



Special Ordinary Council Meeting

31 May 2018

Council Chamber, Town Hall, Sturt Street, Ballarat

AGENDA

Public Copy

NOTICE IS HEREBY GIVEN THAT A MEETING OF BALLARAT CITY COUNCIL WILL BE HELD IN THE COUNCIL CHAMBER, TOWN HALL, STURT STREET, BALLARAT ON THURSDAY 31 MAY 2018 AT 5:30PM.

<h1>AGENDA</h1>

ORDER OF BUSINESS:

1. Opening Declaration.....	3
2. Apologies For Absence.....	3
3. Disclosure Of Interest	3
4. Officer Reports.....	4
4.1. CBD Car Parking Update.....	4
5. Close	16

The next Ordinary Meeting of the Ballarat City Council will be held on Wednesday 13 June 2018

1. OPENING DECLARATION

Councillors: *"We, the Councillors of the City of Ballarat, declare that we will carry out our duties in the best interests of the community, and through collective leadership will maintain the highest standards of good governance."*

Mayor: *"I respectfully acknowledge the Wadawurrung and Dja Dja Wurrung People, the traditional custodians of the land, and I would like to welcome members of the public in the gallery."*

2. APOLOGIES FOR ABSENCE

3. DISCLOSURE OF INTEREST

4. OFFICER REPORTS

4.1. CBD CAR PARKING UPDATE

Division: Infrastructure and Environment
Director: Terry Demeo
Author/Position: Amy Boyd – Executive Manager Regulatory Services

OFFICER RECOMMENDATION

Council resolves to:

- 1. Introduce a paid parking regime across the CBD, Health and Knowledge Precinct and immediate surrounds (as shown in the attached map);**
- 2. Introduce a Residential Parking Permit Scheme within the paid parking area after engagement with the affected community;**
- 3. Implement the necessary technology to support the paid parking and residential parking permit arrangements to enhance usability and enforcement;**
- 4. Undertake a detailed communications strategy;**
- 5. Following community engagement, bring a report back to Council detailing the issues raised by the community together with a full staged implementation plan; and**
- 6. Evaluate and review the regime and scheme after 1 year of operation.**

EXECUTIVE SUMMARY

Council resolved at the 21 February 2018 meeting to investigate and instigate 3-hour parking regimes across the CBD and hospital precinct and paid parking for the broader CBD area. Officers were required to provide a further report in relation to this resolved position in May 2018.

Officers have undertaken consultation with major institutions, Ballarat Health Services, Australian Catholic University, and St John of God Hospital. It was made very clear during this engagement process by the hospitals that the issue of parking for staff was a Council issue only.

In the complete review and investigation, as required by the earlier resolution, it has become apparent that the principal objective of achieving a balanced outcome for parking across the CBD, health and knowledge precinct and abutting residential areas would not be achieved via the simple implementation of a 3-hour parking restriction.

It is recommended that council take the significant action of implementing a paid parking regime across a large area encompassing all mixed parking areas to achieve the balanced outcome which it is considered Council sought.

The recommended resolution is a paid parking regime be put in place across the entirety of this area in a zoned manner to provide for a charge regime commensurate with the accessibility of the area to key destinations.

RATIONALE

This report has been prepared in response to Council's resolved position from the meeting of 21 February 2018. At this meeting Council dealt with the matter of the next phase of implementation of the CBD Car Parking Action Plan and resolved (R41/18) as follows.

1. Adopt the proposed precinct changes recommended as a result of the findings of the review phase as identified within the officer's report and attached schedule;
2. Consider options to provide parking access for residents with no driveway access;
3. Investigate and instigate paid parking; and
4. Investigate and instigate a 3 hour limit parking option for the precinct.
5. To present a report to Council on 2 May 2018.

The 21 February 2018 meeting was a combination of a staged program associated with the CBD Car Parking Action Plan.

PREVIOUS RESOLUTIONS OF COUNCIL**13 December 2017**

1. That Council defer the item 9.10 CBD Car Parking Action Plan until the Council meeting in February 2018.

14 September 2016

1. Adopt the work undertaken to date in preparing the CBD Parking "Action Plan" and additional measures as outlined in this report.
2. Support the next steps in informing the community of the results of the survey and the resultant "action plans" and additional measures.
3. Support the EOI process to identify potential private sector investment for developing car parks within the CBD
4. Support the EOI process for parking technology to compliment the Action Plan.

9 December 2105

1. Undertake consultation on the implementation plan of the Ballarat Central Business District Parking Strategy (2011), particularly in relation to on-street proposed initiatives.
2. Undertake consultation on proposed commercial options for the provision of off-street multi-deck car parking.
3. Prepare a draft expression of interest document to ascertain private sector interests in the delivery of major off-street parking assets in partnership with Council.
4. Prepare an asset realisation program to ascertain funding to contribute to an off-street Central Business District parking solution.
5. Receive further reports in relation to each of these initiatives.

In accordance with the resolution on 21 February 2018 there has been significant work undertaken in relation to the resolved position to inform the next steps around car parking for the CBD, hospital/health and knowledge precinct, and the abutting areas to these precincts. The individual parts of the resolution are discussed below.

1. Adopt the proposed precinct changes recommended as a result of the findings of the review phase as identified within the Officers report.
 2. Consider options to provide parking access for residents with no driveway access.
-

In order to appropriately address this resolved position of Council, given the other recommended changes to parking across the broader area, it was considered necessary to review the residential parking permit scheme for Ballarat in its entirety.

The current scheme provides for residential parking permit for any property within a time restricted parking area and to have multiple residential parking permits with no charge for the provision of both the original or any multiples for the one property.

This system was implemented some time ago and it is considered necessary to review in order to provide an equitable outcome for all residents whilst maintaining potential for non-resident parking within restricted time areas.

As part of this review the approach to residential parking schemes adopted by other regional cities, namely Bendigo and Geelong, was reviewed, as was the approach of metropolitan municipalities.

Having undertaken this review it is considered that an appropriate approach to residential parking permits for properties within restricted time zone areas would be to provide for one residential parking permit for each property which is not subject to any testing in respect to off street parking or the like, with the second permit for an individual to be subject to testing in relation to off street parking availability and subject to a fee, with any third or additional permits subject to an additional fee and a needs based assessment. A copy of the draft residential parking permit strategy is attached as appendix one to this report for Councillor's information.

In addition it is proposed to allow for a single residential parking permit in the inner CBD which to date has not been permitted. These residents would be able to utilise the permit in Council owned off-street car parks (eg Doveton Street, Peel Street etc)

It is considered that a consultation phase in relation to a proposed revised residential parking scheme would be an appropriate course of action.

3. Investigate and Instigate Paid Parking.

This resolved Council position has been interpreted as requiring the investigation and instigation of paid parking for the entirety of the 110 city blocks covered by the CBD Car Parking Action Plan and areas abutting this.

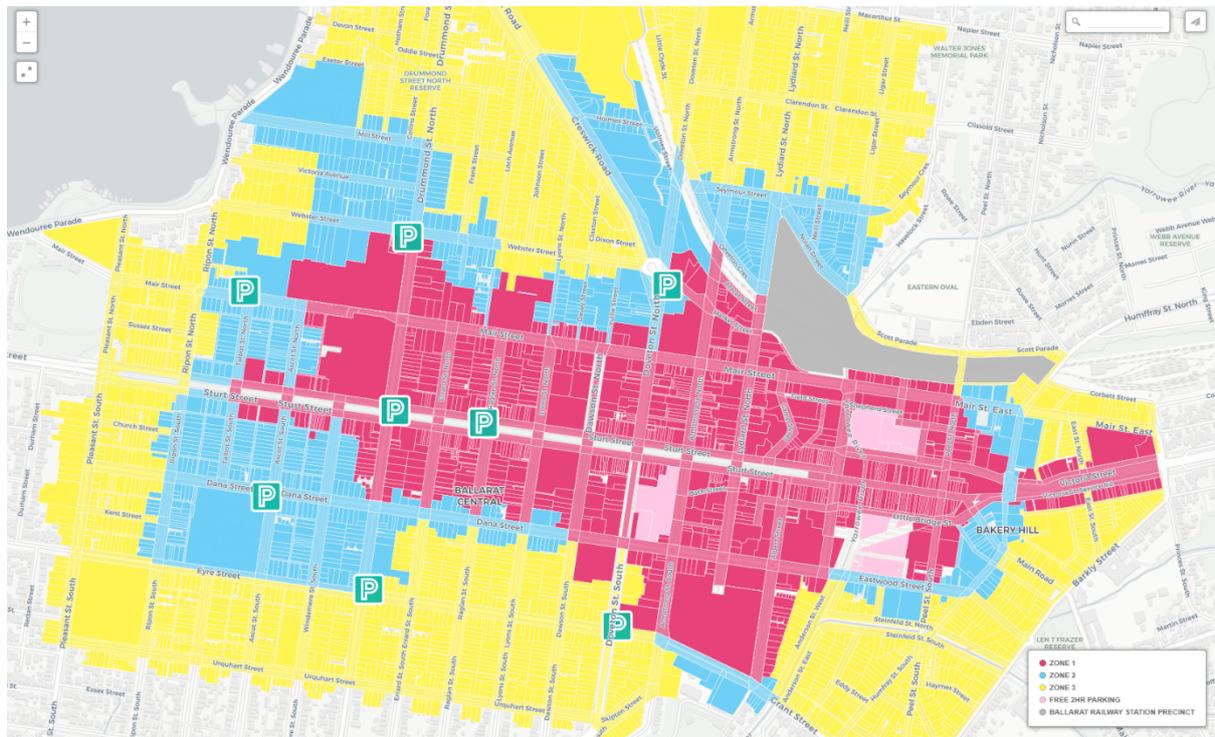
To this end, a detailed investigation and review of options has been undertaken by Officers across the entirety of the area, with a review of the approach in other regional cities, metropolitan areas and international examples.

The review and assessment of options was undertaken in light of understood objectives in relation to the instigation of paid parking, namely: -

- Achieve balance between resident parking adjacent to their homes and non-resident parking associated with CBD and hospital precinct workers.
- Assist behavioral change in addressing Ballarat's reliance on the car.
- Provide additional funding source for upgrade of infrastructure including pedestrian access across bluestone drainage, improved footpaths, enhanced lighting and constructed road shoulders.
- Provide flexibility for users including visitors, shoppers, residents and workers.

In summary it is considered that the application of a paid parking regime across the entirety of the CBD and the health and knowledge precincts is the most equitable and best achieves the

objectives as detailed above. The recommended approach is that the area displayed below be subject to a paid parking regime.



The approach, which will be subject to a community engagement phase around the zoned areas, is to apply a paid parking regime to this entire area, divided into zones. In the core CBD zoned area there will be a higher charge per hour with this reducing as you move out towards the boundary of the broader precinct. Specific charges per hour and the methodology of managing this regime will be subject to a detailed benchmarking review and market testing.

This approach to paid parking will be supplemented by the residential parking scheme.

The introduction of a paid parking regime across the broader area is considered both necessary and urgent at this juncture in order to achieve an appropriate balance in resident parking and commuter/worker parking and to provide consistency and surety. It is even more pressing following the recent State budget announcement funding significant infrastructure at Ballarat Health Services. This funding will inevitably lead to a consequent major expansion of the workforce, patients/clients associated with the hospital thus making this proposed approach to inner Ballarat parking a mandatory step.

4. Investigate and Instigate a 3 Hour Limit Parking option for the precinct

This resolution has been interpreted as applying a 3-hour parking limit to Webster Street and all streets north of Webster Street in light of the submissions on the evening of 21 February 2018 being focused on this precinct.

In the investigation, as requested via the resolution, it has become clear that a 3-hour limit would effectively remove all car parking associated with hospital workers given that the 3-hour limit would not accommodate any changes to occur in and around the hospital precinct. This would have the effect of forcing all hospital workers out of the precinct, and would not achieve a balanced outcome as all parking would effectively be used for residential parking only.

The position expressed by hospital management (Ballarat Health Services) is essentially that they did not wish to partner with Council in resolving the necessary provision of parking for their existing and growing workforce, rather they regard that the issue of parking is singularly a local government matter to solve.

With the objective of balance and equity at the forefront of thinking, it is recommended that a paid parking requirement supported by a more sophisticated zoned parking scheme and resident permits would achieve a result acceptable to both residents, businesses and commuters.

Council has further initiated the lease of the site at 122 Creswick Road (former fuel depot site next to Officeworks) to provide for off-street car parking which will provide an alternate location for particularly the eastern portion of this precinct for commuters to park in.

Having undertaken the detailed investigation, and consultation with the key institutions across this precinct it is considered that the objectives as detailed earlier in this report, particularly that of balance, is better achieved via a paid parking regime than the blunt instrument of a 3-hour parking requirement across the entirety of the precinct.

5. To Present a Report to Council on 2 May 2018

This report, provided one meeting later than anticipated, is in accord with this resolution. The delay in the response to Council is as a result of the extensive investigation which has been necessary to explore all alternatives and achieve the best possible outcome for what is a vexed issue for central Ballarat and which is clearly in a major phase of transition.

On balance, it is considered that the paid parking regime for the entirety of central Ballarat, as earlier defined, supported by a strong and functional parking scheme, is the most appropriate approach to managing car parking to achieve a balance between commuter needs and resident needs in the medium and longer term.

LEGISLATION, COUNCIL PLAN, STRATEGIES AND POLICY IMPACTS

- *Charter of Human Rights and Responsibilities Act 2006*
- City of Ballarat Council Plan 2017-2021

REPORTING AND COMPLIANCE STATEMENTS

Implications	Considered in Report?	Implications Identified?
Human Rights	Yes	Yes
Social/Cultural	Yes	Yes
Environmental/Sustainability	Yes	Yes
Economic	Yes	Yes
Financial/Resources	Yes	Yes
Risk Management	Yes	Yes
Implementation and Marketing	Yes	Yes
Evaluation and Review	Yes	Yes

Human Rights – It is considered that this report does not impact on any human rights identified in the *Charter of Human Rights and Responsibilities Act 2006*.

Social/Cultural – The central Ballarat area is obviously a social and cultural hub of the city and the accessible and equitable parking to access the raft of institutions and opportunities in this space is essential. The necessity for a flexible approach to parking to accommodate patronage where users select the time they wish to stay and the preparedness to walk further or pay more for the parking service will enhance the opportunity for residents and visitors to take up the opportunities presented by central Ballarat.

Whilst the proposed change to the parking regime is significant with the maintenance of coin options, residential parking permits, flexible and transferable inner-city parking options, it is considered that the social and cultural opportunities for the city will be enhanced.

Environmental/Sustainability – The challenge for a regional city such as Ballarat is to achieve the economies of scale to provide a viable public transport option. Whilst this is not a principal driver for the change in parking regime it is considered that a price point for parking will require a conscious decision in relation to the use of public transport or a sustainable transport option (walking or cycling) in order to access the CBD and surrounds for social/cultural employment opportunities.

The flexible approach to the payment regime such that an individual can determine to pay for a central car parking spot is further considered to deliver a more environmental and sustainable outcome.

Economic – The CBD of Ballarat and the health and knowledge precinct are one of our economic drivers for the city and management of excess to the city is a key issue. In surveys and feedback provided to date the concerns raised in relation to access to services, shopping and the like, have been around the restricted time frames and the regimented nature of these time frames. In short, a 2-hour restricted time zone has been an inhibitor to shopping and other CBD visits. Under this regime a visitor will choose their own time frame in relation to any activity undertaken across the CBD.

Further, the establishment of a on street paid parking regime will provide a stimulus for private sector investment parking infrastructure for the CBD and health and knowledge precinct, which are not viable with a free on-street car parking resource.

Financial/Resources – The implementation of the proposed regime will be at some cost, namely implementation of smart phone technology apps, which has to be supported by a signage regime across the entire precinct. Additionally, with the requirement to have a coin payment option this will require potential up to 8 centrally located pay stations to service the entire precinct which is estimated to be likely to cost in the order of \$500,000.

Risk Management – The breadth of this project where it will see complete change across the entirety of the precinct will require a detailed risk management plan, which will support the implementation phase of the project.

Implementation and Marketing – Given the extent of change which is envisioned in this plan the engagement of stakeholders, institutions, residents, landowner's, businesses and the like will necessitate a very extensive engagement plan which will fund part of the implementation phase of the project.

Evaluation and Review – As with any significant change project there will be a necessity for regular evaluation and review to check that the intent and purpose of individual initiatives are achieving the intended purpose. It is envisaged that in respect to zoned boundaries for payment regimes, this will require regular review and evaluation during the initial implementation phase.

CONSULTATION

A detailed engagement plan has been developed to ensure that all parties are fully aware of proposed changes in advance of introducing the regime.

Prior to the implementation of the Proposed CBD Smarter Parking Plan, the City of Ballarat proposes the following actions to ensure community members are fully informed of the proposed plan, while providing opportunities for all community members to ask questions about how it may impact them. Following this phase, the feedback and findings will be presented to Council.

This community engagement plan includes, but is not limited to, the following:

- A video outlining the changes the CBD Smarter Parking Plan proposes.
- Community drop-in sessions will be held each day over a three week period to provide residents with an opportunity to find out more information about the proposed plan, to speak with Council Officers and to ask any questions they may have.
- The City of Ballarat's Customer Service team and Smarter Parking Team will be available to take questions from residents, residents will be able to call (03) 5320 5500 or drop in to the Phoenix Building.
- The City of Ballarat will distribute a letter outlining the Proposed Smarter Parking Plan to all residents living within the three proposed zones, this letter will highlight a contact number for residents to call if they require further information.
- Frequently answered questions have been developed to assist residents who may have a question regarding the Proposed Smarter Parking Plan. This will be sent to all residents living within the three proposed zones, as well as posted to the City of Ballarat's mysay.ballarat.vic.gov.au website and linked to on the City of Ballarat's website ballarat.vic.gov.au
- An online interactive map has been developed and will be available for residents to use via the mysay.ballarat.vic.gov.au and ballarat.vic.gov.au websites to see the proposed paid zones and their proposed costs.
There will also be the option for residents to search for their property to see which (if applicable) zone it is placed.
This map is mobile responsive to ensure it can be accessed across multiple devices.
- To ensure those without access to a map can view the zones, a poster will be created highlighting these zones.
- A dedicated online engagement project page has been created to keep the community up-to-date and information about the Proposed Smarter Parking Plan.
- Local media will play a significant role in ensuring the proposed plan reaches intended audiences, media will be send regular updates through media releases and provided interview opportunities.
- Interviews with local radio station 3BA, during Council's regular radio spots at 3.15pm on Monday and 11.10am on Thursdays. Opportunities will also be available through Voice FM and ABC.

Further engagement and information opportunities will be developed through a communications plan if the Proposed Smarter Parking Plan is adopted, this will include, but is not limited to, further video content to ensure the community is aware of the implementation and next steps, as well as detailed instructions on how to use the new systems.

Please see link to the City of Ballarat website – www.ballarat.vic.gov.au and to the My Say website - <https://mysay.ballarat.vic.gov.au/proposed-smarter-parking-plan>

OFFICERS DECLARATIONS OF INTEREST

Council Officers affirm that no direct or indirect interests need to be declared in relation to the matter of this Report.

REFERENCE DOCUMENTS

Nil

ATTACHMENTS

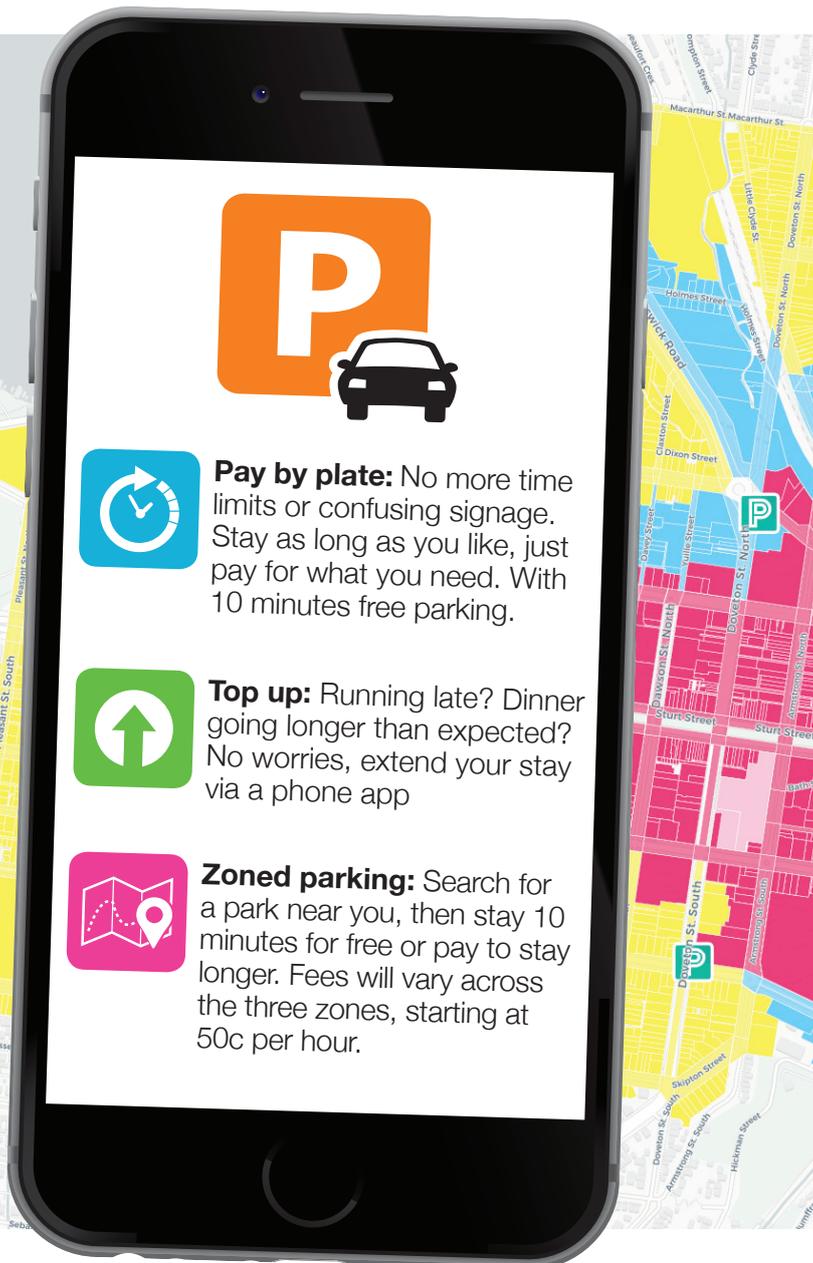
1. PSPP Collateral **[4.1.1]**



Parking in Ballarat is about to get easier

It's time to address Ballarat's parking congestion problem

The City of Ballarat is proposing a Smarter Parking Plan to address problems with car parking stress now and into the future, this is how it will work for you:



What you need to know

- Stage 1:** In 2015 Councillors directed a CBD Car Parking Action Plan be developed
- Stage 2:** More than 1200 community members were consulted before the action plan was adopted and an implementation plan developed
- Stage 3:** Council resolved at its 21 February 2018 meeting to investigate 3-hour parking regimes across the CBD and hospital precinct, and paid parking for the broader CBD area
- Stage 4:** Councillors return to the Council Chamber on 31 May 2018 and may vote to adopt the recommendation to approve the Smarter Parking Plan in principle
- Stage 5:** The City of Ballarat will be holding a number of community drop-in sessions throughout June for you to ask questions about the proposed plan
- Stage 6:** The proposed plan returns to Councillors at the 4 July 2018 Council Meeting for a final decision
- Stage 7:** If adopted by Councillors, the aim is to implement this plan within the next 12 months.

The Proposed Smarter Parking Plan would remove all time restrictions and introduce zoned paid parking across the wider CBD, you can view these zones through our interactive map at ballarat.vic.gov.au

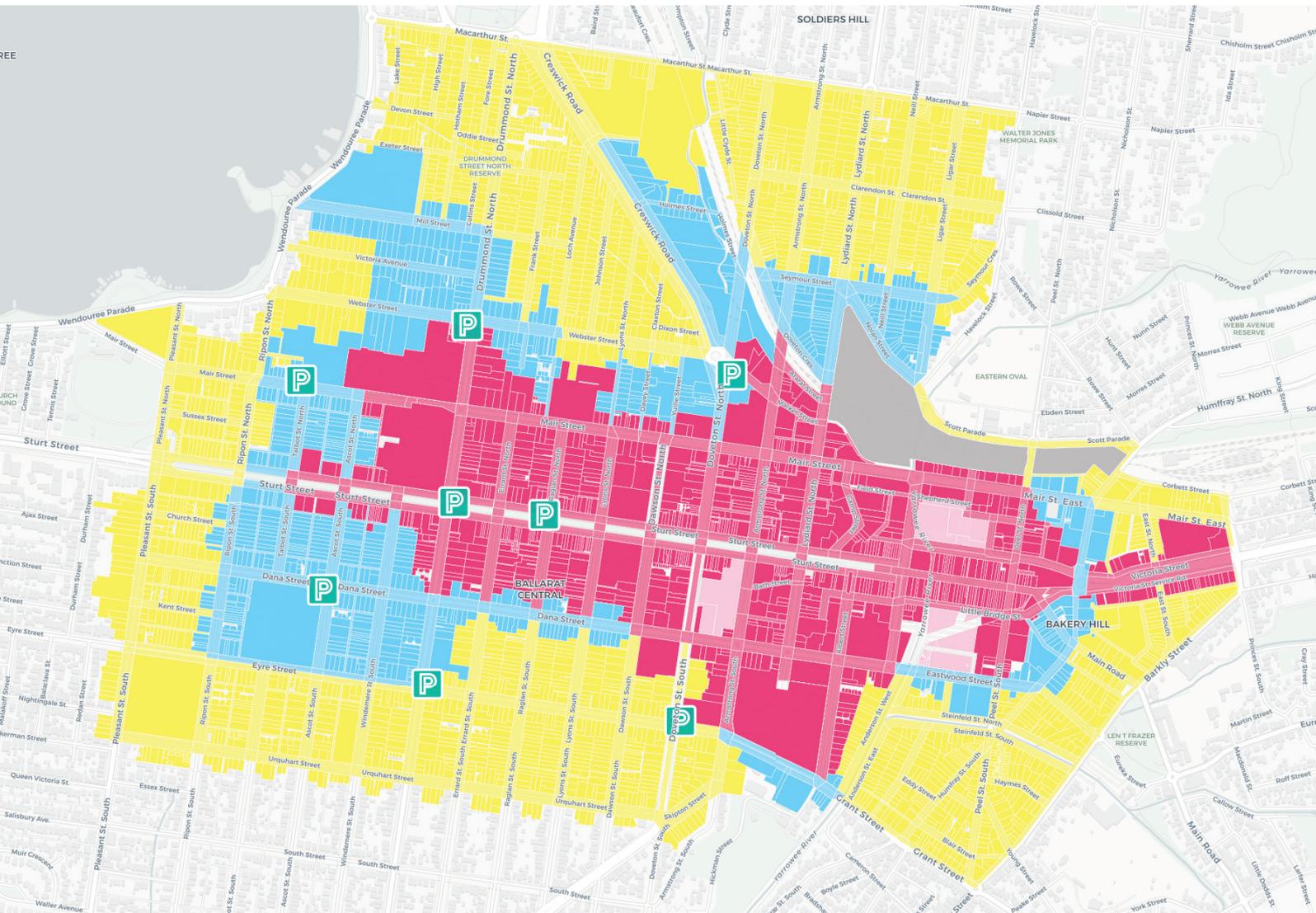
We will to keep you up-to-date throughout these steps and on any new information as it comes to hand. See below for the easiest ways to follow the Smarter Parking Plan's progress



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Zone 1 - \$2 per hour
Operating between 9.30am—7pm Monday to Saturday. First 10 minutes free.



Zone 2 - \$1 per hour
Operating between 9am—5pm Monday to Friday. First 10 minutes free.



Zone 3 - 50c per hour
Operating between 9am—5pm Monday to Friday. First 10 minutes free.



Free 2 Hour Parking
• Central Square
• Big W
• Coles/Woolworths



Proposed Pay Stations



Ballarat Railway Station Precinct

For more information visit ballarat.vic.gov.au follow us on @BallaratCityCouncil or to speak with someone directly phone 5320 5500



Proposed Smarter Parking Plan FAQ

Why is the City of Ballarat looking at implementing the Smarter Parking Plan?

Currently Ballarat is experiencing increasing parking stress around the CBD and hospital precinct.

Currently there are about 10,000 workers in the CBD and this is estimated to increase by 2000 in the next two years.

How would the Smarter Parking Plan work?

There would be zoned paid parking across the CBD and health precinct bordered by Urquhart Street to the south, Pleasant Street to the west, Macarthur Street to the north and Peel Street to the east. The cost of parking would remain the same as it is now for the inner CBD blocks (\$2 an hour) and would reduce as you move to the precinct's outer edges.

However, all parks within the three zones would be free for the first 10 minutes which would be measured using the latest smart phone and coin operated meter technology.

There would be a range of payment systems in place including coin operated machines and a range of flexible technology options, such as a smart phone app. Public car parks with free two-hour parking would also still be available at Central Square and in the Bridge Mall area.

Who would benefit from this change?

Residents, workers and shoppers would have greater flexibility over where they park and for how long, allowing them to park according to their individual needs.

Traders would also benefit from customers having a greater level of flexibility without the time pressure timed meters bring. This plan is about achieving a really good balance between Ballarat workers, residents and shoppers.

What fees would be charged?

The cost of parking would remain the same as it is now for the inner CBD blocks (\$2 an hour) and would get cheaper as you move to the precinct's outer edges. The City of Ballarat would work to set a realistic pricing structure for each zone.

All drivers would initially be able to park for 10 minutes for free before needing to pay.

Could I still pay for parking with cash?

Coin operated machines would continue to be available, and the City of Ballarat is currently exploring new, more flexible electronic options for users – such as a smart phone app.

Could I stay all day in the one park?

If you wanted to pay for that park all day, you could do so. You would just need to ensure you have topped up your meter using one of the various methods available.

Could I use my ticket in other areas across the CBD?

Yes, transferrable ticketing has been recently introduced and this would continue.

What would eventually happen to ticketing?

Ticketing would eventually be removed – paying for a period of time in Zone 1 will allow you to park in Zones 2 and 3 without additional payment.

Why doesn't the City of Ballarat just build a new multi-deck carpark?

Building a new multi-deck carpark would conservatively cost about \$25,000 per parking space to build, making it far too expensive. And also, there simply isn't the land available for it.



Where would residents park?

The City of Ballarat will soon introduce residential car parking permits in certain areas, providing these residents with untimed car parking in their neighbourhood without extra charges. CBD residents will be eligible to apply for one of these car parking permits, which will entitle holders to use selected council-owned and operated car parks free of any extra charges.

Has the community be consulted?

Yes, the City of Ballarat has been consulting on the CBD Action Plan since 2015 and will continue to do so. So far, the feedback has consistently been around four main themes; flexibility around time, balance between workers/residents/visitors, better technology and greater enforcement. The proposed plan goes directly to those themes.

What would the extra parking fees be used for?

The fees would pay for parking infrastructure and parking technology, as well as covering car parking operating and maintenance costs.

What if I don't wish to pay for parking?

Ballarat has a very heavy reliance on car transport. If you didn't wish to pay for parking, you could use public transport, walk or cycle – all of these are much more environmentally friendly options too. And don't forget you get your first 10 minutes for free, and the two-hour free parking would also still be available at Central Square and in the Bridge Mall area.

Why can't we have 3-hour parking zones instead?

This would push hospital workers, who currently have access to all day parking, out of the hospital precinct which is not a suitable option.

What would happen to accessible parking?

Accessible, or disabled, parking would remain as is – free to those with a disability parking permit.

How much would this plan cost?

The provision of new signs and centrally located pay stations would cost about \$500,000.

Are there any other similar systems being used?

Yes, Auckland has been operating a very similar system very successfully.

What would be the checks and balances on this system?

The system would be reviewed after a year. There would also be consultation around the boundaries of the zoned areas and the residential parking permits.

What happens if people decided to park outside the precinct and constantly parked in front of my house?

If the parking plan pushes people outside the precinct to park, this could be controlled via time restrictions and residential parking permits.

Would parking within the CBD on Sunday still be free?

Yes. And parking on a Saturday would remain as is, only paid parking in Zone One.

What else is the City of Ballarat doing?

We are working closely with car parking providers for alternate options throughout the city along with other levels of government, including Public Transport Victoria, to continue to improve the public transport offerings in the city.

What would be the next steps?

The aim would be to implement this proposal within the next 12 months, with the app and paid parking in Precinct One (Health and Knowledge Precinct) live in October 2018.

The remaining three precincts would be rolled out and fully operational by May 2019.

The community will be provided regular updates throughout this process.

5. CLOSE