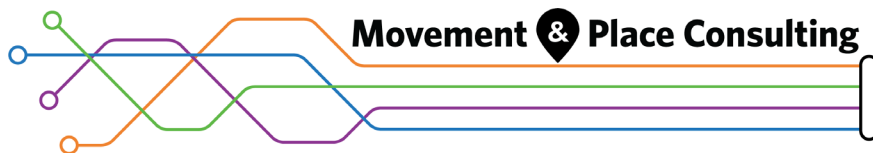


PAKINGTON STREET (GEELONG WEST) PUBLIC PARKING PLAN

Final Report
26 February 2024





Document Revision History

VERSION	DATE	DOCUMENT TYPE
1.0	6 March 2023	Draft Report
2.0	2 May 2023	Draft Report
3.0	26 February 2024	Draft Report
4.0	20 October 2023	Final Report

Document Control Panel

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Acknowledgement of Country

The City of Greater Geelong and Movement & Place Consulting acknowledge the Wadawurrung People as the Traditional Owners of Wadawurrung Country including the Djilang lands, waters, skies and animals.

We acknowledge and respect Wadawurrung Elders past, present and emerging. We recognise and respect their unique cultural heritage, beliefs and relationship to their traditional lands, which continue to be important to them today.

Djilang is the Wadawurrung word for the “tongue of land” that signals its past, present, future and continuing spatial and cultural relationship to Coriayo, Barwon, Bella-wein and the Moorabool lands and waters.

We recognise the intrinsic connection of Wadawurrung people to their traditional lands and value the contribution their Caring for Country makes to the management of the land, coastlines, seas and its waterways.

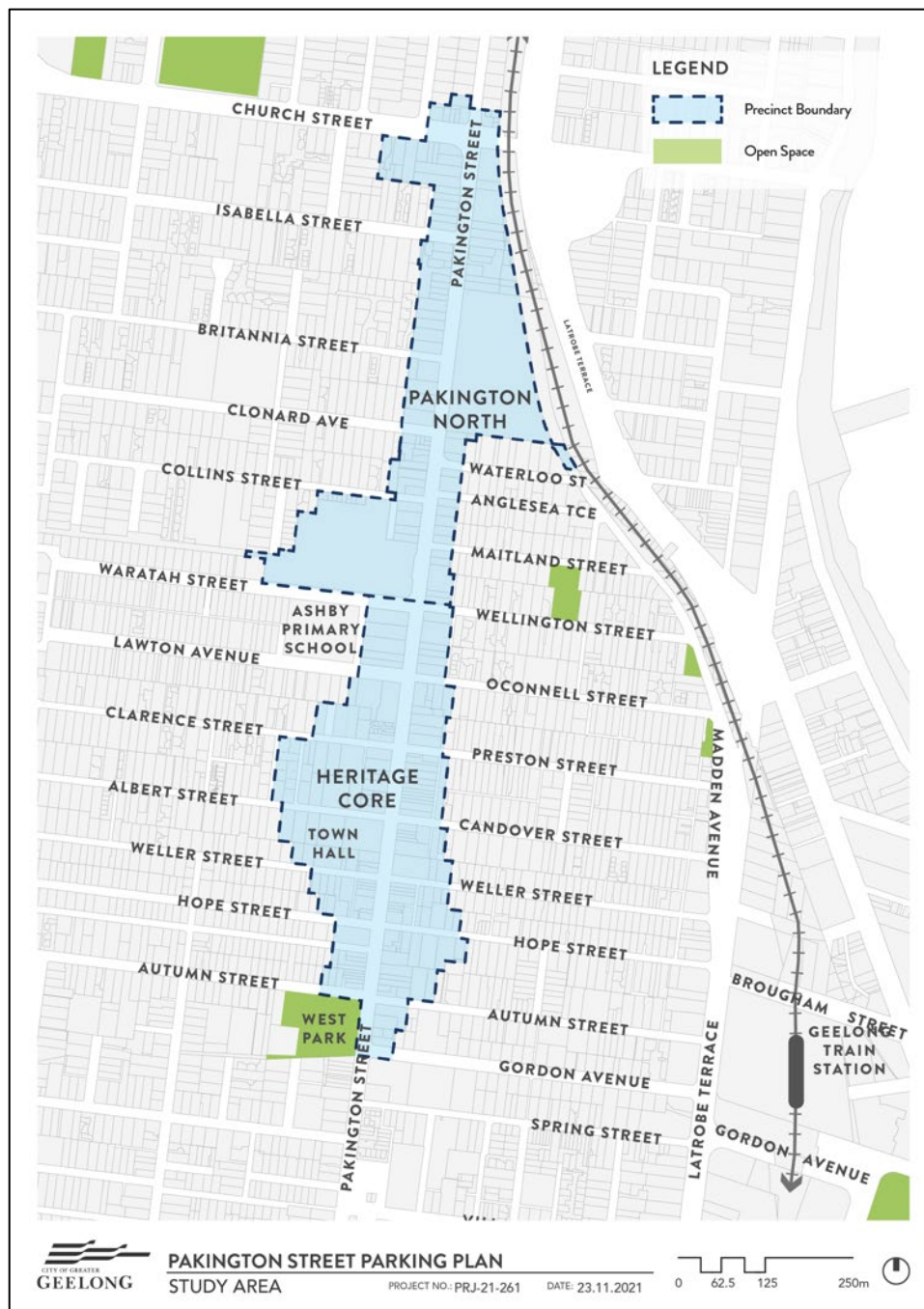
We support the need for genuine and lasting partnerships with the Wadawurrung people to understand their culture and connections to Country in the way we plan for and manage the region. We embrace the spirit of reconciliation, working towards equity of outcomes and ensuring an equal voice for Australia’s first people.

Executive Summary

The Pakington Street Activity Centre is a popular regional attractor that provides a diverse range of goods and services. Continued growth in the Greater Geelong area is likely going to lead to increased visitations. In this context, efficient access arrangements are crucial for the Centre's vitality.

This report concerns public parking facilities located around Pakington Street, from Church Street to Autumn Street. This scope area encompasses two precincts within the Pakington Street & Gordon Avenue Urban Design Framework (2021). The study area is illustrated in Figure 1-1 below.

Figure 1-1: Pakington Street Public Parking Plan study area



Source: City of Greater Geelong (2021)

Recent engagement has highlighted the need to review how parking is managed in the Pakington Street area, with complaints ranging from a lack of availability to inappropriate parking controls.

Following the development of an Urban Design Framework and engagement with traders and the community, the City of Greater Geelong is in the process of formulating a Precinct Parking Plan.

The objectives of developing a Precinct Parking Plan are to:

- Reduce driver frustration
- Improve the customer experience (through reliability and availability of car parking)
- Optimise use of existing parking spaces.

There is a finite amount of public space in the precinct, a proportion of this is used for parking. It is important that The City updates and evolves how it manages kerbside parking space to maximise community benefit.

A static approach to parking management does not keep up with evolving parking demands. A continuous approach is required to revisit appropriateness of the controls to manage changing demands and maximise availability.

Previous studies conducted by The City have found that the Pakington Street precinct does not have reliable parking availability. As a result, parking-related frustrations grow. A poor management of precinct car parking conditions can undermine economic activity in Pakington Street.

In updating approaches to parking management in the precinct, this Precinct Parking Plan will focus on achieving the objectives by:

- Ensuring availability for a variety of user needs, from short-term stays to all-day parking
- Increasing the consistency of controls in areas with similar land use conditions
- Maximise the use of existing spaces through appropriate controls, to effectively support business and customer parking needs.

Good parking management aims to ensure that all drivers are provided with the opportunity to secure an available parking space in an area of their choosing. At busy time-periods, drivers are able to secure these spaces through various methods of 'payment'.

A driver seeking to secure a car parking spot in a high-demand area might 'pay' through arriving at the site earlier than necessary. Drivers that are budget conscious or in need of a long-term space might opt to park further away, in which they 'pay' through a longer walking distance. A customer that is time conscious might opt to pay a dollar fee, if there is certainty in finding an available space close to their destination during a high-demand and busy time periods. If parking needs are not managed appropriately, 'payment' will be in the form of frustrations and time wastage that drivers face when they are forced to drive around and battle for a limited availability of parking spaces.

Appropriate parking management will ensure that all drivers are given the ability to assess their own parking needs and able to choose the type of 'payment' appropriate for their circumstances. Drivers can be certain that a parking space at the location of their choosing will be available, and the associated 'costs' are expected.

Engagement Summary and changes to the Final Public Parking Plan

The first phase of community and stakeholder engagement was undertaken in February and March 2022 to explore parking needs and issues in the area. The community's main concern was around parking availability which the proposed Parking Plan will address through recommended parking control changes to increase turnover and availability.

In May and June 2022, the City ran two workshops with the local businesses and traders to seek input into public parking issues and needs. The first workshop focused on discussing customer experience, current parking issues and opportunities. The second workshop summarised the analysis to date, sought additional solutions and prioritised actions. Trader engagement identified the need to:

- Promote vehicle turnover;
- Divert longer stays into off-street parking areas;
- Consider updating existing parking control in-line with current conditions;
- Ensure the time that controls apply are relevant to the user group; and
- Reduce supply of loading bays that have low occupancy at various times of day to increase regular parking.

All these insights from the community and traders informed the preparation of the Draft Parking Plan. The Draft was released for public exhibition (last phase of engagement) during July and August 2023. Overall, participants were supportive of the Parking Plan. Some areas of concerns include:

- Availability of parking in residential streets
- Lack of sufficient enforcement
- Staff parking needs
- Keeping more all day and long-term parking spaces
- Particular changes to the loading bays raided by traders

The final document is informed by the overall feedback received. Loading bays on 218, 208 and 82 Pakington Street were kept unchanged based on requests received. Additionally, higher proportion of all day and longer-term parking was retained between Candover and Preston Street to reflect the community feedback for longer term parking needs. Areas that were changed from the Draft Parking Plan are in E1, PE2 and P4.

Feedback that was outside the scope of the Parking Plan has been passed on to relevant departments for further investigation.

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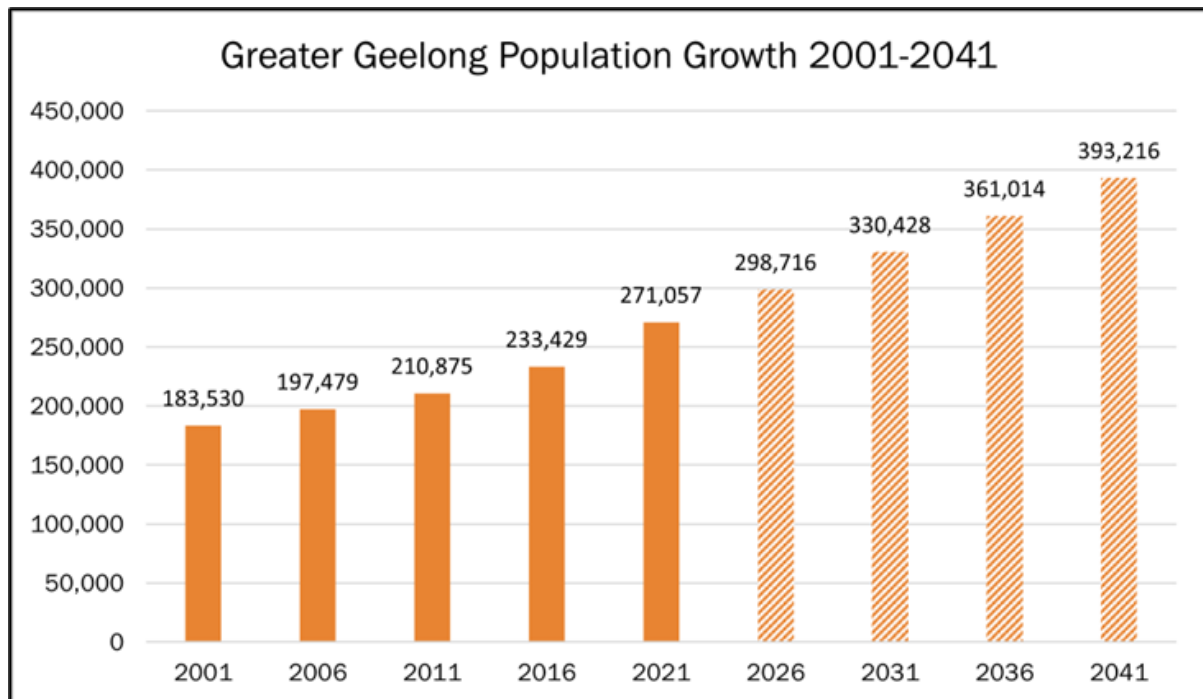
1 Introduction

1.1 Pakington Street

The precinct is centred along Pakington Street, which is a key north-south road that runs through the established suburb of Geelong West and Newtown. The 2021 ABS Census shows that 7,345 residents live in Geelong West within an easy walk of Pakington Street.

The population across the Greater Geelong region has grown by 28.5% since 2011 and is expected to grow by a further 45.1% by 2041. This population and growth will lead to growth in business activity across the whole region. Population growth to 2041 is shown in Figure 1-1 below.

Figure 1-1: Greater Geelong population growth



Source: ABS and idcommunity data with M&PC graphics (2022)

Some of this growth is likely to occur within walking distance of Pakington Street, but most growth will occur much further away. To cater for people travelling longer distances, all retail centres will need to ensure future travel demands are appropriately balanced and catered for by private vehicle, and also active and public transport. Higher private vehicle demands will require precinct parking facilities to be managed in a manner that reduces frustration for drivers and provides reliable parking options.

The large and diverse array of shops, cafes, restaurants, and other local services in Pakington Street cements the Precincts position as a significant regional attractor of trips. Future increases in visitor demand will subsequently increase car parking demand. This parking is used by visitors of all types, some of which include shoppers, diners, traders and employees. Balancing the needs of each group is key to providing reliable access without devaluing the amenity of the centre.

The City is preparing an Urban Design Framework (UDF) for the area. UDF's are an integral part of the planning system and are important tools to translate local action plans and visions for the future of a place into actual projects and guidelines. The adopted chapters of the UDF has identified the need to prepare a parking plan for Pakington North and Heritage Core precincts.

1.2 Strategic context

Previous parking studies highlight that occupancy and availability varies based on time of day and location, with several parking areas recording availability rates under 15%. The current management approach means that even when some areas have more than 15% availability, there will be other areas that are fully occupied and have zero availability. This lack of available car parking frustrates visitors wishing to make a quick purchase, but unable to find a car space close to their destination.

The City has previously consulted with Pakington Street traders and the local community. This engagement identified several specific parking controls within the precinct that could be tweaked to better meet staff and visitor needs. This parking plan incorporates the ideas and resulting analysis from workshops with various stakeholder groups into the options for each parking area and the whole precinct.

1.3 Trader engagement outcomes

In May and June 2022, two workshops were conducted with traders to understand their insights and views with regard to parking for customers, deliveries and employees. The first workshop focused on discussing customers experience, current parking issues and opportunities. The second workshop sought additional solutions and prioritised actions. Workshop insights were recorded in the Pakington Street Public Parking Plan Trader Engagement Report (2022).

Engagement with traders is critical given that they have a strong interest in ensuring that customers are not frustrated by poor parking management. Traders were also specifically sought out due to their constant and ongoing presence on the street, and deep local knowledge. The City recognises the importance of understanding the perspective of traders to ensure Pakington Street caters to the needs of visitors while retaining its unique character as it evolves.

There were 7 businesses involved in the workshop, including representatives from the retail and hospitality industries. Attendees of the trader engagement workshops included:

- Clothing store (located in parking area PE1)
- General retail store (located in parking area PE1)
- Speciality retail store (located in parking area PE2)
- Speciality retail store (located in parking area PE1)
- Hospitality venue (located in parking area P1)
- Speciality retail store (located in parking area P4)
- Business located on Gordan Avenue.

The outputs of the workshop included a wide variety of responses. Key insights from traders included:

- Observations that on-street car parking space within the retail core were typically always full, especially during peak shopping hours (10am - 3pm)
- There are too many loading bays on Pakington Street from 9am-5:30pm, occupying space that could otherwise be used by customers
- There is a general underutilisation of street space in the precinct. There are opportunities to gain extra parking spaces.

Trader engagement identified the need to:

- Promote vehicle turnover
- Divert longer stays into off-street parking areas
- Consider updating existing parking control in-line with current conditions
- Ensure the time that controls apply are relevant to the user group.

The following report is informed by the outcome of these engagement sessions. Implementation will only be undertaken once parking controls have been reviewed and consensus built among stakeholders.

2 Methodology

We have reviewed the Pakington Street (Geelong West) Car Parking and Traffic Study (September 2018), the Pakington Street and Gordon Avenue Urban Design Framework, and other relevant background documents. The insights gained informed our review of parking controls and improvement options for parking in the precinct.

Using the digital data provided, including 2018 parking controls, *parking analysis areas* were established. There are 20 parking areas. These *parking analysis areas* were workshopped and confirmed with The City. Each *parking analysis area* has approximately 20 to 80 spaces (see Figure 2-1 and Figure 2-2 overleaf).

The irregular *parking analysis areas* were delineated to account for:

- The directional demand of vehicle movement along Pakington Street¹
- Driver behaviour (desire to park close to the destination while being unlikely to U-turn along Pakington Street where space constraints are material).

A range of improvement options were developed. For each *parking analysis area*, one option was developed – these included changes to user or time-based controls. Additionally, recommendations for increases in parking supply were noted where relevant and are shown in the respective parking area section of the report.

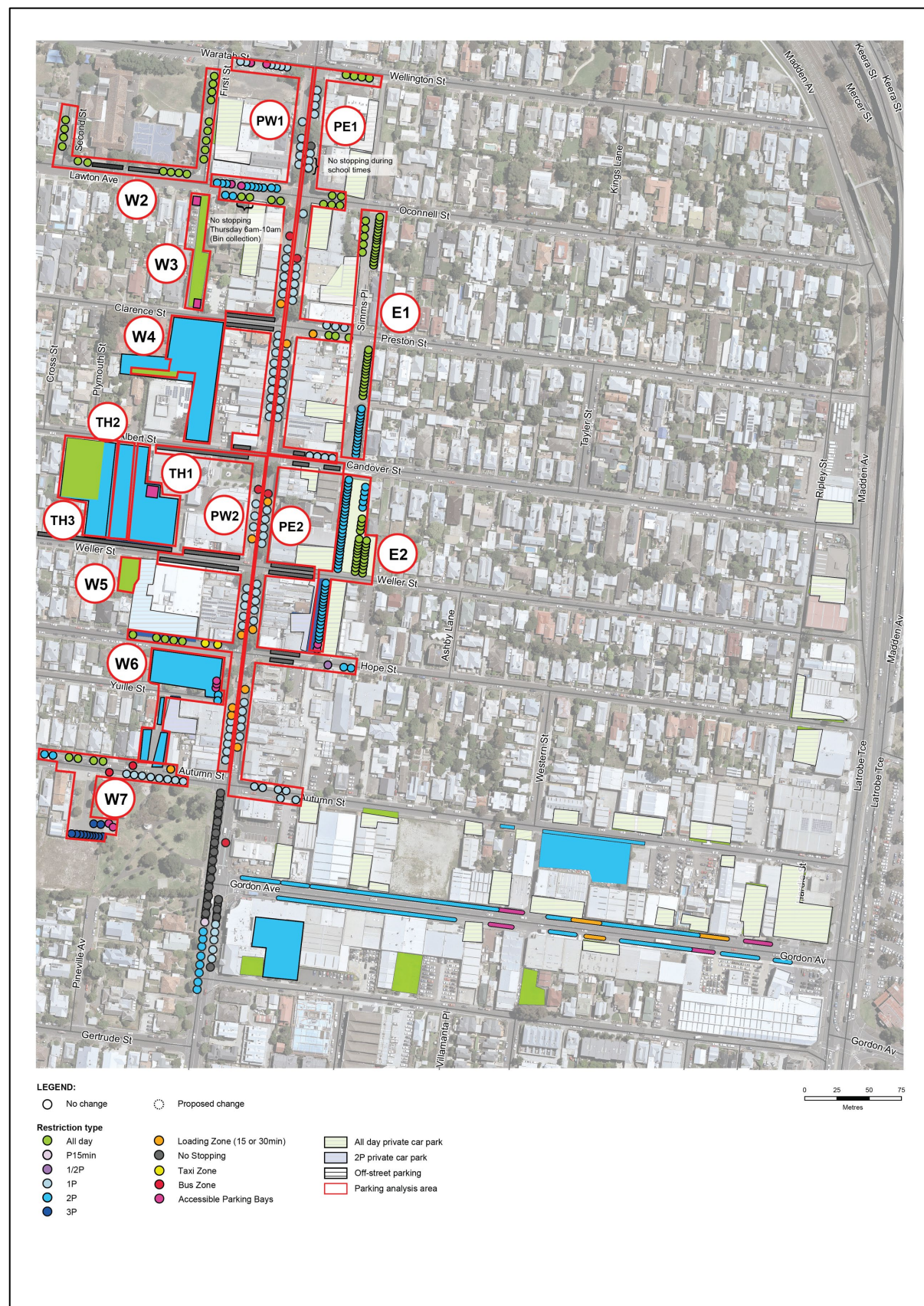
¹ Pakington Street Car Parking and Traffic Study, September 2018

Figure 2-1: North Pakington Street parking areas and restrictions



Source: GHD with M&PC analysis (2022)

Figure 2-2: South Pakington Street parking areas and restrictions



Source: GHD with M&PC analysis (2022)

3 Parking Area Options

3.1 Pakington 1 (P1) – Control options

Area	Church Street to Isabella Street, including both sides of Pakington Street
Predominate land uses	Restricted retail, hospitality venue, office/professional services, medical facility, retail (shops)
Land use intensity	Low with pockets of higher intensity
Peak-hour availability*	~ 19% (Weekday); ~ 14% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- Over half (10) of the total 18 bays have a 1-hour restriction. These may not serve the evolving land uses in this area
- Restrictions in this area seem generally appropriate. However, there can be improvements to maximise the productivity of bays that serve high activity shops, such as Country Pho, Tandoori Cuisine and Bar.

Recommendations:

- Two 15-minute parking bays to serve short-term customers arriving from either direction
- Loading bays could operate until midday to support loading needs of businesses, whilst freeing up space for restaurant customers during busier afternoon and evening trading periods.

Table 3-1: P1 Current restrictions and options

Time restrictions	Current	Recommended option ²
All-day	-	-
P15	1 (6%)	2 (7am-7pm)
½P	3 (17%)	-
1P	10 (56%)	13 (7am-7pm)
2P	-	-
3P	-	-
Loading Zone	2 (11%)	1 (7am-12pm) – becomes 1P (12pm-7pm)
Taxi Zone	-	-
Bus Zone	2 (11%)	2
Accessible Parking Bay	-	-
Total	18	18

² All recommended options are subject to further investigation and trader engagement

Figure 3-1: P1 Current restrictions

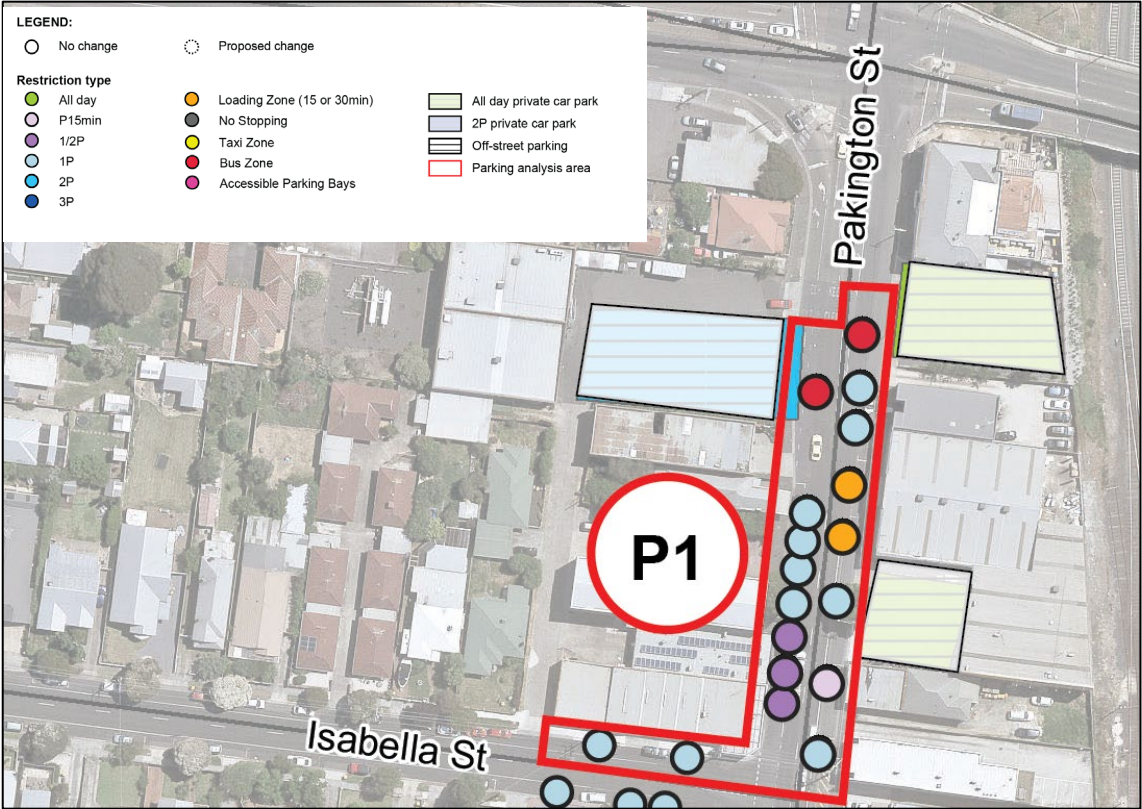
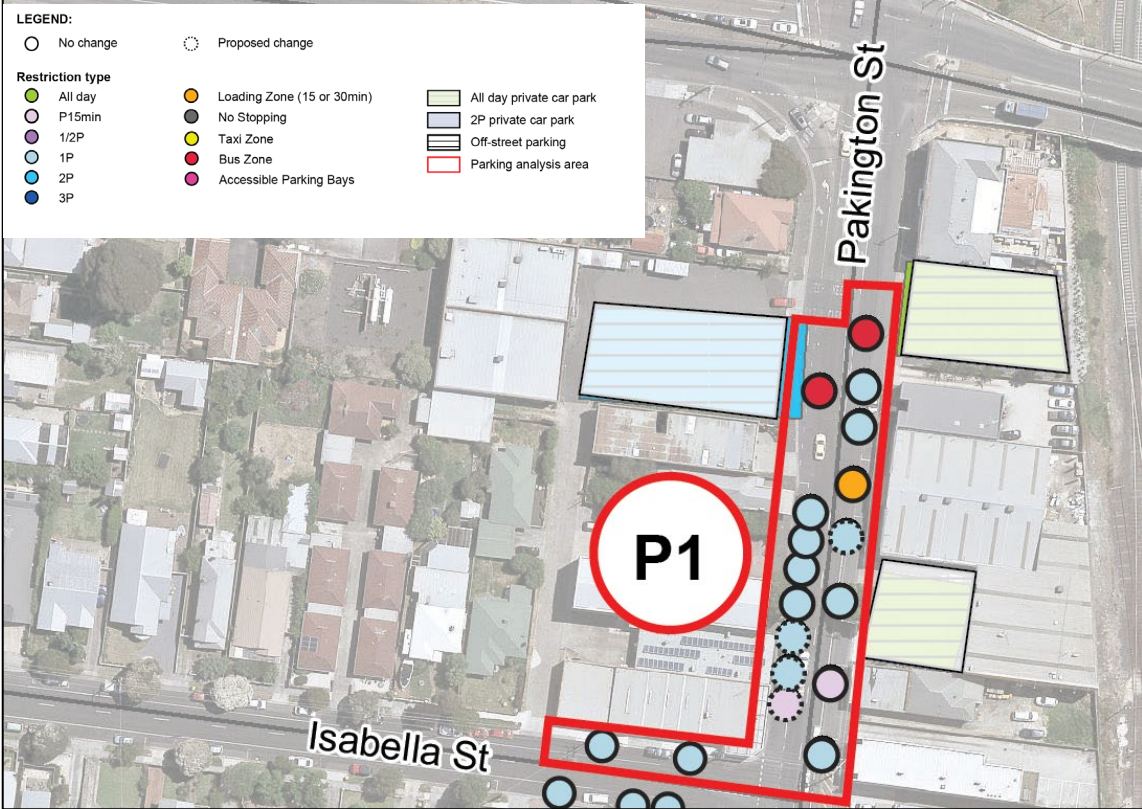


Figure 3-2: P1 Recommended option



3.2 Pakington 2 (P2) – Control options

Area	Isabella Street to Britannia Street, including both sides of Pakington Street
Predominate land uses	Restricted retail, hospitality venue, office/professional services, medical facility, retail (shops), swim school
Land use intensity	Low
Peak-hour availability*	~ 19% (Weekday); ~ 14% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- About half of the 35 bays in this parking area has a 1P parking restriction. These are primarily located on the western side of Pakington Street
- Haymes Paints and a Uniting op shop are both served by ½P bays despite both having rear of shop private parking. These could be appropriate to retain, however, observations showed that parking space users stayed far beyond the restricted time limit
- There are many all-day bays located close to retail outlets, hospitality venues and a swim school. All-day bays limit turnover and reduce parking space availability in the area.

Recommendations:

- All day bays can be reassigned to create additional 2 and 3-hour bays on the eastern side of Pakington Street
- Two ½P bays located outside Haymes Paints can be converted into 1-hour bays to accommodate the need for longer stays in this area.

Table 3-2: P2 Current restrictions and options

Time restrictions	Current	Recommended option ³
All-day	11 (31%)	-
P15	-	-
½P	4 (11%)	2 (7am-7pm)
1P	19 (54%)	21 (7am-7pm)
2P	-	5 (7am-7pm)
3P	-	8 (7am-7pm)
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	1 (3%)	1
Accessible Parking Bay	-	-
Total	35	37

³ All recommended options are subject to further investigation and trader engagement

Figure 3-3: P2 Current restrictions

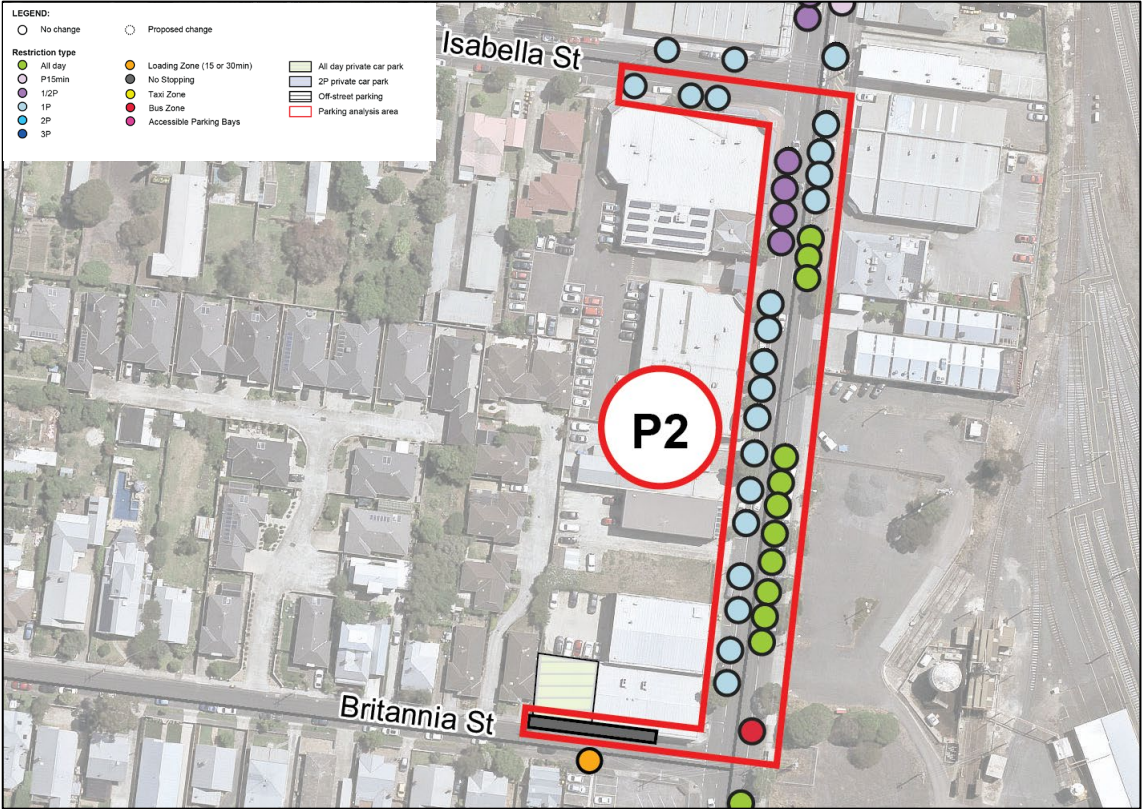
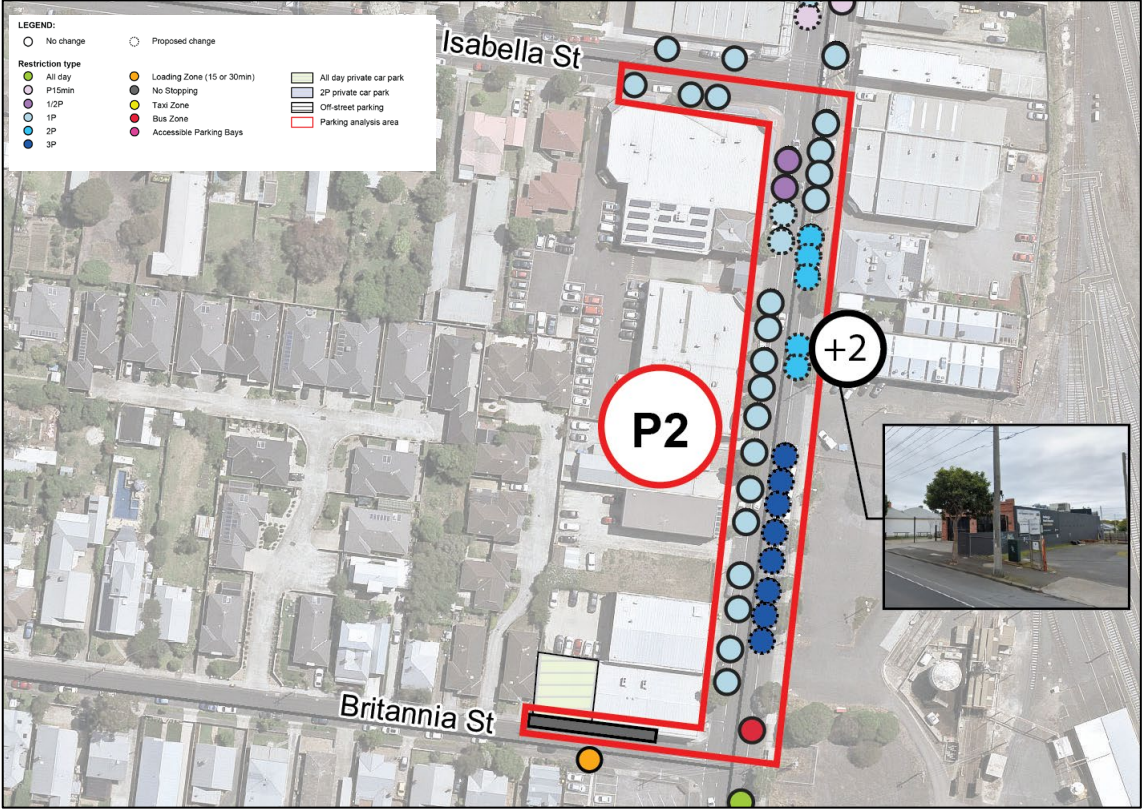


Figure 3-4: P2 Recommended option



Pakington 2 (P2) – Supply options

- The driveway to the Pakington Street depot is large enough to accommodate turning trucks
- There is potential for two additional parking bays outside Pako Raw. Alternatively, a single accessible parking bay could also be considered, if further consultation sessions identify the need for one
- These two bays (or a single additional accessible parking bay) are subject to further investigation and site inspection.

Figure 3-5: P2 supply opportunity

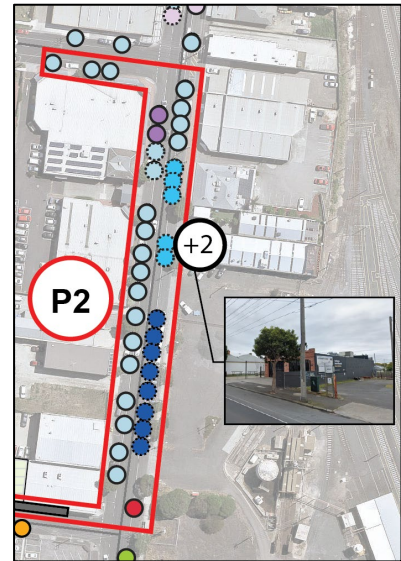


Figure 3-6: P2 additional supply location



3.3 Pakington 3 (P3) – Control options

Area	Britannia Street to Clonard Avenue, inclusive of both sides of Pakington Street
Predominate land uses	Retail (shops), gym, office/professional services, community centre, industrial site (not in operation)
Land use intensity	Low
Peak-hour availability*	~ 19% (Weekday); ~ 14% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- Time restrictions are having little to no impact on average stay duration
- The 5-minute bays are being used like 1P bays
- There are all-day bays outside the Vinnies op shop, despite having off-street parking available.

Recommendations:

- The all-day bays outside *Meet me at Mary's* (wine bar/restaurant) should be changed to 2P bays to maximise turnover and promote availability of convenient parking space for dining customers
- Bays on Clonard Avenue can be increased to 2P (from 1P) to provide parking to serve the gym
- On-street parking bays outside the Vinnies can become four 1P bays to support short stays. There is potential to make the northern-most an accessible parking bay. This will be subject to a further investigation and site inspection to ensure full DDA compliance.

Table 3-3: P3 Current restrictions and options

Time restrictions	Current	Recommended option ⁴
All-day	16 (62%) (3 spaces opposite Clonard Avenue are no standing during school times)	8
P15	2 (8%)	-
½P	-	-
1P	3 (12%)	4 (7am-7pm)
2P	3 (12%)	11 (7am-7pm)
3P	-	-
Loading Zone	1 (4%)	1
Taxi Zone	-	-
Bus Zone	1 (4%)	1
Accessible Parking Bay	-	1
Total	26	26

⁴ All recommended options are subject to further investigation and trader engagement

Figure 3-7: P3 Current restrictions

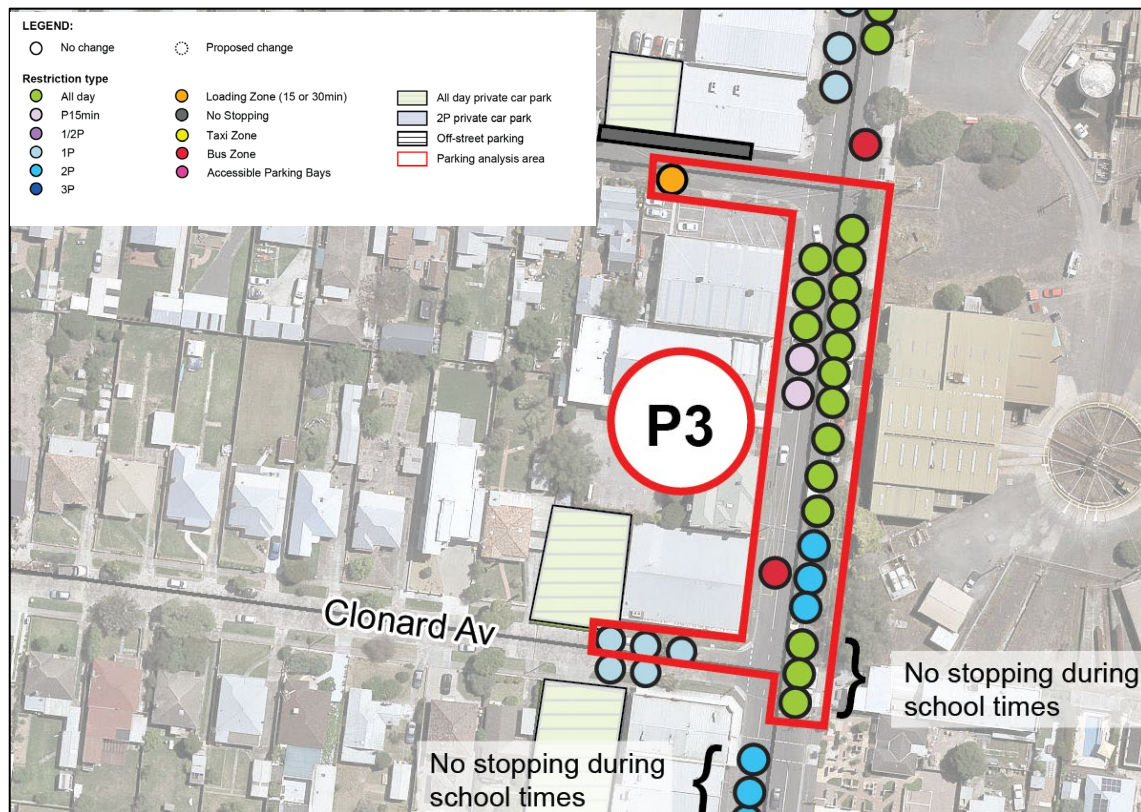
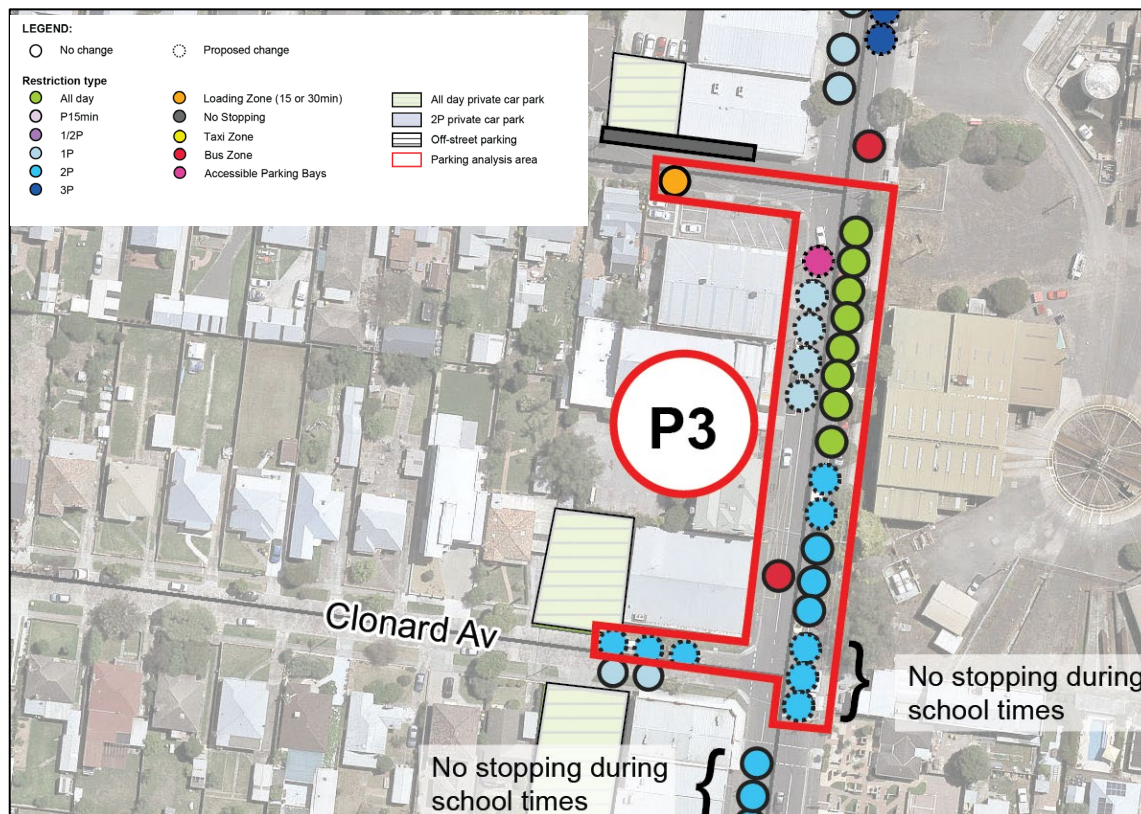


Figure 3-8: P3 Recommended option



3.4 Pakington 4 (P4) – Control options

Area	Clonard Avenue to Waratah/Wellington Street, inclusive of both sides of Pakington Street
Predominate land uses	Retail (shops), beauty and massage services, supermarket, restricted retail, hospitality venues, office/professional services, pharmacy, place of worship
Land use intensity	Medium
Peak-hour availability*	~ 19% (Weekday); ~ 14% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- Loading access must be retained on the eastern side of Pakington Street due to a lack of rear access
- There are two all-day bays located within 20-30 metres of Pakington Street on Anglesea Terrace. Given the prime location, close to Pakington Street, these bays should be restricted to promote increased turnover.

Recommendations:

- All-day bays should become 2P bays. This will increase the effective parking supply for short-term visitors in a convenient location by encouraging turnover
- Altering the time allocation of loading bays and ½P bays will suit the business mix of the area and support greater turnover of customers. As an example, one loading bay could operate from 7am to midday. From 12pm to 7pm, the bay can function as a 1P to serve customer parking needs. Further trader consultation can determine which of the two bays will apply what control.

Table 3-4: P4 Current restrictions and options

Time restrictions	Current	Recommended option ⁵
All-day	2 (6%)	-
P15	-	-
½P	4 (13%)	4 (7am-7pm)
1P	16 (52%)	16 (7am-7pm)
2P	5 (16%)	7 (7am-7pm)
3P	-	-
Loading Zone	2 (6%)	2 - 1x (7am-7pm)
Taxi Zone	-	-
Bus Zone	2 (6%)	2
Accessible Parking Bay	-	-
Total	31	31

⁵ All recommended options are subject to further investigation and trader engagement

Figure 3-9: P4 Current restrictions

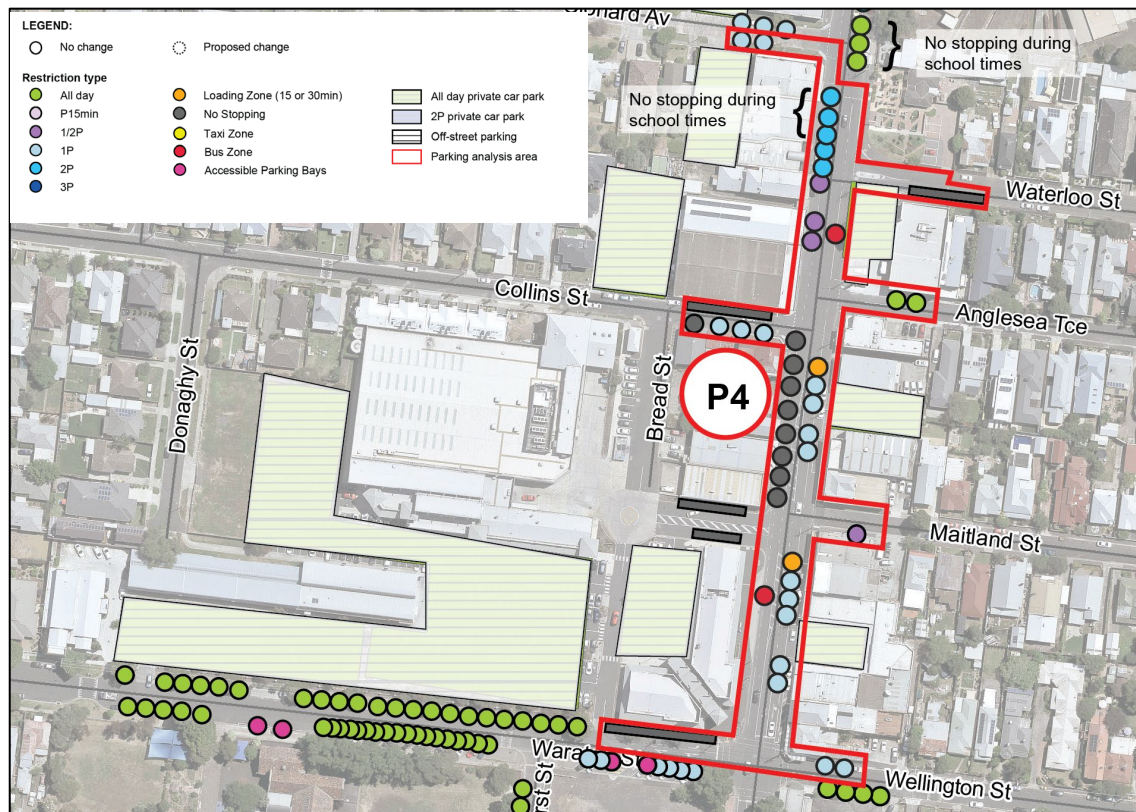
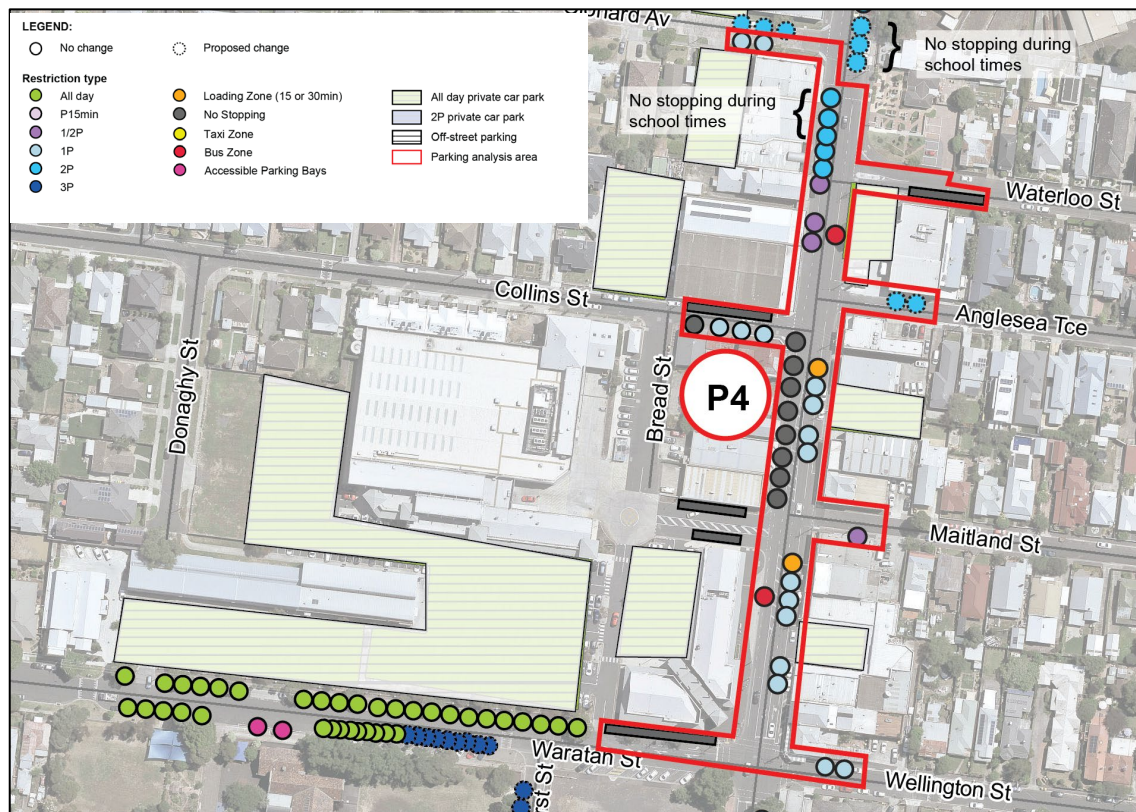


Figure 3-10: P4 Recommended option



3.5 Pakington West 1 (PW1) – Control options

Area	Waratah Street to Albert Street, inclusive of Lawton Avenue and Clarence Street
Predominate land uses	Retail (shops), beauty and massage services, hospitality venues, office/professional services, bank, place of worship
Land use intensity	High
Peak-hour availability*	~ 16% (Weekday); ~ 29% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- The majority of bays on Pakington Street in the Retail Core precinct (Waratah to Autumn), have average stay times of 15-60 minutes, suggesting a high turnover of vehicles.⁶ Those that wish to stay longer can use long-term parking space in off-street facilities
- There are a number of all-day bays in proximity of Pakington Street. All-day bays limit turnover and reduce parking space availability in the area.

Recommendations:

- Unrestricted bays on Lawton Avenue should be replaced with 2P bays. This will increase the effective supply of short-term parking for visitors during busy trading periods
- Accessible parking bays should be managed by 2P controls, to maintain consistency.

Table 3-5: PW1 Current restrictions and options

Time restrictions	Current	Recommended option ⁷
All-day	4 (8%)	-
P15	-	-
½P	-	-
1P	27 (55%)	27 (7am-7pm)
2P	12 (24%)	16 (7am-7pm)
3P	-	-
Loading Zone	1 (2%)	1
Taxi Zone	-	-
Bus Zone	1 (2%)	1
Accessible Parking Bay	4 (8%) (2x2P, 2x1P)	4 (2P)
Total	49	49

⁶ Pakington Street Car Parking and Traffic Study, September 2018

⁷ All recommended options are subject to further investigation and trader engagement

Figure 3-11: PW1 Current restrictions



Figure 3-12: PW1 Recommended option



3.6 Pakington West 2 (PW2) – Control options

Area	Albert Street to Autumn Street, inclusive of Weller Street and Hope Street
Predominate land uses	Retail (shops), supermarket, hospitality venues, office/professional services, bank, town Hall, community centre, library, public open space
Land use intensity	High
Peak-hour availability*	~ 16% (Weekday); ~ 29% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- Pakington West 2 has a high proportion of 1P bays on Pakington Street, which is suitable given the provision of land uses, such as shops, restaurants and banks.
- There are a number of all-day bays located along Hope Street. All-day bays limit turnover and reduce parking space availability in the area
- There are 4 loading zones located on-street, despite many businesses having rear loading zones.

Recommendations:

- The 2 Loading Zones in front of NAB could be moved to where the 2P bays on Yuille Street are currently located (a site investigation will be needed to determine the feasibility and need for the kerb to be pushed back to accommodate loading vehicle lengths). The current loading bays on Pakington Street could then become P15 min. Other loading bays can be kept to support loading access for businesses along of Pakington Street.
- All-day bays on Hope Street could become 1-hour bays, to support parking space availability for visitors who are purchasing goods and services at local businesses

Table 3-6: PW2 Current restrictions and options

Time restrictions	Current	Recommended option ⁸
All-day	5 (19%)	-
P15	-	2 (7am-7pm)
½P	-	-
1P	14 (54%)	19 (7am-7pm)
2P	-	-
3P	-	-
Loading Zone	4 (15%)	2 (7am-7pm)
Taxi Zone	2 (8%)	2
Bus Zone	1 (4%)	1
Accessible Parking Bay	-	-
Total	26	26

⁸ All recommended options are subject to further investigation and trader engagement

Figure 3-13: PW2 Current restrictions

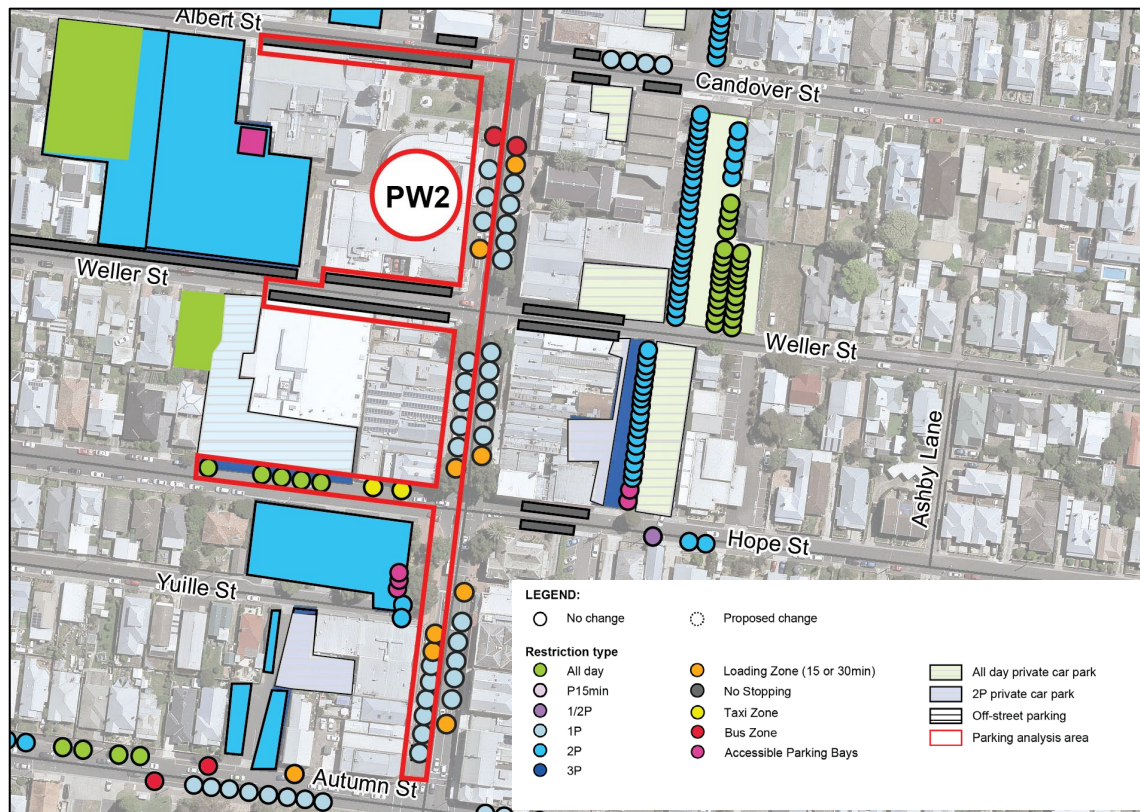
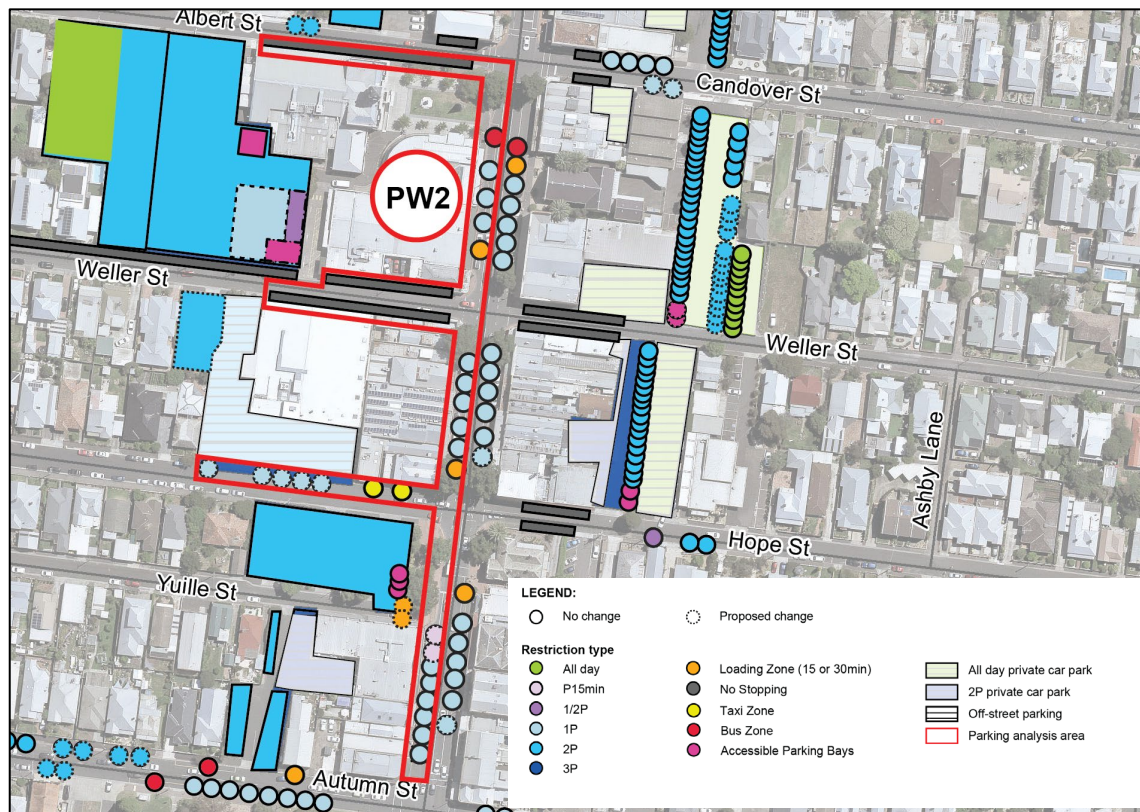


Figure 3-14: PW2 Recommended option



3.7 Pakington East 1 (PE1) – Control options

Area	Wellington Street to Candover Street, inclusive of O’Connell Street and Preston Street
Predominate land uses	Retail (shops), beauty and massage services, restricted retail, hospitality venues, office/professional services, bank
Land use intensity	High
Peak-hour availability*	~ 16% (Weekday); ~ 29% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- Pakington East 1 has a high proportion of 1P bays on Pakington Street. These bays are appropriate given the need to ensure parking space availability and turnover
- There are a number of all-day bays in proximity of Pakington Street. All-day bays limit turnover and reduce parking space availability in the area.

Recommendations:

- All twelve, all-day parking bays could become 1P bays. This is appropriate given the high demand for parking spaces during peak trading periods
- One loading zone can be restricted to function as a loading bay during the morning. This will provide local businesses with dedicated times where they can conduct their loading activities. The control outside this time period should reflect the restrictions of nearby spaces for consistency. Further trader consultation can determine which of the two bays will apply what control.
- The two additional bays located along Preston Street can be converted into 1P for consistency with nearby bays. Further information is provided in the PE1 Supply Options section.

Table 3-7: PE1 Current restrictions and options

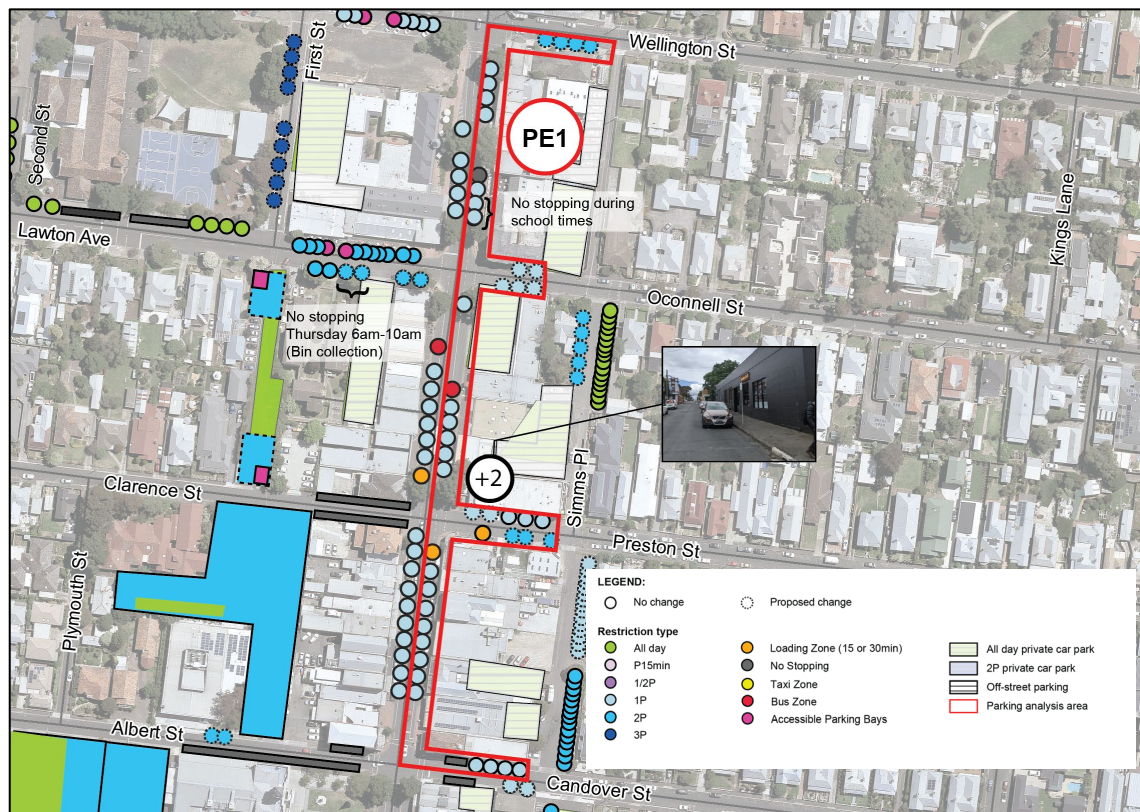
Time restrictions	Current	Recommended option ⁹
All-day	12 (28%)	-
P15	-	-
½P	-	-
1P	28 (65%)	35 (7am-7pm)
2P	-	7 (7am-7pm)
3P	-	-
Loading Zone	2 (5%)	2 1x (7am-7pm); and 1x (7am-12pm) – becomes 1P or All day (12pm-7pm)
Taxi Zone	-	-
Bus Zone	1 (2%)	1
Accessible Parking Bay	-	-
Total	43	45

⁹ All recommended options are subject to further investigation and trader engagement

Figure 3-15: PE1 Current restrictions



Figure 3-16: PE1 Recommended option



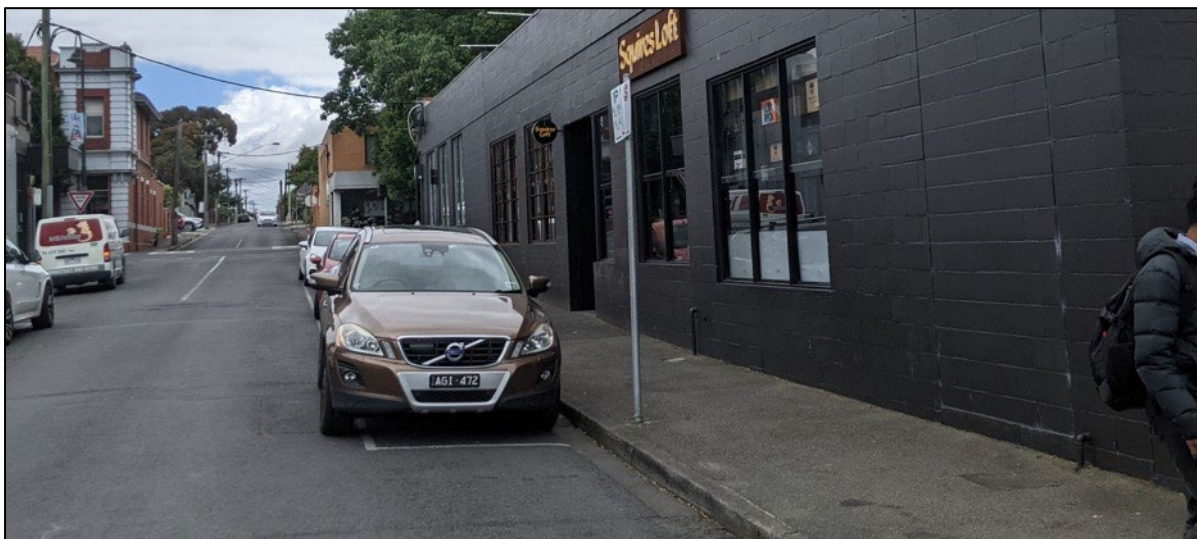
Pakington East 1 (PE1) – Supply options

- There are currently three 1P kerbside spaces on the northern side of Preston Street
- There are sizeable gaps along Preston Street, between Pakington Street and the Simms Place driveway. Two extra bays could fit within this space
- These two bays should be subject to further investigation and site inspection.

Figure 3-17: PE1 supply opportunity



Figure 3-18: PE1 additional supply



3.8 Pakington East 2 (PE2) – Control options

Area	Candover Street to Autumn Street, inclusive of Weller Street and Hope Street
Predominate land uses	Retail (shops), beauty and massage services, restricted retail, hospitality venues, office/professional services, post office, place of worship, community centre,
Land use intensity	High
Peak-hour availability*	~ 16% (Weekday); ~ 29% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- PE2 has a high proportion of 1P bays along Pakington Street. These are suitable given the need to ensure parking space turnover and availability in a busy section of Pakington Street
- There are four loading bays on Pakington Street. Some traders have indicated a preference to reduce the number of loading bays in favour of short-term parking during busy trading periods
- The narrow width of side streets (Weller Street, Hope Street and Candover Street) limits the ability to provide parking within proximity of Pakington Street
- There is ample parking at the rear of Pakington Street shops, that provide all-day and 2P bays.

Recommendations:

- Two of the four loading bays could become 1P bays. Other bays have been maintained to ensure larger loading/delivery vehicles have access to a parking space along Pakington Street. The loading bay south of Hope Street will still need time-based restrictions for mail purposes.
- Two additional bays (Candover Street) can become 1P to serve nearby land uses and be consistent with other controls. See PE2 Supply Options section for additional information.

Table 3-8: PE2 Current restrictions and options

Time restrictions	Current	Recommended option ¹⁰
All-day	-	-
P15	-	-
½P	1 (3%)	1 (7am-7pm)
1P	21 (72%)	23 (7am-7pm)
2P	2 (7%)	2 (7am-7pm)
3P	-	-
Loading Zone/Mail Zone	4 (14%)	4
Taxi Zone	-	-
Bus Zone	1 (3%)	1
Accessible Parking Bay	-	-
Total	29	31

¹⁰ All recommended options are subject to further investigation and trader engagement

Figure 3-19: PE2 Current restrictions

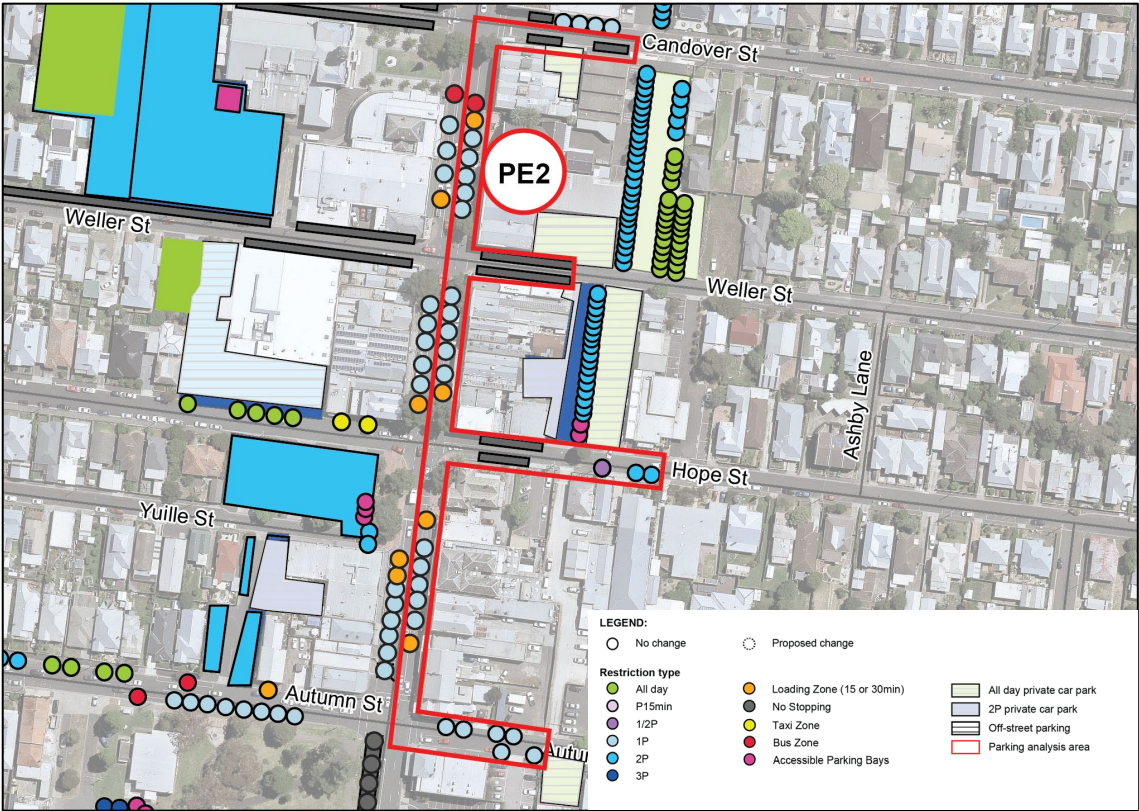
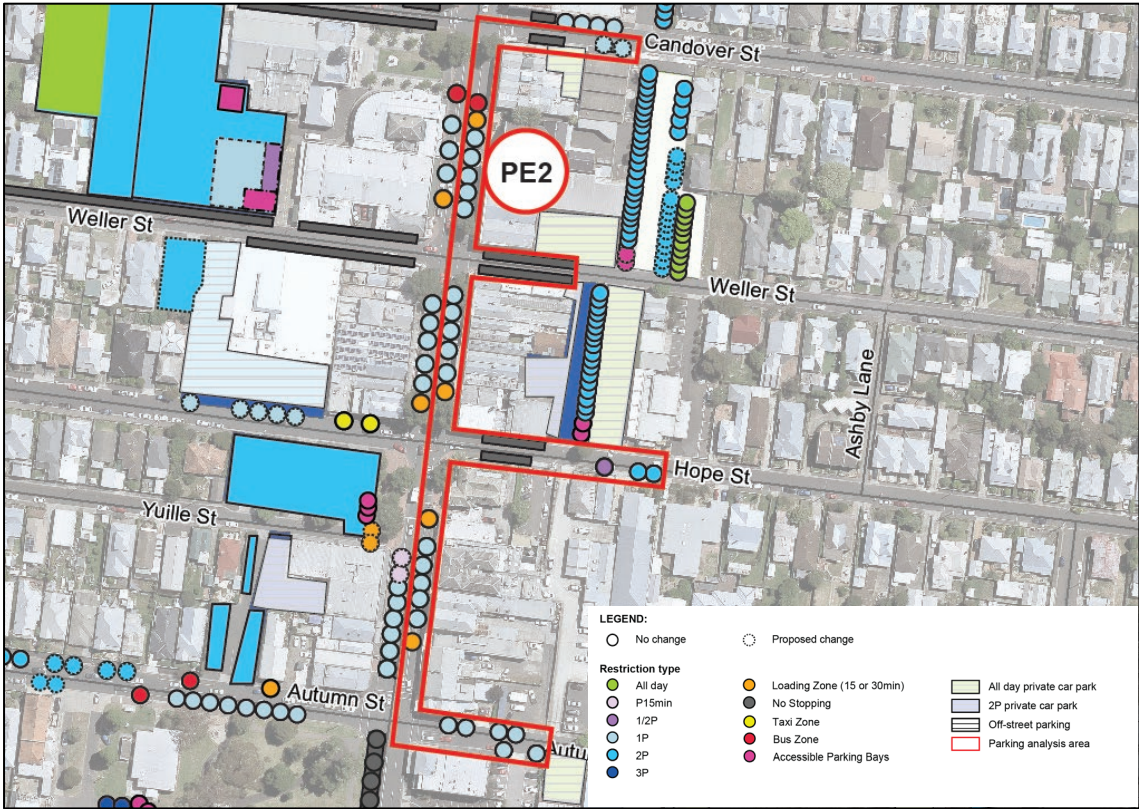


Figure 3-20: PE2 Recommended option



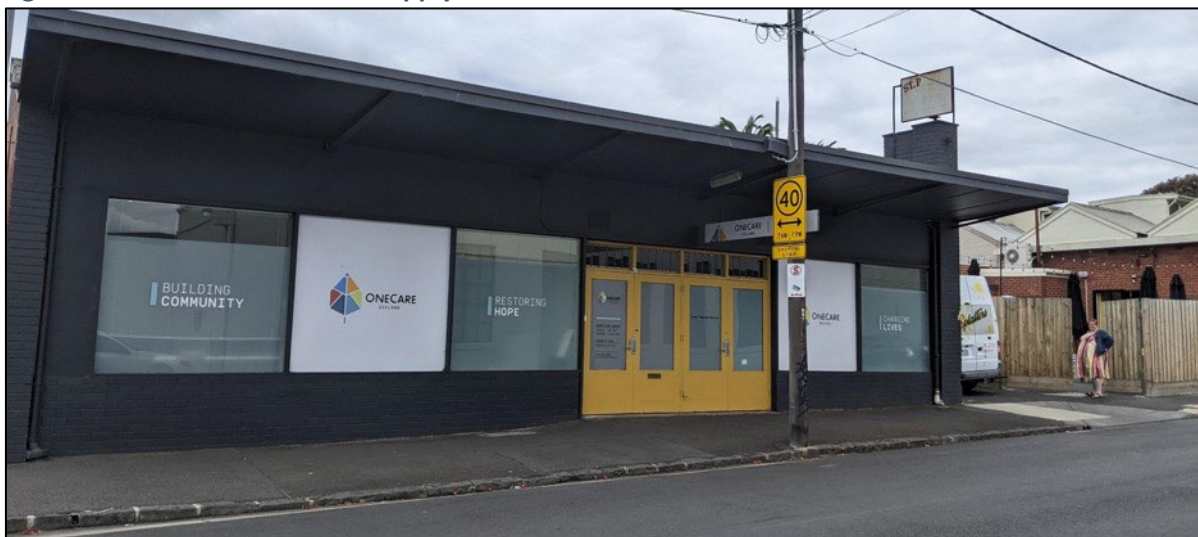
Pakington East 2 (PE2) – Supply options

- There are currently no parking bays in this space. The kerb is approximately 16 metres long
- There was previously a bus zone here that no longer exists. This space could fit two extra bays
- These additional bays are subject to further investigation and site inspection.

Figure 3-21: PE2 supply opportunity



Figure 3-22: PE2 additional supply



3.9 West 1 (W1) – Control options

Area	Waratah Avenue, spanning the length of Ashby Primary School
Predominate land uses	Primary school, supermarket, office/professional services
Land use intensity	Medium
Peak-hour availability*	~ 19% (Weekday); ~ 14% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- There are a high number of all-day bays, meaning it may be difficult for teachers and parents to find appropriate parks.

Recommendations:

- Some angled bays outside the primary school, could be amended to become 3P bays. This is due to the site's proximity to Pakington Street. These bays can function as additional supply for short stay users. The 3-hour limit increases the diversity of time-controls in the area. This should be subject to engagement with the nearby school.

Table 3-9: W1 Current restrictions and options

Time restrictions	Current	Recommended option ¹¹
All-day	45 (96%)	36
P15	-	-
½P	-	-
1P	-	-
2P	-	-
3P	-	9 (7am-7pm)
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	2 (4%) (1P)	2 (1P)
Total	47	47

¹¹ All recommended options are subject to further investigation and trader engagement

Figure 3-23: W1 Current restrictions

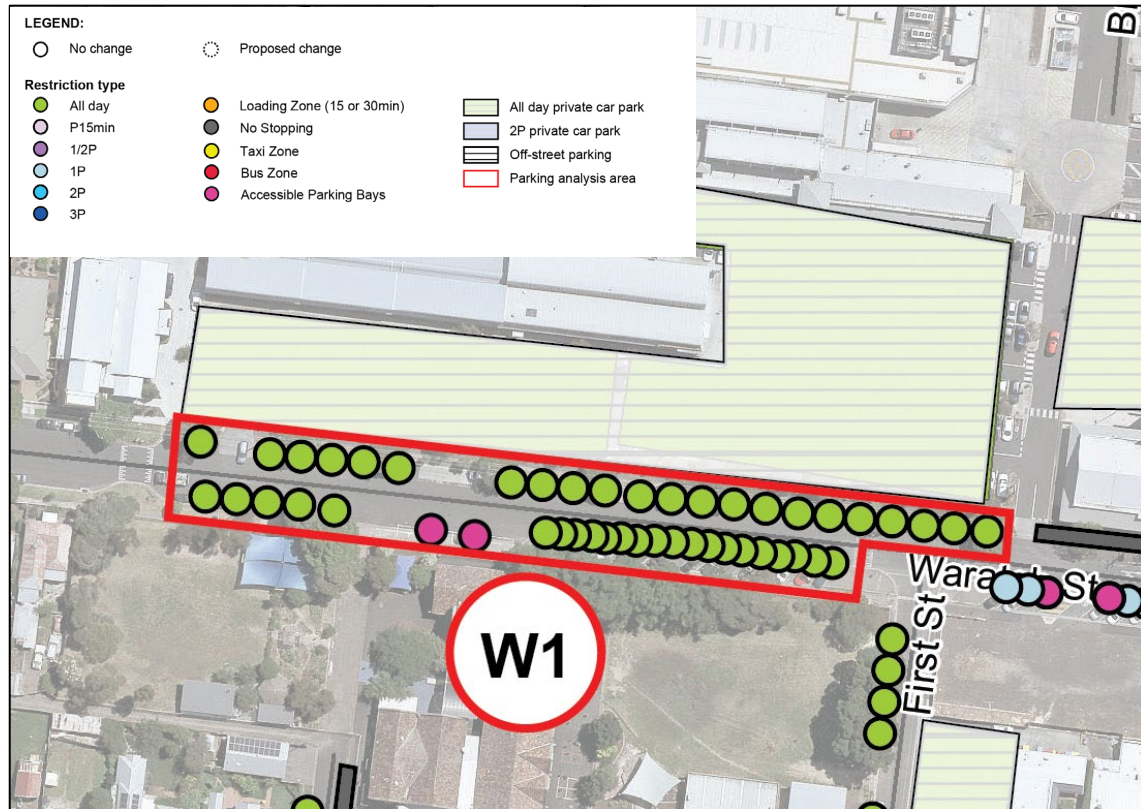
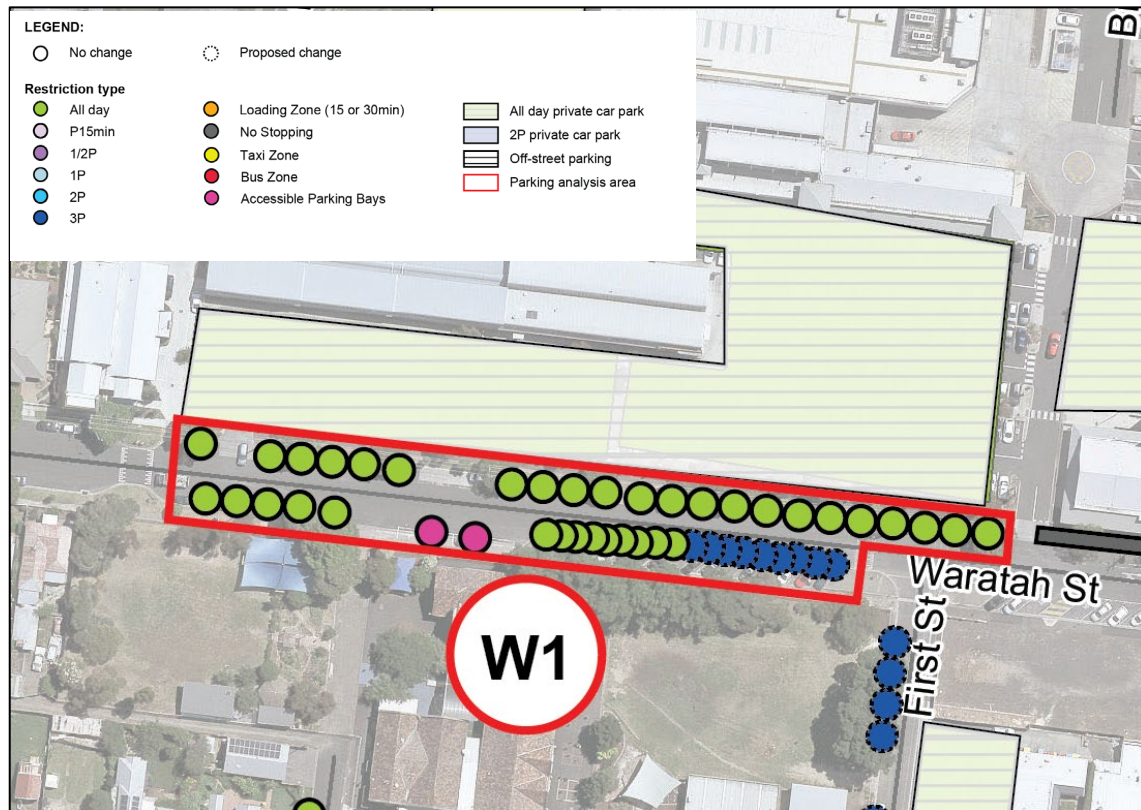


Figure 3-24: W1 Recommended option



3.10 West 2 (W2) – Control options

Area	First Street, Second Street and Lawton Avenue, bounding Ashby Primary School
Predominate land uses	Primary school, place of worship, education centre, rear of retail shops, residential
Land use intensity	Low
Peak-hour availability*	~ 16% (Weekday); ~ 29% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- There are a high number of all-day bays, meaning it may be difficult for Pakington Street visitors to find available car parking spaces in a convenient location.

Recommendations:

- Nine 3P bays can be created by converting existing all-day parking spaces located along First Street. These bays were chosen due to their close proximity to shops located along Pakington Street. The 3-hour time limit increases the diversity of time-controlled spaces in the area, and keeps these controls in-line with nearby parking control options on Waratah Street. This will be subject to engagement with the nearby school.

Table 3-10: W2 Current restrictions and options

Time restrictions	Current	Recommended option ¹²
All-day	19 (100%)	10
P15	-	-
½P	-	-
1P	-	-
2P	-	-
3P	-	9 (7am-7pm)
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	-	-
Total	19	19

¹² All recommended options are subject to further investigation and trader engagement

Figure 3-25: W2 Current restrictions

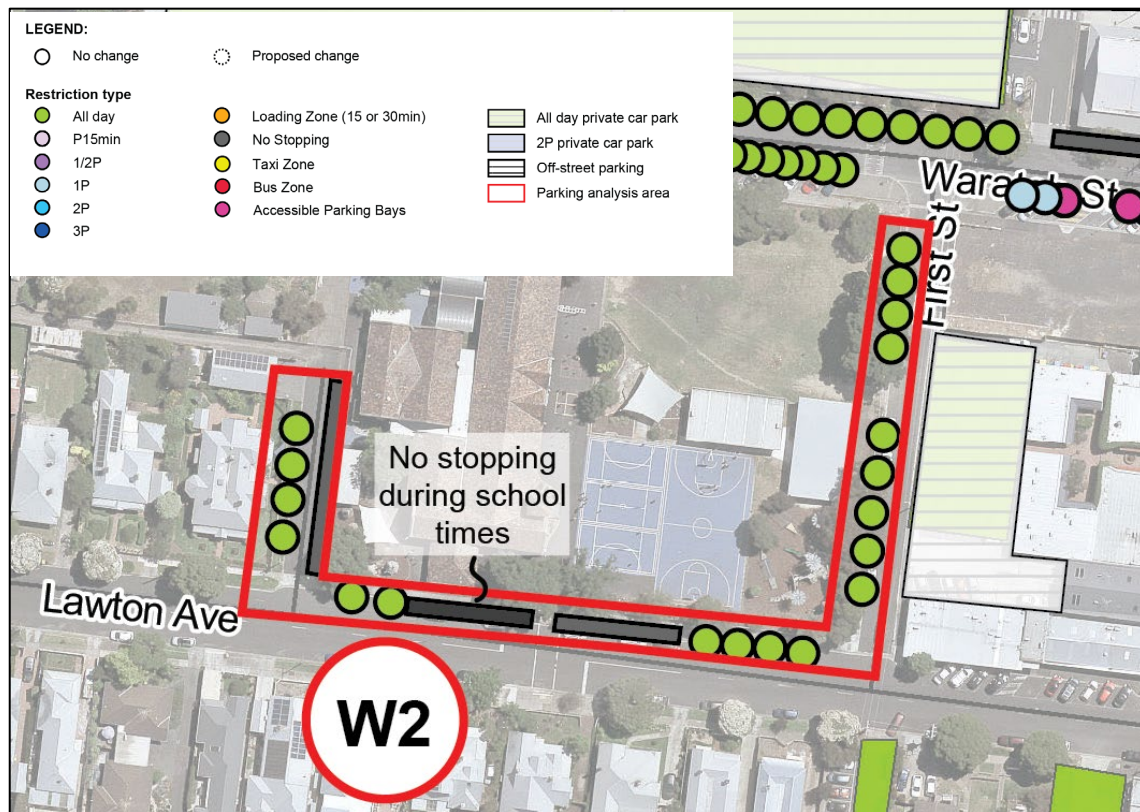
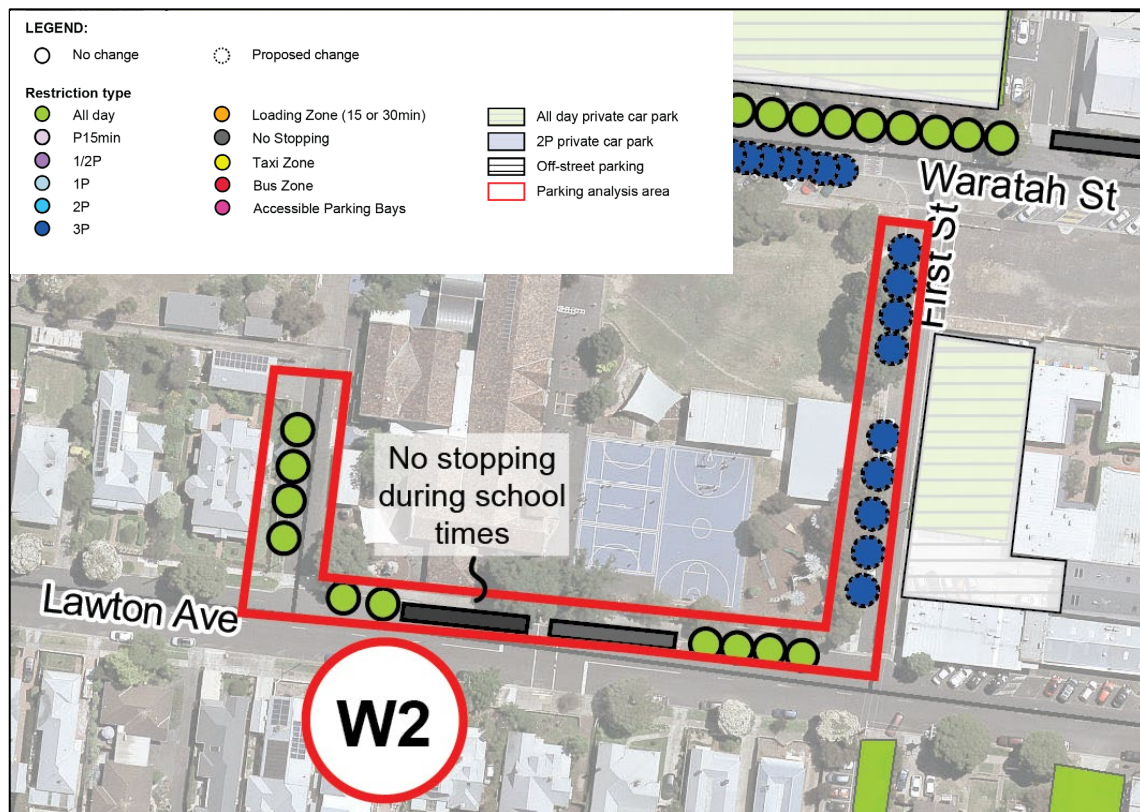


Figure 3-26: W2 Recommended option



3.11 West 3 (W3) – Control options

Area	Off-street parking area between Lawton Avenue and Clarence Street
Predominate land uses	Primary school, beauty services, education centre , Virginia Todd Hall, residential
Land use intensity	Medium
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- All-day parking limit turnover and reduce the parking space available within the area. This area is located close to shops on Pakington Street, the Virginia Todd Hall and MyPath. MyPath visitors and employees may require long-stay parking.

Recommendations:

- There is an opportunity to keep half of all spaces all day, whilst applying 2P restrictions on the other half. This will support the diverse range of parking needs from visitors to nearby sites.

Table 3-11: W3 Current restrictions and options

Time restrictions	Current	Recommended option ¹³
All-day	30 (94%)	15
P15	-	-
½P	-	-
1P	-	-
2P	-	15 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	2 (6%) (all-day)	2
Total	32	32

¹³ All recommended options are subject to further investigation and trader engagement

Figure 3-27: W3 Current restrictions

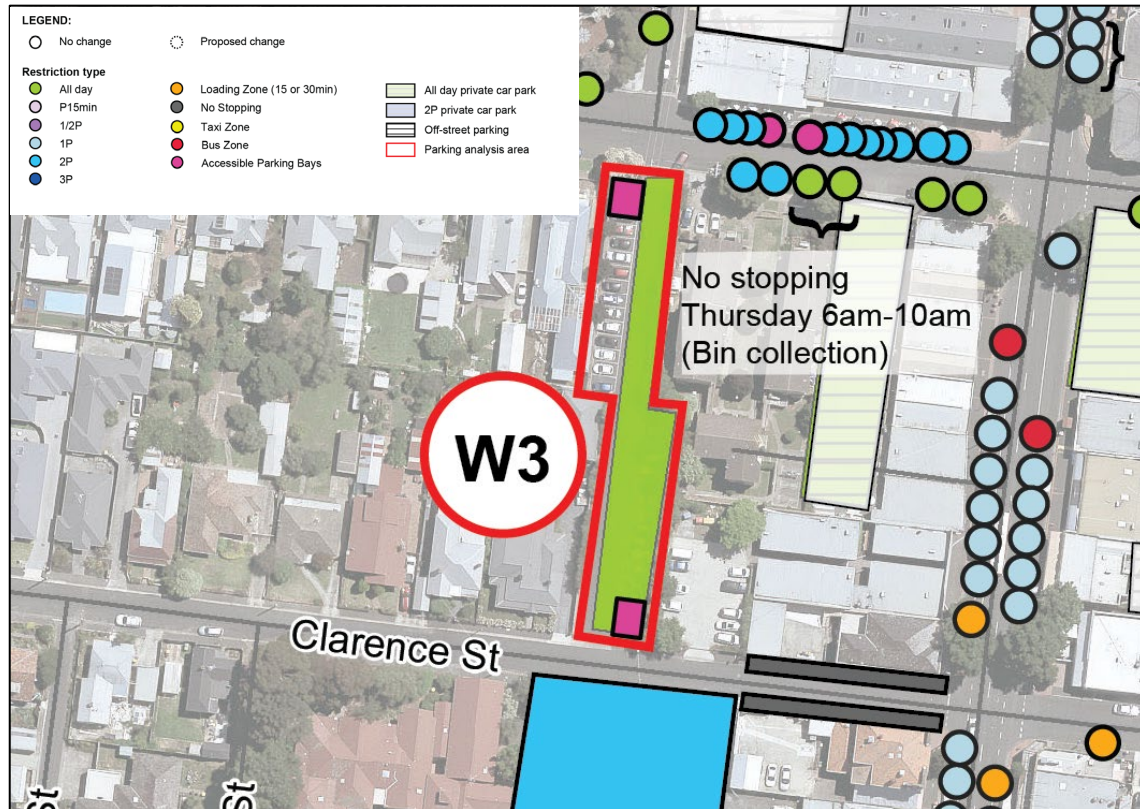
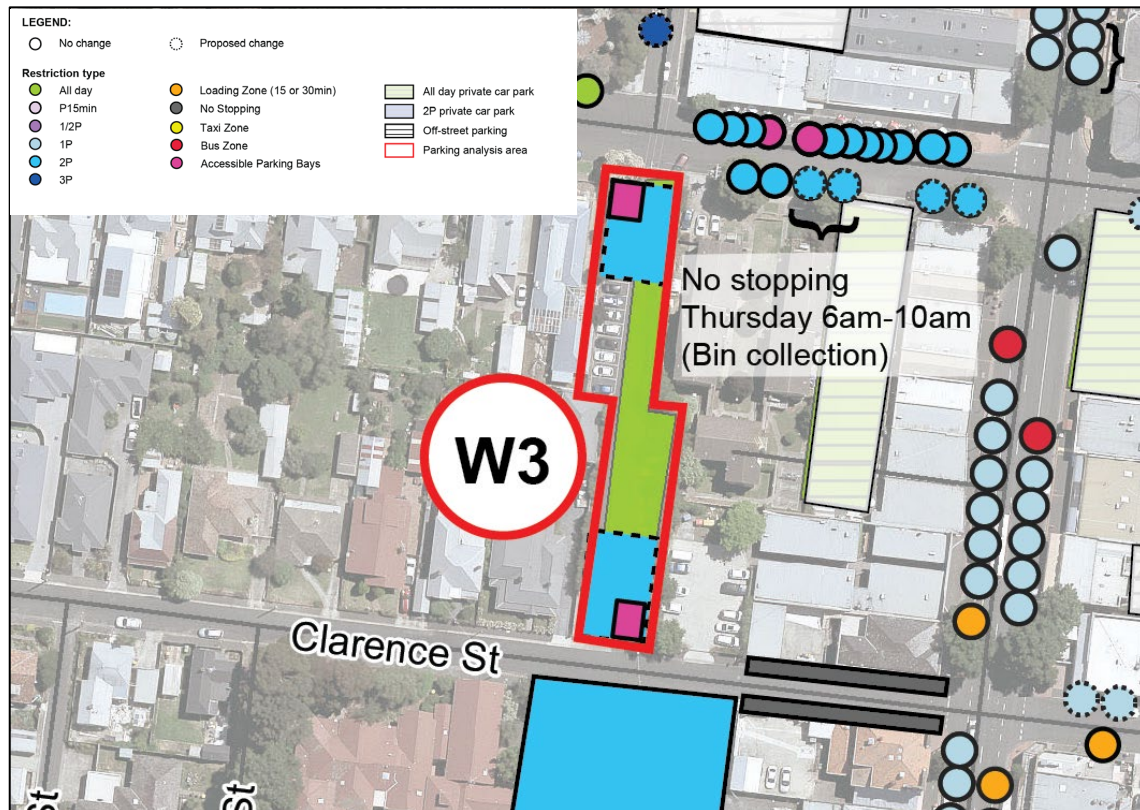


Figure 3-28: W3 Recommended option



3.12 West 4 (W4) – Control options

Area	Off-street parking area at the rear of Pakington Street, from Clarence Street to Albert Street
Predominate land uses	Virginia Todd Hall, retail (shops), hospitality venues, office/professional services, community centre
Land use intensity	Medium
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- There are lighting and perceived safety issues in this off-street parking facility
- A review was recently undertaken on this parking facility. As a result, more staff parking and minibus bays were provide. Permit zone bays have also been created for the Virginia Todd Hall.

Recommendations:

- The parking facility is managed appropriately by 2P controls, which provides available parking spaces for visitors to Pakington Street. Therefore, no control-based changes have been suggested
- Two additional on-street parking spaces can be provided along Albert Street. Further information is provided in the W4 Supply Options section.

Table 3-12: W4 Current restrictions and options

Time restrictions	Current	Recommended option ¹⁴
All-day	8 (10%)	8
P15	-	-
½P	-	-
1P	-	-
2P	66 (81%)	68 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	2 (2%) (2P)	2 (2P)
Permit Zone	5 (6%)	5
Total	81	83

¹⁴ All recommended options are subject to further investigation and trader engagement

Figure 3-29: W4 Current restrictions

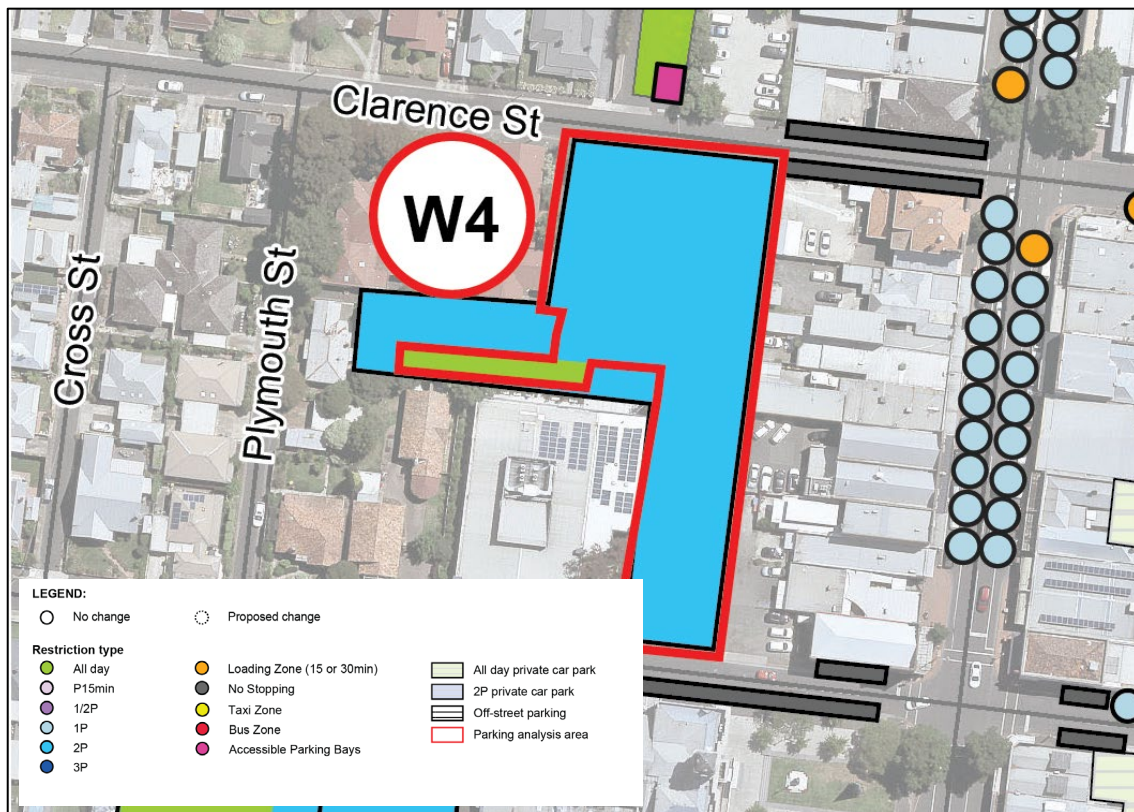


Figure 3-30: W4 Recommended option



West 4 (W4) – Supply options

- Albert Street currently has no kerbside parking on either side
- Due to car park access points, the northern side of the street would be the most appropriate for parking bays
- Two additional bays could be located between the Virginia Todd Hall parking area and the Wathaurung Aboriginal Co-operative building
- These bays are subject to further investigation and site inspection.

Figure 3-31: W4 supply opportunity



Figure 3-32: W4 additional supply



3.13 Town Hall (TH1) – Control options

Area	Off-street parking area (Geoff Brown Car Park) from Albert Street to Weller Street
Predominate land uses	Library, town hall, bakery, alcohol retail, residential, pharmacy, office/professional services
Land use intensity	Medium
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- A vast majority of parking spaces are 2P. This is appropriate given the sites ability to support short-term parking needs for visitors to Pakington Street.
- There is a need for more accessible parking bays in convenient off-street locations as it is difficult to provide accessible parking on Pakington Street due to space constraints
- Circulation of the parking area is confusing and could be altered to increase parking supply.

Recommendations:

- Increased parking space turnover and availability can be achieved by introducing shorter time-based restrictions, such as 1P and 2P. ½P bays can also be provided to support pick-up and drop-off needs at places such as Baker's Delight and the Library
- The availability of accessible parking bays can be improved by doubling the supply (from 2 to 4)
- The configuration of the Town Hall car parking area (inclusive of TH1, TH2 and TH3) can be reconfigured to provide additional parking spaces (5 additional spaces). Further information is provided in the Town Hall Supply Options section.

Table 3-13: TH1 Current restrictions and options

Time restrictions	Current	Recommended option ¹⁵
All-day	-	-
P15	-	-
½P	-	6 (7am-7pm)
1P	-	26 (7am-7pm)
2P	50 (96%)	20 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	2 (4%) (2P)	4 (2P)
Total	52	56

¹⁵ All recommended options are subject to further investigation and trader engagement

Figure 3-33: TH1 Current restrictions

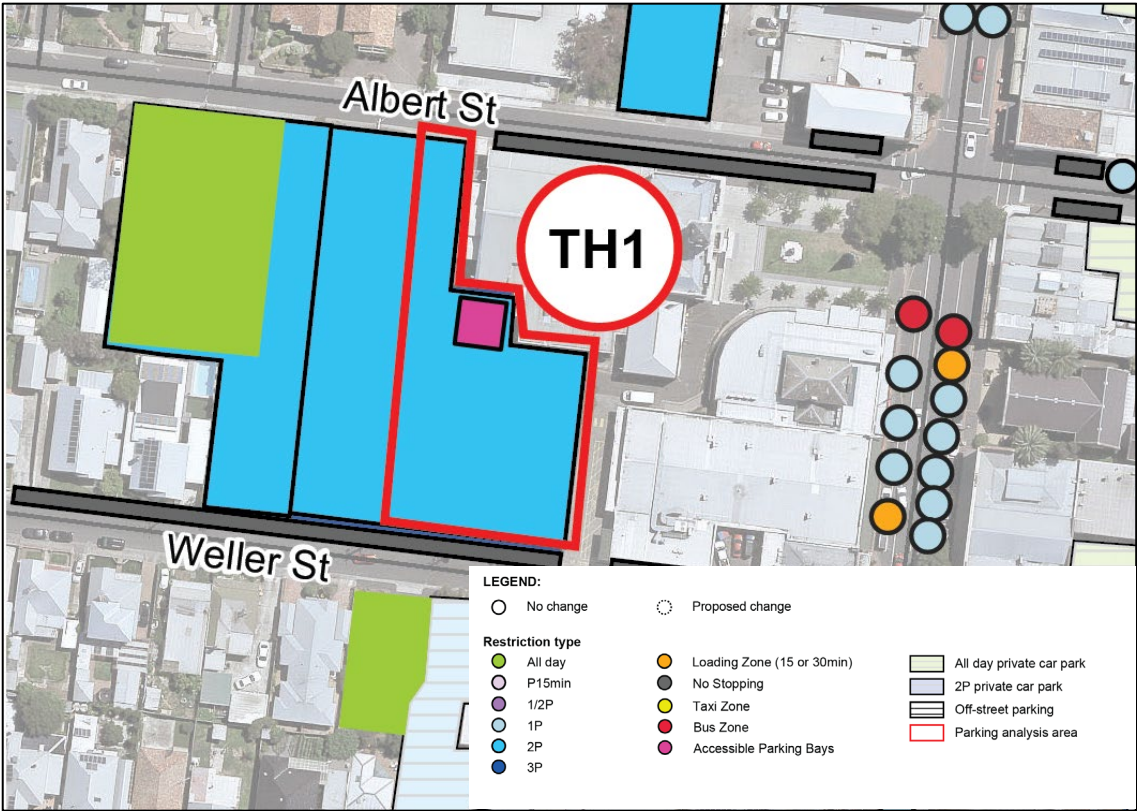
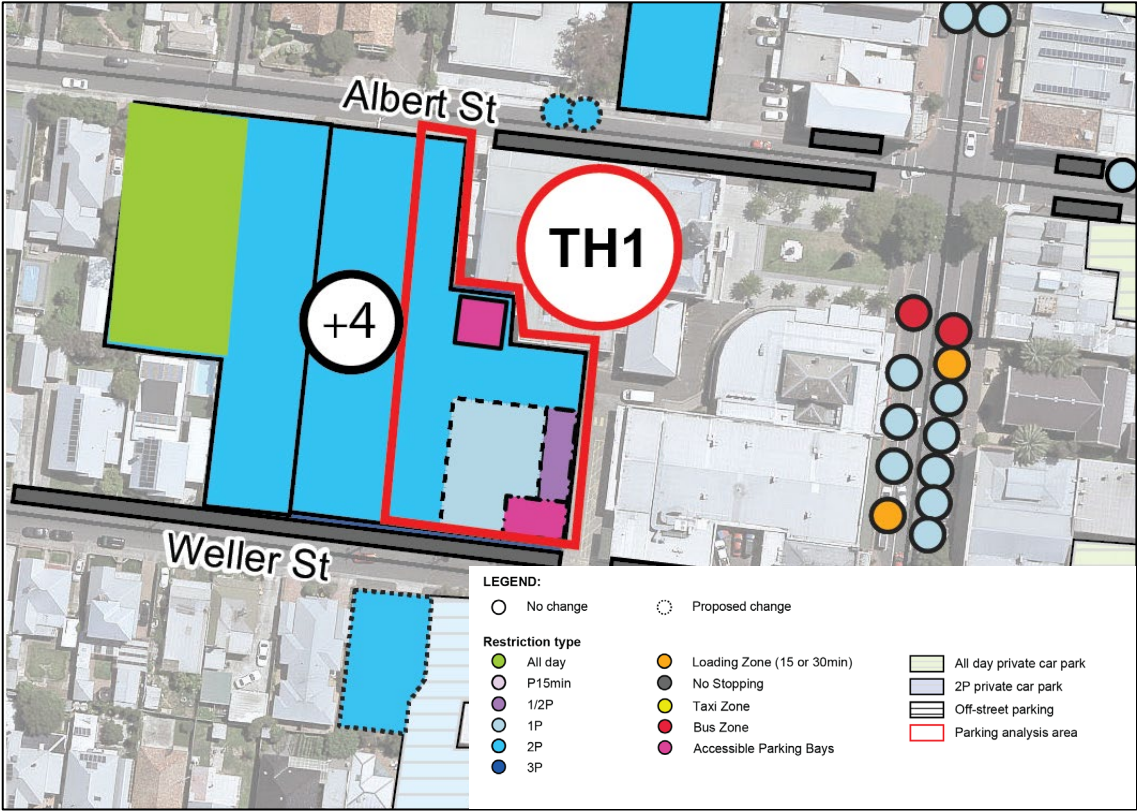


Figure 3-34: TH1 Recommended option



3.14 Town Hall 2 (TH2) – Control options

Area	Off-street parking area (Geoff Brown Car Park) from Albert Street to Weller Street
Predominate land uses	Library, town hall, alcohol retail, residential, pharmacy, office/professional services
Land use intensity	Medium
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- Circulation of the parking area is confusing and could be altered to maximise supply of parking bays.

Recommendations:

- These restrictions can remain the same, as they are appropriate for the area
- The configuration of the Town Hall car parking area (inclusive of TH1, TH2 and TH3) can be reconfigured to provide additional parking spaces (6 additional spaces). Further information is provided in the Town Hall Supply Options section.

Table 3-14: TH2 Current restrictions and options

Time restrictions	Current	Recommended option ¹⁶
All-day	-	-
P15	-	-
½P	-	-
1P	-	-
2P	34 (100%)	40 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	-	-
Total	34	40

¹⁶ All recommended options are subject to further investigation and trader engagement

Figure 3-35: TH2 Current restrictions

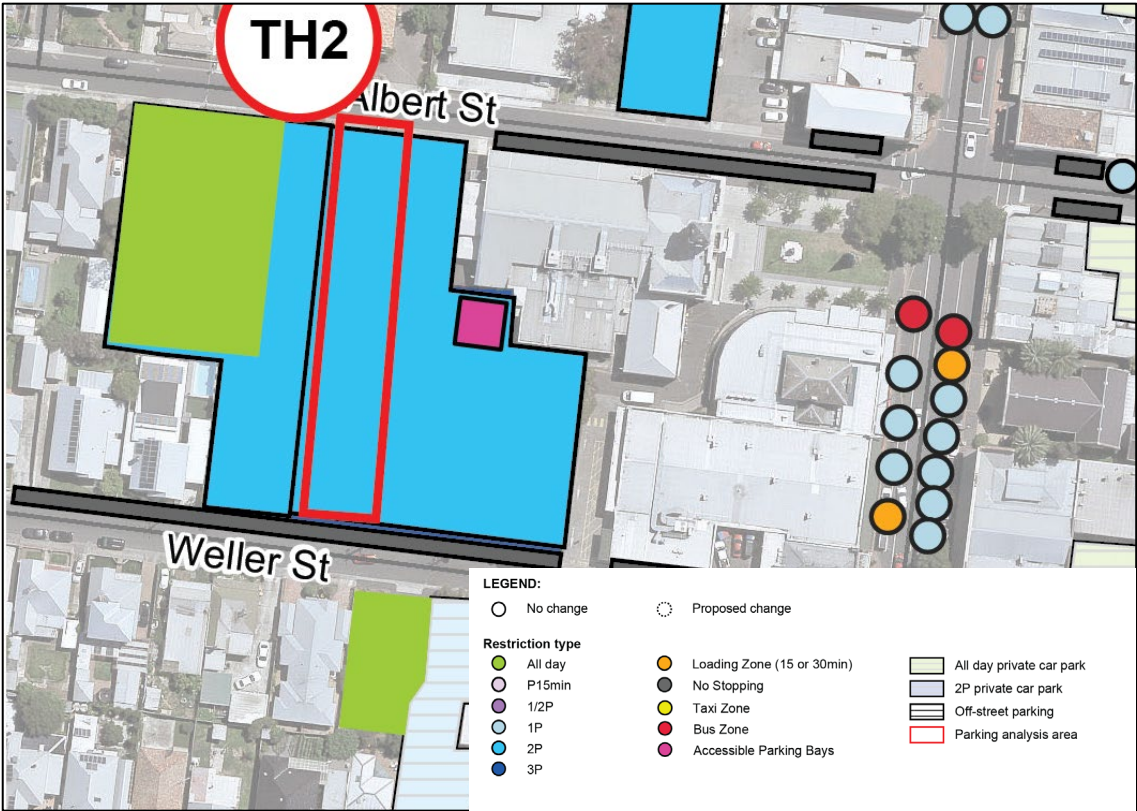
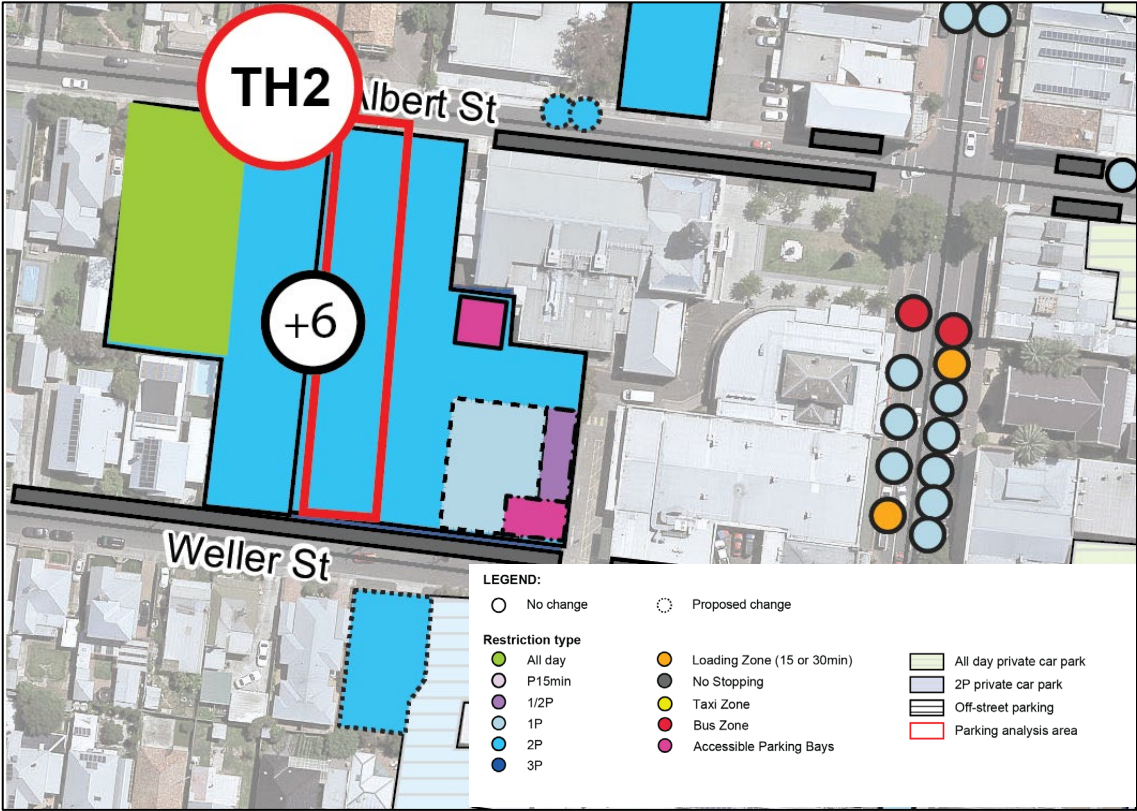


Figure 3-36: TH2 Recommended option



3.15 Town Hall 3 (TH3) – Control options

Area	Off-street parking area (Geoff Brown Car Park) from Albert Street to Weller Street
Predominate land uses	Library, town hall, alcohol retail, residential, pharmacy, office/professional services
Land use intensity	Medium
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- A site visit (conducted midday on a Monday) saw that all-day bays in TH3 were all occupied
- Circulation of the parking area is confusing and could be altered to maximise supply of parking bays.

Recommendations:

- There is potential to increase the number of short-term parking bays, by reducing the extent of all-day parking bays. This will increase the supply of short-term parking spaces for visitors to Pakington Street
- The configuration of the Town Hall car parking area (inclusive of TH1, TH2 and TH3) can be reconfigured to provide additional parking spaces (2 additional spaces). Further information is provided in the Town Hall Supply Options section.

Table 3-15: TH3 Current restrictions and options

Time restrictions	Current	Recommended option ¹⁷
All-day	44 (59%)	30
P15	-	-
½P	-	-
1P	-	-
2P	31 (41%)	47 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	-	-
Total	75	77

¹⁷ All recommended options are subject to further investigation and trader engagement

Figure 3-37: TH3 Current restrictions



Figure 3-38: TH3 Recommended option



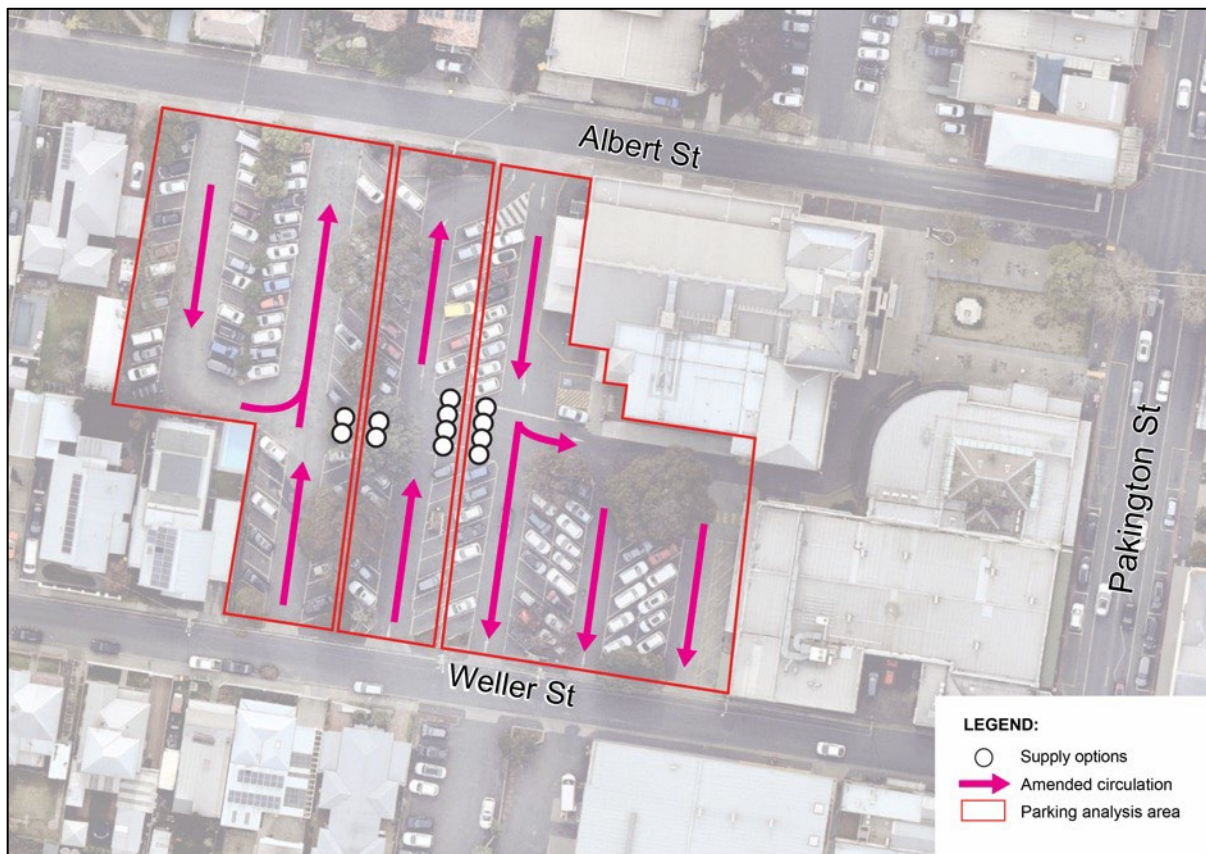
Town Hall – Supply options

- There is an opportunity to increase the supply of parking bays in the Geoff Brown Car park by approximately 12
- This can be achieved by changing the circulation of the car park, cutting off access between parking areas 1, 2 and 3, as shown in Figure 3-40
- This will require some rows of angled parking spaces to be redesigned to match the new direction of traffic flow
- These changes are subject to further investigation and on-site inspection.

Figure 3-39: Town Hall supply opportunity



Figure 3-40: Town Hall amended circulation and additional supply



3.16 West 5 (W5) – Control options

Area	Off-street parking areas from Weller Street Hope Street
Predominate land uses	Retail (shops), hospitality venues, residential, pharmacy
Land use intensity	Medium
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- All-day parking risks becoming occupied for longer time periods, which can lock out use by other users. This reduces parking space availability for customers and visitors to businesses along nearby Pakington Street.

Recommendations:

- All all-day bays can be reassigned to become 2P. This will increase the supply of short-term parking spaces for visitors to Pakington Street.

Table 3-16: W5 Current restrictions and options

Time restrictions	Current	Recommended option ¹⁸
All-day	12 (100%)	-
P15	-	-
½P	-	-
1P	-	-
2P	-	12 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	-	-
Total	12	12

¹⁸ All recommended options are subject to further investigation and trader engagement

Figure 3-41: W5 Current restrictions

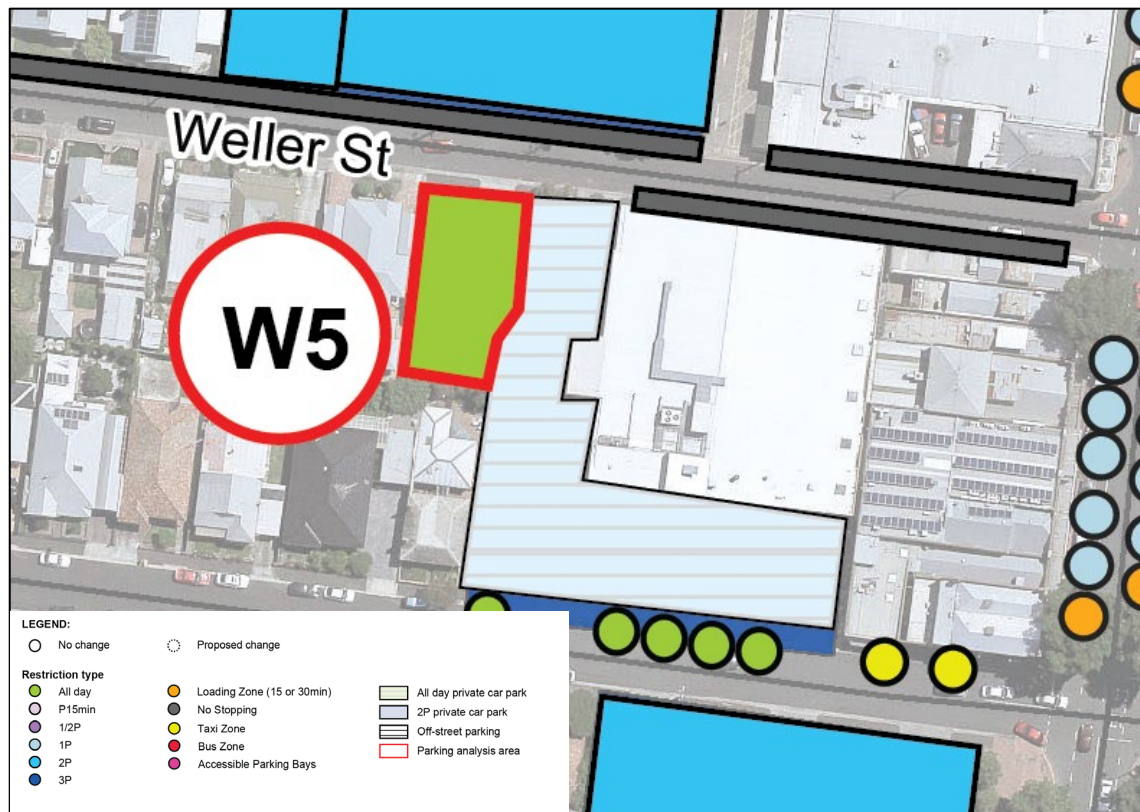
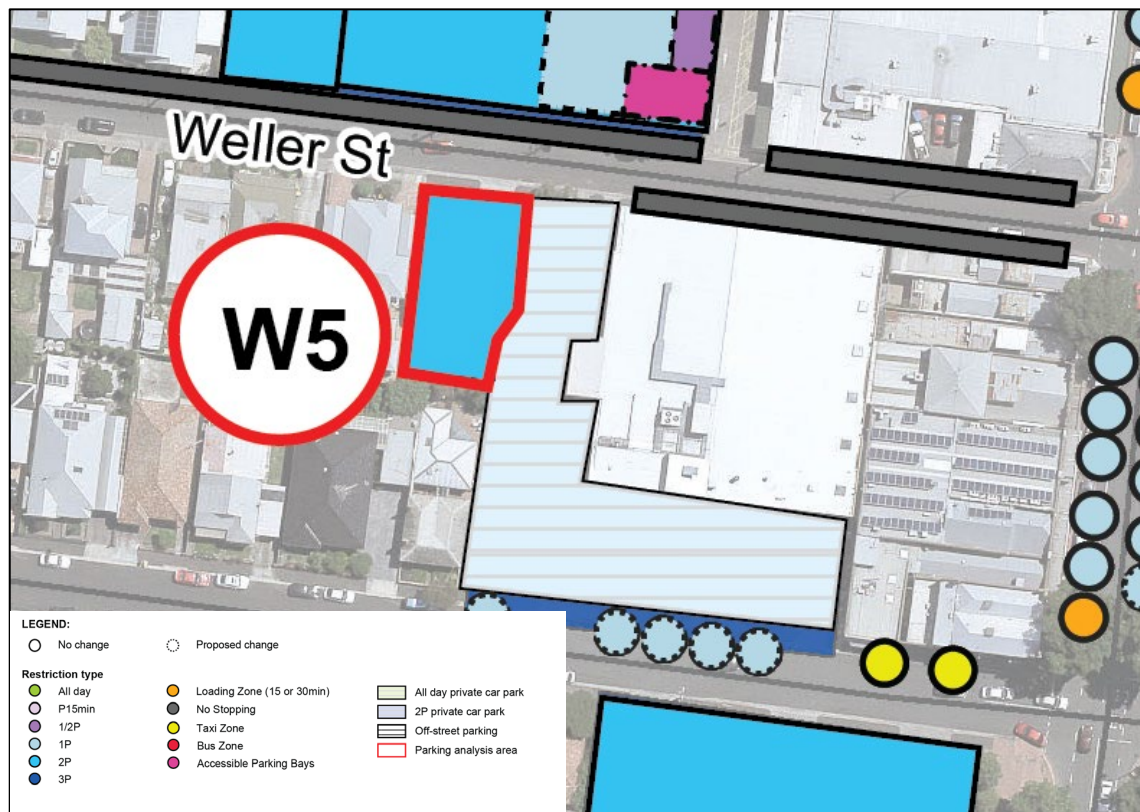


Figure 3-42: W5 Recommended option



3.17 West 6 (W6) – Control options

Area	Off-street parking areas from Hope Street to Autumn Street, inclusive of Yuille Street
Predominate land uses	Retail (shops), hospitality venues, office/professional services, bank, community centre, residential
Land use intensity	High
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- There are lighting and safety issues within this off-street car park area.

Recommendations:

- The current provision of 2P bays in this parking area seems appropriate. It provides short-term parking spaces for visitors to nearby businesses
- The two loading zones on Pakington Street south of Hope Street could be shifted onto Yuille Street, freeing up two bays on Pakington Street. This will be dependent on the needs of surrounding businesses and the outcomes of future trader engagement sessions.
 - There may need to be further works to construct ramps to support loading and delivery needs. The implementation of loading zones here will be subject to further investigation and site inspections.

Table 3-17: W6 Current restrictions and options

Time restrictions	Current	Recommended option ¹⁹
All-day	-	-
P15	-	-
½P	-	-
1P	-	-
2P	73 (97%)	71 (7am-7pm)
3P	-	-
Loading Zone	-	2
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	3 (3%) (4P)	3 (4P)
Total	76	76

¹⁹ All recommended options are subject to further investigation and trader engagement

Figure 3-43: W6 Current restrictions

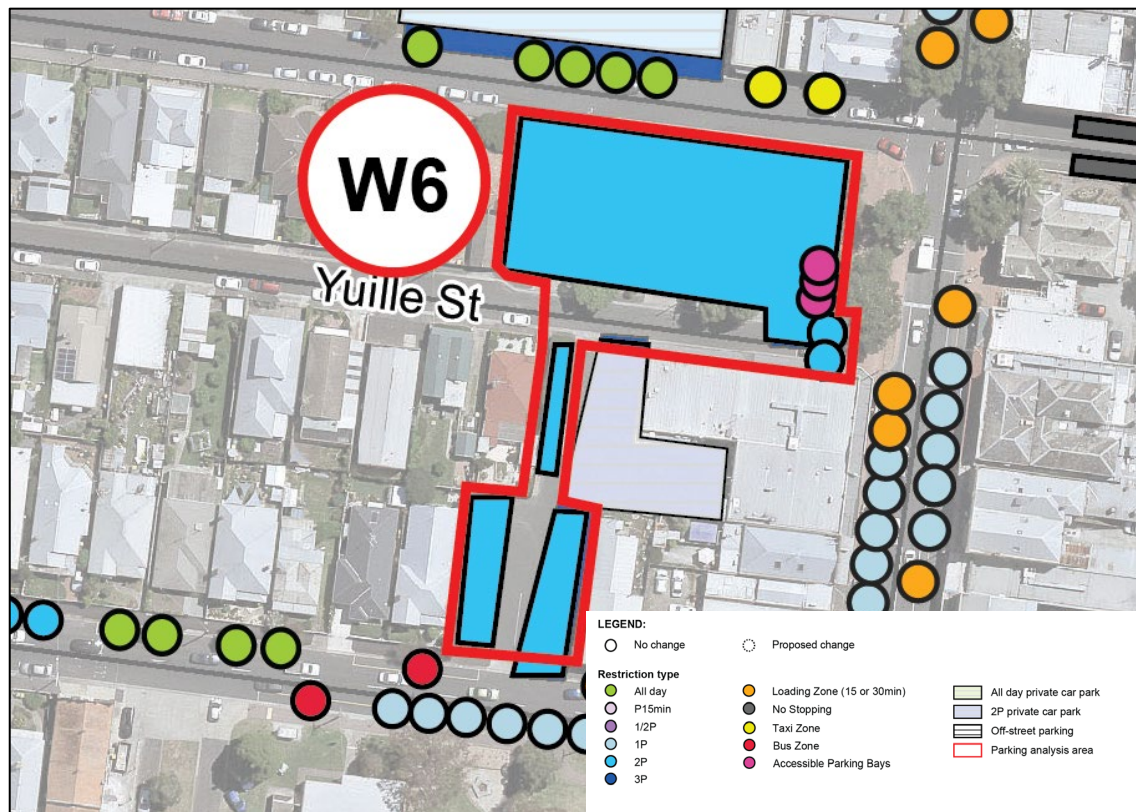
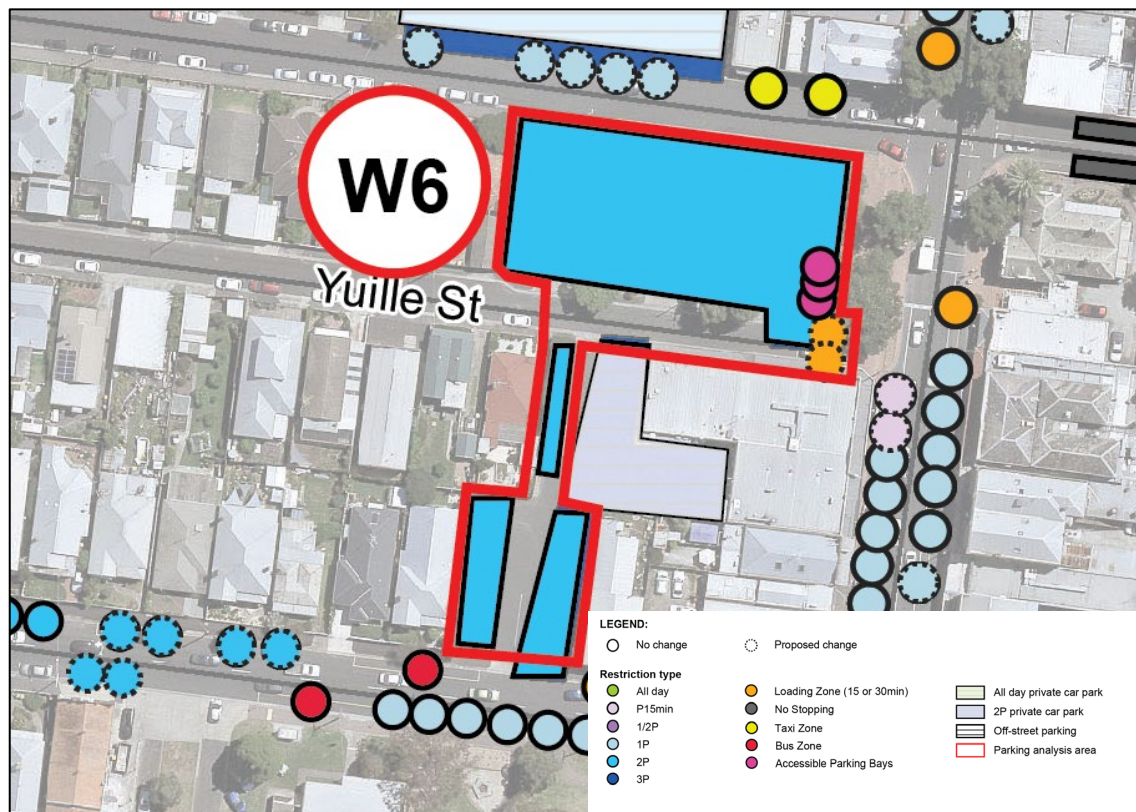


Figure 3-44: W6 Recommended option



3.18 West 7 (W7) – Control options

Area	On-street parking on Autumn Street, and off-street parking at West Park
Predominate land uses	Medical facility, education facility, community centre, public open space
Land use intensity	Medium
Peak-hour availability*	-

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- There are four all-day bays located outside residential properties. These bays risk being occupied for longer time frames despite the sites close proximity to West Park, a café, and are approximately 80-120 metres from Pakington Street.
- W7 has some 'wasted' kerbside space outside the old CFA, now FacePlant Café

Recommendations:

- All-day bays along Autumn Street could become 2P to better serve short-term parking needs for visitors to nearby businesses
- The additional space outside FacePlant can also become two 2P bays. Further information is provided within the following W7 Supply options section.

Table 3-18: W7 Current restrictions and options

Time restrictions	Current	Recommended option ²⁰
All-day	4 (13%)	-
P15	-	-
½P	-	-
1P	8 (26%)	8 (7am-7pm)
2P	2 (6%)	8 (7am-7pm)
3P	12 (39%)	12 (7am-7pm)
Loading Zone	1 (3%)	1
Taxi Zone	-	-
Bus Zone	2 (6%)	2
Accessible Parking Bay	2 (6%) (3P)	2
Total	31	33

²⁰ All recommended options are subject to further investigation and trader engagement

Figure 3-45: W7 Current restrictions

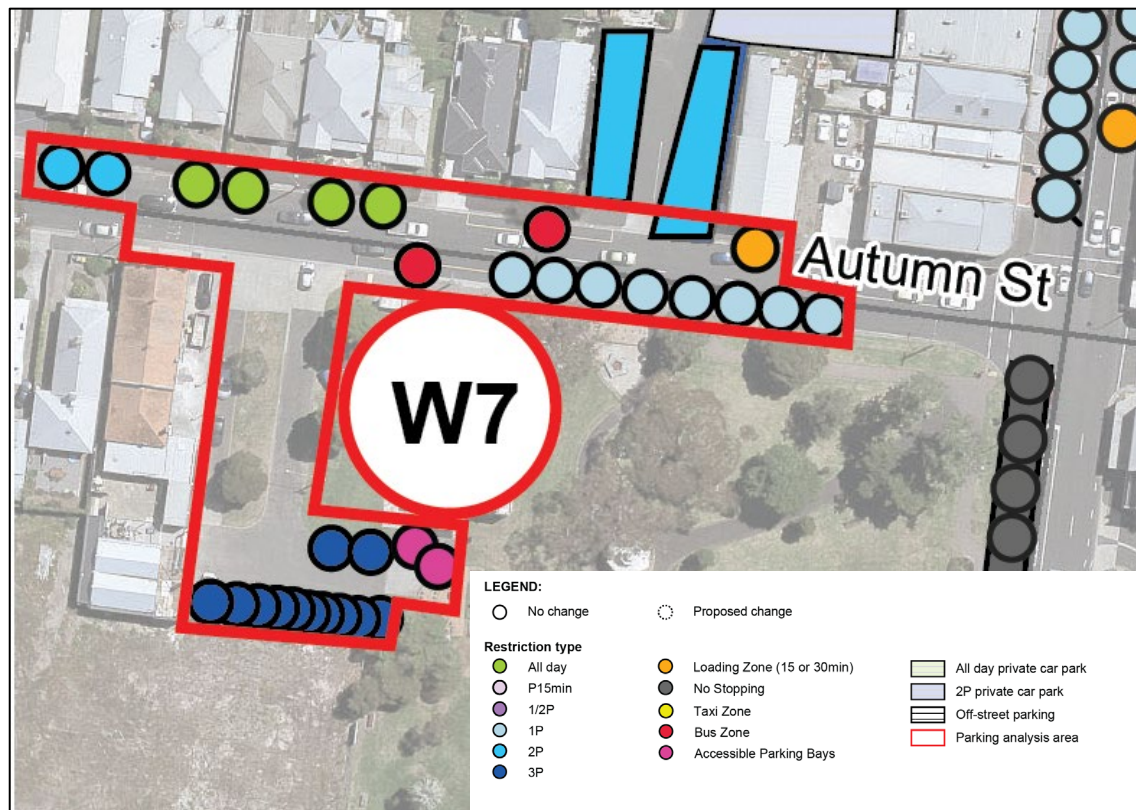
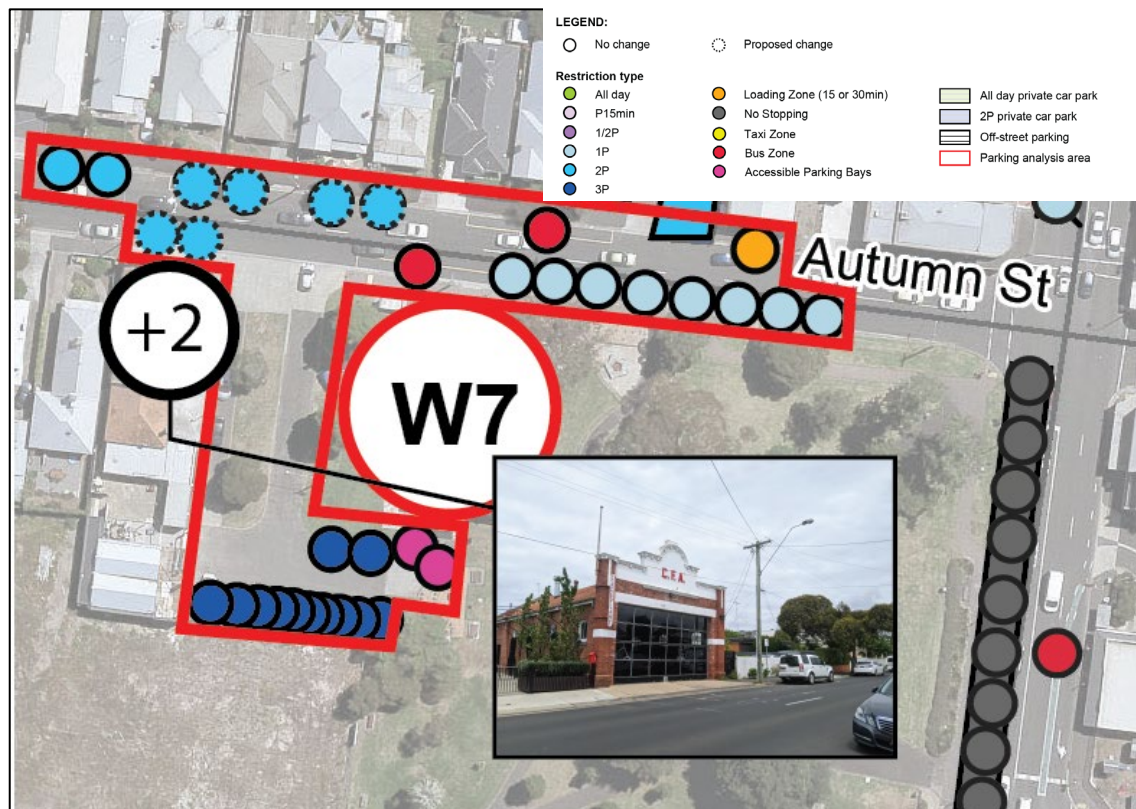


Figure 3-46: W7 Recommended option



West 7 (W7) Supply options

- The old CFA building on Autumn Street, now FacePlant Café, has a vehicle crossover which is a no stopping zone

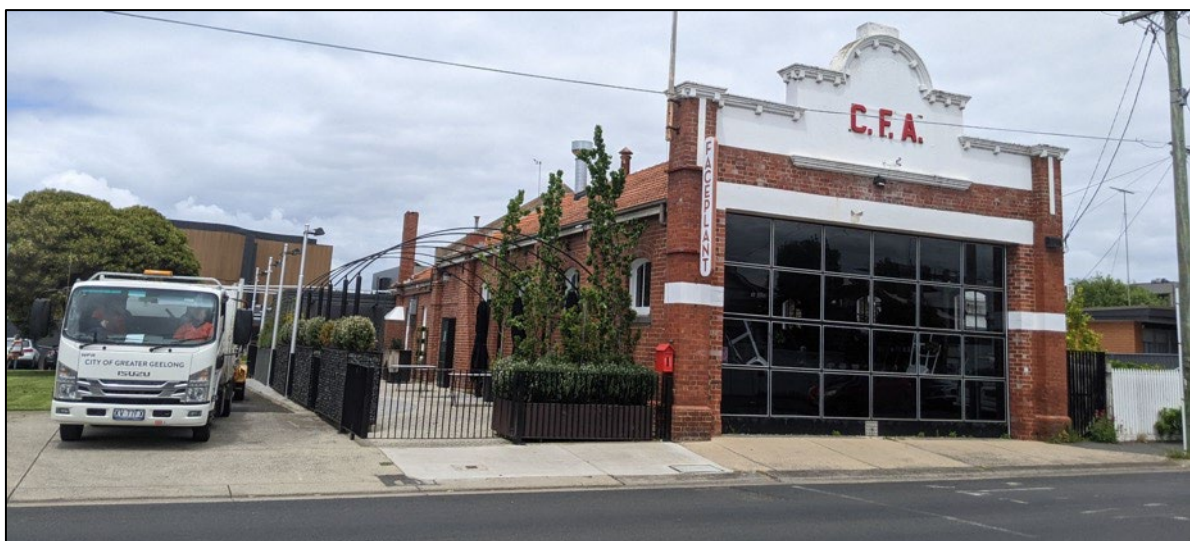
There is roughly 11 metres that can be used to provide on street parking - further site investigations will be required to determine the number of additional bays that can be provided. Indicatively, 2 additional spaces have been identified

- Alternatively, this kerbside space could be used for outdoor dining if requested by the business. These spaces will be subject to all applicable assessments and CoGG Outdoor Dining Guidelines
- This change will be subject to further investigation and on-site inspections.

Figure 3-47: W7 supply opportunity



Figure 3-48: W7 additional supply



3.19 East 1 (E1) – Control options

Area	Off-street parking areas along Simms Place, from O’Connell Street to Candover Street
Predominate land uses	Retail (shops), beauty services, hospitality venues, bank, residential
Land use intensity	High
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- There are lighting and safety issues within this off-street car parking area
- Most parking spaces allow for all-day occupation. This can reduce the amount of short-term parking spaces for visitors to nearby businesses located along Pakington Street.

Recommendations:

- All-day parking bays can become 1P and 2P. This can increase turnover for short-term parking space users.
- Some all-day parking bays can be maintained to provide parking spaces for early arriving workers at nearby local businesses.

Table 3-19: E1 Current restrictions and options

Time restrictions	Current	Recommended option ²¹
All-day	37 (71%)	20
P15	-	-
½P	-	-
1P	-	-
2P	15 (29%)	32 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	-	-
Total	52	52

²¹ All recommended options are subject to further investigation and trader engagement

Figure 3-49: E1 Current restrictions

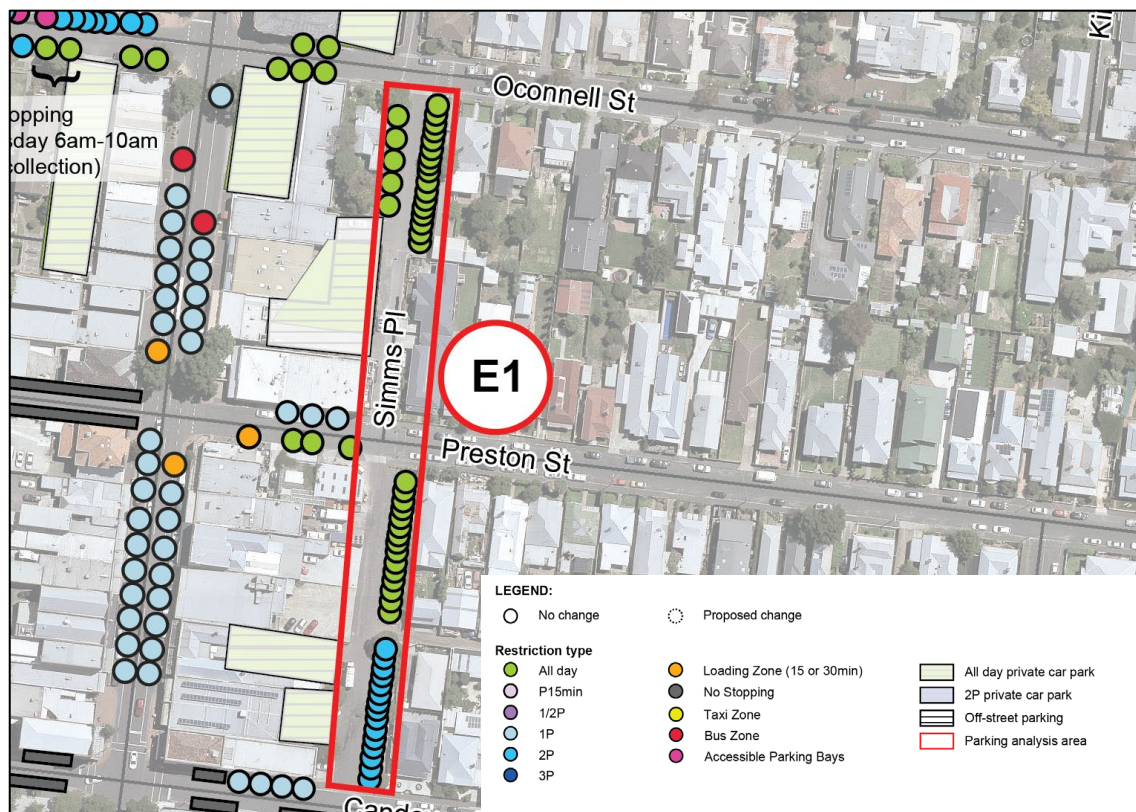
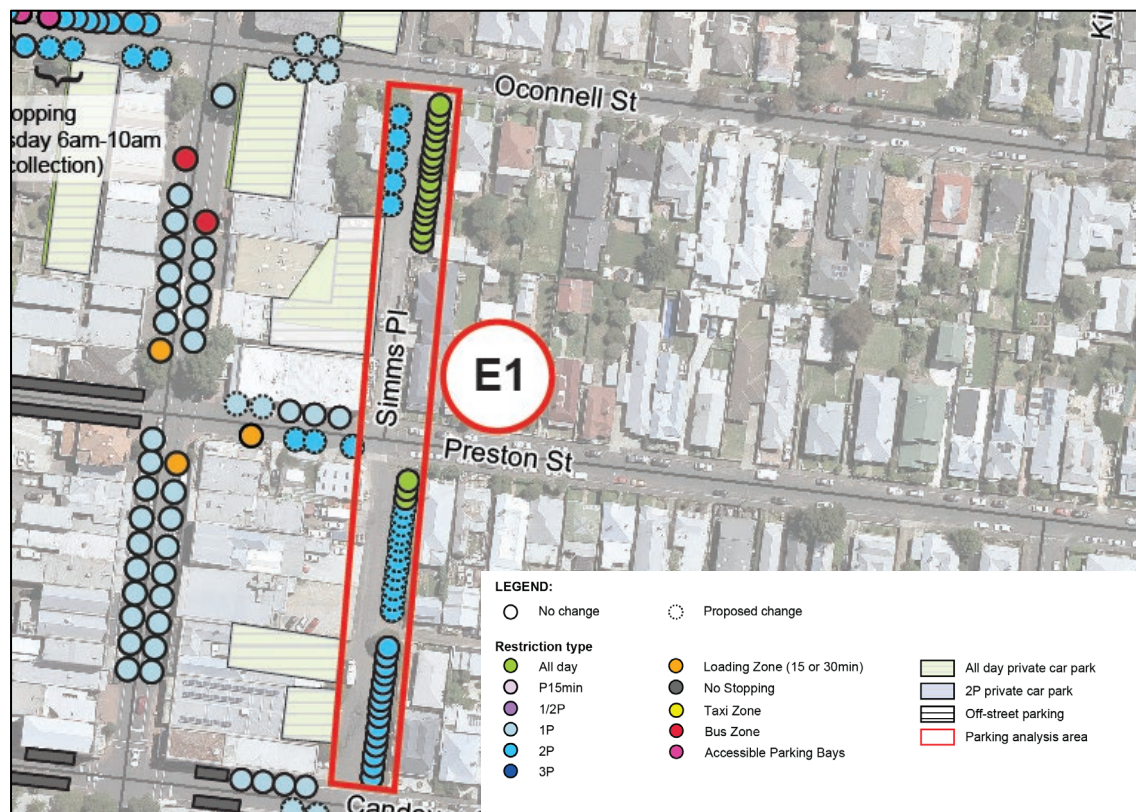


Figure 3-50: E1 Recommended option



3.20 East 2 (E2) – Control options

Area	Off-street parking areas from Candover Street to Hope Street
Predominate land uses	Retail (shops), hospitality venues, bank, post office, place of worship, community centre, fitness studio, funeral home, residential
Land use intensity	High
Peak-hour availability*	~ 13% (Weekday); ~ 30% (Weekend)

* Pakington Street Parking and Traffic Study

Existing Conditions and Issues:

- There are lighting and safety issues within this off-street car park
- Most parking spaces apply 2P restrictions. These are considered appropriate given the car park's location to the busy Pakington Street, where visitors all likely to require short-term parking
- Some parking spaces allow for all-day use. This can reduce the amount of short-term parking spaces for visitors to nearby businesses located along Pakington Street.

Recommendations:

- There is potential to increase the number of 2P spaces by reassigning some existing all-day spaces. This will improve parking space availability and turnover for short-term visitors to nearby businesses.
- Further investigations are needed to conduct a site-inspection and determine DDA compliance for the two additional accessible parking bays. This will amount to a loss of one 2P bay.

Table 3-20: E2 Current restrictions and options

Time restrictions	Current	Recommended option ²²
All-day	26 (33%)	11
P15	-	-
½P	-	-
1P	-	-
2P	52 (65%)	64 (7am-7pm)
3P	-	-
Loading Zone	-	-
Taxi Zone	-	-
Bus Zone	-	-
Accessible Parking Bay	2 (3%) (2P)	4 (2P)
Total	80	79

²² All recommended options are subject to further investigation and trader engagement

Figure 3-51: E2 Current restrictions

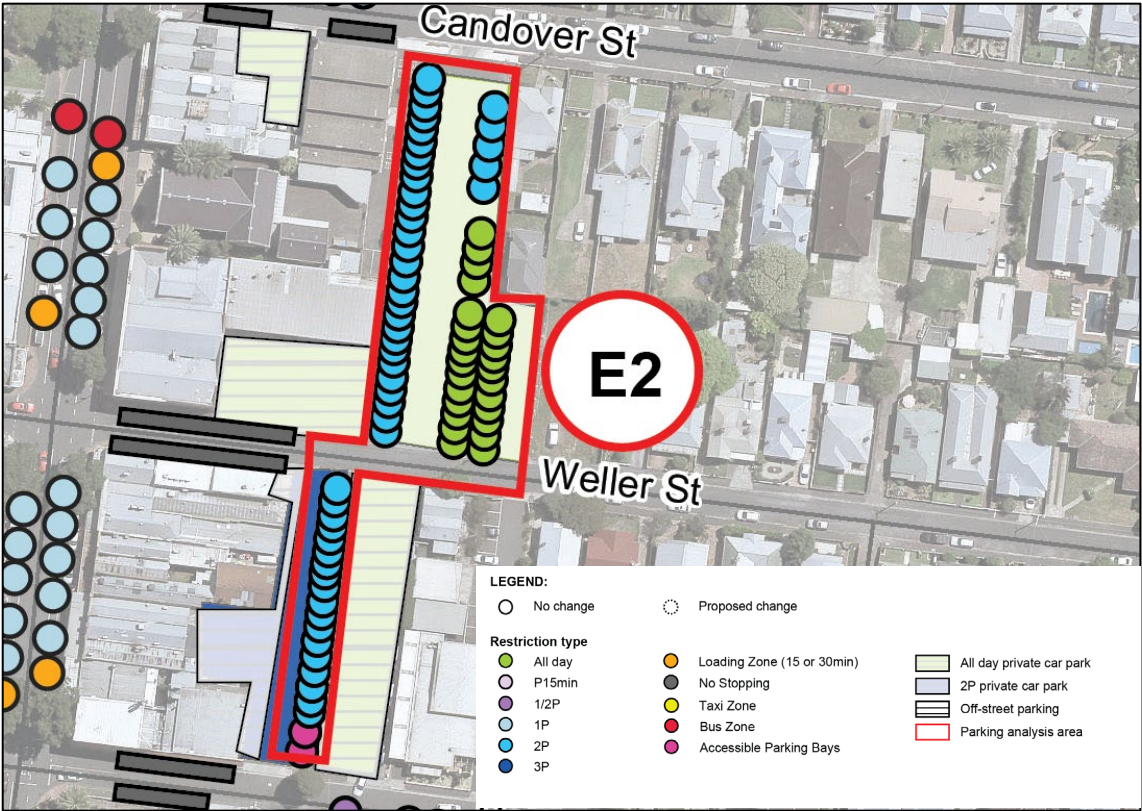
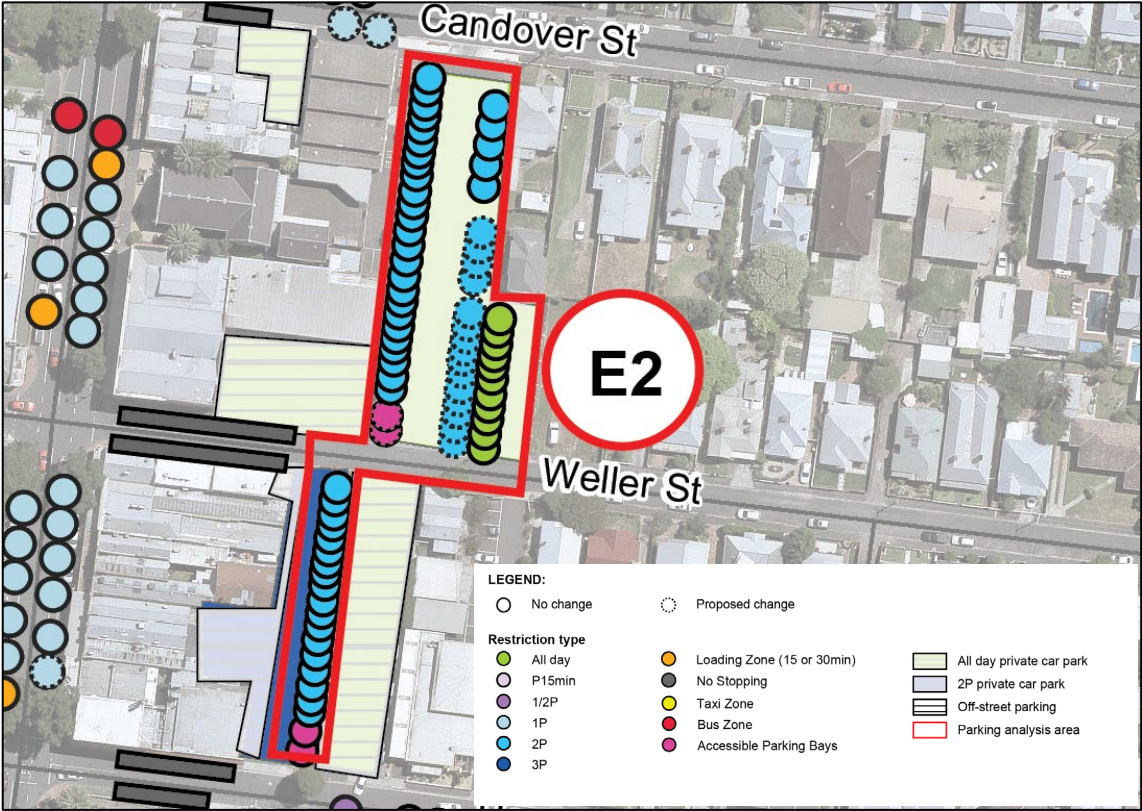


Figure 3-52: E2 Recommended option



4 Precinct-wide Opportunities

Precinct-wide opportunities seek to improve the overall amenity of Pakington Street and the user experience for those who wish to access the precinct by car.

The high-level opportunities include:

Maintain and update parking control signage

Multiple parking and speed limit signs were worn and/or face the wrong direction, making it difficult for drivers to understand relevant driving conditions and parking controls quickly and easily.

Increase the consistency of time-based controls in each parking area

Implementing consistent parking controls, such as the standard loading bay time periods, across Pakington Street ensures consistency and ease of use.

Rebuild kerbs where historic crossovers are no longer in use

There are some driveway crossovers, particularly in the northern section of the precinct, that are no longer needed due to changes in land use over time. Redundant crossovers can be removed by the landowner. Drivers will not be fined for parking over crossovers where it is obvious there is no need for vehicle access (unless signed otherwise). A review can also be undertaken to add signage to permit parking at ambiguous locations.

Utilise kerb outstands to highlight the start of parking bays

Kerb outstands demarcate a change of conditions. This can influence how drivers and other road users interact. These are particularly useful at the beginning and end of parking areas. Outstands can be supported at locations that guarantee no losses in parking space, and at pedestrian desire lines (such as pedestrian crossings and key building entrances).

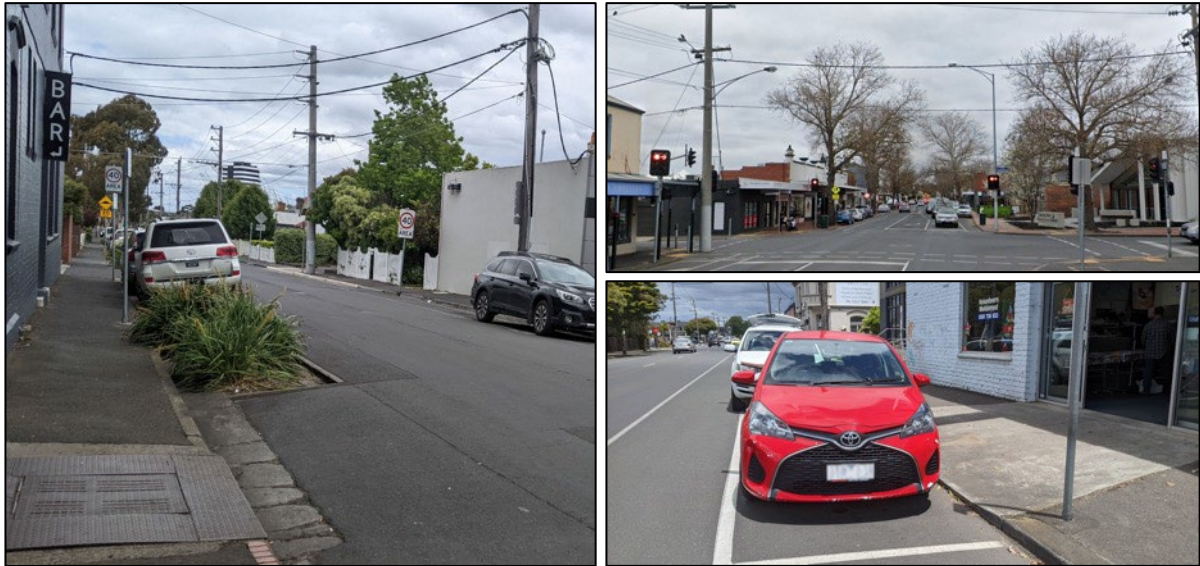
Alter speed limits on council managed roads

There are areas within or near the precinct where existing speed limits are inappropriate for the street context. Speed limits on local streets near schools can potential be decreased to 30km/h. Many cities across Australia and internationally have adopted this new speed limit given the large improvements in road safety outcomes.

Increase canopy coverage in the north (Church St to Waratah/Wellington St)

There is a noticeable difference in canopy coverage between the north and south of the precinct, with the south (heritage core) providing far more weather protection and shade. A lack of canopy coverage reduces the comfort of walking trips and resulting vibrancy of the area. This has a material impact on the willingness of drivers to park further and walk a longer distance to their destination.

Figure 4-1: (L to R) Kerb outstands, tree canopy, driveway crossover



Source: M&PC (2022)

5 Conclusion

The City of Greater Geelong identified the need to review parking management on Pakington Street as part of the Pakington Street and Gordon Avenue Urban Design Framework process. The Pakington Street Parking Plan sought to improve parking controls in the Pakington Street precinct. The development of improved controls were informed by previous work including engagement with traders and the wider community in Geelong.

Prior trader engagement identified areas for improvement, such as:

- Observations that spaces within the retail core were typically always full, especially during peak shopping hours from 10am until approximately 3pm
- There are opportunities to gain extra parking spaces.

Trader engagement identified the need to:

- Promote vehicle turnover
- Divert longer stays into off-street parking areas
- Reconsider parking controls and signage in-line with current parking demands
- Reduce the number of on-street loading bays.

These insights provided a base for analysing how parking is managed in the precinct, and recommendations were made considering a variety of factors, including driver behaviour, priority of different parking user groups in different areas and contexts, and ease of use for customers.

This process resulted in the development of a proposed option for each parking area, with appropriate amendments from the existing conditions. These options can be tweaked and are simply indicative of what controls may look like in the future. These updated controls aim to achieve the project objectives, which are:

- Reduce driver frustration
- Improve the customer experience (through reliability and availability)
- Optimise use of existing parking spaces.

Specific recommendations, such as the timing of Loading Zones, should be informed by further trader engagement to gain insight into: how these bays are used; what time of day certain businesses need loading access on Pakington Street; how streetscapes, such as wombat crossings, impact the ability of loading to occur across the street, and; how businesses value the trade-off between having a generally unoccupied loading bay versus having a high-turnover visitor bay.

Key next steps

- Design priority improvement actions
- Work with Pakington Street traders to ensure parking controls are up to date and relevant with future conditions, and publicise key changes, such as changes to Loading Zones.