

DRAFT

RISELEY CENTRE PARKING PLAN

PROJECT | Riseley Centre Parking Plan

CLIENT | City of Melville

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VERSION | DRAFT 0.1



Aha! Consulting

When will you have your next **Aha!** moment?

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We acknowledge Nyoongar people as the original custodians of the land on which this meeting took place and pay our respects to Elders past, present and emerging.

1 Introduction

On 27th November 2019, the City of Melville hosted a workshop for tenants and owners in the Riseley Centre precinct, to explore the options for parking.

Six business owners attended the session that was facilitated by Joel Levin from Aha! Consulting with Jacob Martin from Cardno co-facilitating as the subject matter expert.

These notes are the collated outputs of that session.

2 PROBLEM STATEMENT

In the lead up to the session, the following problem statement was developed to confirm that we were focussing on the right problem.

Background

“The Riseley Centre includes over 100 businesses and staff, earning a living, serving customers and contributing to the life of the Riseley Centre precinct.

Recent planning for the precinct found that landowners, businesses and local residents want an attractive vibrant precinct that is a desirable place to live, work and socialise.

As the Riseley Centre grows from a modest vehicle-based neighbourhood centre into a district activity centre, the issues surrounding accessibility by car and the comfort and safety of pedestrians are significant factors influencing the Centre’s general ambience and attractiveness as a destination.

Increasing the availability of bays close to shops through appropriate management of parking is part of this overall vision and important to supporting customers and businesses alike.

What we know

70% of available parking at the Riseley Centre is privately owned and managed. There are numerous approaches to how those bays are managed, including:

- ❖ Allocated staff only
- ❖ Allocated customer only
- ❖ Unallocated bays
- ❖ A variety of time restrictions (10min, 15min, 30min, 1hr, 90min, 2hrs)
- ❖ Paid ticket parking (1st hour free)
- ❖ Wheel clamping zones
- ❖ Tow away zones
- ❖ Video surveillance
- ❖ Business issued staff parking permits

30% of available parking is owned by the City. Based on the experience with the 3-hour free trial, a higher number of available bays remains compared to when restrictions were not consistently enforced.

WHAT IS THE PROBLEM WE ARE TRYING TO SOLVE?

What is the best approach for landowners, businesses and the City to take that will increase the availability of bays for customers, close to shops?

Feedback on the problem statement focussed on:

- The issue was not just about having more bays, but the optimal utilisation of bays (turnover and availability)

It was felt that the current approach (3 hrs) to the City owned bays was preferable to the 1-hour limit.

3 The Current Approach

Does the approach to the management of privately-owned bays work?

- The bays with 30-minute timing works to support quick access but as it is not well monitored, it gets misused.
 - The idea of bays for quick drops was seen as positive
- Privately run ticket systems do rarely work due to confusing signage about where to get tickets from.
 - E.g.: One customer got a fine from a private ticket provider but had purchased a ticket from the council machine
- Overall, the private bays don't work because the approach is too variable and ranges from being confusing for customers to being a disincentive because it does not feel welcoming.
- The difference in configuration between the eastern and the western group of shops was noted.
 - The eastern group tends to have shops facing into the car park and as such was more suited to customer parking
 - The eastern group tends to have shops facing away from the central car park and as such was less suited to customer parking

Does the approach to the management of council-owned bays work?

- The change to the paid parking + 3 hours free was well received and working for tenants.
- However, the system had poor signage and customers did not understand the system.
 - E.g.: It is free but you still need a ticket
 - Signage was too small and not accessible enough from different bays
- The actual machine was also not very user friendly:
 - Entering licence plate
 - Some people adding the credit card and being charged even though they want a free ticket
 - Some people getting fined because they couldn't work out how to get a free ticket
 - The machine needs a simple button – "FREE TICKET"
- A number of tenants end up helping people work out the system and put signs on shop windows to help educate them in the use of the machines.

4 The Optimal System

A range of options was explored by the group and Jacob Martin from Cardno provided guidance on the relative merits of each one.

Overall there was a strong sentiment that a consistent parking system was key to reduce the confusion for customers of all businesses concerned.

Some key considerations for the system design included:

- The need for a range of parking options (quick access, longer term access, staff access)
- Finding a balance between time or fees that are 'reasonable' for customers and prevent park and ride commuters filling up the bays (i.e.: finding the right time limit/fee)
 - E.g.: The use of the Wilcox Street parking area as a staff parking zone would still require some time or fee limits to prevent park and ride commuters from taking the bays
- Looking at the price point of the parking that is further away from the Centre
- Converting some of the council parking to short stay bays for people to drop in/out of businesses as part of an overall approach
- Preference for licence plate recognition systems that prevent the need for tickets but retain the ability to enforce time restrictions
 - The ability to whitelist registration numbers means that some businesses that require some staff parking can still have this provided to them within an consistent model for all bays in the center.
- Ensuring staff and owners are feeling personally safe and their vehicles feel protected
 - E.g.: Extra lighting along Shirley Strickland Reserve

The optimal model has short parking near the shop front with increasing duration and reducing price based on distance from the shops.



5 What Is Needed Next?

BUILD A PLAN

- Cardno have some capacity to draw up some options
- Explore ways to review the optimal layout of bays across the whole precinct
- Work with businesses to map needs and how to accommodate them in a consistent manner

BUILD INTEREST

- Begin conversations with the owners of the building
 - Map out who the strata councils/owners are
 - Council can provide the names and mailing details
- Identify incentives for business owners to build interest in the process
- Looking at developing a communication system with tenants and owners
 - Single email/consistent communications
- This group of participants is looking at how they can work together
 - The group is starting to talk to other owners

Council is expecting a report on the progress of the change to the 3-hour limit. Any progress made by the tenants/owners in this time can be incorporated in this report to inform what other support Council may be able to offer this process. This report is due to Council in February 2020.

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