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**SHEPPARTON CENTRAL BUSINESS
DISTRICT
PARKING PRECINCT PLAN
FINAL REPORT**

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1. Introduction

1.1 Background to Study

In January 2002, the City of Greater Shepparton appointed Ratio Consultants Pty Ltd to prepare the Shepparton Central Business District (CBD) Parking Precinct Plan. The purpose of the Parking Precinct Plan is to identify appropriate parking rates to be provided for developments in the CBD, and provide a format for the integration of the identified rates into the Greater Shepparton Planning Scheme.

The designated Study Area is bounded by Knight Street to the north, the Goulburn Valley railway line to the south-east, and Wyndham Street (Goulburn Valley Highway), Welsford Street, and Marungi Street to the west, as shown in Figure 1.1.

The Study Brief sought the development of a Parking Precinct Plan for the Shepparton CBD area to provide a strategic approach to guide future decisions in relation to parking in the town centre. The strategy aims to provide guidelines for varying the parking requirements of Clause 52.06 of the Shepparton Planning Scheme in a fair and transparent manner, and also provide direction for the future application of cash-in-lieu payments.

An integral part of the development of the Shepparton Parking Precinct Plan involved detailed questionnaire surveys to identify parking issues associated with existing businesses, and surveys of the parking characteristics (parking demand, level of patronage, mode of travel, location of parking, etc) of a range of current businesses.

A number of recommendations were made to address existing parking issues in the Shepparton CBD to improve parking operation, enhance access to parking spaces, increase parking turnover, and improve safety.

1.2 Outline of Report

This Report presents the findings of the Shepparton CBD Parking Precinct Plan as follows:

- Section 2 outlines the policy context of the Parking Precinct Plan;
- Section 3 presents the results of an inventory of existing on-street and off-street parking facilities;
- Section 4 presents the findings of surveys of existing parking demand, based on the survey results of the 'Shepparton CBD Parking Study', 1998, and supplemented by recent observations of parking activity;
- Section 5 presents the findings of the questionnaire surveys distributed to a number of traders and businesses within the Study Area;
- Section 6 provides an assessment of the adequacy of existing parking arrangements, and suggestions for improved parking supply and management;
- Section 7 presents the recommended parking policy for the Shepparton CBD to determine future parking rates for change of use, extensions, redevelopment and new developments within the Shepparton CBD;
- Section 8 presents the recommended parking rates and application for change of use, extensions, and redevelopment applications within the Shepparton CBD;
- Section 9 provides a Parking Implementation Plan to facilitate the implementation of recommended parking improvements in the Shepparton CBD;
- Section 10 proposes a Planning Scheme Amendment to the Greater Shepparton Planning Scheme. This amendment recommends the adoption of different parking provision rates to those rates that currently apply under the Shepparton Planning Scheme.

2. Policy Context

2.1 Background to Parking Precinct Plans

In 1996, the Victorian Government commissioned a Review of Car Parking Provisions in Victorian Planning Schemes. The Review's Final Report concluded that Councils should have more flexibility in recognizing the special parking needs of particular geographic areas (or precincts) within their municipalities, by the introduction of 'Parking Precinct Plans' which specify parking requirements different from the Planning Scheme's general requirements.

In 2000 the Department of Infrastructure (DOI) issued a Draft VPP Practice Note related to the development of 'Parking Precinct Plans' (PPPs) to provide guidance for the development of effective Parking Precinct Plans'.

A PPP is defined as 'a strategic plan or policy relating to car parking within a defined area which may be incorporated into the Planning Scheme by reference in a schedule to Clause 52.06 of the scheme. They enable the parking issues arising in a precinct to be considered holistically and a strategy to address them to be implemented. They can replace the rates in the table to Clause 52.06-6 and remove or reduce the need for potentially complex parking investigations to support individual permit applications'.

An effective PPP enables appropriate car parking rates to be developed for specific land uses that are derived from research into local parking characteristics. These rates therefore may vary considerably from the rates incorporated in the table to Clause 52.06-5 of the Planning Scheme.

2.2 Overview of Parking in Shepparton CBD

Parking facilities within the Shepparton CBD have historically been funded from a combination of sources including:

- Direct provision of spaces through conditions on planning permits;
- Council contributions from the general fund; and
- Cash-in-lieu contributions through conditions on planning permits.

In addition to the on-site car parking facilities provided by developers, the City of Greater Shepparton has planned and directly provided parking facilities for the CBD for more than two decades through land acquisition and construction. The Council owns and manages extensive public parking areas on behalf of businesses and the users of the town centre.

The Council is currently investigating a number of additional car parking areas both within and on the fringe of the CBD. More car parking spaces are required on the fringe of the CBD in order to alleviate and/or remove all day parking from the CBD and free up car spaces for short-term shoppers.

Some of the projects currently under investigation by the Council include:

- Car Parks - New development and/or upgrades:
 - Rowe Street car park additional decking
 - Maude Street Mall – parking in the north part
 - Vaughan Street/Welsford Street car park
 - McGuires Reserve car park
 - Marungi Street – centre-of road parking
 - Marungi Street car park
 - Victoria Lake service road car park
 - Hoskin Street No. 1 car park
 - Hoskin Street No. 2 car park
 - Railway Parade car park
 - Monash Park Car park
 - Tom Collins Drive Car park
- Areas identified for potential future land acquisition for development of new car parks:
 - Wyndham Street - land between Lightfoot Street and Regent Street
 - Wyndham Street - land between High Street and Fryers Street
 - Welsford Street - land between Nixon Street and Knight Street
 - Nixon Street - land between Corio Street and Skene Street
 - Fryers Street - land between Maude Street and Corio Street
 - Ashenden Street - land between Maude and Hoskin Street
 - Sobraon Street - land between Maude Street and Corio Street

For most redevelopment opportunities within the existing commercial core of the CBD, it will not be feasible (or desirable) to provide the required parking supply on the subject land (with the exception of new uses such as supermarkets and large department stores, where it is essential to provide convenient on-site parking for customers). The operation of the cash-in-lieu scheme to address the shortfall in the amount of on-site car parking is an appropriate funding response to this situation.

The PPP will identify appropriate parking rates to be provided for future developments in the CBD, and to provide a format for the integration of the identified rates into the Greater Shepparton Planning Scheme to vary the generic rates as currently set out in the table to Clause 52.06-5.

2.3 Policy Context for the Shepparton CBD

The 1996 Review's Final Report stressed that "...*Parking Precinct Plans should only be developed with due regard for all relevant policies which have been established to control planning in any particular precinct...*".

The Greater Shepparton City Council has prepared a range of land use and

traffic/transport strategies some of which are directly relevant to the current Shepparton Parking Precinct Plan, as listed below:

- TTM Consulting Pty Ltd, 'Shepparton Parking Study', June 1987.
- PPK Environment & Infrastructure Pty Ltd, 'Shepparton CBD Parking Study Final Report', 1998.
- Collie Landscape and Design Pty Ltd, 'Shepparton Urban Design Framework', January 1998.

2.3.1 Shepparton Parking Study (1987)

This study involved the assessment of parking demand for a range of land uses within the Shepparton CBD and recommendations for an appropriate schedule of parking rates for new developments (similar to the objectives of the current study).

Parking supply and demand rates were determined by the following methods:

- Aerial photographs taken during peak Friday and Saturday trading periods;
- Pedestrian interview and generation surveys;
- Car park surveys;
- Interview surveys of staff and customers at a range of office, retail and restaurant uses.

The aerial photographs identified overall parking supply rates of about 3.4 spaces/100sqm commercial floor space, with parking demand rates of 2 spaces/100sqm commercial floor space on the Friday at 2:30pm and 1.7 spaces/100sqm commercial floor space on the Saturday at 11:30am. Parking provision for the centre was 4290 on and off-street parking spaces.

Peak parking demand was generated in the area bounded by High Street, Maude Street, Nixon Street and Welsford Street and ranged from 50% of capacity to 95%, whilst parking demand in the K Mart car park was up to 86% on the Friday.

Key parking demand rates for a range of surveyed land uses during the Friday survey period is presented below:

- Big W/Safeway: 1.7 spaces/100sqm floor area
- Shepparton Plaza: 3.5 spaces/100sqm floor area
- Separate Offices: 2.4-2.7 spaces/100sqm floor area
- Multi-unit Offices: 1.6-1.8 spaces/100sqm floor area
- Retail Shops: 1.8-2.2 spaces/100sqm floor area

Length of stay surveys were conducted for a range of land uses, with the results for average durations of stay listed below:

- Major retail stores (eg. Big W/Safeway/Target): 28 minutes
- Specialty retail shops: 7 minutes

- Service businesses: 10 minutes
- Overall shopping time in CBD area: 190 minutes (car drivers)

Transport mode surveys revealed that car drivers and passengers were the dominant transport choice for shoppers with major retail stores attracting up to 82% car drivers and 15% car passengers. In contrast small retail shops generated 52% car drivers, 26% car passengers, 10% walk and 9% bicycle. Car occupancy figures for the overall commercial area were 2.08 on the Friday and 2.24 on the Saturday.

TTM derived the following recommended parking rates for new commercial uses in the CBD, for both stand-alone (higher rate) and shared parking scenarios:

- Supermarkets: 4.0 – 6.0 spaces/100sqm floor area;
- Other major stores: 4.0 – 6.0 spaces/100sqm floor area;
- Franchise stores: 4.0 – 6.0 spaces/100sqm floor area;
- Small stores: 2.0 – 3.0 spaces/100sqm floor area;
- Personal Services: 2.5 – 3.0 spaces/100sqm floor area;
- Office: 2.0 – 3.5 spaces/100sqm floor area;
- Warehouse: 0.5 – 1.5 spaces/100sqm floor area;
- Consulting Rooms: 3.0 – 5.0 spaces/no. of practitioners;
- Restaurants: 0.3 – 0.6 spaces/seat.

TTM estimated that the city centre was underprovided by about 200 'dedicated' spaces. TTM recommended that Council develop and adopt 'cash-in-lieu' and 'separate rate' parking schemes as the basis for developing and maintaining adequate car parking provision.

2.3.2 Shepparton CBD Parking Study (1998)

This study involved the comprehensive collection of parking supply, accumulation and turnover data to provide a detailed inventory of existing parking supply and time of day parking profiles for all public on and off-street parking for the Shepparton CBD area. Aerial photographs were also used to determine the extent of parking intrusion into residential areas. (This data will be utilized for this current study).

The surveys established an overall public parking supply of 4,054 spaces, comprising 1,778 off-street spaces and 2,276 on-street spaces.

Parking surveys were conducted on Friday 1 May 1998 from 9:00am to 9:00pm and Saturday 2 May from 9:00am to 1:00pm. The May surveys were estimated to represent 82% of the average November demand (which represents the design peak of 85% demand). Peak parking demand occurred between 11:00am and 12:00 noon on the Friday, with 78% of public parking spaces in the study area occupied. This represents a design peak of 92% or 3,733 spaces (close to capacity).

PPK adopted the following retail floor area on the basis of previous studies and observations (treat figures as estimates only):

- Supermarkets: 6,000 sqm floor area;
- Other major stores: 24,000 sqm floor area;
- Franchise specialty retail: 33,000 sqm floor area;
- Other specialty retail: 10,000 sqm floor area;
- Service retail: 8,000 sqm floor area;

By applying the car parking demand rates derived by TTM for each of the above uses, PPK estimated that there was a total theoretical parking demand of 3,770 spaces, just in excess of the design peak demand surveyed (3,773 spaces), which suggested that the overall supply of parking was reasonable.

Major parking issues:

- Whilst the overall supply of parking was considered reasonable parking provision is spread across the centre and not concentrated where demand is greatest.
- The road network has poor permeability making access to parking spaces inconvenient, confusing and unnecessarily complex. Need a clear road hierarchy and improved signage.

Recommended Actions:

- Create additional parking in the CBD area south of High Street (generally bounded by High Street/Corio Street/Ashenden Street/Wyndham Street. Candidate sites for additional parking are:
 - K-Mart Car Park: 260 new spaces;
 - Franklins Car Park: 150 new spaces;
 - Rear of shops fronting High, Corio and Maude Sts: 290 new spaces;
 - **Total: 700 new spaces**
- Consider the creation of a 'ring road' network using Sobraon Street – Hoskin Street – Railway Parade - Nixon Street - Welsford Street, with Wyndham Street, Maude Street and Corio Street providing north-south access to the town centre, and east-west roads, with the exception of High Street, providing access routes to car parks.
- Improve access to the Stewart Street multi-deck car park, including the possibility of access from High Street.
- Allocate two-thirds of spaces for short term parking for shoppers (2P or less) and the remaining one-third for long term parking for traders/employees.
- Funding for parking to be a mix of cash-in-lieu, Council contributions and developer funding.

2.3.3 Shepparton Urban Design Framework

This project was funded by the 'Pride of Place' program and covered the Shepparton CBD area bounded by Welsord, Nixon, North and Sobraon Streets. The project aimed to reflect the 'vision' for Greater Shepparton and develop an appropriate theme for the CBD to assist in promoting good design in all planning

and building developments and to foster art in public spaces. The guiding theme is to promote the CBD as 'Shepparton's Showcase', to focus the broader vision of the region. Future built forms are to be of contemporary design standard.

The report reviews the major traffic routes through the CBD and notes that north-south heavy vehicular traffic will soon be diverted along Welsford Street from Sobraon Street to Knight Street, allowing Wyndham Street to become a more attractive place for pedestrians.

A review of parking locations in the CBD noted that:

- Most of the car parks lack planting for shade or to break up generally uninteresting views;
- Many car parks provide important pedestrian routes between major streets and facilities, yet they lack the space to clearly and safely separate these routes from trafficked areas;
- Parking areas adjacent to K-Mart lack planting, have relatively inefficient layouts and excessively dominate Vaughan Street to the point that the street visually disappears;
- Angle parking in Stewart Street near the TAFE campus dominates the narrow road reserve in a way that has not occurred elsewhere in the CBD and could be detrimental if repeated in other locations.

The report also identified a number of significant sites for future redevelopment for buildings and/or car parks, all generally located in the western portion of the CBD and included the Bonlac site, the K-Mart car park, the Billy Guyatts building, the former Tuckerbag site, the Civic Centre/Art Gallery precinct, the Old Library/Wesley Church site, and the site at 84-90 High Street and 1-13 Rowe Street – where it is noted that 'Council plans to deck the existing car park'. Urban design guidelines were developed for each of these sites.

The following recommendations were made for the future design of car parks:

- New off-street car parks to be subject to an urban context analysis in terms of layout, position, landscaping and pedestrian access;
- Existing car parks should be reviewed with the objective of enhancing their visual and functional attributes;
- Guidelines for car parks to be developed related to tree planting, pedestrian access and siting. Don't allow future parking to dominate streets.

2.3.4 Relevant Council Policies

Prior to the adoption and incorporation of the Greater Shepparton Planning Scheme a range of Planning Schemes existed for the former Councils that now make up the Greater Shepparton City Council. Of particular relevance to this current study are the former parking provision rates that applied under Table 1 to Clause 33 of the previous Shepparton City Planning Scheme, as listed below:

- Shop: 2 spaces if less than 100sqm floor area, plus one additional space per every 33sqm of floor area

- | | |
|-------------------|-----------------------------|
| | in excess of 100sqm |
| ▪ Restaurant: | 10 spaces/100sqm floor area |
| ▪ Office: | 2 spaces/100sqm floor area |
| ▪ Take Away Food: | A minimum of 3 spaces |
| ▪ Health Centre: | 3 spaces/100sqm floor area |

In addition, Clause 33A ('Central Parking Area Policy') applied to businesses located in the core CBD area. Under the provisions of Clause 33A for the use or development of land for the purposes of Shop, Restaurant or Take Away Food Store, a uniform parking credit of 3 spaces applied for ground floor uses.

The car parking provisions sought the required provision of parking to be accommodated on-site, but provided discretion to reduce the number of required spaces and/or allow the parking to be provided off-site. No specific guidance was provided for the consideration of cash-in-lieu payments.

The former City of Shepparton adopted a cash-in-lieu payment of \$6,500 per space (adopted 24/09/90) in lieu of the previous fee of \$5,000 per space (adopted 12/11/84). A review of recent Planning Permit applications in the Shepparton CBD identified cash-in-lieu payments ranging from \$5,000 to \$6,000 per space.

The Greater Shepparton Planning Scheme was adopted on 29 July 1999 and it applies parking provision rates that are applicable throughout the metropolitan and regional areas of Victoria. In general these rates are significantly higher than the rates of Clause 33 of the former Shepparton City Planning Scheme, but greater discretion applies to reduce the number of car spaces or to waive the requirement, subject to the consideration of the following factors:

- Any relevant parking precinct plan
- The availability of car parking in the locality
- The availability of public transport in the locality
- The benefits that can be derived by shared parking
- Any parking deficiency or surplus associated with the existing use of the land
- Any credit for the parking demand associated with the previous use of the land
- Local traffic management
- Local amenity, including pedestrian amenity
- An empirical assessment of parking demand
- Any other relevant consideration

The development of a Parking Precinct Plan for the Shepparton CBD aims to develop appropriate parking rates that will replace the rates in the table to Clause 52.06-6 of the Greater Shepparton Planning Scheme.

2.4 The Shepparton Central Business District

The CBD core area is essentially bounded by Nixon Street, Corio Street, Ashenden Street, Wyndham Street and includes the Maude Street Mall between High and Fryers Streets.

The Shepparton CBD area incorporates a range of on and off-street public and private parking, including a substantial portion of fee based on and off street parking. Parking areas are generally well signed and designed. Previous studies and observations reveal that the Shepparton CBD has a sufficient overall supply of parking, however the areas of parking supply do not conveniently meet peak demands in the prime areas of the CBD (eg. area bounded by High Street, Corio Street, Ashenden Street, and Wyndham Street) and the current management of specific parking areas (through a combination of fees and or time limit restrictions) creates some undesirable parking impacts (eg. all day parking in residential precincts, underutilization of fringe car parks, etc).

3. Review of Existing Parking Facilities

3.1 Inventory Process

A brief review of the existing parking situation in the CBD area was undertaken to provide background information to aid in the determination of appropriate parking rates for use in the Parking Precinct Plan.

The inventory of the existing Shepparton CBD parking supply was obtained via data provided by the PPK Consultants as part of the 'Shepparton CBD Parking Study' (1998) and sample field observations by Ratio Consultants.

Ratio Consultants also conducted a detailed review of the on and off-street parking supply for a strategic section of the study area bounded by High Street, Welsford Street, Sobraon Street and Corio Street. This area contains a range of retail uses, including the K Mart and Coles complex, and was considered of particular interest in terms of parking supply and demand.

Figure 3.1 shows the identified private and public off-street parking locations in the context of the survey area.

3.2 On-Street Parking Supply

Kerbside parallel parking is available along both sides of most streets in the Shepparton CBD. In addition centre-of-the-road side by side parallel parking is a feature of many of the wide streets in the Shepparton CBD.

The existing on-street parking controls / supply for the detailed survey area are shown in Table 3.1 (and tabulated in more detail in Appendix A).

Table 3.1
On-Street Parking Supply in Detailed Survey Area

Sub-Area	Number of Spaces
A	186
B	234
C	219
D	219
Total	858

According to the PPK parking inventory there was an overall on-street parking supply of 2,276 spaces within the CBD Study Area.

3.3 Off-Street Parking Supply

Three primary types of off-street parking areas were identified in the inventory process:

- **Public Parking:** Generally large car parks operated by Council with time restrictions in operation
- **Private Parking:** Typically smaller parking areas adjacent to businesses for the use of staff and customers
- **Vacant Block Parking:** Disused portions of land being used as a de-facto parking area, predominantly for long term staff parking.

An inventory of all off-street parking in the detailed survey area was undertaken to identify the number of available spaces in each of the above three categories of parking.

The locations and types of parking area are shown in Figure 3.1. With the number of parking spaces identified summarized in Table 3.2 (more detail is available in Appendix A).

Table 3.2
Off-Street Parking Supply

Sub-Area	Number of Spaces
A	323
B	220
C	455
D	301
Total	1,299

In the detailed survey area, a total of 1,299 spaces were identified. Of these 623 were private spaces, 527 were public spaces and 151 were on vacant land.

3.4 Total Parking Supply

With 1,299 off-street and 858 on-street spaces, the detailed survey area has a total parking supply of 2,157 spaces.



- PUBLIC CARPARK
- PRIVATE PARKING
- VACANT BLOCK
- SURVEY ZONE



Not to Scale



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Figure: 3.1
**DETAILED PARKING SURVEY -
 SURVEY ZONES & OFF STREET PARKING ZONES**

4. Demand for Parking

4.1 Outline of Survey Process

All on-street parking and public and private off-street parking areas within the detailed survey area were surveyed on Friday 20th September 2002 from 12:00 noon to 5:00pm.

Fridays typically exhibit the highest levels of parking throughout the week in commercial areas such as the Shepparton CBD, and September is a month which exhibits 'average' annual conditions. The survey results are therefore considered to reflect typical weekly peak conditions.

4.2 Overview of Survey Results

The peak parking demand for the study area was recorded at 2:00pm on the Friday, at which time 1,520 of the 2,376 parking spaces surveyed were observed to be occupied. This represents a **peak occupancy rate of 64%**.

These results demonstrate that the overall study area has an adequate supply of parking spaces, however it is appropriate to investigate the results in individual precincts to determine if parking supply in specific precincts is under more localized pressures.

A brief overview of the peak occupancies observed in each of the precincts is outlined below. Table 4.1 shows the occupancies observed in each precinct, for both on and off-street parking.

Refer to Figure 3.1 for a plan showing the location of each of the surveyed precincts.

Precinct A

- On-street parking reached a peak occupancy of 86% of capacity at 2:00pm on the Friday.
- Off-street parking reached a peak occupancy of 53% at 3:00pm.

Currently parking in Precinct A is at relatively high levels of occupancy, particularly the on-street spaces.

Precinct B

- On-street parking reached a peak occupancy of 88% of capacity at 2:00pm on the Friday.
- Off-street parking reached a peak occupancy of 74% at 2:00pm.

Parking demand in Precinct B is at high levels of occupancy for both on and off-street spaces.

**Table 4.1
Parking Demand Matrix**

Precinct	Location	Occupancy						Capacity	Peak Occupancy
		12:00 noon	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm		
A	On Street	79.8%	85.8%	86.3%	64.5%	64.5%	59.0%	183	86%
	Off Street	43.7%	38.1%	43.3%	53.3%	48.0%	49.5%	323	53%
B	On Street	77.4%	83.8%	88.5%	60.7%	61.5%	68.4%	234	88%
	Off Street	57.7%	65.5%	73.6%	59.1%	46.8%	43.2%	220	74%
C	On Street	49.8%	50.7%	48.9%	49.3%	51.6%	46.1%	219	52%
	Off Street	50.5%	61.8%	56.7%	48.1%	45.9%	41.1%	455	62%
D	On Street	55.7%	60.3%	57.1%	41.1%	39.7%	50.2%	219	60%
	Off Street	90.4%	93.0%	97.3%	77.1%	96.3%	87.4%	301	97%
E	On Street								
	Off Street	30.2%	32.4%	31.5%	31.1%	29.7%	23.0%	222	32%

0% to 49.9% Occupancy (LOW)

75% to 84.9% Occupancy (VERY HIGH)

50% to 59.9% Occupancy (MODERATE)

85% to 100% Occupancy (EXTREMELY HIGH)

60% to 74.9% Occupancy (HIGH)

Precinct C

- On-street parking reached a peak occupancy of 52% of capacity at 4:00pm on the Friday.
- Off-street parking reached a peak occupancy of 62% at 1:00pm.

Parking in Precinct C is only at moderate levels of occupancy, with the greatest demand in the off-street car parks.

Precinct D

- On-street parking reached a peak occupancy of 60% of capacity at 1:00pm on the Friday.
- Off-street parking reached a peak occupancy of 97% at 2:00pm.

Off-street parking in Precinct D is at high levels of occupancy, with lower demand for on-street parking.

4.3 Observation Survey of Remaining Study Area

A spot survey of the estimated parking demand for the on-street parking in the section of the study area to the north of High Street was undertaken at 2:30pm on Friday 20th September 2002.

Figure 4.1 shows the results of this spot survey, together with a summary of parking demand at 2:30pm within the detailed study area.



- 0 to 24.9% OCCUPANCY
- 25% to 49.9% OCCUPANCY (Low)
- 50% to 59.9% OCCUPANCY (Moderate)
- 60% to 74.9% OCCUPANCY (High)
- 75% to 84.9% OCCUPANCY (Very High)
- 85% to 100% OCCUPANCY (Extremely High)


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Figure 4.1
**ESTIMATED OCCUPANCIES AT
 2:30pm FRIDAY**

5. Trader/Business Assessment of Parking Conditions

5.1 Outline of Survey Process

Following consultation between representatives of the Council and the Shepparton Traders Association, a questionnaire was compiled for distribution to traders and businesses within the Study Area during July 2002.

The distribution and collection of the questionnaire surveys was undertaken by the Shepparton Traders Association.

Individual traders and businesses, representing a cross-section of the uses in the Shepparton CBD area, were selected as appropriate for inclusion in the survey by Council Officers. A total of 27 traders and businesses were surveyed.

The questionnaires sought details of the following:

- maximum number of staff on the site;
- the number of staff that drive to the site;
- the number of off-street parking spaces on the site;
- the availability of these off-street spaces for visitors;
- the locations where employees generally park;
- the locations where visitors / customers generally park;
- whether they were satisfied with the parking on and near the site;
- whether they are satisfied with time limits of on-street and off-street parking;
- whether they are satisfied with current fees for on-street and off-street parking;
- the current retail floor area of the premises;
- any additional comments regarding parking within the Shepparton CBD.

Refer to Appendix C for a copy of the questionnaire survey and the detailed results.

5.2 Results of Questionnaire Surveys

From the 27 businesses surveyed, a total of 21 surveys were completed.

The results of the questionnaire survey are summarized in the Table 5.1:

Table 5.1
Questionnaire Results Summary

Question	Yes	No	No Response
Are you satisfied with the parking available on/near your property?	43%	57%	0%
Are you satisfied with the parking time limits for on-street parking?	52%	48%	0%
Are you satisfied with the parking time limits for off-street parking?	48%	48%	4%
Are you satisfied with the current fees for on-street parking?	61%	39%	0%
Are you satisfied with the current fees for off-street parking?	52%	35%	13%

The questionnaire results suggest the following:

- Traders have mixed views in relation to the current level of parking provided in the study area, with 43% of respondents satisfied with the level of parking currently provided.
- Mixed views were also received in relation to the current time limits for parking in both the on and off-street car parks, with 52% of traders satisfied with on-street time limits, and 48% satisfied with the off-street time-limits.
- The overall response in relation to the existing fees for on and off-street car parking was also mixed, with 61% of respondents satisfied with on-street fees, and 52% satisfied with off-street fees.

Traders were also given the opportunity to provide specific comments and these are summarized below. It should be noted that these are issues raised by at least one respondent, but they may not necessarily meet the views of the wider trader community:

- Several traders commented that insufficient parking is currently provided in the CBD
- Several respondents requested that more unrestricted parking be provided for staff parking.
- There was a suggestion that parking fees be waived on the quieter days of the week to encourage shoppers to shop during these times and spread the load across the week to reduce pressure at peak times;
- The standard of lighting and safety and security associated with the off-street car parks for staff during winter evenings was raised as a concern.

6. Assessment of Existing Parking Situation

6.1 Context

The analysis of the PPK parking supply and demand surveys, review of parking supply and demand within the detailed survey area, observations of parking demand and characteristics throughout the CBD, discussions with key Council officers, and the feedback from the traders and businesses, provides a good understanding of parking conditions in the Shepparton CBD.

Whilst the main focus of this Parking Precinct Plan was to provide a framework for the provision of parking for future developments in the CBD, a number of recommendations were made in relation to existing parking issues in the CBD. The following suggestions are made for improvements to the parking supply and management within the Shepparton CBD.

6.2 Overall Parking Provision

Overall, on the basis of previous studies and observations, the Shepparton CBD appears to have a relatively good overall level of parking supply.

The main concern is the physical distribution of parking within each of the precincts within the Shepparton CBD and the mix of short and long term parking for each precinct.

6.3 Parking Fees

On and off-street public parking within the Shepparton CBD has been subjected to parking meter fees for many years. Council typically charges on-street parking at a rate of 1 cent per minute (eg. 10 cents for 10 minutes, \$1.20 for two hours, etc). No fees are charged on weekends.

Council has been in the process of changing existing on-street single bay to multi-bay meters.

6.4 Management of On-Street Parking

6.4.1 Review of Existing Conditions

The current time limits for on-street parking in the Shepparton CBD are generally appropriate, with shorter time limits applying in the core retail area bounded by High Street, Corio Street, Ashenden Street, and Wyndham Street, thus encouraging high turnover and good accessibility for convenience shoppers and

other visitors.

The introduction of additional 15 Minute Parking spaces near high activity businesses (eg. Bank ATM's, newsagents, video stores, etc) would be desirable. It is also desirable to remove parking meters from existing and future 15 Minute Parking spaces to improve the convenience of these spaces for short term parking.

The presence of time limit restrictions and/or parking fees within most of the on and off-street parking locations encourages traders and commercial staff to park in remote locations on the fringe of the CBD, including residential street (eg. residential streets to the north of Nixon Street) whilst more suitable on and off-street locations for all day parking (eg. car park on corner of Nixon Street and Maude Street, and sections of Nixon Street) experience low parking demands.

The need for the retention of parking meters in remote on-street locations (as part of the current replacement of parking meters with new multi-bay ticket machines) and the time limits and fees in remote off-street car parks, should be reviewed to encourage greater all day parking use.

It would also be desirable to introduce centre of the road parallel parking along the section of Marungi Street between Nixon Street and Knight Street to create additional parking for staff and visitors to the nearby Library and Arts Centre precinct. This action would allow the expansion of Two Hour parking limits along the adjacent section of Welsford Street to better cater for the short term customer needs of abutting land-uses.

6.4.2 Compliance and Enforcement

Feedback from the traders and businesses indicate that there are no major concerns with the current frequency and operation of parking enforcement.

Notwithstanding this, Council should ensure that time limits within the Shepparton CBD continue to be enforced are on a regular basis.

6.4.3 Signage

Council should aim to progressively rationalise the starting and finishing times of all parking restrictions within the CBD. It is recommended that the parking time limits should generally apply from '8:00am to 6:00pm Monday to Saturday' within the commercial precinct and from '8:00am to 6:00pm Monday to Friday' in residential areas.

The Shepparton CBD has excellent Parking Destination signs that clearly detail the location and type and number of off-street parking spaces.

6.4.4 Provision for Special Users

Disabled parking should be provided at one to two percent of the parking supply¹.

¹ Australian Standard AS 2890.1 Parking Facilities, Part 1: Off-street Car Parking

Parking for disabled people is best provided by angle parking within conveniently located off-street car parks, with the parking bays wider than standard parking bays, to allow for wheelchair access to either side of the vehicle.

Council should review the current provision and location of disabled parking spaces within the CBD and aim for a minimum provision of about 30 spaces.

Council has installed a number of 'long parking bays' at strategic gateway locations within the CBD to cater for the needs of caravan and boat owners on transit to holiday destinations. The proximity of these locations should be appropriately delineated and marketed to prospective users.

6.5 Management of Off-Street Parking

6.5.1 Review of Existing Conditions

The current time limits in the off-street car parks (mix of One Hour, Two Hours, Three Hours, Five Hours and Unrestricted) are generally appropriate.

The Five Hour limit allows staff and long stay visitors to park in the prime off-street car parks. However, the need for Five Hour limits to be maintained in the off-street car parks to the north of Fryers Street, as well as the current fees in these more remote car parks, should be reviewed with the aim of capturing an increased level of all-day parking in these car parks to reduce pressure on nearby unrestricted on-street parking (eg. Orr Street and Corio Street to the north of Nixon Street).

The feasibility of replacing the Three Hour time limits within the car parks serving K Mart and Coles with Two Hour limits should be reviewed to reduce the level of staff parking in these car parks, to encourage a relocation of staff parking to the east of Corio Street, with a corresponding increase in the time limit in the off-street car park from Three Hours to Five Hours (car park linking Vaughan and Corio Streets).

6.5.2 Standard of Construction and Lighting

Most of the off-street car parks are in good condition, with sealed and linemarked surfaces. Council should aim to seal and linemark all public car parks to improve the efficiency and operation of car parks and to minimize any dust and adverse visual impacts.

A number of respondents raised concerns about the poor standard (or lack of) lighting within some of the car parks, which creates safety and security concerns and reduces the potential demand of the car parks.

Council should investigate the desirability of sealing and linemarking all public off-street car parks and review the standard of lighting in all car parks.

6.5.3 Design for Future Off-Street Car Parks

The location and design of off-street car parks is critical to ensure that they are efficiently and effectively used. Of prime importance is the selection of appropriate sites, with safe and convenient vehicular access and good pedestrian access to shops and other businesses.

Other essential design components include:

- clear and logical directional and parking restriction signs;
- convenient and accessible parking bays and aisles;
- appropriate landscaping with shade trees and good visibility; and
- provision of adequate lighting both within the car park and along adjoining pedestrian walkways to provide safety and security for patrons during the evening.

Overall, future off-street car parks should be designed to meet the minimum standards outlined in the Standards Australia publication 'Parking Facilities Part 1: Off-Street Car Parking (AS2890.1 – 1993)'.

In general the development of future off-street car parks within the existing commercial precinct of the Shepparton CBD should aim to consolidate and enhance the operation of the existing off-street car parks, including the creation of additional multi-deck car parks in prime retail areas.

Within existing commercial precincts off-street parking improvements can be often be achieved by widening narrow access lanes, consolidating existing car parks with adjoining parcels of land (if available), providing pedestrian access directly into the rear of businesses, converting the remnant areas of rear yards of businesses into 90° angle parking bays, upgrading lighting and improving signage.

Redevelopment of existing sites also provides the opportunity to create mixed use developments, which can incorporate a range of facilities including basement parking, commercial, retail and residential development. If an existing surface car park is redeveloped into a mixed use development it should reinstate the existing level of parking supply as well as accommodating the expected parking demands of the new development.

6.5.4 Future Car Park Funding

Funding for the provision of future parking improvements within the Shepparton CBD can be derived from the following sources:

- Businesses (new and existing)
- Council
- Revenue from parking fines and parking fees

New businesses that are required to provide parking should be encouraged to contribute to the funding of consolidated parking areas that can be used by the

public. To achieve this goal Council should consider a reduced parking provision for developments that contribute to the creation of shared public parking areas.

7. Future Parking Policy

7.1 Policy Direction

The development of a Parking Policy for the Shepparton CBD should aim to:

- Assist in encouraging appropriate commercial development/redevelopment within the centre using realistic parking rates;
- Maximise the supply and usage of parking by time of day for customers and employees of the centre, and capitalise on shared parking opportunities; and
- Limit the requirements to provide car parking for new development and redevelopment, whilst minimising any adverse parking and equity consequences of new developments.

7.2 Strategy Development

The premises which underlie the development of a parking strategy for the Shepparton CBD are:

Parking Provision

- revise the parking requirements for uses within the Shepparton CBD, but with most uses having equal requirements;
- parking 'credits' to be allowed against existing floor areas based on use;
- provide equity between existing uses and new uses with respect to the use of on-street and public off-street parking;
- provide a framework for dealing with development contributions;
- promote 'shared' or publicly available parking in preference to single user parking;

Parking Management

- maximise the provision of on-street parking in commercial areas;
- preference be given to customer parking; and
- trader and employee parking should generally be provided remote from the prime retail precinct, but not within sensitive (eg. residential) areas.

In developing the strategy, emphasis has been given to optimising the existing on and off-street parking infrastructure. A combination of Cash-in-Lieu and Special Rate schemes should be used to fund future off-street car parks.

7.3 Parking Requirements for Developments

Many change of use or redevelopment applications in the Shepparton CBD involve the retention of existing buildings with no increase in floor area. Typically, any parking requirement cannot be provided on-site, which often leads to a number of unsatisfactory outcomes, namely:

- the parking requirement being totally waived;
- the provision of off-site parking at a separate location, often remote from the site and not available for sharing with other uses;
- the collection of cash-in-lieu payments for non-identified parking spaces;
- the application going through lengthy planning processes, including the possibility of a hearing at the Victorian Civil and Administrative Tribunal (VCAT).

For the Shepparton CBD, which has a good overall supply of on and off-street parking, there is likely to be merit in pursuing a policy that, for most uses, does not have a parking requirement for the change of use or redevelopment of existing floor area within the core retail area. A policy that allows redevelopment of existing floor area within the CBD for most, if not all, uses with no parking requirement would encourage redevelopment within the CBD and avoid lengthy planning processes, and is unlikely to create significant parking impacts.

Although there is likely to be some variability in the parking generation of individual uses in the CBD, particularly by time of day, the overall parking demand will not change significantly, allowing change of use developments to be allowed with no parking requirement. There may be, however, some uses which could have an adverse parking impact (eg. the proliferation of cafes/restaurants within a defined area) and these may need to be further considered.

In addition, some uses such as new supermarkets and discount department stores should meet their full parking requirement on or directly adjacent to their site. For 'redevelopment' proposals in the Shepparton CBD (i.e. where existing buildings are demolished and new buildings are constructed on the subject site and the floorspace of the previous building is increased by more than 20 percent), sufficient parking is required to satisfy the full parking demand for the additional floor space.

7.4 Future Car Park Funding

Many Councils have traditionally required applicants to provide 'Cash-in-Lieu' payments in cases where the required car parking provision has not or cannot be provided on-site. In the past 'Cash-in-Lieu' payments have been collected by Council for parking improvements in the Shepparton CBD.

The rate for 'Cash-in-Lieu' payments should be determined so that it accurately reflects market rates for land acquisition and car park construction costs.

The Council has recently undertaken the development of a new car park in Rowe Street. This provides a good basis for the determination of a cash-in-lieu payment, which reflects the actual construction costs of car parks. However once an amount is established, it will need to be adjusted annually to provide for inflation. It will also be necessary for the Council to undertake a regular review of car park construction costs, particularly given the fluctuations in the cost of acquiring land on which to provide car parks.

The proposed 'Cash-in-Lieu' amount is \$4,500 per car space. This amount reflects the actual construction cost of the recently completed Rowe Street car park. However, it does not include the cost of land acquisition. As a result, the Council should undertake a review of car parking costs once the Parking Precinct Plan has been included in the Planning Scheme.

The cash-in-lieu amount does not represent a full costs recovery by the Council in recognition of:

- The Council's desire to ensure that it does not discourage investment and economic activity in the CBD.
- The 'external benefits' that are generated by parking. These benefits relate to the increased vitality of the CBD and the higher level of service offered to the community.

In situations where a new use or any other situation triggering a parking requirement requires a planning permit, the requirement to pay a cash in lieu contribution will be specified in a condition on the planning permit.

The condition must provide either:

- Before the use or development begins, a cash-in-lieu contribution of \$4,500 (plus GST) per space, must be paid to the responsible authority in respect of each car parking space or part thereof required under this Permit but which is not provided on the land. (This amount is to be increased annually in accordance with the *Construction Industries Producer Price Index-General Construction Industry*, on 1st July)

or

- Before the use or development begins, the owner of the land must enter into an agreement under Section 173 of the *Planning and Environment Act 1987* in which the owner agrees to pay to the responsible authority, a cash-in-lieu contribution of \$4,500 (plus GST) per space, in respect of each car parking space or part thereof required under this Permit but which is not provided on the land. (This amount is to be increased annually in accordance with the *Construction Industries Producer Price Index-General Construction Industry*, on 1st July)

The agreement may provide for the payment of the cash-in-lieu contribution in instalments plus an interest component equivalent to the interest payable on unpaid rates and charges under the *Local Government Act 1989* and it must provide that all instalments and accrued interest are paid within 5 years of the first instalment.

8. Parking Provision for Changes of Use, Redevelopment, and Extensions

8.1 Change of Use Proposals

As discussed in Section 7, for most 'change of use' applications in the Shepparton CBD, no additional parking will be required. This policy is established in the context that for most 'change of use' applications it is not possible to provide any parking requirement on-site. It also acknowledges that the Shepparton CBD has a good supply of short term on and off-street parking, and that the total parking generation of the CBD would be expected to remain relatively constant if there is no change in the total floor area.

However, some types of uses, such as new supermarkets or discount department stores, should meet their full parking requirement on or directly adjacent to their site. Also, there may be some uses which could have an adverse parking impact (eg. the proliferation of cafes/restaurants within a specific precinct) and the parking rates for these situations may need to be further considered.

8.2 Redevelopment Proposals

For 'redevelopment' proposals (i.e. where existing buildings are demolished, new buildings are constructed, and the floorspace increases by more than 20 percent) sufficient parking is required to satisfy the full parking demand for the creation of any additional floor space.

The new Schedule to Clause 52.06-2 shown in Section 10 indicates the proposed parking rates for uses in the Shepparton CBD. This means that, for most uses, the parking requirement for redevelopment of existing floor area will be equivalent to the parking credit for the site, resulting in no parking requirement.

8.3 Extension Proposals

Council may seek to encourage the consolidation of existing commercial businesses by allowing lower parking provision rates for extensions to existing buildings. Extensions will typically involve building out into the rear yard of existing commercial premises to provide additional floor space and/or a rear shop front.

In such extension situations Council could allow lower rate of parking provision for the extended/extra floor area (eg. 50% of the standard rate, as per Table 1 of Section 10). No concessions should be provided for café, restaurant, take-away

food premises, hotel, tavern, or licensed club uses.

Since extensions occupy parts of a site that were not previously in active use, there can be no credit for the previous use. Any loss of existing on-site parking to extend existing sites should desirably seek to be replaced off-site within convenient and suitable locations.

Council may desire certain changes of use to office, shop and residential use, or extensions involving shop-top or rear extensions (with direct pedestrian access) to existing buildings, and permit the extensions without requiring additional parking.

8.4 Credit for Previous Use

Where an existing building is redeveloped, a 'parking credit' should be permitted for the previous use of the site. The amount of the credit is equal to the number of parking spaces by which the parking for the previous use was deficient (if any) and is calculated using the relevant redevelopment/extension parking provision rate. For example, if the previous use of a site was a shop with a floor space of 200 square metres GLFA, with a 'parking requirement' of 3.0 spaces per 100 square metres (which equates to a total of 6 spaces), but only one space was provided on-site, the deficiency would be 5 spaces. Any refurbishment would therefore have a 'credit' of 5 spaces, which would be counted as part of its required provision.

8.5 Discounts for Mixed Land Use Efficiencies

Some commercial redevelopment proposals contain a number of different use components, which allow usage efficiencies for car parking and hence lower levels of aggregate parking provision; for example, where a redevelopment contains an office component which generates parking only during business hours on weekdays, and a restaurant component which generates parking mainly at night and on weekends.

In such a situation, it may be feasible for the two component uses to share a common parking area, rather than to have two separate parking areas which would be used at different times of the day or different days of the week, and vacant at other times.

The onus is on the redevelopment applicant to demonstrate mixed land use efficiencies.

8.6 Off-Site Parking Provision

When it is not feasible for a developer to provide the required car parking on the subject land, the developer must contribute to the funding of off-site parking within conveniently located and appropriately designed off-street car parks, providing the following conditions can be met:

- the off-site parking area should be no further than a 100 metre walk of the subject site;
- convenient, safe and secure pedestrian access must exist between the subject site and the off-site parking area.

9. Parking Implementation Plan

The Parking Precinct Plan will have both short-term and long-term effects:

- improved management of existing on-street and off-street parking facilities could have almost immediate effects; and,
- the application of the new parking provision rates in Table 1 will have longer-term effects of promoting a good land use mix in the Shepparton CBD.

A fully co-ordinated approach, covering all Council's parking initiatives, will ensure the quickest and most effective implementation of the Shepparton CBD Parking Precinct Plan.

10. Planning Scheme Amendment

In order to implement the Parking Precinct Plan, an amendment to the Greater Shepparton Planning Scheme will be required. The amendment will:

- Insert a new Schedule to Clause 52.06 to introduce the parking precinct plan for the Shepparton Central Business District.
- Include the *Shepparton Central Business District Parking Precinct Plan* as an Incorporated Document in the planning scheme.

The proposed new parking rates are encompassed in the proposed Schedule to Clause 52.06-6 shown below.

PROPOSED SCHEDULE TO CLAUSE 52.06-6

Name of Incorporated Parking Precinct Plan	Requirement		
Shepparton Central Business District Parking Precinct Plan, April 2003	<p><i>1.0 Car Parking Rates</i></p> <p>The Parking Precinct Plan affects land bounded by Knight Street to the north, the Goulburn Valley railway line to the south-east, and Wyndham Street (Goulburn Valley Highway), Welsford Street, and Marungi Street to the west.</p> <p>Car parking within the area to which the Shepparton Central Business District Parking Precinct Plan applies shall be provided in accordance with the general provisions of Clause 52.06-2, other than for the uses and rates set out in the following table.</p>		
	<table border="1"> <thead> <tr> <th data-bbox="359 817 778 907">Land Use</th> <th data-bbox="778 817 1340 907">Car Space measure</th> </tr> </thead> </table>	Land Use	Car Space measure
	Land Use	Car Space measure	
	Child Care Centre	1.0 car space per staff member plus 1.0 Car space per 10 children plus a drive-through drop-off bay for at least 3 vehicles	
	Department Store	4.5 Car spaces to each 100 m ² of leasable floor area	
	Food and Drink Premises (Including Restaurant, Convenience Restaurant, Take Away Food Premises)	3.0 Car spaces to each 100 m ² of leasable floor area	
	Hotel and Tavern	5 Car spaces to each 100 m ² of bar floor area available to the public, plus 5 Car spaces to each 100 m ² lounge floor area available to the public	
	Industry	2.0 Car spaces to each 100 m ² of leasable floor area	
	Medical Centre	5.0 Car spaces to each practitioner	
	Nightclub	5.0 Car spaces to each 100 m ² of bar floor area available to the public	
	Office (including Bank, Video Store, Betting Agency and Postal Agency)	3.0 Car spaces to each 100 m ² of leasable floor area	
	Place of Assembly (other than Nightclub)	3.0 Car spaces to each 100 m ² of leasable floor area	
	Restricted Retail	2.5 Car spaces to each 100 m ² of leasable floor area	
	Shop (not including a Convenience Shop, Supermarket or Restricted Retail)	3.0 Car spaces to each 100 m ² of leasable floor area	
	Student Accommodation	0.6 car spaces per bed	
Supermarket	5.5 Car spaces to each 100m ² of leasable floor area		

	<p>Exceptions:</p> <ul style="list-style-type: none"> ▪ A ‘Change of Use’ or ‘Redevelopment’ of an existing building where: <ul style="list-style-type: none"> ▪ there is no increase in floor area, and ▪ the new use has the same car parking requirement as the previous use (in accordance with this Table), will not attract a car parking requirement (e.g. Office to Restaurant). ▪ A ‘Change of Use’ or ‘Redevelopment’ of an existing building where the parking rate of the previous use is less than the new use (e.g. Office to Supermarket) will have a ‘parking credit’ applied. The amount of the credit is equal to the number of parking spaces attributable to the previous use in accordance with this Table. If the parking requirement and ‘parking credit’ are equal, the proposal will not attract any further car parking. ▪ Subject to the above, redevelopment involving an increase in floorspace attracts a car parking requirement on the extended area only.
	<p>2.0 Off-Site Parking Provision</p>
	<p>The Responsible Authority will consider a payment-in-lieu for car parking spaces which cannot be provided on site. The payment-in-lieu contribution is \$4,500 per space. (This amount is to be increased annually [on 1st July], in accordance with the <i>Construction Industries Producer Price Index-General Construction Industry</i>, after the date Amendment C37 comes into operation).</p>
	<p>3.0 Other Requirements</p>
	<p>A permit may granted to reduce or waive the number of car spaces required by this Table, in accordance with the provisions of Clause 52.01.</p>

APPENDIX A

On and Off-Street Parking Supply and Restrictions

**Table A.1
On-Street Parking Supply**

Precinct	Location	Taxi / Loading Zone	Bus Zone	Disabled Zone	Permit	No Standing (Auth Veh Excepted)	5min	1/4P	1/2P	1P	2P	3P	No Restrictions	Total
A	High Street													
	- south side between Welsford St & Wyndham St	0	0	0	0	0	0	2	0	0	7	0	0	9
	- south side between Maude St & Wyndham St	0	0	0	0	0	0	0	0	9	0	0	0	9
	Maude Street													
	- west side between High St & Vaughan St	6	0	0	0	0	0	6	0	8	10	0	0	30
	Vaughan Street													
	- north side between Maude St & Wyndham St	0	0	0	0	0	0	0	0	8	0	0	0	8
	- centre between Maude St & Wyndham St	0	0	0	0	0	0	0	0	20	0	0	0	20
	- north side between Welsford St & Wyndham St	0	0	0	0	0	0	0	0	0	0	0	0	7
	- centre between Welsford St & Wyndham St	0	0	0	0	0	0	0	0	0	0	0	20	20
	Welsford Street													
	- east side between High St & Vaughan St	0	0	1	0	0	0	2	0	0	13	5	0	21
	- west side between High St & Vaughan St	0	0	0	0	0	0	1	0	0	17	0	0	18
	Wyndham Street													
- east side between High St & Vaughan St	1	0	0	0	0	0	0	0	0	22	0	0	23	
- west side between High St & Vaughan St	0	0	0	0	0	0	0	0	0	18	0	0	18	
		7	0	1	0	0	0	11	0	45	87	5	27	183
B	High Street													
	- south side between Corio St & Maude St	1	0	0	0	0	0	1	1	16	0	0	0	19
	Corio Street													
	- west side between High St & Vaughan St	0	0	4	0	0	0	0	0	0	13	0	0	17
	- centre between High St & Vaughan St	0	0	0	0	0	0	0	0	0	33	0	0	33
	Vaughan Street													
	- north side between Corio St & Maude St	0	0	3	0	2	0	1	0	33	0	0	0	39
	- centre between Corio St & Maude St	0	0	0	0	0	0	0	0	72	0	0	0	72
	Maude Street													
	- east side between High St & Vaughan St	0	4	0	0	0	0	7	0	15	3	0	0	29
Rowe Street														
- north side between Corio St & Maude St	0	0	0	0	0	0	2	0	0	3	0	0	5	
- south side between Corio St & Maude St	0	0	0	0	0	0	0	0	0	20	0	0	20	

		1	4	7	0	2	0	11	1	136	72	0	0	234
C	Vaughan Street													
	- south side between Welsford St & Wyndham St	0	0	0	0	0	0	0	0	0	0	0	9	9
	- centre between Welsford St & Wyndham St	0	0	0	0	0	0	0	0	0	0	0	20	20
	- south side between Maude St & Wyndham St	0	0	0	0	0	0	0	0	9	0	0	0	9
	- centre between Maude St & Wyndham St	0	0	0	0	0	0	0	0	20	0	0	0	20
	Maude Street													
	- west side between Sobraon St & Vaughan St	0	0	2	0	0	0	0	0	0	17	0	0	19
	- centre between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	38	0	0	38
	Sobraon Street													
	- north side between Maude St & Wyndham St	0	0	0	0	0	0	0	0	0	11	0	0	11
	- north side between Welsford St & Wyndham St	0	0	0	0	0	0	0	0	0	0	0	7	7
	- north side between Corio St & Maude St	0	0	0	0	0	0	0	0	0	0	0	17	17
	Welsford Street													
	- east side between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	0	0	18	18
	- west side between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	0	0	26	26
	Wyndham Street													
- east side between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	11	0		11	
- west side between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	0	0	14	14	
		0	0	2	0	0	0	0	0	29	77	0	111	219
D	Vaughan Street													
	- south side between Corio St & Maude St	0	0	0	0	0	0	0	0	6	0	0	0	6
	- centre between Corio St & Maude St	0	0	0	0	0	0	0	0	72	0	0	0	72
	Corio Street													
	- west side between Sobraon St & Vaughan St	2	0	0	0	0	0	3	0	0	11	0	0	16
	- centre between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	0	0	19	19
	Sobraon Street													
	- north side between Corio St & Maude St	0	0	0	0	0	0	0	0	0	0	0	17	17
	Maude Street													
	- east side between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	15	0	0	15
	- centre between Sobraon St & Vaughan St	0	0	0	0	0	0	0	0	0	38	0	0	38
	Ashenden Street													
- north side between Corio St & Maude St	0	0	0	0	0	0	0	0	0	0	0	17	17	
- south side between Corio St & Maude St	0	0	0	0	0	0	0	0	0	0	0	19	19	
		2	0	0	0	0	0	3	0	78	64	0	72	219
		10	4	10	0	2	0	25	1	288	300	5	210	855

APPENDIX B

Parking Demand Results

**Table B1
On-Street Parking Demand**

Precinct	Location							Capacity	Peak Occupancy
		12:00 noon	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM		
A	High Street								
	- south side between Welsford St & Wyndham St	9	9	7	8	2	2	9	100%
	- south side between Maude St & Wyndham St	8	9	9	9	4	8	9	100%
	Maude Street								
	- west side between High St & Vaughan St	30	30	29	11	27	27	30	100%
	Vaughan Street								
	- north side between Maude St & Wyndham St	2	4	5	4	5	4	8	63%
	- centre between Maude St & Wyndham St	7	10	8	8	7	8	20	50%
	- north side between Welsford St & Wyndham St	7	7	7	7	7	7	7	100%
	- centre between Welsford St & Wyndham St	22	21	20	19	20	20	20	110%
	Welsford Street								
	- east side between High St & Vaughan St	18	19	19	14	11	7	21	90%
	- west side between High St & Vaughan St	16	18	18	12	13	6	18	100%
	Wyndham Street								
	- east side between High St & Vaughan St	18	20	21	11	11	9	23	91%
	- west side between High St & Vaughan St	9	10	15	15	11	10	18	83%
	146	157	158	118	118	108	183	86%	
B	High Street								
	- south side between Corio St & Maude St	18	19	18	17	17	18	19	100%
	Corio Street								
	- west side between High St & Vaughan St	9	13	16	11	11	7	17	94%
	- centre between High St & Vaughan St	23	26	30	17	17	12	33	91%
	Vaughan Street								
	- north side between Corio St & Maude St	32	33	35	28	30	28	39	90%
	- centre between Corio St & Maude St	67	66	69	45	35	69	72	96%
	Maude Street								
	- east side between High St & Vaughan St	25	27	28	19	28	23	29	97%
	Rowe Street								
- north side between Corio St & Maude St	3	4	5	1	3	1	5	100%	
- south side between Corio St & Maude St	4	8	6	4	3	2	20	40%	
	181	196	207	142	144	160	234	88%	

C	Vaughan Street								
	- south side between Welsford St & Wyndham St	10	10	10	10	10	10	9	111%
	- centre between Welsford St & Wyndham St	22	21	20	19	20	20	20	110%
	- south side between Maude St & Wyndham St	0	3	2	3	3	4	9	44%
	- centre between Maude St & Wyndham St	7	10	8	8	7	8	20	50%
	Maude Street								
	- west side between Sobraon St & Vaughan St	1	5	2	6	8	3	19	42%
	- centre between Sobraon St & Vaughan St	9	6	10	4	10	7	38	26%
	Sobraon Street								
	- north side between Maude St & Wyndham St	9	5	4	6	7	6	11	82%
	- north side between Welsford St & Wyndham St	5	7	5	7	5	2	7	100%
	- north side between Corio St & Maude St	5	6	8	7	5	3	17	47%
	Welsford Street								
	- east side between Sobraon St & Vaughan St	12	11	12	11	11	12	18	67%
	- west side between Sobraon St & Vaughan St	19	17	17	17	17	17	26	73%
	Wyndham Street								
- east side between Sobraon St & Vaughan St	2	1	1	3	3	1	11	27%	
- west side between Sobraon St & Vaughan St	8	9	8	7	7	8	14	64%	
	109	111	107	108	113	101	219	52%	
D	Vaughan Street								
	- south side between Corio St & Maude St	6	6	6	3	3	4	6	100%
	- centre between Corio St & Maude St	67	66	69	45	35	69	72	96%
	Corio Street								
	- west side between Sobraon St & Vaughan St	1	1	3	2	2	2	16	19%
	- centre between Sobraon St & Vaughan St	1	2	0	1	1	1	19	11%
	Sobraon Street								
	- north side between Corio St & Maude St	3	13	9	6	9	6	17	76%
	Maude Street								
	- east side between Sobraon St & Vaughan St	1	5	7	6	8	3	15	53%
	- centre between Sobraon St & Vaughan St	9	6	10	4	10	7	38	26%
	Ashenden Street								
	- north side between Corio St & Maude St	16	16	11	9	6	9	17	94%
- south side between Corio St & Maude St	18	17	10	14	13	9	19	95%	
	122	132	125	90	87	110	219	60%	

377	400	390	316	318	319	621	64%
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Table B2
Off-Street Parking Demand

Precinct	Location	Occupancy						Capacity	Peak Occupancy
		12:00 noon	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM		
A									
	A1 Private	4	4	4	3	4	5	27	19%
	A2 Private	3	4	4	7	7	7	26	27%
	A3 Private	5	5	5	6	4	4	9	67%
	A4 Private	9	9	8	11	12	12	26	46%
	A5 Private	14	12	12	15	13	13	19	79%
	A6 Private	10	3	13	16	11	11	15	107%
	A7 Private	17	8	18	23	17	18	33	70%
	A8 Private	19	17	18	17	18	18	29	66%
	A9 Private	6	6	6	5	4	4	11	55%
	A10 Private	8	8	8	7	3	3	15	53%
	A11 Private	3	3	3	3	3	2	2	150%
	A12 Private	1	2	2	4	4	6	18	33%
	A13 Private	12	14	9	7	7	7	20	70%
	A14 Private	6	6	6	17	18	20	24	83%
	A15 Private	2	2	2	1	2	3	10	30%
	A16 Private	10	9	10	10	8	7	18	56%
	A17 Private	12	11	12	20	20	20	21	95%
		141	123	140	172	155	160	323	53%
B									
	B1 Public	97	105	111	87	65	61	124	90%
	B2 Private	9	13	13	16	12	12	34	47%
	B3 Private	1	4	5	5	8	6	9	89%
	B4 Private	1	1	2	1	0	1	6	33%
	B5 Private	4	4	7	5	3	4	8	88%
	B6 Private	10	11	17	11	9	7	12	142%
	B7 Private	0	1	1	0	0	1	3	33%
	B8 Private	4	4	5	5	5	3	20	25%
	B9 Private	1	1	1	0	1	0	4	25%
		127	144	162	130	103	95	220	74%
C									
	C1 Private	2	2	2	2	2	2	13	15%
	C2 Private	2	2	2	2	2	2	9	22%
	C3 Private	11	14	11	14	10	11	15	93%
	C4 Private	5	3	4	2	5	3	26	19%
	C5 Vacant Block	12	12	12	11	12	10	22	55%
	C6 Private	13	12	13	13	12	13	20	65%
C7 Vacant Block	24	22	18	21	17	14	90	27%	

	C8	Public	37	51	46	39	38	40	70	73%
	C9	Public	124	163	150	115	111	92	190	86%
			230	281	258	219	209	187	455	62%
D										
	D1	Public	222	231	237	189	239	221	253	94%
	D2	Private	15	16	16	13	13	9	4	400%
	D3	Vacant Block	34	31	38	27	36	31	39	97%
	D4	Private	1	2	2	3	2	2	5	60%
			272	280	293	232	290	263	301	97%
E										
	E1	Public	12	15	16	15	14	12	72	22%
	E2	Public	24	17	16	14	15	13	100	24%
	E3	Public	31	40	38	40	37	26	50	80%
			67	72	70	69	66	51	222	32%

Total	837	900	923	822	823	756	1521	
Occupancy	55%	59%	61%	54%	54%	50%		61%

**Table B3
Combined Parking Demand**

Precinct	Location							Capacity	Peak Occupancy
		12:00 noon	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM		
A	On Street	146	157	158	118	118	108	183	86%
	Off Street	141	123	140	172	155	160	323	53%
	Total	287	280	298	290	273	268	506	59%
B	On Street	181	196	207	142	144	160	234	88%
	Off Street	127	144	162	130	103	95	220	74%
	Total	308	340	369	272	247	255	454	81%
C	On Street	109	111	107	108	113	101	219	52%
	Off Street	230	281	258	219	209	187	455	62%
	Total	339	392	365	327	322	288	674	58%
D	On Street	122	132	125	90	87	110	219	60%
	Off Street	272	280	293	232	290	263	301	97%
	Total	394	412	418	322	377	373	520	80%
E	On Street	67	72	70	69	66	51	222	32%
	Off Street	67	72	70	69	66	51	222	32%
	Total	67	72	70	69	66	51	222	32%
		1395	1496	1520	1280	1285	1235	2376	64%

APPENDIX C

Trader and Business Questionnaire Surveys

**Table C1
Trader Questionnaire Results**

No.	Business Name?	Address?	Q1 Maximum No. of employees?	Q2 No. of employees who drive?	Q3 No. of off-street spaces provided?	Q4 No. of off-street spaces available to public?	Q5 Where Do Other Employees Park? Are They Satisfied?		Q6 Where Do Visitors / Customers Park?	Q7 Are you satisfied with parking available on/ near your property?	Q8 Are you satisfied with parking time limits for on-street?	Q9 Are you satisfied with parking time limits for off-street?	Q10 Are you satisfied with current fees for on-street parking?	Q11 Are you satisfied with current fees for off-street parking?	Q12 What is the current retail floor space of your premises?	Q13 General Comments
1	Franks Footwear	296 Wyndham Street	5	4	0	0	Marungi Street	No	2 or 3 hour zones	No	No	No	No	No	NR	Extend on and off-street parking limits to at least 2 hours, on-street fees should be 50c per hour.
2	Flight Centre	290 Wyndham Street	4	3	0	N/A	Princess Park	No	metered parking	Yes	No	Yes	No	No	NR	Customer relations is bad, they are on a power trip
3	Hotel Australia	73 Fryers Street	22	18	10	0	Right-on the Street	NR	On Street	No	Yes	Yes	Yes	NR	1500m2	NR
4	Bendigo Bank	Shop 1 Centrefair Plaza	14	14	0	0	over 3 blocks away	No	On Street	No	No	No	No	No	3X3 shops	Nice to have longer limits on meters
5	Bank of Melbourne	320-322 Wyndham Street	33	33	10	6	Behind Council Building or Welsford St	No	6 spaces alloc. Or meters	Yes	Yes	No	Yes	Yes	NR	NR
6	Marshall Batteries	34 North Street	3	2	0	0	Railway yards	Yes	drive-thru area & r/way yards	Yes	No	Yes	Yes	Yes	NR	Parking fees cheap in comparison to Melb/Syd.
7	Maudes on the Mall	202 Maude Street	10	10	1	0	North end of Maude Street	No	All areas of CBD	No	No	No	No	No	155m2	Charge \$1 for four hours if fees are to be charged. Fees for customers is a disincentive.
8	Strathfield	190 High Street	10	10	2	0	where they arent allowed	No	Out the front	No	Yes	Yes	Yes	Yes	350m2	Turn the railway land to carpark for workers in the area
9	Nixon Street Medical Ctr	Nixon Street	14	14	14	2	Princess Park	Yes	On the road or Princess Pk	Yes	Yes	Yes	Yes	Yes	NR	More parking around The Aussie & Target area
10	Jesse's	195 Maude Street Mall	8	6	0	0	Orr Street	NR	Multideck & beside Cinema	Yes	No	Yes	Yes	Yes	50m2	NR
11	Goulburn Valley Hotel	233 High Street	50	25	105	105	On Street	No	Car park & road way	No	No	No	Yes	Yes	1500m2	Council must address the needs of TAFE carparking because students use our car parking facilities. Not happy
12	RACV	318 Wyndham Street	10	9	4	0	Library, Bonlac building	No	Council spots	No	No	No	Yes	Yes	NR	Allow people to select from 1 - 7 hrs parking in designated areas
13	Coomes Consulting Group	144 Welsford Street	24	14	16	2	Council C/P or behind LMS	NR	Along Welsford Street	Yes	Yes	Yes	Yes	Yes	NR	Would be wonderful to have more off street parking for full time workers at a minimal or NO cost

14	Target	High Street	60	45	0	0	Roe St / Terminus Hotel / Multi Deck	NR	High St Carpark / Multideck	No	Yes	No	No	No	NR	Hard to find parking on Thurs & fri, and especially at Christmas. Multideck hours not long enough. Would like weekly parking tickets (discounted) for staff at Multideck, with designated area.
15	Harris Scarfe	Maude Street Mall	25	25	0	0	Maude St, Princess Park	Yes	Multi deck & on-street	No	No	No	No	No	4500m2	Parking should be free at beginning of week to entice people to shop at the quieter times.
16	Clementine in Wyndham	276 Wyndham Street	4	4	0	0	Princes Park	No	wherever they can find a park	No	Yes	No	No	NR	NR	On street parking should be 1P to keep people moving, Off-street should be unrestricted. Fees should be kept to a minimum. A separate off-street carpark for workers would be a good idea.
17	National Bank	301 Wyndham Street	26	26	7	0	Civic Centre / Multideck / Maude St	Yes	Civic Centre / Multideck / Maude St	Yes	Yes	Yes	Yes	Yes	NR	Safety and lighting a concern for staff in winter
18	Gouge Country Services	169 Fryers Street	8	5	7	6	Nixon Street	Yes	On site	Yes	Yes	Yes	Yes	Yes	6000f2	
19	Shirbourne Terrace	109 Wyndham Street	35	28	133	133	On Street	Yes	On site	No	Yes	NR	Yes	NR	1600m2	Not enough parking in town centre, Maude St Mall needs more parking. People are using our on-site parking illegally.
20	Coles	Maude / Vaughn Street	45	30	0	0	Vacant block on Ashendon St	No	front of Kmart and Coles	No	No	No	No	No	2500m2	fees are revenue raising exercise that deters customers. Supports 3 Hour time limit. Need more all day parking (for staff)
21	Spaghetti Hollow	247-249 Wyndham Street	8	6	6	6	On site or Wyndham St	Yes	Wyndham St or Fryers St	Yes	Yes	Yes	Yes	Yes	NR	
22	Potter About	50 Fryers Street	2	1	0	0	Maude St / Council CarPark	NR	In Front of Site	No	No	No	No	No	NR	Parking time limits should be extended
23	Shep Computer Solutions	151-155 High Street	4	3	2	0	Edward Street	NR	Edward St / Maude St	Yes	Yes	Yes	Yes	Yes	160m2	\$2 for 5 hours is reasonable compared to Melbourne. Parking should be kept out of the Mall, better use could be made of 5P carpark in Edward St and 2P spaces in Maude St.
% Yes								30%		43%	52%	48%	61%	52%		
% No								43%		57%	48%	48%	39%	35%		
% NR								26%		0%	0%	4%	0%	13%		

APPENDIX D

Business Questionnaire

Shepparton Parking Use Questionnaire

Ratio Consultants have been engaged by the Shepparton City Council to prepare study of the Shepparton Town Centre in order to develop guidelines/policy for varying the car parking requirements of the Greater Shepparton Planning Scheme. The information provided by you will assist in developing a plan that meets the needs of the community in Shepparton.

Name of Business? _____.

Business Address? _____.

Contact Person (optional)? _____.

Phone number (optional)? _____.

Type of Business (e.g. Office, Retail Sales, Café, Bank etc)? _____.

1. What is the maximum number of employees you have on your business at any one time? _
2. How many of these employees drive cars to work? _____.
3. How many off-street parking spaces (if any) do you have on your property? _____.
4. How many of these parking spaces are available to the public? _____.
5. If there are not enough parking spaces on your property, where do other employees park? Are these employees satisfied with this situation?

6. Where do visitors / customers to your business park?

7. Are you satisfied with the parking available on or near your property?

8. Are you satisfied with the parking time limits for on-street parking?

