Street and Sackville Street do not provide onsite parking. The largest provision of onsite parking is found at the motels and other accommodation premises, the supermarket and the Bendigo Bank site.

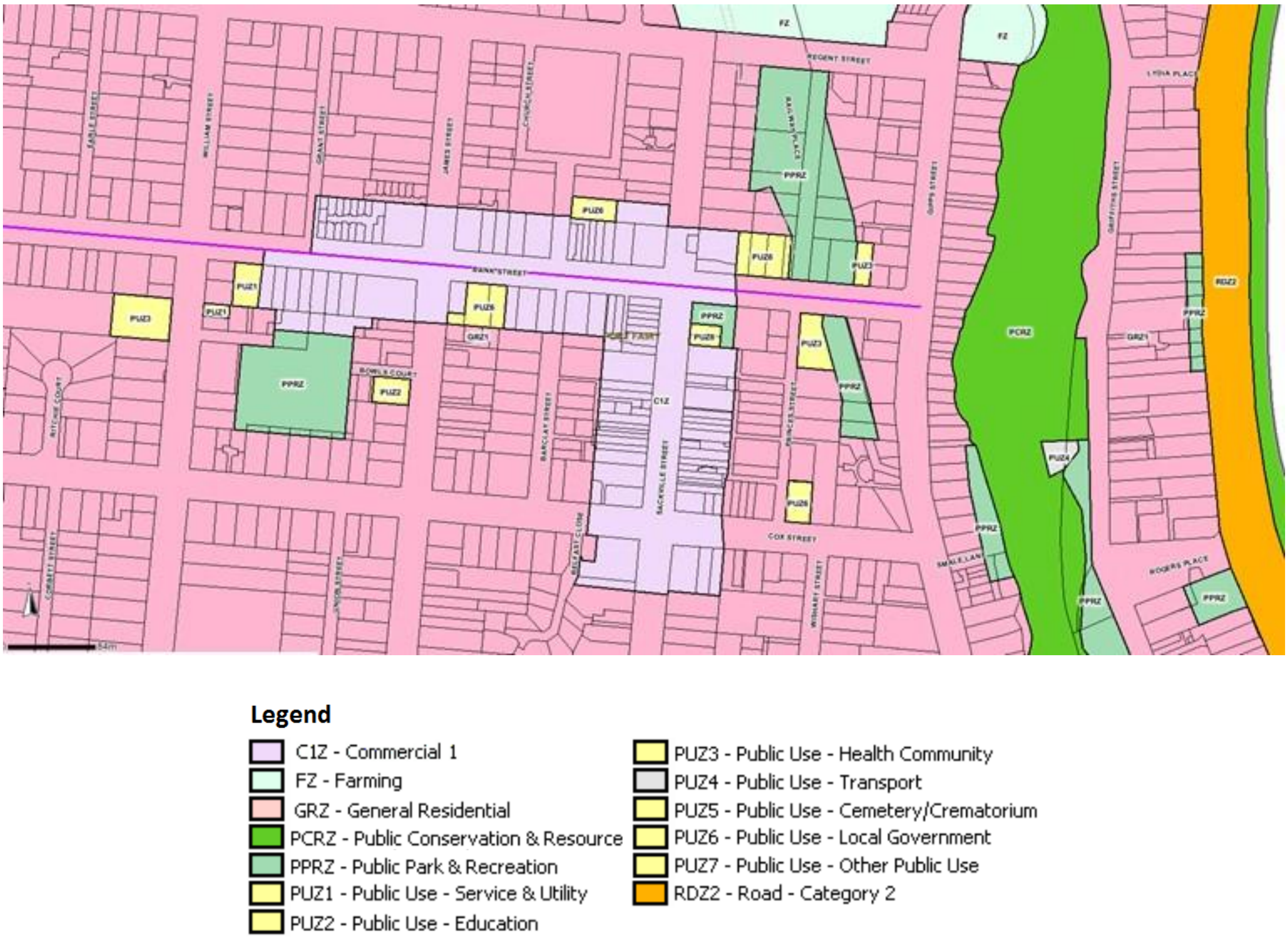

Figure 2: Land Zoning

4 POPULATION, TOURISM AND LAND USE

4.1 TOWN & POPULATION CHARACTERISTICS

4.1.1 GENERAL TOWN CHARACTERISTICS

Port Fairy is a historic coastal town located in the south-west of Victoria, approximately 20 km west of Warrnambool. The town offers a high quality of life for its residents and is a popular tourist destination. These attributes have been driving general population growth, tourism increase and a resulting change in land use and development.

The land use and development changes are reflected in the evolution of the Port Fairy Commercial Centre. Over recent years, there has been gradual redevelopment and the introduction of mixed uses for commercial, retail and residential purposes. At present, street car parking is formally provided in the main streets of the commercial centre. While at the peripheries and on private land, the car parking arrangements are inconsistent. The need to provide accessible and constructed car parking at the rear of premises is often heavily debated when permit applications for redevelopment proposals are assessed. At the same time, there is a perceived under-supply of car parking to meet current and future demand.

4.1.2 POPULATION CHARACTERISTICS & VISITORS

Port Fairy

In 2011 (most recent census night for which published data is available), Port Fairy had a resident population of 2,893 people, plus an additional 346 visitors on census night. This population can more than triple during the peak holiday season and swell to more than 40,000 during the highly popular Port Fairy Folk Festival. These big fluctuations in numbers are acknowledged and can be a challenge to Port Fairy's facilities and services. However, the primary focus of this study is on the permanent population rather than the seasonal fluctuations. Future decision making and development of policies will mainly be based around this 'normal' car parking demand. After all, catering for the peak demands that only occur for short periods of the year will likely create over capacity and underutilisation for the majority of time. As a result of this, the car parking survey program was deliberately scheduled to avoid peak holiday season or any popular events. Nonetheless, matters relevant to seasonal population increases will be considered where appropriate.

The future growth in population and visitors in Port Fairy will be a key driver for growth in commercial and retail developments within the town centre. Towns in Time Data from the Australian Bureau of Statistics confirms the trends identified in the previous Urban Design Framework (UDF) Report 2006 for Port Fairy – regarding the high proportion of unoccupied dwellings, and the associated growth in tourists and weekender visitors.

Port Fairy experiences low employment participation rates (and has a decreasing rate of unemployment), with a high proportion of residents over 55. Average household sizes are relatively low, and decreasing. Recent data also shows that relative wealth is on the rise in Port Fairy. Finally, travel-to-work data indicates significant growth in car drivers, and an increase in car ownership rates.

Trade Area

The trade area of an activity centre is the area from which residents naturally visit the centre to obtain particular goods and services. At the boundary of the trade area, residents may choose from two or more centres that provide equivalent services. The extent of a trade area is influenced mainly by the location of competing centres and the travel patterns of residents. The precise boundaries are usually set by the analyst to coincide with convenient statistical areas.

As defined in the July 2016 Economic Assessment Report, the trade area for this study has been defined with reference to the location of surrounding centres that have supermarkets and the boundaries of relevant Statistical Area 1s. The trade area is shown in Figure 3.

The population of the trade area was estimated in the Economic Assessment report at 4,700.

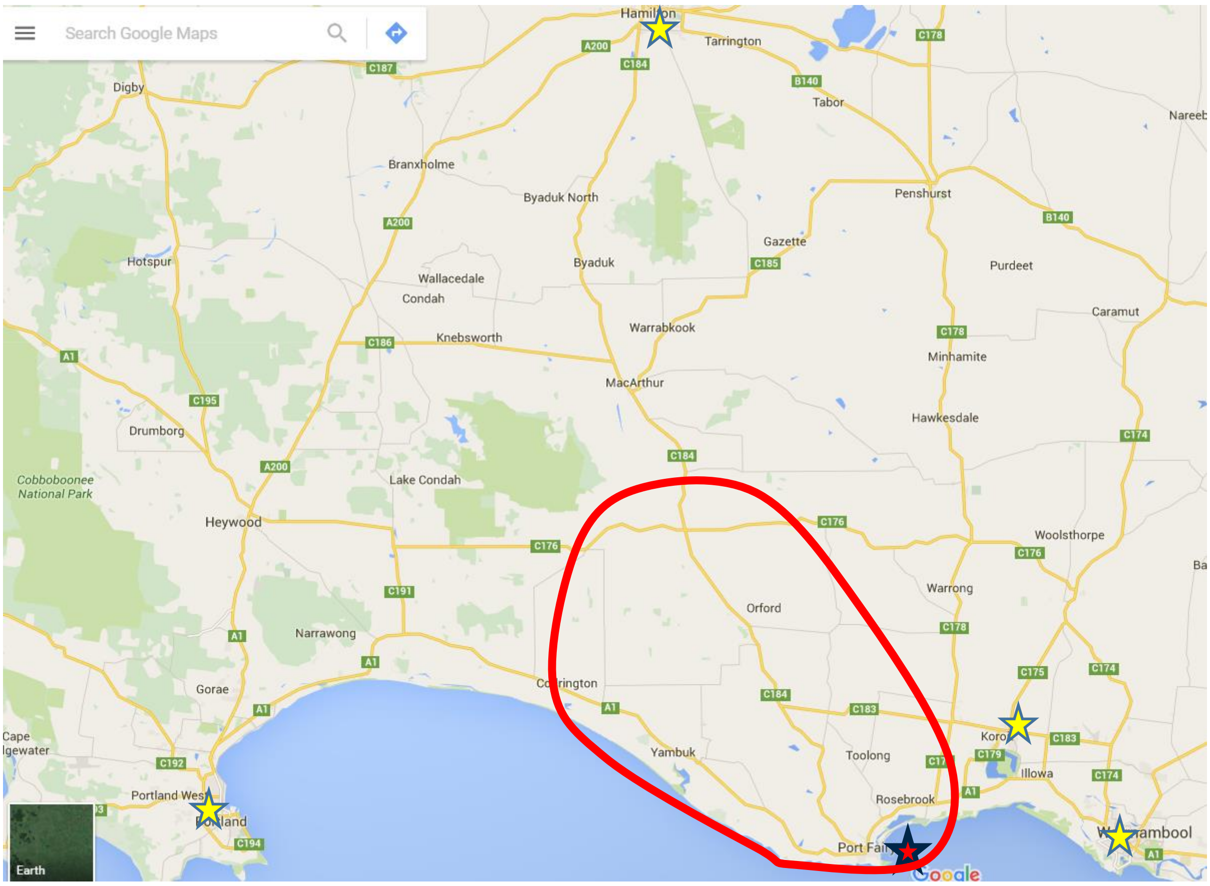

Figure 3: Trade Area for Port Fairy Commercial Centre

4.1.3 POPULATION GROWTH

The 2015 'Victoria in Future' (VIF) population projections for Moyne Shire predict that growth will occur at a rate of 0.6% annually between 2011 and 2021 and 0.7% between 2021 and 2031. These growth rates have been translated into population numbers in Port Fairy, by assuming that they are homogeneous across the Shire and using, as the starting point, the ABS Census 2011 population figure of 2,835 for the Port Fairy 'Urban Centre' (place of usual residence as declared on Census night). Application of VIF population-growth estimates reveals the following:

- The 2015 population (as forecast rather than 'measured') was 2,904 (increase of 69 from 2011)
- In 2021, there will be a forecast population of 3,010 (increase of 175 from 2011)
- Thus the population growth between 2015 and 2021 is forecast to be 106 people
- By 2031, there will be a forecast population of 3,228 (increase of 324 from 2015)

The UDF report 2006 indicated that growth in Port Fairy (if assumed to remain proportionally constant to the VIF 2004 projections for Moyne) would have grown from 2560 in 2001 to reach 2953 by 2031. However, the recent growth trends have greatly outstripped these estimates, and the 2011 population for Port Fairy (2893) has already exceeded the 2021 estimates (Source: ABS 2012). On the basis of the now-redundant UDF forecasts, it is prudent to re-estimate the likely future population for Port Fairy based upon latest VIF 2011 projections.

Trade Area

The Economic Assessment report states that the trade area population is forecast to grow from 4,704 in 2016 to 5,467 in 2036, a growth of 943 people over the 20-year period, for an annual growth rate of 0.9% (see Figure 4).

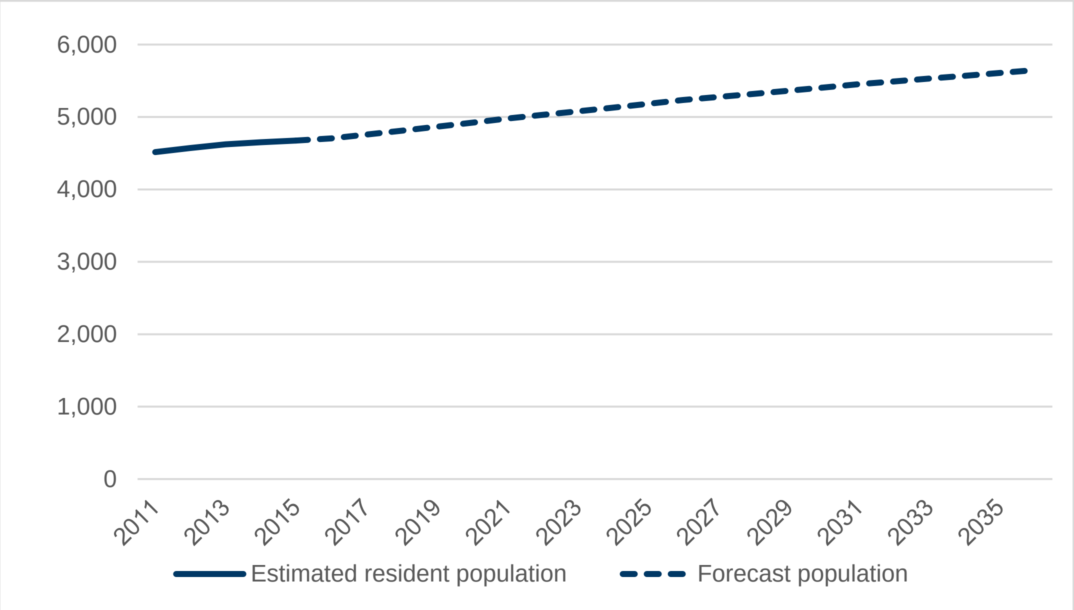

Figure 4: Trade Area Population Forecast

4.1.4 HOUSEHOLD AND DWELLINGS GROWTH

Growth in houses and dwellings is outstripping the growth in population. The reasons are twofold. One: because there is a decline in the proportion of occupied dwellings (known as households) versus unoccupied dwellings. Two: because the average person per household (occupied dwelling) is also declining.

Between 2001 and 2011 the following growth statistics were recorded for Port Fairy:

- Growth in population = 1.23% per annum
- Growth in households (occupied dwellings) = 1.32 % per annum
- Growth in total dwellings (occupied and unoccupied) = 2.02 % per annum
- Growth in unoccupied dwellings = 3.41% per annum

The growth rates indicate that unoccupied dwellings are increasing at more than two and a half times the rate of general population growth. The comparatively large rate of growth in unoccupied dwellings may be considered (primarily) representative of the growth in holiday rental/weekender accommodation. The rate of unoccupied dwellings has increased from 28% of dwellings (294) in 1981 to 36% of dwellings (692) in 2011. This substantial growth reflects an increasing popularity for holiday houses in this area and for Port Fairy as a tourist destination.

While it is difficult to provide any assurances in the future growth rates of unoccupied dwellings, if the current trend were to continue, this would suggest that visitor numbers, particularly in peak season will continue to increase year-on-year, at well above the rate of population growth.

4.1.5 VISITOR INFORMATION CENTRE VISITOR TRENDS

Monthly visitation statistics to the Port Fairy Visitor Information Centre provide an indication of visitor trends. The variation in visitor numbers since 1982 is shown in Figure 3. It should be noted that this is total consolidated data providing the number of visitors to the centre only, and does not indicate repeat versus new visitors, tourists versus locals, or any other data.

The summary of the annual visitor data at the Tourist Information Centre indicates that annual visitation rates to the centre have plateaued over the past ten years.

The data also shows January visitor trends have declined over the past ten years. This January trend has been consistent across the summer period. However, off-peak growth has continued, with winter visitor numbers doubling since about 1998.

However, based upon the increase in “unoccupied dwellings” housing stock, it is not considered that these visitation statistics should be used in isolation to represent a trend in visitors to the area.

It is likely that visitors to the Tourist Information Centre would be likely to decline as this form of “visitor information” has been gradually replaced by the rise of new technology, such as smart phones, in-car GPS and other technologies and applications which enable visitors to navigate, plan their destinations and book attractions without the aid of the centre.

Furthermore, it would appear (even without the rise in these technologies) that tourist information centre numbers may slow in growth, as people familiar with the area (i.e. ‘regular’ holiday makers) have less need to revisit the centre in following years.

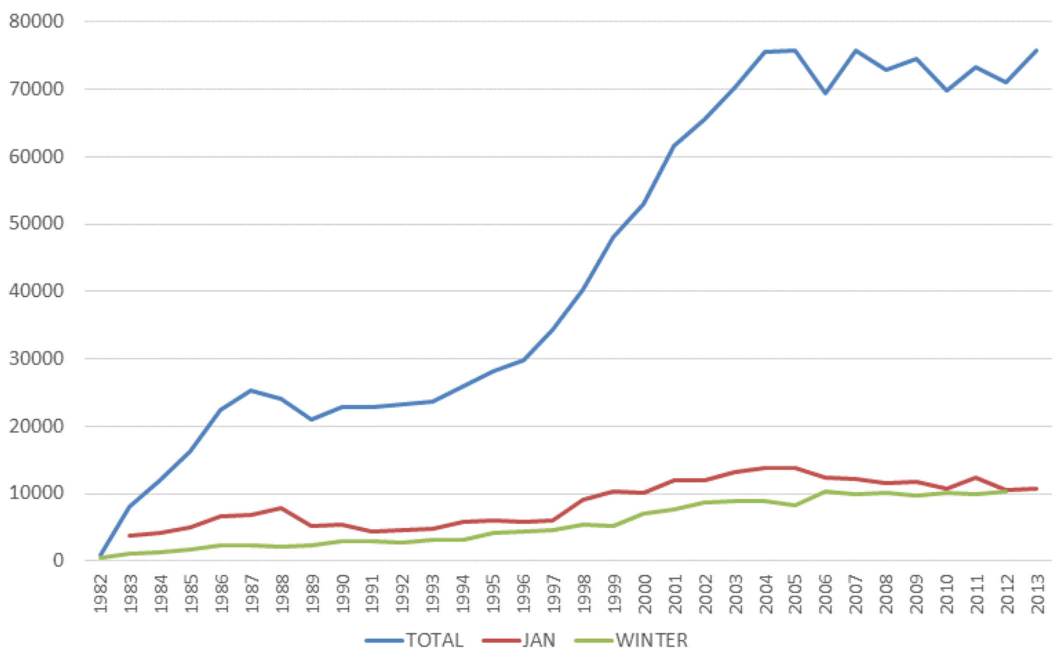

Figure 5: Visitor Information Centre Statistics

4.2 LAND USE

4.2.1 EXISTING LAND USE

The July 2016 Economic Assessment report identified that in total, the Port Fairy Commercial Centre has around 36,549 square metres of building area devoted to non-residential activities. This includes 15,359 square metres of retail space, 12,455 square metres of hotels and commercial accommodation, 4,062 square metres of offices and 3,553 square metres of community buildings. Vacant shopfront floor space was estimated to account for only 1% of the total, which is low for a traditional strip shopping centre, particularly considering the survey was undertaken in winter (the low season for visitors). A vacancy rate of perhaps 5% is more normal and indicative of a centre where demand and supply are in balance. The low vacancy rate suggests that demand is outstripping supply. Table 1 shows the existing land uses as identified in the July 2016 Economic Assessment report.

Land Uses in Commercial Centre	Total Estimated floor area (square metres)
Supermarket	990
Other Food, Groceries and Liquor	2,240
Non-food Goods	6,850
Retail Services	714
Food Service	4,565
Community	3,553
Automotive	672
Office	4,062
Hotel	12,455
Vacant Shop Space	448
Total	**36,549**

Table 1: Estimated Existing Floor Space of Land Uses in Port Fairy's Commercial Centre

The other food, groceries and liquor category includes general stores, liquor outlets and specialty food outlets (e.g., butchers, bakers and greengrocers). The non-food goods category includes clothing, household goods, recreational goods and other goods (e.g., chemist, florists, jewellers and second-hand goods). Food service includes cafes, restaurants and take-away outlets. Retail services includes hairdressers, beauty parlours, video rental, clothing and household goods repairs.

4.2.2 FUTURE LAND USE DEVELOPMENT WITHIN PORT FAIRY

The Economic Assessment report presents a forecast of floor space demand in the Port Fairy Commercial Centre for the 20-year period between 2016 and 2036. The main aspects of the forecast are summarised in this section. Using a set of 'conservative' assumptions, the Economic Assessment report predicts growth of 5,000 square metres of additional retail floor space over 20 years including: 1,100 square metres of food, groceries and liquor; 2,200 square metres of non-food; 1,500 square metres of food service; and 200 square metres of retail services (see Figure 6). Overall, the retail offering of the centre is forecast to grow by one third over the next 20 years to meet future demand.

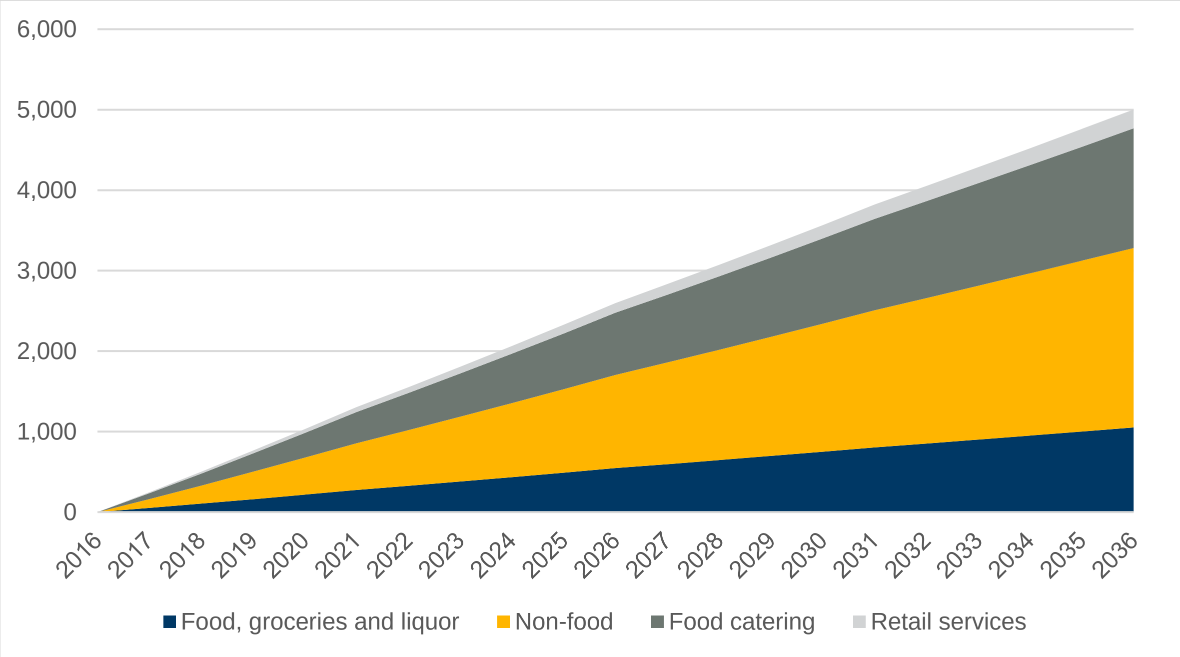

Figure 6: Forecast growth in retail floor space, Port Fairy town centre, 2016 to 2036

The Economic Assessment report also presents forecasts for all existing types of non-residential floor space in the Commercial Centre (see Table 2). The overall forecast for growth in commercial floor space is around 10,400 square metres over the period to 2036

	Floor space, 2016	Share of floor space 2016	Growth 2016-2036	Floor space, 2036
Retail	15,359	43%	5,001	20,360
Food, groceries and liquor	*3,230*		*1,052*	*4,282*
Non-food	*6,850*		*2,231*	*9.081*
Food catering	*4,565*		*1,487*	*6,052*
Retail services	*714*		*232*	*946*
Office	4,062	11%	1,323	5,385
Hotel and accommodation	12,455	34%	4,056	16,511
Community	3,553	10%	~~1,157~~	3,553
Automotive	672	2%	~~219~~	672
Total	36,101	100%	10,380	42,256

Table 2: Forecast for all Non-Residential Floor Space, Port Fairy Commercial Centre, 2036

5 PARKING CONSIDERATIONS

5.1 PREVIOUS STUDIES

There have been a number of car parking assessments made within the study area in the past. The assessments include the following:

1. Port Fairy Central Parking Issues and Opportunities (2001)
2. Car parking survey for a development at 47 Sackville Street (2012)
3. Car parking survey for a mixed use development at 32 Bank Street (2012)
4. Car parking survey for a mixed use development at 31 Bank Street (2013)
5. Car parking survey for a development at 57 Bank Street (2014)

In addition, Moyne Shire has undertaken extensive parking occupancy surveys in recent years, in the lead-up to this study. These are discussed in more detail in section 5.4.

Although some of these assessments are dated, do not cover the exact study area and may have been measured at different times of the year, their findings may still be relevant. A recurring pattern that is documented in all the studies is that normal car parking demand in the Port Fairy Commercial Centre is typically below capacity. This results in car parking spaces always being available in the area, even during the peak usage periods for the permanent population (and considering 'normal' visitation). These past assessments are discussed in the following sections.

5.1.1 PORT FAIRY CENTRAL PARKING ISSUES AND OPPORTUNITIES (2001)

Although this report is now quite dated, having been prepared in 2001, it provides a good historical reference point for any future policy. The main findings of this study that are relevant to the current work include:

- *Parking in Sackville Street is well utilised at most times, and it is the area most likely to experience additional growth with increased tourism;*
- *Parking in Bank Street is well used west of Sackville Street (mainly on the southern side), and a similar growth to Sackville Street could be expected;*
- *Demand for parking in other areas is less, and, presently, at most times there is considerable under-utilisation of the parking supply;*
- *There are specific issues relating to loading that need to be addressed by Council;*
- *There are particular needs for disabled, taxi, and caravan/trailer parking that need to be reviewed.*
- *The issue of business parking in the main street areas needs to be addressed.*

Since that time, the main change has been the conversion of 163 car parking spaces in parts of Sackville and Bank Streets from unrestricted parking to a two-hour limit. This parking change occurs seasonally every year between December and April. The intent of this time-based seasonal management strategy is to dissuade long-term/all-day parking and provide generous short-term parking restrictions to support shopper/visitor access in the commercial centre's busiest precinct during the months of the year with higher visitation rates.

5.1.2 CAR PARKING SURVEY FOR A DEVELOPMENT AT 47 SACKVILLE STREET

In 2011, a car parking assessment was conducted by Cardno to support a permit application at 47 Sackville Street. The car park study was conducted on Friday 28 October 2011, with data points collected at 10am, 12pm and 1pm. Apart from Sackville Street, the survey area also included Bank Street, Cox Street and Princes Street. The survey found that the peak of car parking usage occurs at 12pm. However, during this time, there are still a total of 96 available car parking spaces in the study area. The available spaces included 42 time restricted spaces and 54 unrestricted spaces.

5.1.3 CAR PARKING SURVEY FOR A MIXED USE DEVELOPMENT AT 32 BANK STREET

In 2012, a car park usage study was conducted in the vicinity of 32 Bank Street to support a permit application to reduce the car parking requirement for a proposed mixed use development. The mixed use development comprised of shops at ground level and apartments on upper floors. The car park usage study was conducted over 10 business days in September 2012, at 9:30am, 12:30pm and 3:30pm. The survey area included the 40 car spaces along Bank Street in the vicinity of the proposed development.

The study found that on average, over a 10 business day period, only 48% of the total 40 car spaces on Bank Street were occupied. This represents an average number of 21 available car parking spaces over this period. The study also measured the usage on the north and south sides of Bank Street separately. The highest usage measured on the south side of Bank Street was at 12:30pm on Friday 28 September 2012 when there were still 4 car spaces available. Whilst the highest usage measured on the north side of Bank Street was at 3:30pm on Monday 24 September 2012 and 3:30pm on Tuesday 25 September 2012 when there were still 7 available car spaces.

5.1.4 CAR PARKING SURVEY FOR A MIXED USE DEVELOPMENT AT 31 BANK STREET

In 2013, a car parking assessment was conducted by Cardno to support a permit application for a mixed use development comprising of a shop/food and drink premises on ground floor and a single bedroom dwelling on the first floor. The car parking assessment was conducted to support a reduction in car parking requirement. It was conducted on Friday 3 May 2013 and Saturday 4 May 2013 at 10am, 11am, 12pm, 1pm, 2pm and 3pm. In addition to Bank Street, the survey area also included Sackville Street, James Street and Barclay Street.

On the Friday, the highest car parking usage for the area was measured at 3pm when there were still 100 vacant car spaces. The highest car parking usage on Saturday was at 3pm when there still 78 vacant car spaces. Outside of these peak times there was a substantially higher amount of unrestricted car parking that was vacant. There was not a time on any street where the survey measured zero vacant spaces. This car parking assessment also made a reference to the older study from October 2011 (see Section 7.1.2) that further supported their latest survey.

5.1.5 CAR PARKING SURVEY FOR A MIXED USE DEVELOPMENT AT 57 BANK STREET

In 2014, a car parking assessment was conducted by Blakes Restaurant to support a permit application. The survey was conducted on the 107 car spaces on Bank Street, between Williams Street and Barclay Street. The survey was conducted from Wednesday 15 October 2014 to Sunday 19 October 2014. The survey counts were made at inconsistent times for each day but generally had multiple data points to cover the hours from 9:00am to 6:30pm.

The survey measured the busiest time to be at 1:30pm Saturday 18 October 2014 where there were still 48 vacant parking spaces.

5.2 PARKING INVENTORY

The strategy has focussed on a core study area that includes a total of 827 parking spaces which are located within easy walking distance of the commercial centre. All of these spaces lie within 575 metres of the centre of the main section of Sackville Street (near the IGA supermarket). The 827 spaces parking spaces examined in the study comprise:

- 665 on-street spaces (458 formally line marked, 176 informal grass nature-strip spaces and 31 non-line marked spaces in Princes Street); and
- 162 off-street spaces.

The distribution of all parking spaces surveyed for this study is shown in Figure 7.

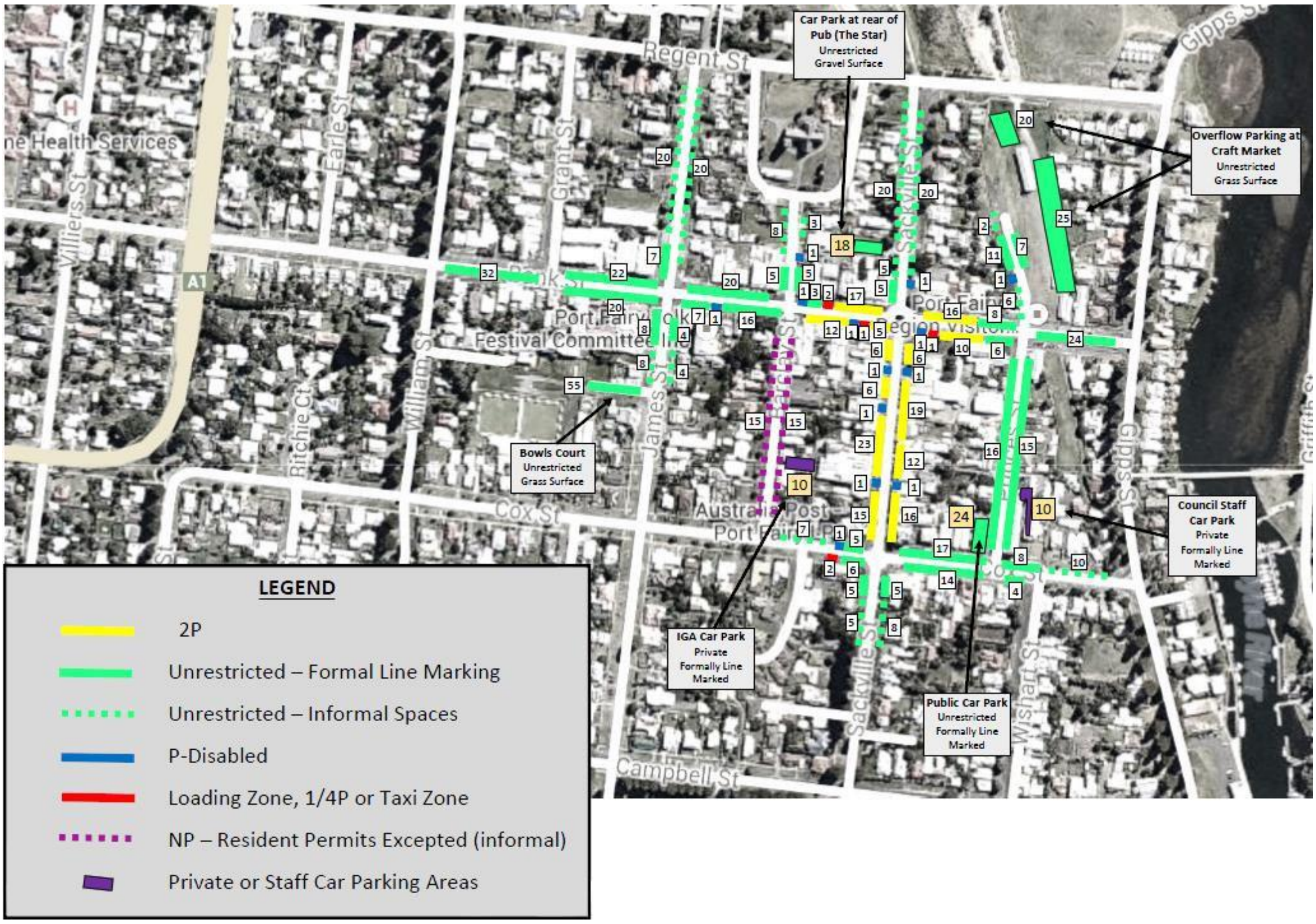

Figure 7: Location and Types of car parking spaces surveyed

5.2.1 ON-STREET PARKING

The 665 on-street parking spaces include:

- 458 formal paved and line-marked spaces comprising:
  - 274 unrestricted spaces;
  - 163 “2-hour limit” spaces (in Sackville and Bank Streets close to the town centre). These signs only operate between December and April each year and subsequently unrestricted parking operates during the winter and spring months;
  - 14 “Disabled” spaces;
  - 7 “Other” spaces (one Loading Zone space, four ¼ hour limit spaces, one Taxi Zone space and one caravan parking space);
- 207 informal spaces comprising:
  - 146 unrestricted spaces (informal grass nature-strip spaces);
  - 30 “No Parking – Resident Permits Excepted” informal grass nature-strip spaces in Barclay Street; and
  - 31 unrestricted spaces (non-line marked on Princes Street).

5.2.2 OFF-STREET PARKING

The 162 off-street parking spaces include:

- The rear of the Star of the West Hotel accessed from Sackville Street (gravel surface);
- The park area adjacent to the Visitor Centre and Railway Place (grass surface);
- Council Car Park located on the east side of Princes Street (formally line marked);
- Public unrestricted carpark on corner of Princes and Cox Streets (formally line marked);
- IGA private staff and delivery carpark at rear of supermarket (formally paved); and
- The Bowling Club carpark provided within Bowls Court (grass surface).

5.2.3 PARKING TYPICALLY AVAILABLE IN SUPPORT OF COMMERCIAL CENTRE

The 458 formally paved and line marked on-street spaces are primarily located adjacent to commercial businesses. For the purposes of this strategy, it will be assumed that these parking spaces are primarily supplied and available to service employees, visitors and shoppers of the commercial businesses in Port Fairy (in addition to the private parking spaces at the rear of the Star of the West Hotel, the rear of IGA and at the rear of small businesses).

The combination of the above on- and off-street spaces equates to a total of 502 parking spaces available for the commercial centre. The analysis presented in subsequent sections will assume that 20 of the on-street spaces are likely occupied by Council workers during the peak Friday period, thereby reducing the total to 482 parking spaces available for employees, visitors and shoppers of the commercial premises in Port Fairy. Any demand exceeding this total supply would result in the parking of vehicles spilling into surrounding residential streets, informal parkland areas or informal/illegal parking areas within the town centre.

5.3 PARKING SURVEYS

5.3.1 OVERVIEW

A comprehensive package of parking survey data was utilised to inform the preparation of this study. The data was captured over 4 survey periods which included:

- Prior to Study – December 2012 to June 2013

  Extensive on-street parking surveys were undertaken during this six-month period. These earlier surveys captured overall parking occupancy within a similar area to the current study and were conducted three times per day for 22 survey days. The surveys did not include the Labour Day Weekend Folk Festival period nor the Easter Long Weekend.

- December 2014

  Parking surveys were conducted between Thursday 11 December 2014 and Saturday 13 December 2014 covering the parking restrictions within the area shown in Figure 5. These surveys measured car parking ‘occupancy’ and ‘turnover’. The surveys were complemented by interview surveys designed to reveal the ‘parking purpose’ (specifically the number and types of business visited by visitors in association with individual parking events)

- January 2015

  The area surveyed was identical to the area surveyed in December 2014 and solely measured car parking usage (occupancy of spaces). The main purpose of the January surveys was to provide further parking insights during the busy summer holiday period for Port Fairy.

- February 2017

  Further surveys were undertaken on Friday 24th February and Saturday 25th of February 2017and, similarly to the January 2015 survey, measured car parking usage (occupancy of spaces). This survey was undertaken to update the work of previous years, and to identify any significant changes to car parking occupancy over this time.

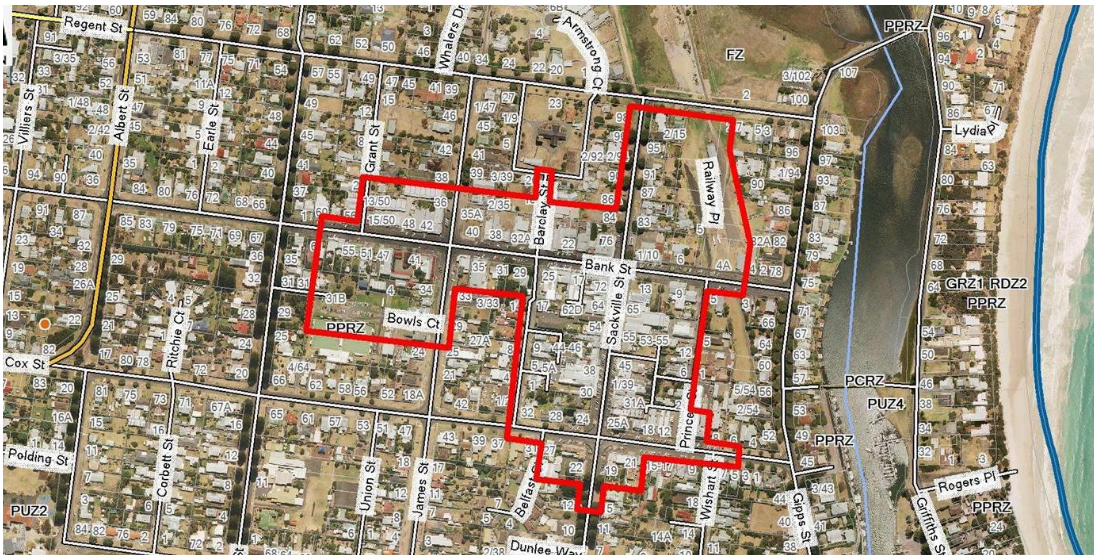

Figure 8: Parking Survey Area – December 2014

5.3.2 Parking Survey Results – December 2014

The majority of parking spaces were surveyed for both occupancy and turnover (by recording licence plate details for each parking space). 'Occupancy' is a simple measure of how many spaces were occupied at a point in time (expressed as a proportion of the total number of spaces available). 'Turnover' refers to the average duration of stay within a given parking area or restriction – providing an indication of how many vehicles use particular areas over a day. Thus, for example, 100% occupancy of a particular parking space for a full day could alternatively mean that:

- A single vehicle was parked all day in that space; or
- That several vehicles parked in that space continuously (so that it was as always recorded as 'occupied') over the time period of the survey.

Face-to-face intercept interview surveys and formal monitoring of people movements after parking were also undertaken for those motorists parking in the town centre (using the "2-hour limit" spaces) to better understand the intended destinations of shoppers and visitors and their 'duration of stay' at various premises.

The parking surveys revealed that there are ample parking opportunities available within the study area at all times, as summarised in Figure 9 which indicates that the overall maximum parking occupancy reached 52% (for the 827 on-street and off-street parking spaces surveyed). This maximum occupancy occurred at midday on Saturday. However, this peak parking demand was influenced by approximately 40 to 45 motorists estimated to be attending the arts and crafts market held in the park area adjacent to Railway Place. Therefore, the peak occupancy associated with permanent land uses in the town centre is more accurately estimated at 49% and occurred at 1pm on Friday.

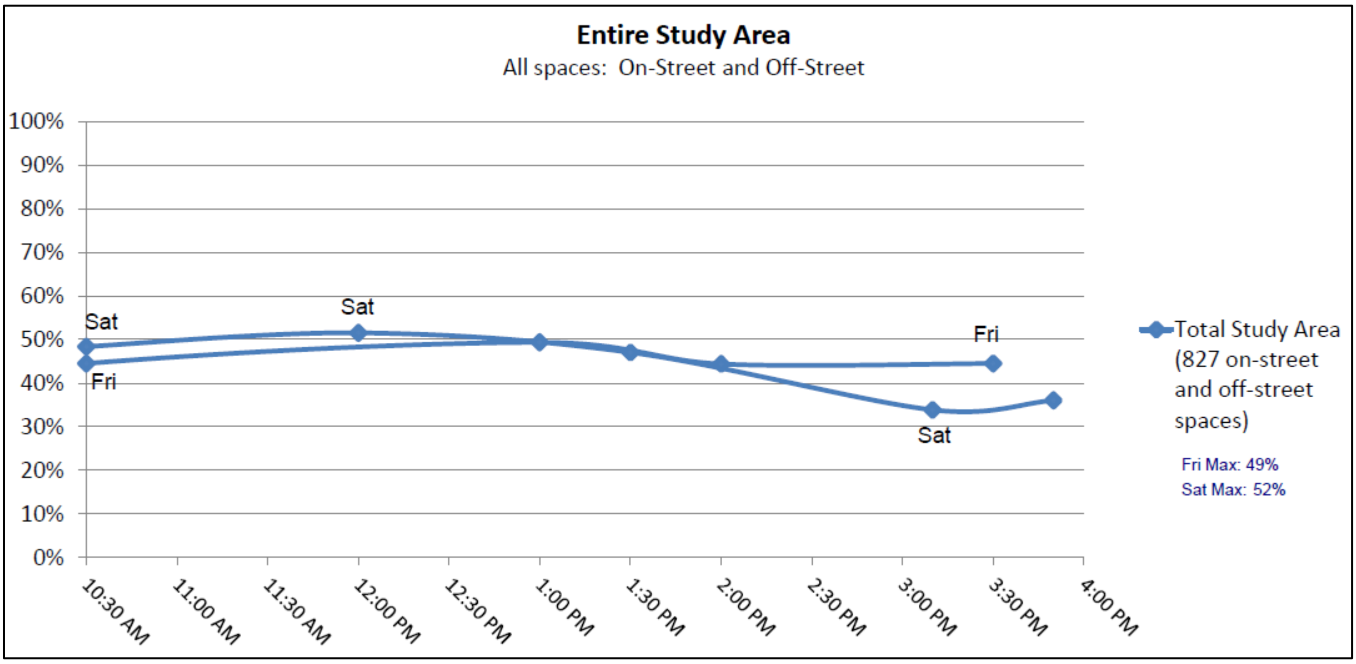

Figure 9: Total parking occupancy for entire study area; Comparison between Friday & Saturday

Figure 10 summarises the occupancy of the on-street parking spaces (in accordance with the restriction to which the spaces are subject to). The figure demonstrates that the 2-hour limit parking spaces (which are provided in the town centre) experienced very high occupancy from mid-morning through the lunchtime period and, again, in the late afternoon. The occupancy peaked at 88% occupancy on Saturday and 85% occupancy on Friday during lunchtime.

The unrestricted on-street spaces always exhibited overall occupancy levels below 50%, indicating that there are ample spare unrestricted parking spaces within 500-600 metres walking distance of the town centre.

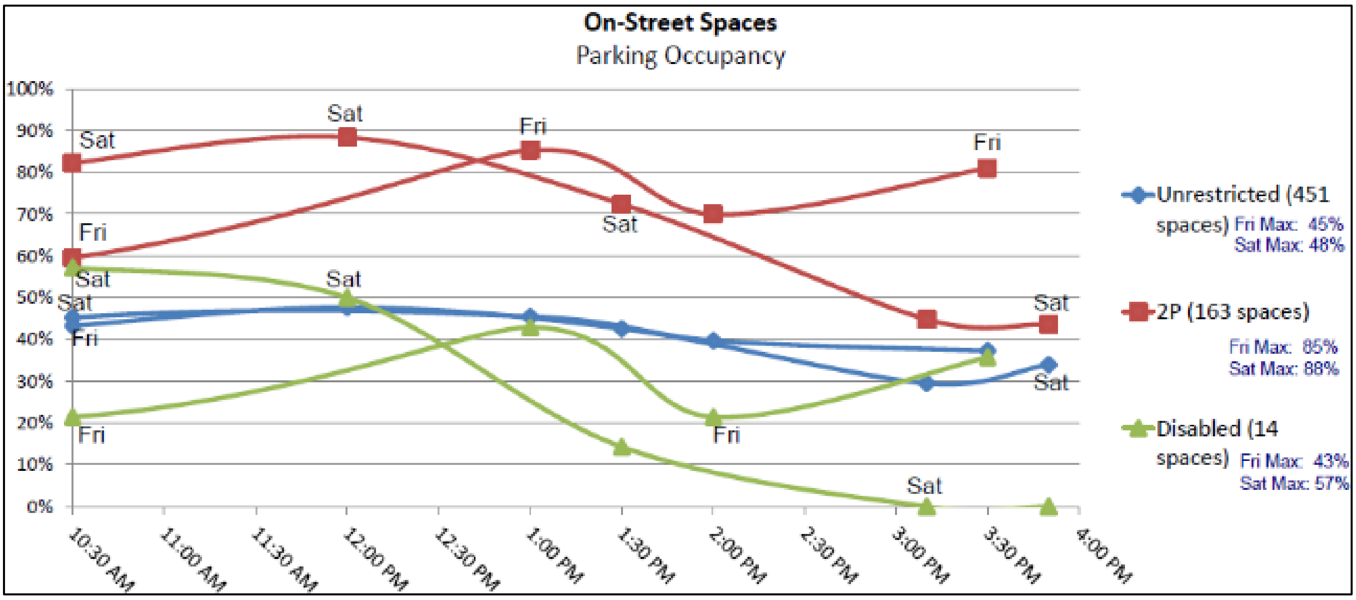

Figure 10: Occupancy by on-street parking restriction type; Comparison between Friday & Saturday

Figure 11 examines occupancy of the unrestricted on-street parking spaces more closely and compares the occupancy of the formal paved and line marked spaces with the informal unmarked spaces (such as those provided on grass nature-strips and within Princes Street). Whilst the informal spaces are typically less used than the formal spaces, the image reveals that even the formal paved and line marked unrestricted spaces only reach a maximum occupancy of 59% (which still leaves 112 formal unrestricted parking spaces unoccupied – even at the busiest time).

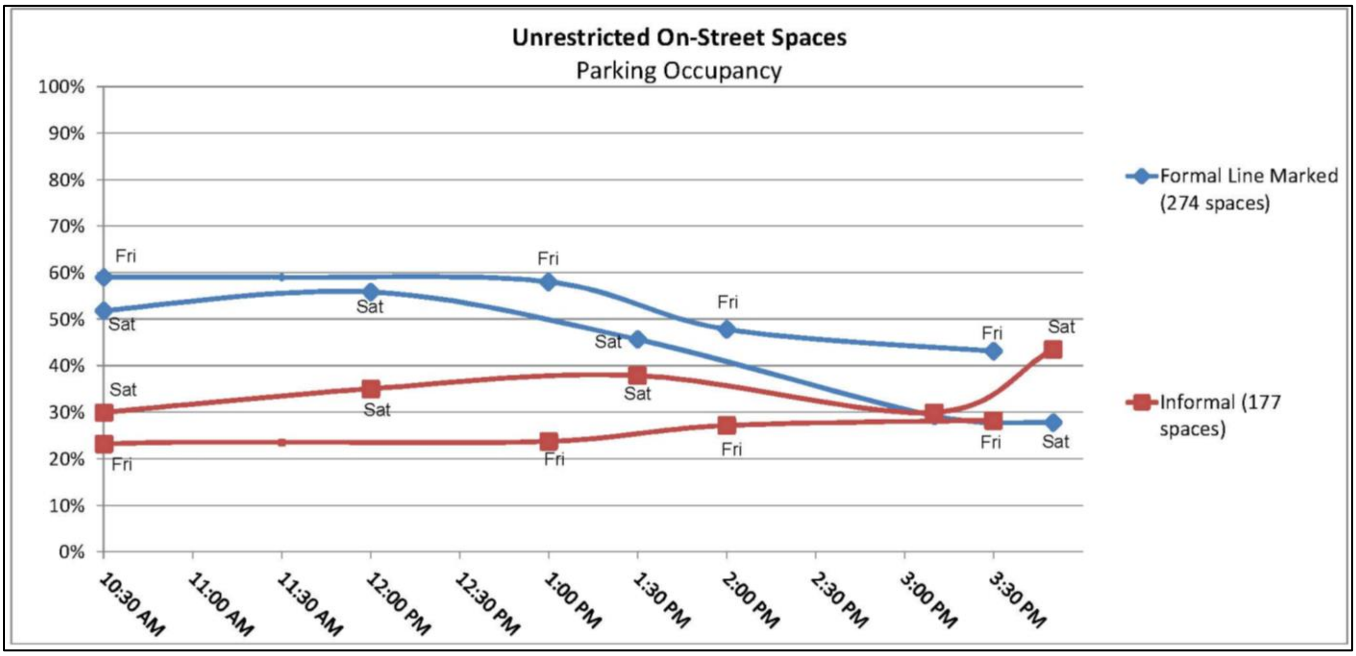

Figure 11: Occupancy of unrestricted on-street parking; Comparison between formal and informal – Friday & Saturday

An analysis was also undertaken of the usage of the 120 unrestricted spaces (located both on-street and off-street) which are available within 200 metres walking distance of the centre of Sackville Street (the 'Commercial Core'). The location of these unrestricted spaces is shown in Figure 12. It is relevant to note that the Moyne Shire Council Offices are located on the corner of Princes and Cox Streets. Council staff and visitors therefore influence the usage of the unrestricted spaces in that immediate area, particularly between 8:30am and 5:00pm, Monday to Friday.

Figure 12: Location of unrestricted parking spaces close to commercial centre

Figure 13 shows that the unrestricted parking spaces within 200 metres walking distance of the Commercial Core exhibited a peak occupancy rate of 64% (out of a total supply of 120 spaces). Accordingly, it is concluded that even at the busiest time there are still around 43 unrestricted parking spaces available in the Commercial Core. Figure 13 also shows the occupancy of the "2 hour limit" parking spaces in both Sackville Street and Bank Street. It is evident that parking demand in both streets reaches very high levels in the middle of the morning and lunchtime periods on both Friday and Saturday. These 2-hour limit parking areas also exhibit high occupancy rates in the late afternoon on Friday.

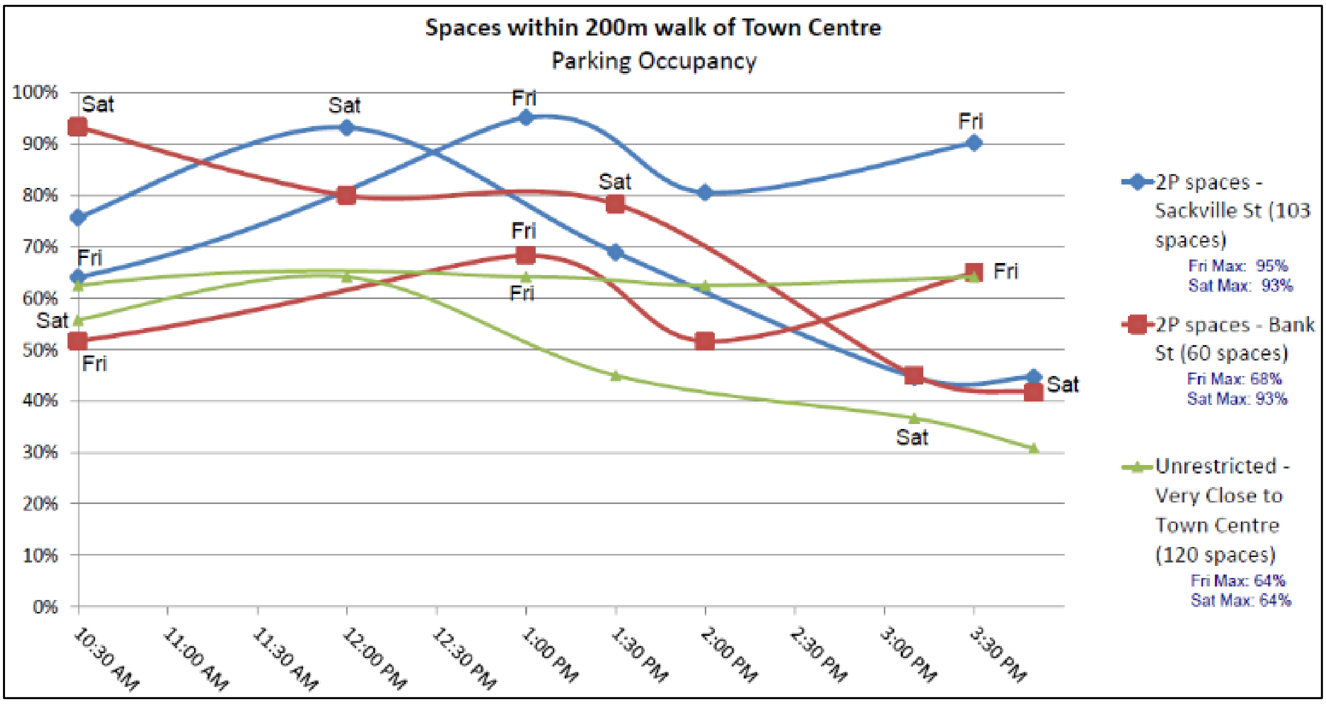

Figure 13: Occupancy for parking close to town centre

In order to understand the extent to which parking demands carry into the evening and night-time, additional after-hours parking occupancy surveys were conducted in the main section of Sackville Street (between Cox and Bank Streets) late into the evening on Thursday 11 December 2014 and Saturday 13 December 2014. The results are shown in Figure 14. The low evening utilisation levels (of around 20% or lower after 8 pm on Thursday and 9 pm on Saturday) show that parking on Sackville Street caters predominantly to shoppers, visitors and business owners, and is not used by residents.

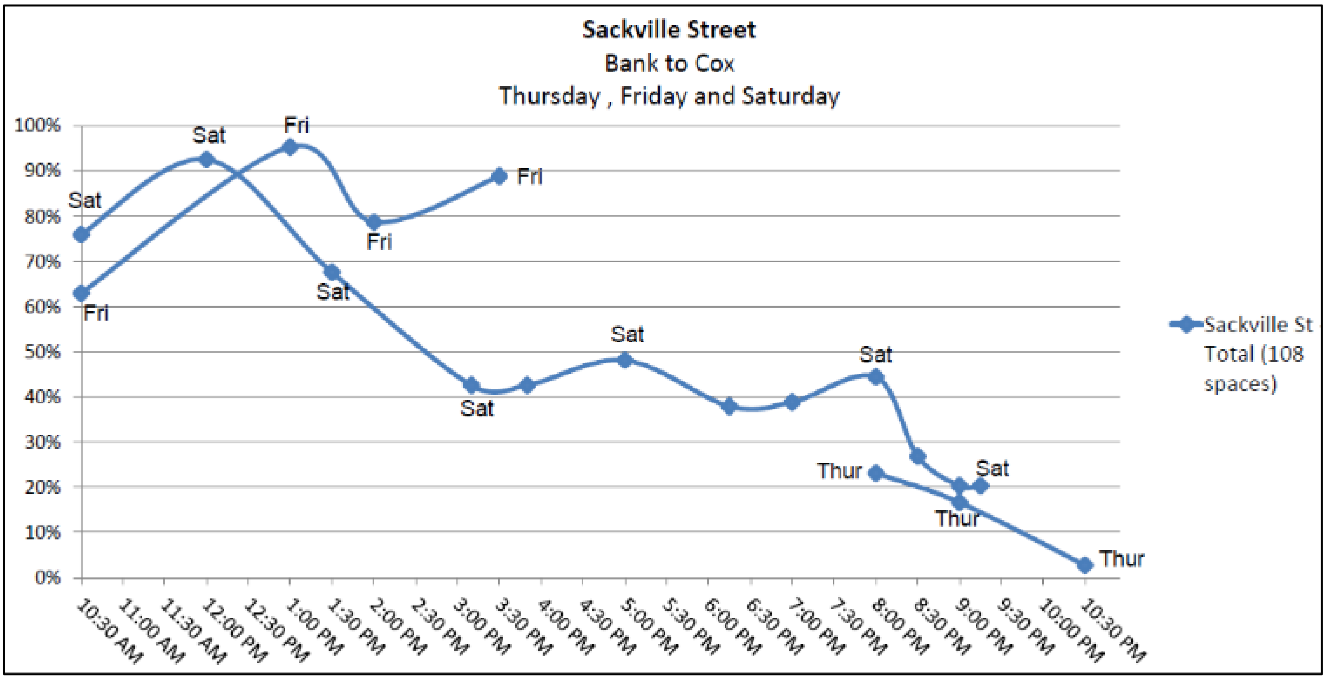

Figure 14: Occupancy for parking in Sackville Street

The analysis presented in preceding pages has shown that while overall parking utilisation for the survey area is not excessive – peaking at near 50% on both Friday and Saturday, there are still areas of high parking occupancy levels at certain times of the day in the Commercial Core area.

The breakdown of the survey area into zones that are closer to the centre of town helps to determine whether the parking supply is adequate to cope under more localised pressures. It is broadly accepted that when parking occupancy reaches levels above 85% conditions can be regarded as 'difficult' – with many motorists unable to find parking spaces with sufficient ease and circulating for relatively extended periods of time in search of parking.

The colour-coding mapping used in the images that follow provides a powerful appreciation of the locations where parking pressures exist at the various survey times. Each colour represents a parking occupancy range (defined as the number of spaces occupied as a proportion of the total available). The 'green' shades of coding reflect streets where under 50% of spaces are occupied – namely uncongested parking environments; whereas the 'yellow', 'orange' and 'red' coding reflect increasingly busy parking areas – with yellow representing areas with occupancy of 51-70%, orange representing areas with occupancy of 71-85% and red representing the busiest areas with over 85% of spaces being used.

Figure 15: Parking occupancy at 10:30am on Friday

On Friday morning (at 10:30 am), the busiest areas are the northern end of the east side of Sackville Street (between Cox and Bank Streets) and the north side of Cox Street (between Sackville and Princes Streets). Other busy areas include the area of Sackville Street immediately north of Bank Street, the areas of Cox Street immediately east and west of Princes and Sackville Streets, respectively, the off-street area behind the IGA supermarket, the parking area immediately adjacent to Railway Place, the parking area in front of the post office, and the south side of the western end of the section of Bank Street between Barclays and James Streets.

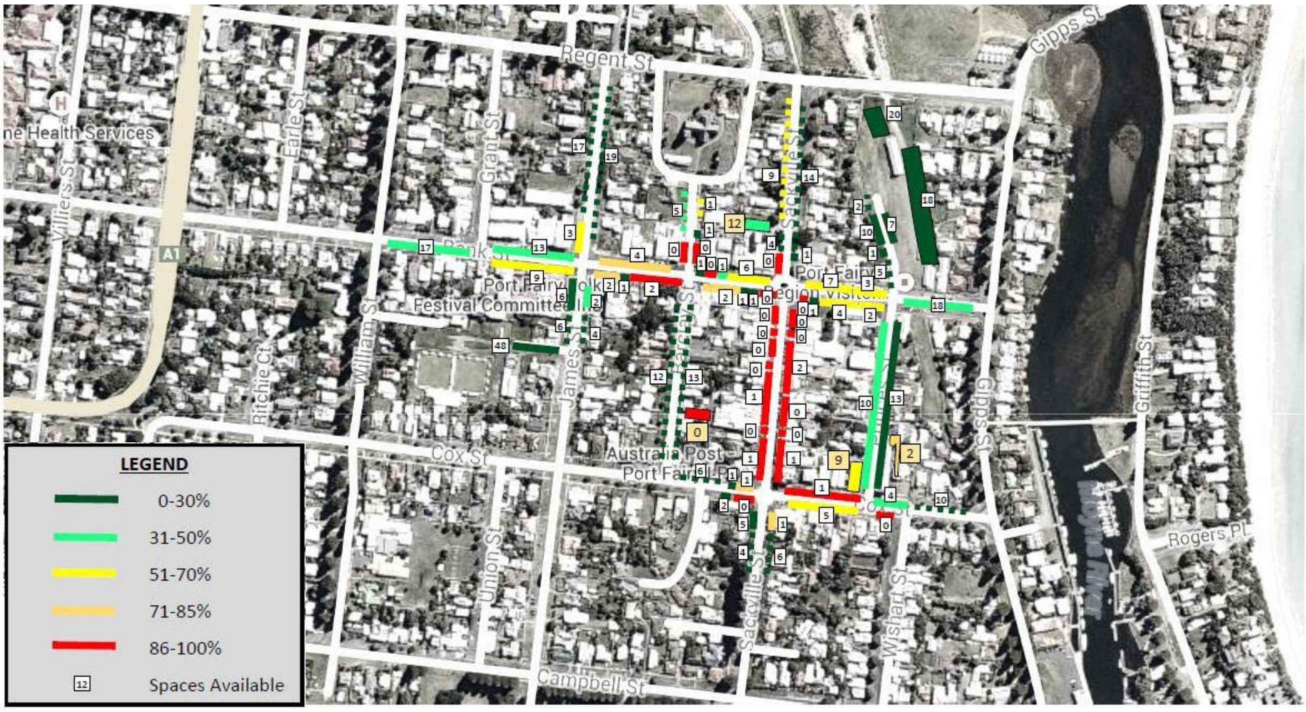

Figure 16: Parking occupancy at 1:00pm on Friday

By 1 pm on Friday, coinciding with the lunchtime period, the entire section of Sackville Street between Cox and Bank Streets experiences very high (over 85%) occupancy levels. The other main differences with the morning occupancy is that the section of Bank Street between Sackville and James Streets is significantly busier. In contrast, the Railway Place area is significantly less busy, with most parking spaces available. By 2 pm, the occupancy levels dropped on Sackville Street between Cox and Bank Streets, as well as in the section of Bank Street between Sackville and Princes Streets, reflecting the end of the lunchtime peak.

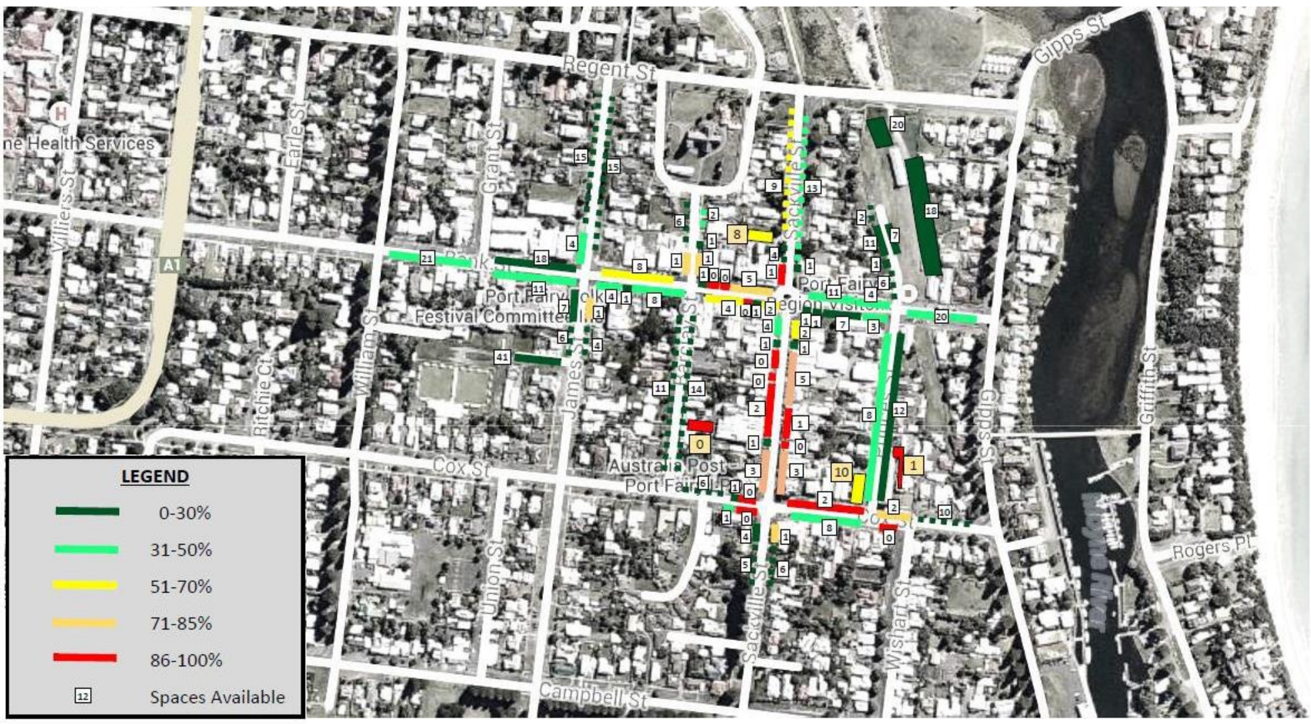

Figure 17: Parking occupancy at 2:00pm on Friday

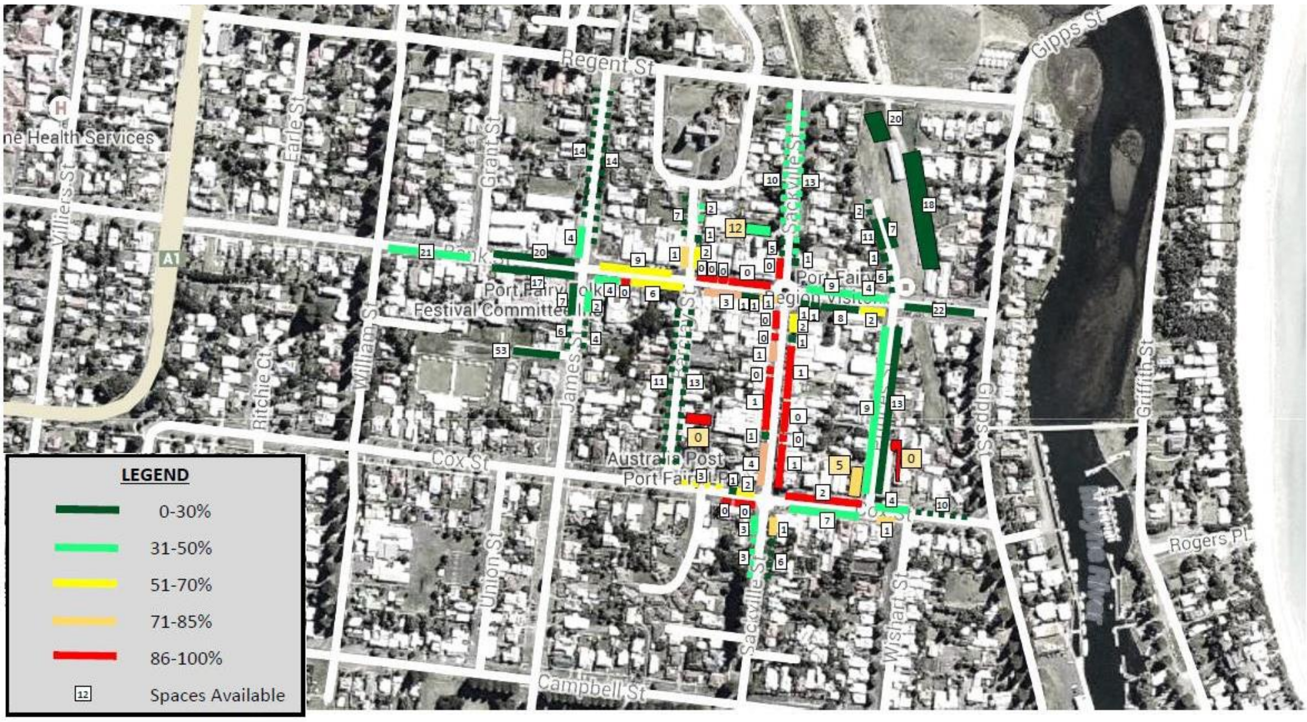

Figure 18: Parking occupancy at 3:30pm on Friday

By 3:30 pm on Friday, the main section of Sackville Street exhibited slightly higher occupancy than at 2 pm. The same applies to the section of Bank Street between Sackville and James Streets. The north side of the section of Bank Street between Sackville and Barclays Streets was fully occupied at 3 pm; observations revealed significant activity associated with the Post Office.

During all time periods surveyed on Friday it was found that parking occupancy in the carpark on the west side of the southern end of the section of Princes Street between Bank and Cox Streets was high for most of the day, as was the parking occupancy on the north side of the section of Cox Street between Princes and Sackville Streets. Monitoring of these two areas suggest that parking is largely associated with Council workers and visitors to the Council offices.

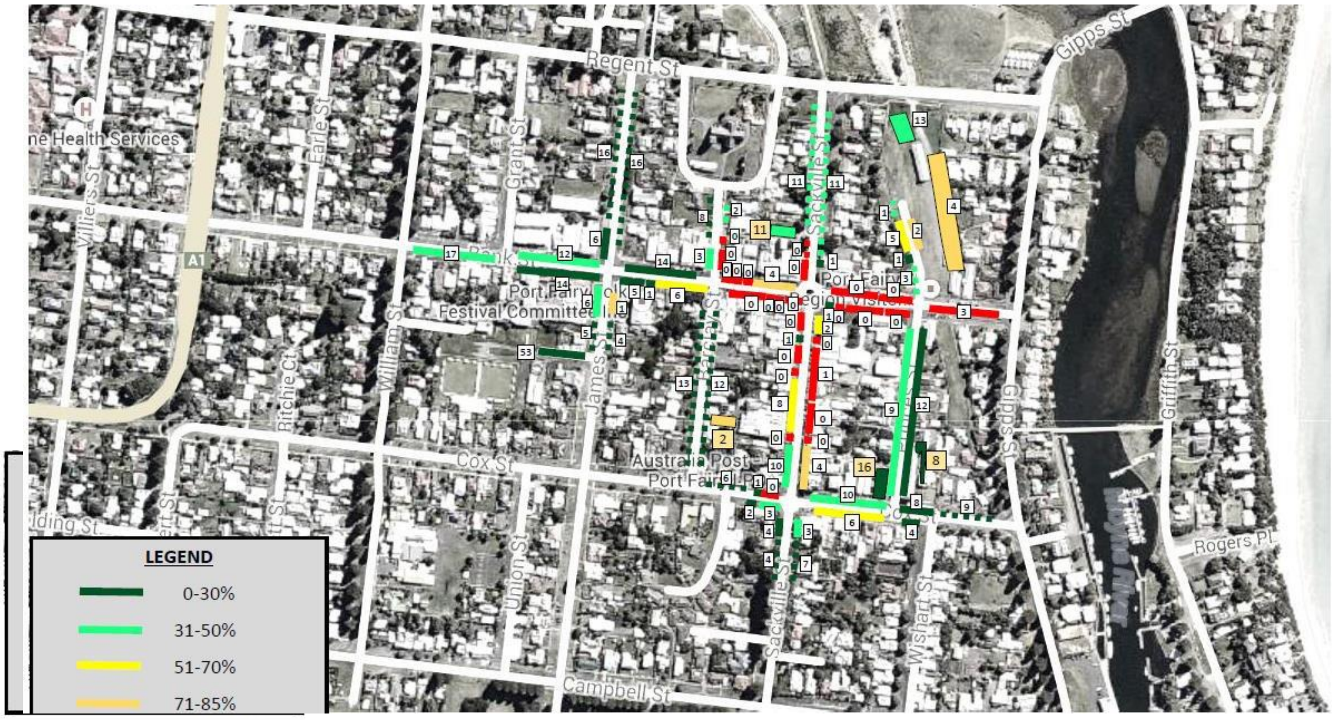

Figure 19: Parking occupancy at 10:30am Saturday

On Saturday morning (at 10:30 am), the busiest areas are the section of Sackville Street between Cox and Bank Streets, and the section of Bank Street between Barclays and Gipps Streets (only five spaces available). The latter is associated with the Farmers Market at Railway Place. Most other areas have relatively low occupancy levels.

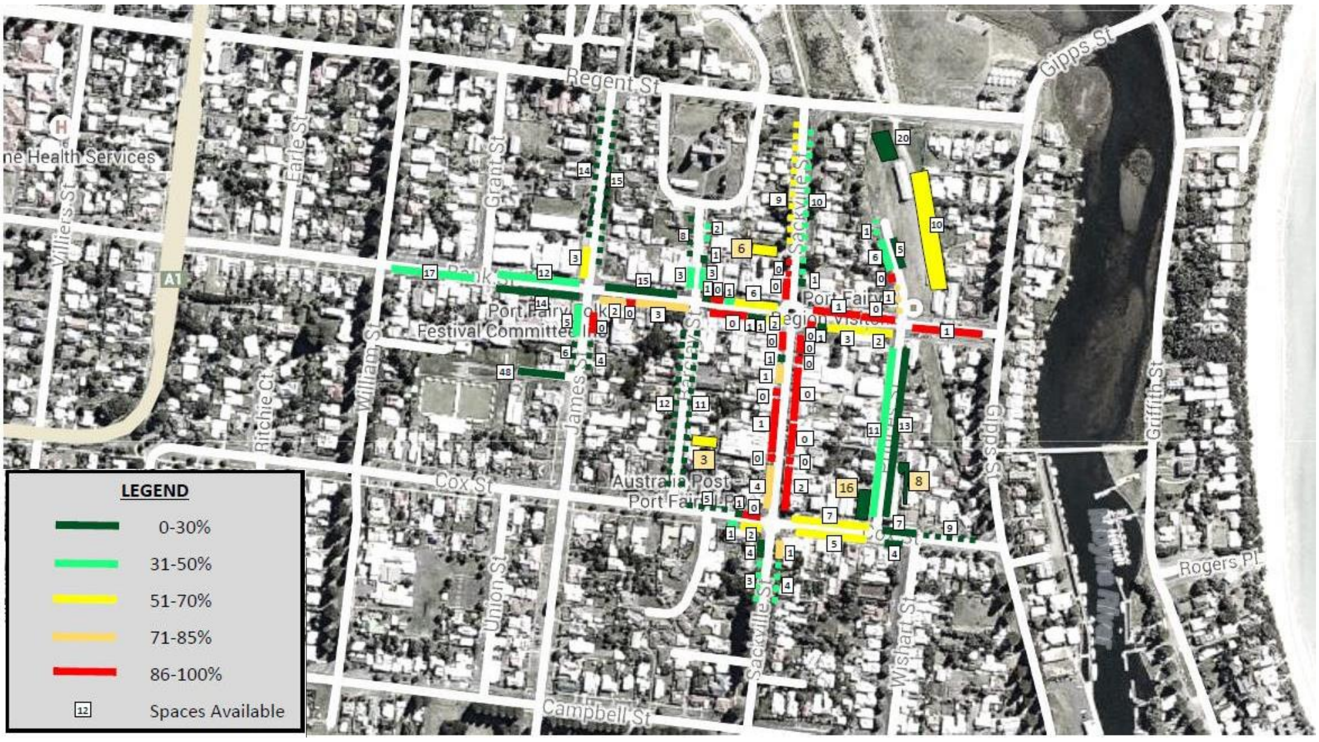

Figure 20: Parking occupancy at midday on Saturday

By midday, the occupancy on Bank Street associated with the Farmers Market was slightly lower in the section between Gipps and Sackville Streets, and significantly lower in areas of Bank Street to the west of Sackville Street. In contrast, the main section of Sackville Street between Cox and Bank Streets is almost fully occupied as a result of the lunchtime peak period. The section of Cox Street between Princes and Sackville Streets also exhibits higher occupancy levels in the middle of the day.

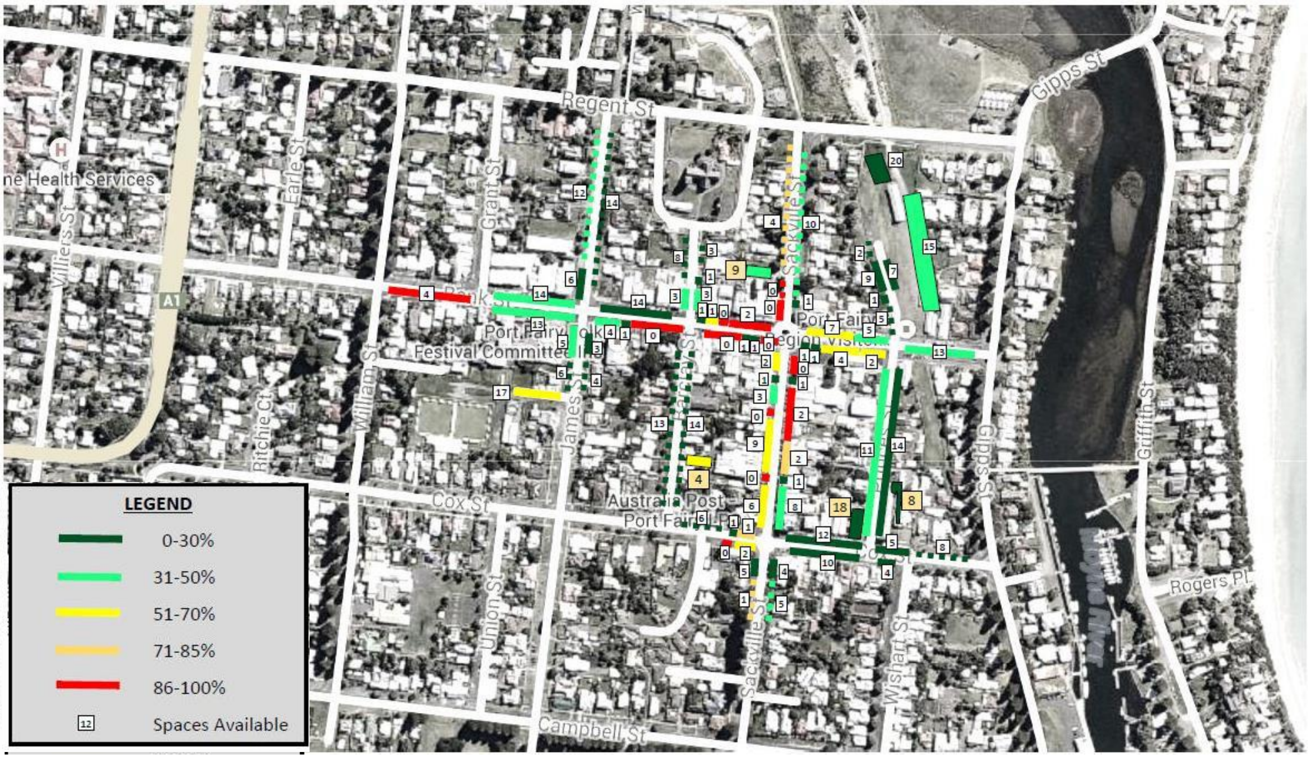

Figure 21: Parking occupancy at 1:30pm on Saturday

The 1:30 pm surveys showed lower occupancy in the main section of Sackville Street, associated with the end of the lunchtime period. The section of Bank Street in the vicinity of Railway Place had much lower occupancy as activity related to the Farmers Market neared its end. Some sections of Bank Street (between Sackville and Barclays Streets, the south side of the section between Barclays and James Streets, and the block west of Grant Street) exhibited high occupancy levels. In addition, the grass parking areas in Bowls Court now exhibited relatively significant occupancy, associated with the Bowling Club.

Figure 22: Parking occupancy at 3:10pm on Saturday

By 3:10 pm on Saturday, most streets in the study area had low or moderate occupancy levels, with the only exceptions being small sections of Bank and Cox Streets. This is a reflection of the lower levels of activity throughout the town centre.

Figure 23: Parking occupancy at 3:50pm on Saturday

The 3:50pm surveys showed even lower occupancy levels throughout the study area, with most streets having in excess of 50% spaces available and many streets having over 70% spaces available. The only exception was James Street between Bank and Regent Streets, which featured high occupancy levels associated with a wedding at the Church on the west side of this section of James Street. As indicated previously, during the evening hours on Saturday the occupancy on Sackville Street (and most other streets) was below 20%.

5.3.3 COMPARISON OF DECEMBER 2014 PARKING SURVEY WITH 2012-2013 &2015 SURVEYS

Prior to this study, extensive on-street parking surveys were undertaken by Council during a six-month period from December 2012 to June 2013. The Council surveys captured total parking occupancy (number of spaces occupied) and were conducted three times per day on 22 survey days. These surveys covered a similar area to the latest December 2014 surveys. The surveys did not include the Labour Day Weekend Folk Festival Period or the Easter Long Weekend.

A comparison of the surveyed areas is shown in Figure 24

Figure 24: Comparison of Parking Survey Areas

The December 2014 survey area is identified by the yellow boundary line. All previous Council surveys covered street sections identified by the red line border in Figure 24.

Figure 25 compares the total number of occupied parking spaces measured in both the Council 2012-2013 surveys and the more recent December 2014 surveys. The comparison has been undertaken on a consistent basis by only including, in each instance, the on-street spaces within the red parking area. The columns in red represent the surveys undertaken in December 2014 – they include a Friday and a Saturday. The earlier Council surveys did not include weekends but included a number of Fridays (shown in the orange columns). All other Council surveys are shown in blue.

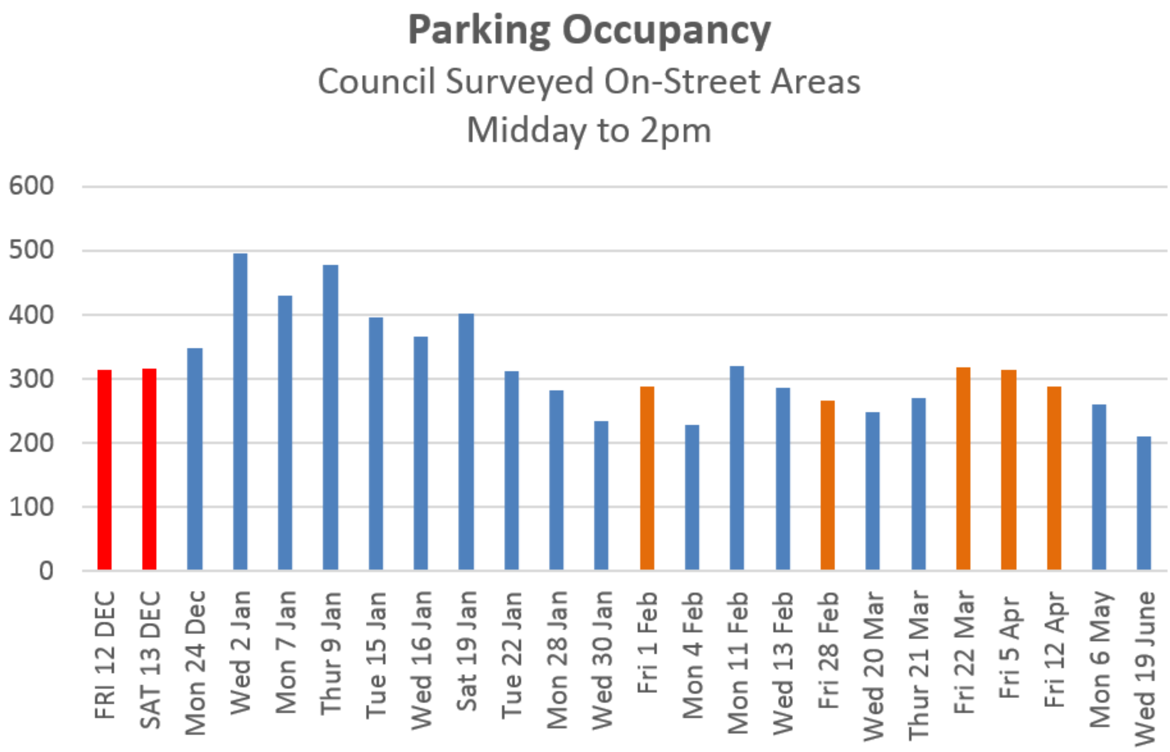

Figure 25: Parking Occupancy in Port Fairy - Seasonal Variation Measured by Council Surveys

Council also undertook additional parking surveys on Thursday 8 and Friday 9 January 2015. The area surveyed was identical to that covered in December 2014 and focussed on car parking usage (occupancy of spaces). The main purpose of the additional surveys was to provide further parking insights during the busy summer holiday period for Port Fairy. A comparison of the January 2015 survey and the earlier December 2014 survey is provided in Figure 26.

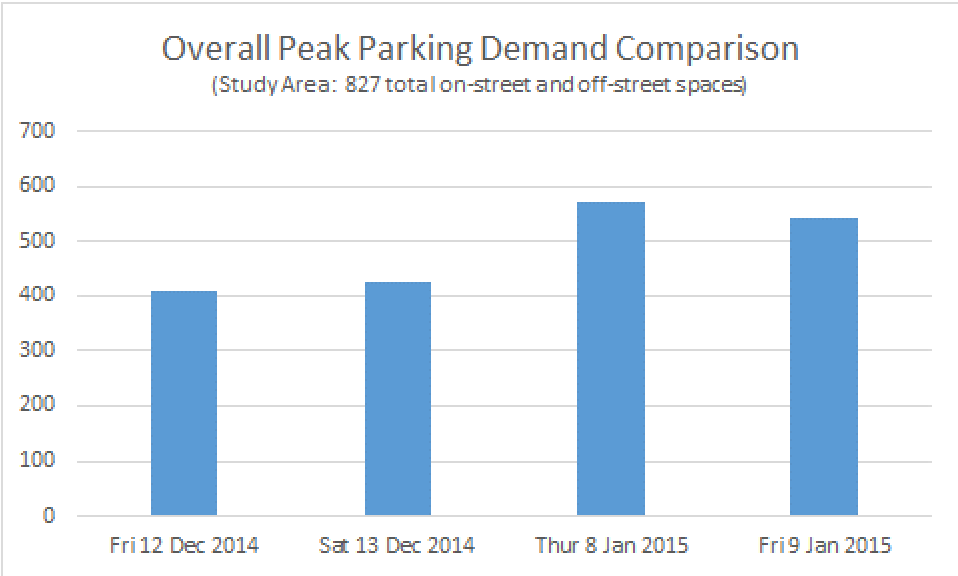

Figure 26: Comparison of December 2014 and January 2015 Peak Parking Occupancy

The survey data clearly shows that parking utilisation is very high in early January around the Commercial Core precinct (Sackville Street and parts of Bank and Cox Streets), particularly around the mid-morning to lunchtime periods. Parking demand progressively diminishes as the distance increases from this core area. It should be noted that the carnival in the Railway Place precinct (which runs throughout the late-December and January period) significantly affects the parking demand in the immediate surrounding area.

The December 2014 surveys covered an area that included a total of 827 spaces, of which 465 were on-street spaces. The peak occupancy of on-street parking spaces during the December surveys was 314 parked vehicles on the Friday and 316 parked vehicles on the Saturday (around 68% of the available capacity on both days).

By comparison, the maximum parking occupancy recorded during the Council surveys for this area was 496 parked vehicles on 9 January 2015. While this occupancy appears unrealistic (given the maximum capacity of 465 spaces), it is known (and it has been observed onsite) that motorists at particularly busy times resort to:

- Utilising informal areas that are not normally used for parking (such as nature strips);
- Utilising areas that may lie within statutory no-stopping zones; and
- Parking in tighter formation than “normal” (fitting more vehicles than formal spaces in particular areas).

The peak occupancy recorded in the early December 2014 surveys is comparable with occupancy rates measured by Council in late January and on Fridays in February, March and April 2013. The peak occupancy in these months is approximately 50% higher than the peak parking occupancy recorded in the low season – the winter months.

5.3.4 COMPARISON OF DECEMBER 2014 AND FEBRUARY 2017 DATA

Over the past two years a number of new businesses have opened within the commercial centre of Port Fairy, many of which are new food and liquor businesses along Bank Street.

In considering the above, and to highlight potential changes to car parking occupancy over this period, Council undertook another brief survey of car parking occupancy over a Friday and Saturday in February 2017. This survey covered a total of 807 spaces, 20 spaces less than the 2014/15 surveys. Council indicated that this was due to some minor adjustments car parking arrangements throughout the study area and this survey excluded parking on the vacant land to the rear of The Star of The West Hotel. Figure 27 Parking occupancy Feb 2017 the occupancy of parking rates on Friday 24th February and Saturday 25th of February.

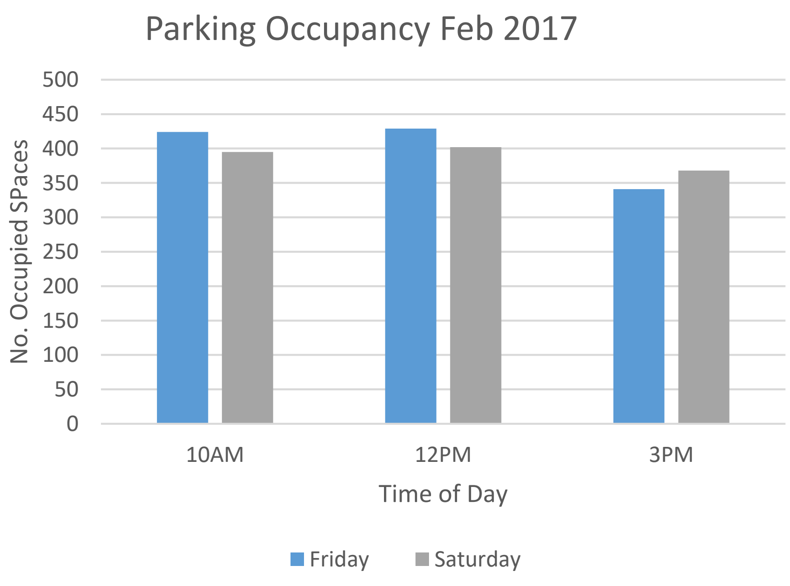

Figure 27 Parking occupancy Feb 2017

This survey found that for both days parking occupancy was generally around 400 spaces occupied throughout the day. The surveys revealed that there is slightly more demand for parking on Friday than on Saturday, but this difference remained insubstantial. Occupancy peaked in the late morning and early afternoon, but by 3pm, this had reduced somewhat.

These results show that parking occupancy rates largely mirror those of early-to-mid December, where occupancy rates similarly remained at approximately the 400 spaces mark, or at 50% occupancy. This could be expected, as February is a quieter month following the peak summer and Christmas period over late-December and throughout January (as illustrated in the Jan 2015 survey figures) when the town is busy with many local, interstate and overseas visitors.

Overall, the February results indicate that when compared to the survey data of December 2014, car parking occupancy remains relatively unchanged despite ongoing changes in use and development of land in the Port Fairy town centre and thus the data used to justify the findings and recommendations of this report are reliable and relevant.

5.3.5 PARKING TURNOVER RESULTS

The licence plates of vehicles parking in the majority of the on-street and off-street parking areas were recorded to gain an understanding of the duration of stay of parked vehicles throughout the study area.

However, the turnover surveys did not include:

- The west end of Bank Street (between Grant and William Streets);
- The east end of Bank Street (between Princes and Gipps Streets);
- The IGA staff and delivery car park;
- The grass park land area adjacent to Railway Place; and
- The grass parking areas in Bowls Court adjacent to the Bowling Club.

The results of the turnover surveys are summarised in Figure 28. These results show the ‘duration-of-stay’ for motorists parking in the “2-hour limit” spaces provided in the town centre, the 120 unrestricted spaces located close to the town centre and the 316 unrestricted spaces located more than 200 metres from the town centre (but still within 500 metres walking distance of the centre).

Friday and Saturday Surveys

Area	Restriction	Spaces	Total Parked Cars Recorded	Stayed Longer Than 2.5 Hours	Short-Term *(only stayed one survey period)*	% Staying Longer than 2.5 hours	% Staying only one survey period	Maximum Occupancy
Sackville St (main section)	2P	103	608	12	541	2.0%	89%	95%
Bank Street	2P	60	252	8	215	3.2%	85%	93%
Total of 2P spaces in Town Centre	**2P**	**163**	**860**	**20**	**756**	**2.3%**	**88%**	**88%**
Close to Town Centre (within 200m)	**Unrestricted**	**120**	**280**	**97**	**133**	**34.6%**	**48%**	**64%**
Further from Town Centre (within 500m) *Excludes Council Car Park, IGA Car Park, Bowls Court, Permit Spaces in Barclay St and Spaces on Extremities of Bank St*	**Unrestricted**	**316**	**505**	**125**	**299**	**24.8%**	**59%**	**39%**

Turnover Summary: Friday v's Saturday

Area	Restriction	Spaces	FRIDAY SURVEYS			SATURDAY SURVEYS		
			% Staying Longer than 2.5 hours	% Staying only one survey period	Maximum Occupancy	% Staying Longer than 2.5 hours	% Staying only one survey period	Maximum Occupancy
Sackville St (main section)	2P	103	2.3%	89%	95%	1.7%	89%	93%
Bank Street	2P	60	1.6%	89%	68%	4.8%	82%	93%
Total of 2P spaces in Town Centre	**2P**	**163**	**2.1%**	**89%**	**85%**	**2.6%**	**87%**	**88%**
Close to Town Centre (within 200m)	**Unrestricted**	**120**	**42.0%**	**40%**	**64%**	**27.5%**	**55%**	**64%**
Further from Town Centre (within 500m) *Excludes Council Car Park, IGA Car Park, Bowls Court, Permit Spaces in Barclay St and Spaces on Extremities of Bank St*	**Unrestricted**	**316**	**27.3%**	**60%**	**39%**	**22.3%**	**59%**	**38%**

Figure 28: Parking turnover survey summary

5.3.6 INTERCEPT SURVEYS AND OBSERVATIONS OF MOTORIST BEHAVIOUR

In addition to the parking occupancy and turnover surveys, a program of face-to-face ‘intercept’ surveys and observations of motorists’ behaviour was undertaken. In total, the parking ‘behaviour’ of 222 motorists was recorded across the Friday and Saturday survey periods.

These surveys targeted motorists who had parked in either Sackville or Bank Streets (within the town’s commercial centre). The intercept surveys were conducted at various times of the day, on both Friday and Saturday, in order to obtain an understanding of how the land use activities in the commercial centre generate a corresponding parking demand. More specifically, the purpose of the surveys and observations was to obtain information regarding the businesses visited by motorists and the total duration of their visit/s to specific premises.

The surveys and observations enabled the calculation of an overall average duration-of-stay. It has been estimated, based on the data collected, that motorists using the 2-hour limit spaces in Port Fairy’s commercial centre parked for an average of approximately 20 minutes. This reaffirms the findings from the licence plate turnover surveys (which suggested that parking spaces ‘turned over’ frequently).

The intercept surveys also revealed that a significant proportion of local residents drive to the town centre for relatively short trips of between 1 to 2 kilometres (10-20 minutes walking time for most adults). Mechanisms that can encourage an increase in walking for short trips, with a corresponding decrease in driving, could therefore assist in managing parking demands in the town centre.

During the 1.00pm Friday parking occupancy survey, representative of the busiest time surveyed, 248 vehicles were parked in the Commercial Core (within 200 metres walking distance of the centre of Sackville Street).

This included 216 vehicles parked in areas which are accessible to the public, as summarised below:

- 139 vehicles parked on-street in “2-hour limit” spaces in Sackville and Bank Streets;
- 57 vehicles parked on-street in “unrestricted” spaces in Sackville, Bank and Cox Streets within 200 metres walking distance of the town centre;
- 14 vehicles parked in the public off-street car park on the west side of Princes Street; and
- Vehicles parked in the gravel car park at the rear of the Star of the West Hotel – which is currently available to the public.

This total also included 32 vehicles parked in private car parking areas, as summarised below:

- 10 vehicles parked in the private car park at the rear of IGA;
- 12 vehicles parked in private car parking areas at the rear of commercial shops; and
- 10 vehicles parked in private car parking areas at the rear of food premises, cafés and restaurants.

Of this total, 20 parked vehicles were presumed to be related to Council staff or visitors. These vehicles are assumed to represent 20 of the 30 vehicles observed parking in both the public off-street car park on the west side of Princes Street (14 total vehicles parked) and the on-street spaces on the north side of Cox Street between Sackville and Princes Streets (16 total vehicles parked). Therefore, 10 of the 30 parked vehicles in these two areas are assumed to be associated with local workers/visitors of businesses in the town centre. This assumption was made based on the results of the turnover surveys, observations of parking patterns, proximity of parked vehicles to Council Offices and the fact that given the availability of short and long term parking spaces closer to the town centre, it is considered that the majority of people who are not associated with Council would not park in the public off-street car park.

A further 20 parked vehicles at this time are also assumed to be associated with Council staff or visitors but were parked outside of the Commercial Core precinct and are therefore excluded from the total of 248 vehicles presented above. These 20 additional vehicles were parked within the private Council car park, in Princes Street near the Council Building and on the north side of Cox Street immediately east of Princes Street and adjacent to the Council Building.

The 228 non-Council related vehicles which were parked at 1.00pm on Friday in the Commercial Core were therefore assumed to be associated with businesses in this precinct. At 1.00pm on Friday, the overall parking demand in the Commercial Centre is 405 (of the 827 spaces available). The remaining 177 spaces occupied in the study area (the difference between the 405 total spaces occupied and the 228 spaces associated with businesses in the precinct) were assumed to be occupied by residents and long-term visitors not associated with the commercial uses. This assumption is based on two factors: (1) the fact that even at this busiest time there were still a relatively significant number of unoccupied spaces in the Commercial Core; and (2) observations revealing that vehicles parked in areas outside of the Commercial Core were parked long-term. Together, these two factors suggest that it is highly unlikely that any of the 177 vehicles parked outside the Commercial Core were associated with any of the businesses in the precinct.

The area in Figure 29 shows the businesses in this Commercial Core precinct that were assumed to generate the parking demand for these 228 vehicles. This area is slightly smaller than the area defined as the Commercial Core in the parking analysis. In this regard, the 228 non-Council associated vehicles parked in the commercial core are either vehicles parked within the red area (shown below) or in areas just outside, but still within 200 metres of the town centre. As such, areas like the public car park on the west side of Princes Street and some on-street areas of Bank and Cox Streets just east of the red area shown below are included.

Figure 29: Main location occupied by businesses that generate parking demand

Face-to-face surveys and observations (with 87 motorists between 10.00am and 3.00pm on Friday) were undertaken to identify the destinations of motorists parking in the heart of the town centre. The main destinations visited were shops, cafes/food stores/restaurants, the IGA supermarket and the Post Office.

5.3.7 THEORETICAL PARKING SUPPLY ASSESSMENT

Statutory car parking requirements for land use developments are set out in the revised Clause 52.06 of the Planning Scheme, which came into effect on 5th June, 2012. Clause 52.06 sets out ‘standard’ rates (intended for stand-alone developments which are not within major activity centres) in Column A. Separate rates are specified at Column B. The Column B rates only apply where specified in a schedule to the Parking Overlay. Different rates (other than Column A or Column B rates) can also be applied via a Parking Overlay.

Port Fairy is an activity centre which provides a substantial proportion of the overall car parking supply as ‘shared’ public parking, and accordingly the Column B rates provide an appropriate starting point. A ‘theoretical car parking demand’ analysis has been undertaken for Port Fairy, based on the existing floor areas (as identified in the Economic Assessment report and discussed in Section 4.2 of this report) and adopting Clause 52.06 Column B rates, as set out in the Tables below. The land use categories identified in the Economic Assessment report have been adjusted to match the land use categories in Table 1 of Clause 52.06 (see Table 9 of the Economic Assessment report).

Land Use (as defined in table 1 of clause 52.06 in the Moyne Planning Scheme)	Total Estimated floor area (m^2)	Parking Rate (Spaces per 100 m^2 of leasable floor area)	Requirement (Spaces)
Convenience Shop or a shop other than listed in table*	9,804	3.5	343
Food and Drink Premises / Convenience Restaurant / Restaurant	4,565	3.5	159
Office (includes Bank)	4,062	3.0	121
Supermarket	990	5.0	49
Hotel	12,455	3.5	435
Place of Assembly (includes Library)*	3,553	0.3	10
Total			1,117

Table 3: Car Parking Rate Based on Floor Area

*Note: the ‘community’ land uses were assumed to fit into the place of assembly category

The table below summarises the theoretical car parking requirement (based on Clause 52.06 Column B rates), the actual parking provision and the surveyed peak parking demand for Port Fairy.

Category	Spaces and Occupancy
Theoretical Demand (Column B of 52.06)	1,117 spaces
Existing Supply	827 spaces
Friday peak demand	405 spaces
Surveyed Peak as a Proportion of Column B	36%

Table 4: Car Parking Demand and Provision

The table above indicates that the surveyed peak car parking demand was 36% of the theoretical car parking demand (using Column B rates) in Port Fairy. This suggests that requiring new developments to provide parking (or in-lieu contributions) at Column B rates may not be appropriate. Typically, in the order of 90% occupancy is considered to be fully occupied, as higher occupancy rates tend to lead to excessive congestion associated with vehicles circulating looking for vacant spaces. If 90% is considered to be "capacity", then parking would need to be provided at a rate of at least 40% of the Column B rates in Port Fairy. This could be applied uniformly over the land use categories that make up Port Fairy's town centre – but a more appropriate approach involves 'discovering' whether there are differences in parking generation characteristics between different land use types. In other words, if there are differences in the way that different businesses attract people – then any such disproportionalities should be reflected in the 'discount' applied to the Column B rates.

Accordingly, a further insight into parking generation characteristics has been obtained for Port Fairy by interviewing motorists that had parked in the town centre (at the peak demand period) and asking the 'purpose of their visit' through a structured intercept survey. More specifically, motorists that had parked in the town centre were asked which business premises they visited. This made it possible to apportion the parking demand to the land uses that actually generated it. This process and the findings are described more fully in the section that follows.

5.3.8 DERIVATION OF EMPIRICAL PARKING RATES

It has been possible, using the data collected in the intercept surveys, to establish linkages between land use types and parking generation. The process of determining what each land use actually generates in terms of empirical parking demand per 100 square metres, in Port Fairy, has been as follows:

1. Identification of the busiest time period for parking demand (when the maximum number of parking spaces were occupied). For a weekday, this happened to occur between 1.00pm and 2.00pm Friday.

2. The next step in determining 'true parking demand' by land use is to incorporate the all-important duration of stay by purpose of visit; namely to calculate an overall proportion of occupancy over the hour linked to each land use.

3. In order to achieve this, interview surveys were conducted in the hour between 1.00pm and 2.00pm, to determine the proportion of time (over that busiest hour) that each parking space in the town centre was occupied by a visitor (or multiple visitors) and, more precisely, to establish how many land uses each person that parked had visited (and for how long).

Importantly, when parking demand is at its highest – it is possible to estimate the contribution made by the various land use categories in the commercial centre in generating the peak parking demand. In turn, by apportioning the estimated peak parking demand by each land use to the size of that land use (typically square metres of floor space) it is possible to derive empirical parking rates by land use type in Port Fairy. These are the real-life equivalent of the parking rates stipulated (for each land use) in Clause 52.06 of the Moyne Planning Scheme.

Table 5 provides the floor space areas for each of the land use categories (adapting the information collected in the Economic Assessment report to the land use categories in Table 1 of Clause 52.06) and the estimated parking demand for each use (as estimated through the intercept surveys described in Section 5.3.5). As mentioned before, 228 occupied parking spaces are assumed to be associated with the businesses in the Commercial Core, while the remaining 177 vehicles (of the total 405 parked at the busiest time – 1pm on Friday) are assumed to be long-term users not associated with these businesses.

Land Use (as defined in table 1 of clause 52.06 in the Moyne Planning Scheme)	Estimated Peak Parking Demand at 1pm on Friday	Total Estimated floor area (m2)
Convenience Shop or a shop other than listed in table	74	9,704
Food and Drink Premises / Convenience Restaurant / Restaurant	68	4,565
Office (includes Bank)	11	4,062
Postal Agency	10	100
Supermarket	50	990
Hotel	10	12,455
Place of Assembly (includes Library)	5	3,553

Table 5: Floor Area in Commercial Centre and Peak Parking Demand by Land Use

The Postal Agency category was 'extracted' from the "Convenience Shop or a Shop Other than Listed in Table 1 of Clause 52.06" as it was observed during the surveys that there was a high parking demand associated with this land use. Deriving an empirical parking rate for Postal Agency independent of other shops is thus important to ensure appropriate evaluation of parking demand in the Port Fairy Commercial Centre.

Land Use (as defined in table 1 of clause 52.06 in the Moyne Planning Scheme)	Estimated proportion of visits by parked motorists	Estimated Parked Vehicles Attributed to Land Use *(based on 228 total parked vehicles at 1pm on Friday)*
Convenience Shop or a shop other than listed in table 1*	33%	74
Food and Drink Premises / Convenience Restaurant / Restaurant	30%	68
Office (includes Bank)	5%	11
Postal Agency	4%	10
Supermarket	22%	50
Hotel	4%	10
Place of Assembly (includes Library)	2%	5

Table 6: Peak Period (midday Friday) Parking Demands in Port Fairy Commercial Centre

Table 1 in Clause 52.06 of the Moyne Planning Scheme stipulates the parking rates required for each land use listed in Table 5. The relevant Planning Scheme parking rates (extracted from *Table 1* in Clause 52.06) for the Port Fairy Town Centre are summarised in Table 7. The parking rates shown in the second column of the table below are those found in "Column B" of *table 1* (which normally apply to an activity centre) and they link the required parking provision to each 100 square metres of leasable floor area. The empirically derived rate shown in the third column of the table has been developed by dividing the floor space by the maximum parking demand at 1.00pm on Friday 12 December 2014 (as shown in Table 5 for each land use).

Land Use (as defined in table 1 of clause 52.06 in the Moyne Planning Scheme)	Car Parking required by column B in table 1 of Clause 52.06 of the Planning Scheme (Spaces per 100 m² of leasable floor area)	Empirically Derived Car Parking Provision (Spaces per 100 m² of leasable floor area)
Convenience Shop or a shop other than listed in table*	3.5	0.76
Food and Drink Premises / Convenience Restaurant / Restaurant	3.5	1.49
Office (includes Bank)	3.0	0.27
Postal Agency	3.5	10
Supermarket	5.0	5.05
Hotel	3.5	0.08
Place of Assembly (includes Library)	0.3	0.14

Table 7: Comparison of Moyne Planning Scheme Clause 52.06 Parking Rates & Empirical Parking Rates

It is evident that most of the land uses in the Port Fairy Commercial Centre exhibit much lower parking generation characteristics than those associated with *Column B in Table 1 in Clause 52.06* of the Moyne Planning Scheme.

Based on this finding it is considered appropriate to pursue the preparation of a 'Parking Overlay' which sets out lower parking rates for several land use types. The recommended amended parking rates are shown in Table 9.

Land uses for which the Clause 52.06 rates are appropriate given current parking demand (e.g., supermarket), that currently represent only a small proportion of the activity in the Commercial Centre, that are 'one-off' uses and/or are unlikely to grow or expand significantly in the foreseeable future (e.g., postal agency and place of assembly) have been excluded from the proposed amendment.

Land Use (as defined in table 1 of clause 52.06 in the Moyne Planning Scheme)	Car Parking required by column B in table 1 of Clause 52.06 of the Planning Scheme (Spaces per 100 m² of leasable floor area)	Recommended Rate for Parking Overlay (Spaces per 100 m² of leasable floor area)
Convenience Shop or a shop other than listed in table*	3.5	1
Food and Drink Premises / Convenience Restaurant / Restaurant	3.5	1.5
Office (includes Bank)	3.0	0.3
Hotel	3.5	0.1

Table 8: Recommended Parking Overlay Parking Rates

5.3.9 SUPPLY, UTILISATION AND POSITIONING OF DISABLED, LOADING ZONE AND SHORT TERM PARKING SPACES

Fourteen disabled spaces are provided throughout the study area, primarily in locations close to the town centre. The maximum occupancy of these spaces was eight parked vehicles (57%) at 10.30am on the Saturday morning and the average occupancy of the spaces throughout the survey periods was less than four parked vehicles. The existing disabled spaces were generally well located at the ends of parking areas and adjacent to kerb access ramps to enable convenient wheelchair access, as illustrated in the photos overleaf. Subsequently, no modifications to the provision or placement of disabled parking spaces is recommended at this stage.

A total of five "Loading Zone" or short term parking spaces are provided throughout the study area, as summarised below:

- One "Loading Zone" parking space is provided on Bank Street outside "The Hub Restaurant";
- Two "¼ hour limit" spaces are provided on Bank Street outside the Post Office; and
- Two "¼ hour limit" spaces are provided on Cox Street outside the ice-cream shop.

The "¼ hour limit" spaces provided outside the Post Office and ice-cream shop were observed to work effectively in regards to being utilised by legitimate short term visitors and thus providing convenient parking opportunities for these motorists.

Given the generally high turnover observed throughout the study area, it is recommended that additional "¼ hour limit" parking spaces be provided close to the town centre adjacent to other high demand land uses which often require short stays, such as the supermarket and newsagency. These short term parking spaces may also assist opportunities for delivery vehicles.

The one "Loading Zone" space on Bank Street was rarely occupied. However, observations did indicate that when large trucks are delivering, they often have difficulty parking within the confines of the individual parking spaces. Subsequently, it is recommended that additional short term parking spaces (i.e.: 5-minute limit or ¼ hour limit) be installed adjacent to the existing "Loading Zone" space to increase the likelihood of delivery trucks obtaining available parking opportunities in this location, but also be able to be utilised by legitimate short term visitors throughout the majority of the day when delivery trucks are not present.

One “Taxi Zone” space was provided on Bank Street outside the Village Green (near Sackville Street). This “Taxi Zone” space was never utilised and it is recommended that this space be converted to a public “5-minute limit” space which can be utilised by taxis, delivery drivers and legitimate short term visitors.

5.4 CHANGES TO PARKING SUPPLY IN 2015

In mid-2015, the private informal carpark area located at the rear of the Star of the West Hotel was closed by the property owner. The capacity of this area was 18 spaces, primarily used by staff for long-term parking. The new overall parking supply servicing the town centre therefore comprises:

- 665 on-street spaces (458 formally line marked, 176 informal grass nature-strip spaces and 31 non-line marked spaces in Princess Street); and
- 144 off-street spaces (134 public spaces and 10 private spaces behind the IGA supermarket).

5.5 INTERPRETATION OF DECEMBER 2014 SURVEY RESULTS

Comparison of the December 2014 parking survey findings with previous and subsequent Council surveys suggest that parking demands in December are similar to demands in months immediately after the peak summer school holiday period. The December demands are also significantly greater than demands during the winter months.

The December 2014 surveys revealed parking demand to be approximately 63% of the peak season demand recorded on 2 January 2013. As previously indicated, this strategy will not aim to specifically address the extreme peak period parking demands which occur for small periods of the holiday season and special events. Instead, event management or temporary plans should be implemented and more sustainable transport options encouraged during these times.

5.6 CURRENT & FUTURE PARKING DEMANDS

5.6.1 EXISTING SOURCES OF PARKING DEMAND

At present, the parking demand in the Port Fairy Commercial Centre reflects the mix of existing land uses. There are around 36,549 square metres of building area devoted to non-residential activities. This includes 15,359 square metres of retail space (including a supermarket of around 1,000 square metres), 12,455 square metres of hotels and commercial accommodation, 4,062 square metres of offices and 3,553 square metres of community buildings. The empirical rates presented in this strategy already reflect visitor-tourist influences in the Port Fairy township (excluding the absolute peak summer holiday period and special events).

5.6.2 FUTURE PARKING DEMAND

The Economic Assessment report presented floor space projects for the year 2036. The land use projections and empirical parking rates (at the period of maximum parking demand) calculated in Section 5.3.7 were used to estimate the forecast peak demand associated with each land use and a total for the commercial uses in the study area (see Table 9). No change is assumed in the place of assembly/library category (consistent with the Economic Assessment report statement that “community facilities will not get priority”) or the postal agency.

The projected parking demands for the respective land uses result in an overall maximum parking demand of 331 spaces associated with the commercial uses in the study area. As discussed before, at the busiest time there were an additional 177 parking spaces occupied by residents and long-term visitors. The total maximum parking demand for the study area in 2036 is 508 (up from the current maximum of 405 parking spaces occupied). Even though this represents an increase of 25% from current levels in 20 years, there would still be 319 of the 827 spaces in the study area unoccupied (or 39% of the total parking supply in the study area).

Land Use (as defined in table 1 of clause 52.06 in the Moyne Planning Scheme)	Forecast Floor Area in 2036 (square metres)	Empirical Parking Rates (spaces per 100 square metres)	Forecast Parking Demand in 2036
Convenience Shop or a shop other than listed in table	12,309	0.76	93
Food and Drink Premises / Convenience Restaurant / Restaurant	6,502	1.49	96
Office (includes Bank)	5,385	0.27	14
Postal Agency	100	10	10
Supermarket	2,000	5.05	101
Hotel	16,511	0.08	13
Place of Assembly (includes Library)	3,553	0.14	4

Table 9: Land Use Projections and Forecast Parking Demand