

PORT FAIRY CAR PARKING STRATEGY ISSUES AND OPPORTUNITIES INFORMATION SHEET



Executive Summary

The Port Fairy Car Parking Strategy - Issues and Opportunities Report (April 2015) is the result of a review of historical car parking related information, a new car parking survey conducted in December 2014, a critical analysis of the new survey data and an initial internal consultation at Council.

The purpose of the report is to outline the issues and opportunities found based on the data available. The report is by no means conclusive and is designed to start the discussion, as a community, in order to inform a Car Parking Strategy for the future.

General Conclusions

The Port Fairy Car Parking Strategy - Issues and Opportunities Report (April 2015) has found the following:

- There is no shortfall in the provision of car parking in the Port Fairy Commercial Centre during the normal off-peak periods.
- There are seasonal or event related peak car parking demand periods that occur for short durations during the year. However, for the vast majority of time, there is ample car parking to meet the demand.
- There are opportunities for Port Fairy to improve the management of car parking in the Commercial Centre now and into the future.

Have your say

The Report is made available for public exhibition for a period of three (3) weeks between **Monday 1 June and Monday 22 June 2015**. Copies of the report are available from the Moyne Shire Council Offices at Princes Street, Port Fairy, or online via www.moyne.vic.gov.au

During this time, Council is seeking feedback from the community on the Report by way of written submissions.

Submitters are asked to provide their name and contact details. All submissions should be made to Moyne Shire Council, Princes Street, PO BOX 51, Port Fairy, VIC, 3284 or by email to moyne@moyne.vic.gov.au.

If you have any questions about the Car Parking Strategy, or wish to book an appointment, please contact Aaron Moyne, Strategic Planner at the Moyne Shire on (03) 5568 0555.

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Issues and Findings

The issues and findings for car parking at the Port Fairy Commercial Centre are summarised in the table below:

Topic	Issues and Findings
<p>Car parking availability outside of peak season and special events</p>	<p>At most times, outside of peak season and special events, the December 2014 survey reveals that there is generous parking availability in the Port Fairy Commercial Centre.</p>
	<p>Previous Council studies support the finding from the December 2014 survey that there is generous parking availability in the Port Fairy Commercial Centre outside of peak season and events.</p>
	<p>Some land uses generate high demand for short term parking, causing occasional localised shortfalls in parking supply versus demand. These areas are mostly near the supermarket, newsagency, post office and chemist.</p>
	<p>Peak parking demands are manifested in the middle of the day on Friday and Saturday.</p> <p>Surveys were undertaken on Friday 12 and Saturday 13 December 2014 to reflect non-school holiday summer period conditions.</p>
	<p>The 2 hour “2P” spaces in the main section of Sackville Street experience peak occupancy rates of 90 to 95% during the middle of the day. Nevertheless, there are still more than 60 available parking spaces within 200 metres walking distance of the centre of Sackville Street during this busy time (approximately 50 available spaces if the gravel area behind the Star of the West Hotel is excluded). These spare parking opportunities can be found in Cox Street, Bank Street and in the public car park on the west side of Princes Street.</p> <p>Significant available parking opportunities (including all day parking) were available between 200 and 500 metres walking distance of the town centre.</p>
	<p>There is no parking availability issue in the evenings.</p>
	<p>Car parking turns over frequently in the 2 hour spaces. The average duration of car parking occupancy in the 2 hour spaces is approximately 20 minutes.</p>
	<p>Based on the turnover surveys undertaken in December 2014, most motorists parking in the town centre were complying with the parking restrictions. As such, there is likely to be only a small proportion of employees/staff/traders parking in the heart of the town centre because they are better served by the unrestricted spaces located a relatively short distance from</p>

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Topic	Issues and Findings
	<p>their destinations. Given the relatively significant parking availability, the impact of any such activity is considered minor and any potential impacts can be addressed through minimal adjustments to parking limitations if deemed necessary.</p> <p>It appears that the activities in the commercial centre are not generating the parking demand associated with 'strict application' of the Clause 52.06 car parking provision rates within the Moyne Planning Scheme for the respective uses. As such, the current car parking provision rates may be too restrictive for a number of land uses.</p> <p>During the December 2014 survey, delivery vehicles were observed using the parking spaces on Sackville, Cox and Bank Streets. For the most part, delivery vehicles stayed a relatively short time and were not identified as causing impacts to parking availability.</p> <p>During the December 2014 survey period, given the availability of parking spaces in the town centre, overspill into residential areas was minimal.</p> <p>During the December 2014 survey period, only minor use of non-designated parking areas was observed.</p>
<p>Short Duration and Special Needs car parking availability</p>	<p>The 14 existing disabled car parking spaces adequately met demand and were generally well located.</p> <p>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.</p> <p>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.</p>
<p>Car parking availability during seasonal peaks and events</p>	<p>Previous Council studies indicate that car parking demands in the peak season regularly exceed 300 vehicles and can reach nearly 500. Peak early-January parking demands can be 30% to 40% greater than the parking demands measured in December. There are also short, event-related peak visitor periods for events such as the Port Fairy Folk Festival.</p> <p>There is no permanent car parking infrastructure specifically available for seasonal peak periods and events.</p>

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Topic	Issues and Findings
<p>Local behaviour and perceptions</p>	<p>The December 2014 face-to-face interview surveys suggested that almost 50% of local residents drive to the town centre for short trips of less than 1km to 2km.</p>
	<p>Drivers typically possess a rural parking psychology where they expect ample parking and the ability to park directly outside (or very close to) their destination. As a result, even when there are opportunities to park close by, there is still a perception of parking unavailability and high demand.</p>
	<p>Council and business traders perceive an under supply of car parking in the commercial centre. This is likely due to the greater occupancy of the “2P” spaces in the main section of Sackville Street. However, the December 2014 surveys revealed that there are significant spare parking opportunities within 200 metres walking distance of the centre of this street section.</p>
<p>Future Trends</p>	<p>There is not expected to be any major increase in population, commercial/retail land uses or tourist visitation, based on the documents reviewed.</p>

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Opportunities

The complete list of Opportunities for Port Fairy are found in the table below:

Topic	Opportunities
Planning Scheme car parking provisions	<p>The comparatively generous supply of on-street parking servicing the Port Fairy Commercial Centre and the largely modest parking demand may provide the opportunity to review and relax the Planning Scheme parking requirements for some land use types.</p>
	<p>Where appropriate, Council should continue to seek the provision of on-site car parking, in order to maintain the existing supply of on-street parking into the future.</p>
Managing regular, seasonal and event-related high demand periods	<p>The effectiveness of the parking restrictions implemented in Sackville and Bank Streets should be reviewed to determine if it is appropriate to maintain, expand or reduce the area covered by 2-hour car parking restrictions, as well as special needs parking zones. Any review should maintain the philosophy of prioritising customer parking needs over staff and business needs.</p>
	<p>Parking management options are available to address areas where high short term parking demands have been identified. This could be in the form of conversion of a limited number of 2-hour limit spaces to shorter term limits such as half-hour or one-hour limit, which will better serve the short term parking requirements that have been identified.</p>
	<p>The Railway Place Precinct provides an opportunity for overflow and special needs parking to better manage short term occasional peak parking demand periods. Bowls Court could also provide opportunities to address peak seasonal and event parking demands.</p>
	<p>The seasonal and event-related peak demands should continue to be managed through temporary car parking arrangements rather than through permanent infrastructure that, if built, will remain underutilised for the vast majority of the year.</p>
Other car parking management opportunities	<p>Investigate the possibility of adding short term parking spaces (i.e. 5 minute limit or ¼ hour limit) adjacent to the existing “Loading Zone” space. This will increase the likelihood of delivery trucks obtaining available parking opportunities in this location while still allowing legitimate short term visitors to use the spaces throughout the majority of the day when delivery trucks are not present.</p>

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Topic	Opportunities
	<p>Investigate the opportunity to provide some short term parking spaces outside the IGA supermarket. This would provide convenient parking opportunities for the high volume of short term visitors observed accessing this supermarket and reduce vehicular circulation created by vehicles seeking parking opportunities during the middle of the day when the “2P” spaces in this section of Sackville Street are highly occupied.</p> <p>Parking areas suitable for long vehicles, tourist coaches, caravans and mobile homes requiring facilities, should be designated outside the commercial centre. These spaces should be provided without sacrificing public open space.</p> <p>The development and implementation of a directional way-finding signage strategy could help relieve some of the demand for car parking by encouraging people to walk further. The strategy should prioritise signing the route between the beach, the marina precinct and the town centre along a path which includes the existing pedestrian bridge that crosses the river. Way-finding signage would also assist if Bowls Court and Railway Place are used as overspill areas as suggested previously.</p> <p>The appropriateness of parking permit restrictions on Barclay Street, between Cox and Bank Streets, could be reviewed. Observations indicated that no parked vehicles in this street were displaying resident permit stickers.</p> <p>Traffic congestion and car parking pressures can be reduced through upgrading pedestrian and non-car transport infrastructure (e.g. cycling tracks).</p> <p>There are minor inconsistencies in line marking throughout the town centre. Improvements to line marking can assist in enhancing visibility and maximising the use of the available parking spaces by motorists.</p> <p>The signage on certain sections of Sackville Street is inconsistent or incomplete. That is, not all beginning/end points of areas under different restrictions are signed. It is recommended to address this inconsistency.</p>
<p>Future car parking management</p>	<p>Council has observed that there is a proliferation of residential uses in the commercial area. Many of these new uses do not include onsite parking and the impact to public car parking availability needs to further investigation.</p>

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Topic	Opportunities
	<p>Changing uses and redevelopment that do not provide onsite parking potentially add to car parking demand. Over time, additional demand can accumulate to create a car parking availability problem. Car parking demand should be monitored regularly to identify emerging availability problems.</p>
	<p>The expectations of business owners, traders and motorists need to be formally determined. This information can be used to inform future activities or policies related to car parking.</p>
	<p>Council staff parking may be directed elsewhere to make more off street spaces available within the Commercial Core.</p>
	<p>There are redevelopment opportunities within the Commercial Core that can affect car parking. Any redevelopment must consider the car parking demand that new uses will potentially add to the area. Redevelopment also has the potential to improve car parking availability by providing additional off street spaces.</p>
	<p>Road reserves, parking realignments and line marking could potentially add to car parking supply in the future. However, the December 2014 survey identified ample car parking availability throughout the town centre and the immediate surroundings. As such, the need for additional parking spaces is not evident at this stage.</p>

Further Considerations

Further to the issues, findings and opportunities detailed above, there are other considerations for Port Fairy. These considerations are not necessarily direct findings from the December 2014 car parking survey. They were, however, raised following a preliminary internal stakeholder discussion.

Further Considerations	Comments
<p>Searching for parking spaces can contribute to congestion and impact road safety</p>	<p>Evidence from around the world shows that a significant component of traffic measured at any given point in time is associated with motorists looking for parking. Furthermore, evidence also indicates that motorists looking for parking are generally more prone to distraction and aggressive driving to secure a parking space, to the detriment of safety for other road users.</p>

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Further Considerations	Comments
<p>Abundance of car parking can encourage short purpose car trips</p>	<p>The travel mode chosen by people are based on a wide range of factors including congestion, parking availability at the destination, access (or lack thereof) to viable alternatives (such as convenient, frequent and reliable public transport services, and the presence of safe and connected footpaths and bike infrastructure) and trip purpose (shopping that includes heavy 'loads' of goods is more likely to result in people deciding to drive, whereas a casual trip for lunch may allow consideration of different mode options). Within this context, the availability of parking in Port Fairy can be one of the factors that make driving an attractive alternative for people visiting the town centre.</p>
<p>Improved pedestrian linkages for safer movements around the town centre</p>	<p>Opportunities to improve pedestrian connectivity and permeability should be investigated. The generous widths of road reserves in most streets are also potential areas of improvement. For example, Bank Street's wide road reserve provides opportunities for reappropriation of road space and kerb extensions that can lower vehicle speed and reduce crossing distance for pedestrians.</p>