

PARK STREET PARKING FACILITY

SUPPLEMENTARY REPORT TO THE
GLENFERRIE PLACE PLAN

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INTRODUCTION

FOREWORD

This report summarises the key information and rationale behind the proposed Park Street Parking Facility options outlined in the Draft Glenferrie Place Plan.

Delivery of the Park Street Parking Facility is considered an important step to enable the enhancement of the wider precinct and specifically the Glenferrie Road streetscape upgrades.

Council has listened to community feedback on the previous Commuter Parking Project investigated in early 2022. The proposed Park Street Parking Facility is much smaller than previous commuter parking project. It includes no commuter car parks, and only involves the relocation of existing car parks, so there will not be a net increase in traffic to the precinct.

The Glenferrie Place Plan provides a long-term vision that will guide public investment in this important activity centre over the coming decades. It features a range of projects proposals and visionary concepts, that will help revitalise the precinct.

It is not the purpose of the Place Plan to determine and present the detail of individual projects, as further analysis, detailed design and consultation will need to be undertaken on each of these individual projects in future.

Given the community and stakeholder interest in the proposed Park Street Parking Facility, this supplementary report has been prepared to provide additional information and rationale for this particular proposal.

It is important to note that the options and visionary concepts outlined in this report are indicative only, and further analysis, design and consultation will occur in future to guide the best outcome for the community and Glenferrie precinct.

INTRODUCTION



Concept illustration for Glenferrie Road with wider footpaths, clearer bike lane and better tram stops.

WHY IS A NEW FACILITY PROPOSED?

In order to enhance the Glenferrie precinct with more trees, wider footpaths, safe crossings and space for outdoor dining, we must rethink how public parking is provided in the centre. The delivery of a multi-level parking facility will free-up public land to be used for other purposes that will benefit the community and uplift the attractiveness and economic performance of the Glenferrie centre.

The Glenferrie Road's Streetscape upgrade is the most important project in the Draft Glenferrie Place Plan and will transform this vital street into a high-quality retail and dining destination, attracting

visitors from across Melbourne. This project's key objectives include:

- Improve visitor access and pedestrian movements
- Enhance precinct character and views to landmark buildings
- Amplify greenery in the street to provide amenity, shade, and biodiversity
- Elevate the retail experience with high-quality pavements, furniture, and lighting
- Increase the vibrancy of the street with outdoor dining and spaces to meet and host events.

It is important to note that the Victoria Government will need to construct tram stop upgrades along Glenferrie Road in future and this will likely result in a significant loss of on-street parking spaces.

The Glenferrie Road's Streetscape upgrade has factored in these future changes to tram stops and the Park Street Parking Facility aims to support local traders and visitors by providing replacement parking spaces at a nearby accessible location.

GUIDING PRINCIPLES

BETTER PRECINCT ACCESSIBILITY

Improving the accessibility of the Glenferrie precinct to visitors, shoppers and workers is a core strategy for the Glenferrie Place Plan. This will be achieved through improvements to public transport, walking & cycling infrastructure, as well as through the continued provision of public car parking.

Council acknowledges that the public parking utilised by visitors and shoppers is important to vitality of local traders and the centre.

The proposed changes to car parking arrangements outlined in the Glenferrie Place Plan will therefore be guided by the following key principles:

1. Continue providing parking to visitors for the centre. Replace or relocate existing car parking spaces that are impacted by projects (e.g. Glenferrie Rd streetscape upgrades), where they are used by visitors and shoppers and cannot be accommodate through spare capacity in nearby car parks.

2. Management of available parking to make efficient use of valuable land and give priority to users that benefits the economic performance of the centre. This means giving highest priority to short-term parking used by visitors and shoppers. Parking for local workers is a medium priority to be provided at fringe locations. Longer-term public parking for train commuters and students is not a priority for public parking in the centre.

3. To enable the Glenferrie centre to grow and attract more visitors in future, improvements will be made to public transport, walking & cycling infrastructure, complemented by increases in car parking associated with private development. It is not feasible to accommodate future increases in travel demand through increased public parking provision due to the financial and spatial costs.

4. The projects outlined in the Place Plan, including the parking related projects, need to be financially feasible, and designed to respond to the long-term needs of various community members and stakeholders.

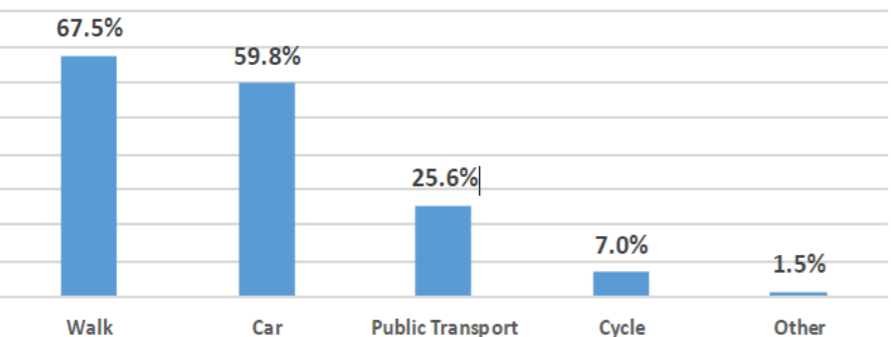


UNDERSTANDING COMMUNITY NEEDS

CURRENT TRAVEL PATTERNS

It is important to balance traffic and parking demands with catering to other forms of travel. Approximately 1000 people were surveyed on their travel to Glenferrie in 2020, with 67.5% of respondent stating that they travel to the centre by walking or cycling.

Many respondents also travel by car and by public transport at different times, highlighting the importance of providing a balanced mix of travel options. At present the land taken up by public car parking in the centre is approximately 22,000m2.



67.5%
OF RESPONDENTS
WALK TO GLENFERRIE



WHILE **59.8%** DRIVE AND
32.6% WALK OR CYCLE.

* Respondents could choose multiple answers, leading to overlap between transport modes.



COMMUNITY CONSULTATION

Extensive community engagement has been undertaken to inform the Glenferrie Place Plan and related projects that may have implications for public parking in the area, including:

- In Feb-Mar 2020, more than 1000 people shared their ideas on the future of Glenferrie
- In Aug-Sep 2020, more than 700 people provided feedback on the vision identify their priorities (see example below) for changes in the precinct, with 85% of people agreeing with the vision statement

• In Oct-Dec 2021, extensive consultation was undertaken on the Draft Glenferrie Place Plan with approximately 80% of responses indicating support for the Plan

• In early 2022, Council undertook consultation on the Commuter Parking Project. This project is not proceeding, however community feedback has inform the Place Plan.

• In late 2022, consultation was undertaken on the proposed rezoning of the Serpells Lane car park.

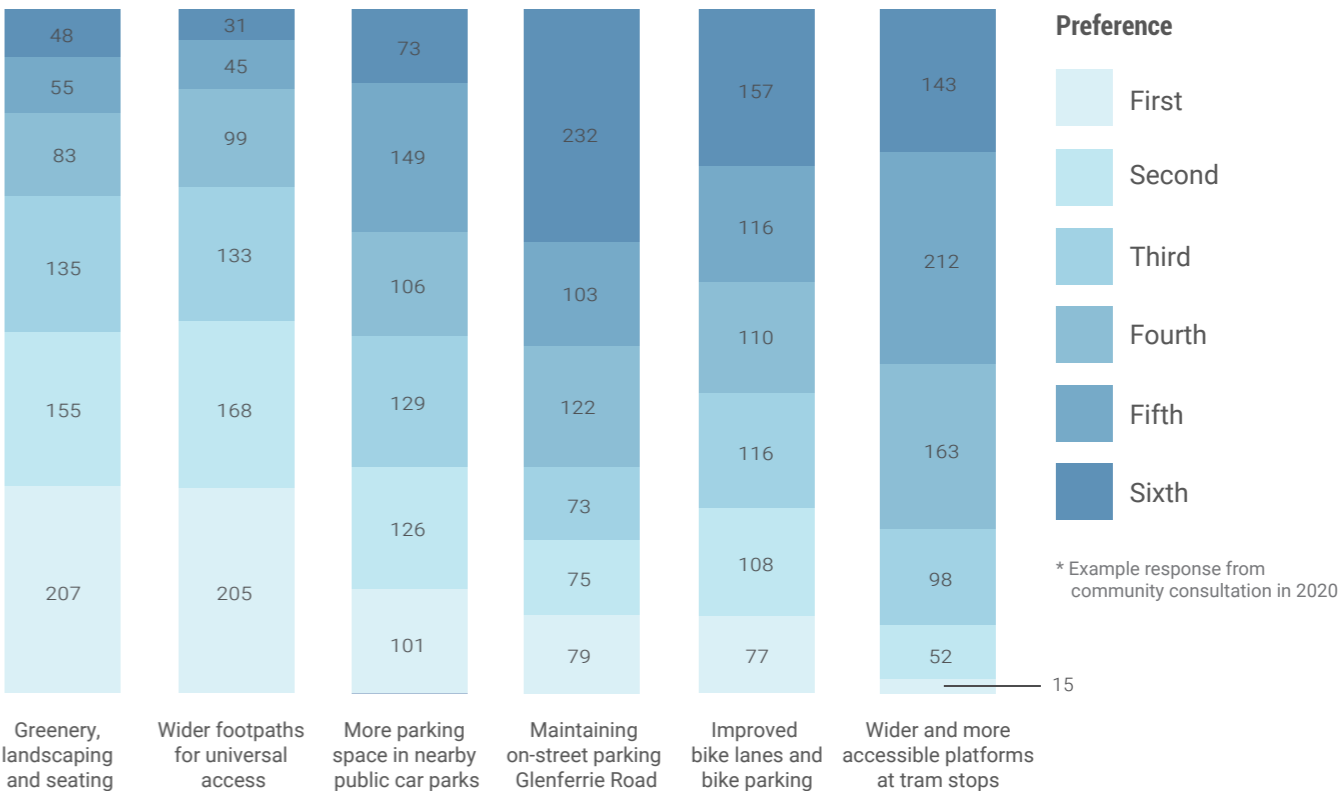
89%

OF RESPONDENTS
**WANT TO EXPAND
OUTDOOR DINING**



* Example response from community consultation in 2020

Q: Which of the following are most important to you?



* Example response from community consultation in 2020

EXISTING PARKING DEMAND

PARKING CAPACITY AND USAGE SURVEYS

Extensive parking surveys have been undertaken for the Glenferrie area to ensure the proposed changes to parking arrangements are evidence-based and will support the continued vitality of this Major Activity Centre.

The Glenferrie Precinct is well serviced by public transport, active transport links and over 1300 public car park spaces, used by visitors, shoppers, university staff and students, rail commuters, local workers and residents.

Existing public car parking supply in the precinct includes:

1. Glenferrie Road on-street parking - 200 spaces
3. Linda Crescent car park - 181 spaces
4. Grace Street car park - 63 spaces
5. Park Street car park - 138 spaces
6. Wakefield Street car park - 75 spaces
7. Serpells Lane car park - 89 spaces
8. Hawthorn Arts Centre car park- 178 spaces
9. Hilda Crescent car park - 166 spaces

Swinburne University’s car park is also publicly accessible with 687 spaces.

Public car parks are used at different

times across the precinct, with peak demand around midday and the evening.

Parking survey data for the Glenferrie Precinct from 2019 showed that centrally located car parks like Glenferrie Road, Linda Crescent and Wakefield Street were well used at peak times for shopping and dining activity.

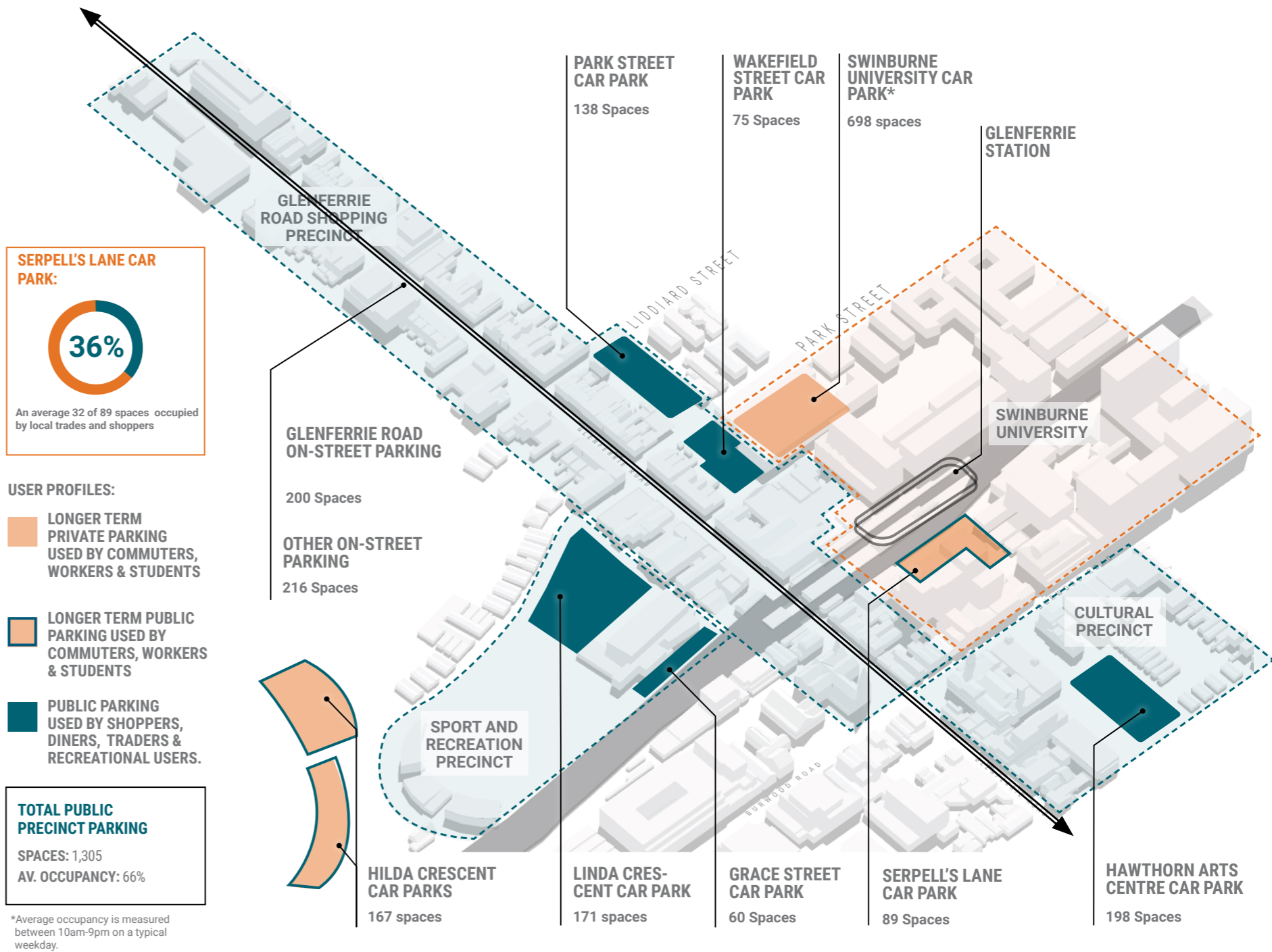
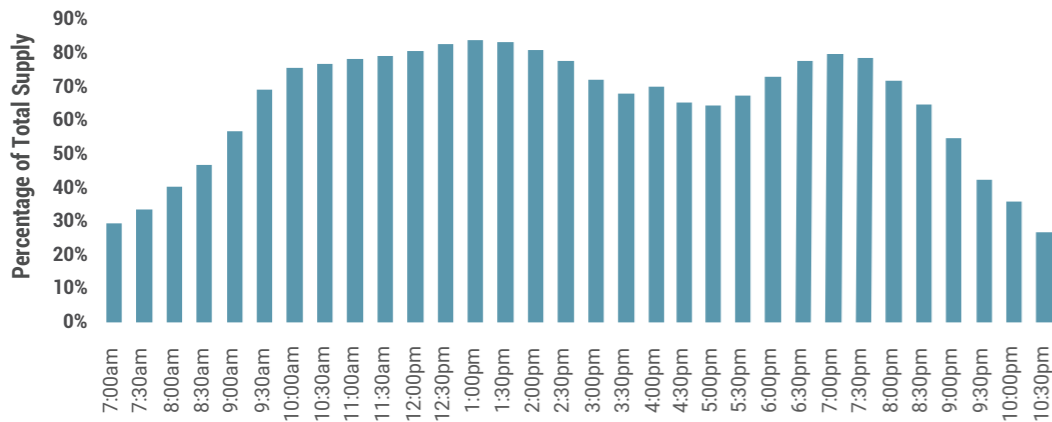
Car parks at the fringe of the centre, such as the Hilda Crescent, and Hawthorn Arts Centre have available capacity at most times and tend to be occupied by longer term parking.

Average occupancy across the precinct was 66% on a typical weekday between 10am-9pm.

More recent parking occupancy survey undertaken on Serpells Lane car park in September 2022, indicates that parking fills up early in the morning with university staff and students, and that limited capacity is available for shoppers and visitors to the centre. The survey found overall parking usage by different users was as follows:

- 64% (57 spaces) is used by Swinburne university’s students and staff members
- 36% (32 spaces) is used by centre visitors, shoppers and local traders

PRECINCT PARKING OCCUPANCY SURVEY (2019)



PROPOSED PARKING RELOCATION

A PRECINCT-WIDE APPROACH

To deliver future upgrades to Glenferrie Road and other public realm improvements, some public car parks are proposed to be removed and relocated. The Draft Glenferrie Place Plan features a few initiatives that will affect existing public parking spaces, including:

1. GLENFERRIE STREETScape

Streetscape upgrades will require the relocation of a total of 80 on-street car spaces. Public realm upgrades and parking relocation can be staged over time, as follows:

- Stage 1: relocate approximately half the parking spaces (30-40) to deliver better outdoor dining, landscaping and public realm improvements, and
- Stage 2: relocate the remaining spaces (approx. 40-50) as required by Victorian Government to deliver fully accessible tram stops along Glenferrie Road.

2. SERPELLS LANE CAR PARK

Council is considering the potential to sell the existing Serpells Lane car park in order to reinvest the revenue into projects that will benefit the community and local traders, such as the Glenferrie Road streetscape upgrades.

The Serpells Lane car park currently provides 89 spaces and a parking user survey in 2022 found that:

- Approximately two thirds (57 of the total 89 car spaces) of this publicly owned land is being used by Swinburne University's students and staff members.
- Remaining one third (32 of the total 89 car spaces) is being used by workers, shoppers and traders accessing the centre.

If the Serpells Lane site is sold, Council will consider the potential for this parking demand to be absorbed by spare capacity elsewhere, along with the costs and benefits of replacing these car parks.

It is not considered a Council priority to replace parking spaces that are primarily used by university students and staff, especially given the capacity for parking elsewhere in the precinct.

The Park Street Parking Facility options presented in Section 6 of this report provide a range of capacities that could accommodate between 0-40 spaces from Serpells Lane if Council decides to sell the

land and replace the parking.

3. INNOVATION HUB

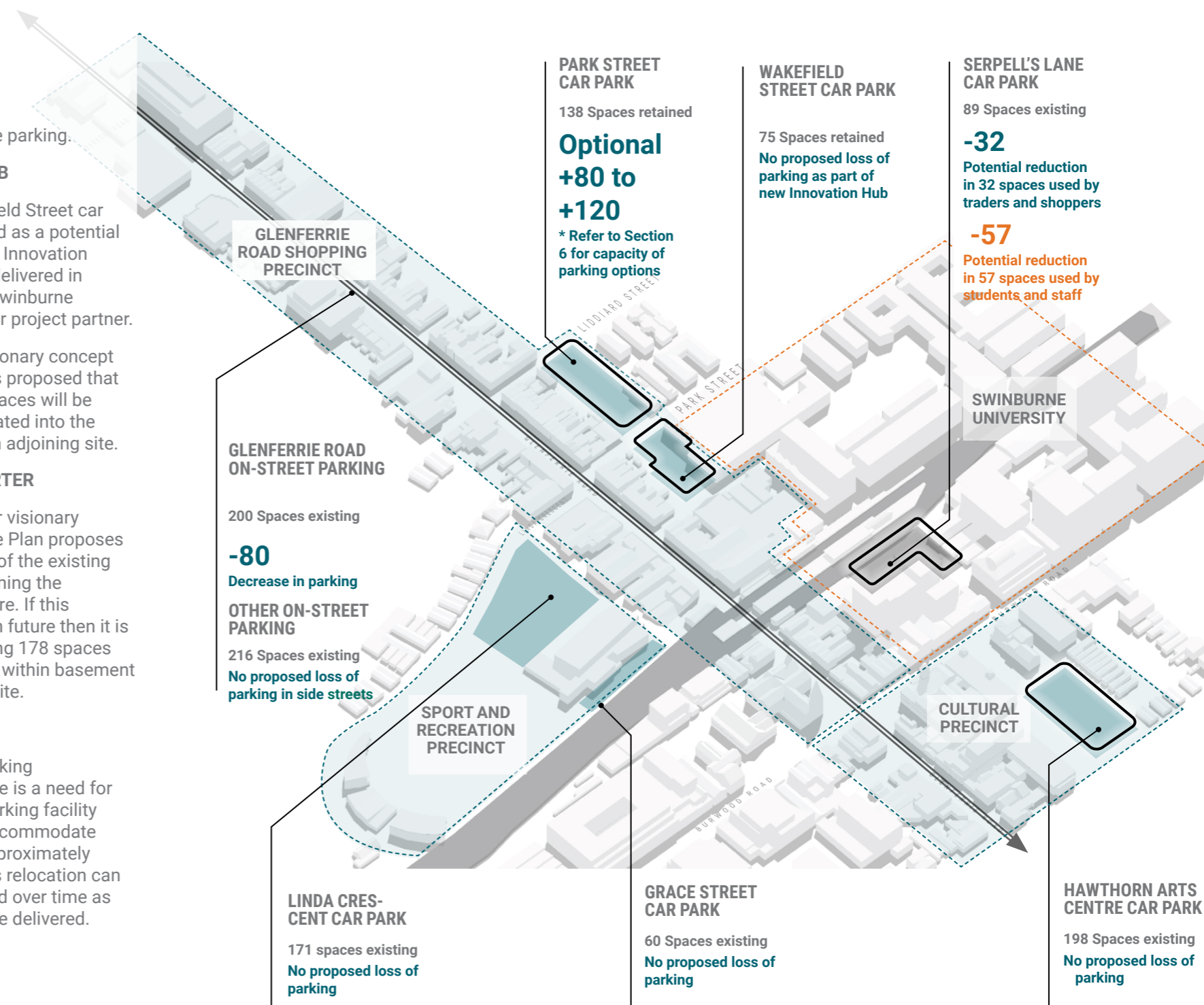
The existing Wakefield Street car park site is identified as a potential location for a future Innovation Hub, that could be delivered in collaboration with Swinburne University or another project partner.

If this long-term visionary concept is to be pursued it is proposed that the 75 public car spaces will be replaced and integrated into the future building or an adjoining site.

4. CULTURAL QUARTER

The Cultural Quarter visionary concept in the Place Plan proposes the reconfiguration of the existing public parking adjoining the Hawthorn Arts Centre. If this project is pursued in future then it is proposed the existing 178 spaces are accommodated within basement levels at the same site.

Given the above parking considerations, there is a need for a new multi-level parking facility in the precinct to accommodate the relocation of approximately 80-120 spaces. This relocation can potentially be staged over time as different projects are delivered.



NEW PARKING SITE FEASIBILITY

FEASIBILITY ANALYSIS

Providing a new multi-level parking facility in Glenferrie is a key step to enable the enhancement of the wider precinct and specifically the Glenferrie Road streetscape upgrades.

Council has undertaken feasibility analysis of a number of parking sites to determine their suitability for a multi-level parking facility with sufficient capacity to deliver a net increase of approximately 80-120 spaces.

Key considerations in determining the feasibility of these sites included:

- Location and accessibility
- Site size and geometry
- Site constraints & features (e.g. flood risk)

Council analysed the following publicly owned parking sites for the feasibility to accommodate a multi-level parking facility:

1. Park Street
2. Linda Crescent
3. Serpells Lane
4. Wakefield Street

PARKING SITES ASSESSED

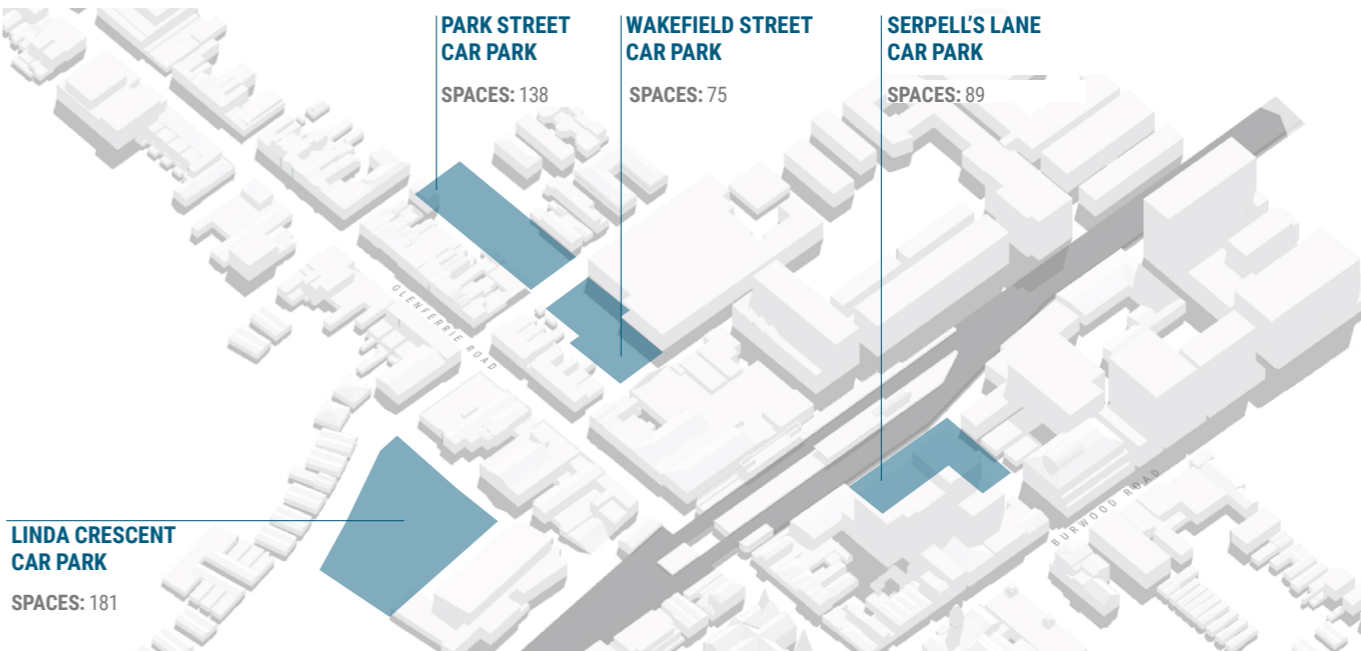
1. PARK STREET (between Liddiard and Park Streets)

Feasibility analysis concluded this site was the most appropriate to host additional car parking. It is a large site with regular geometry and suitable street access, which is easily accessible and visible from businesses along Glenferrie Road.



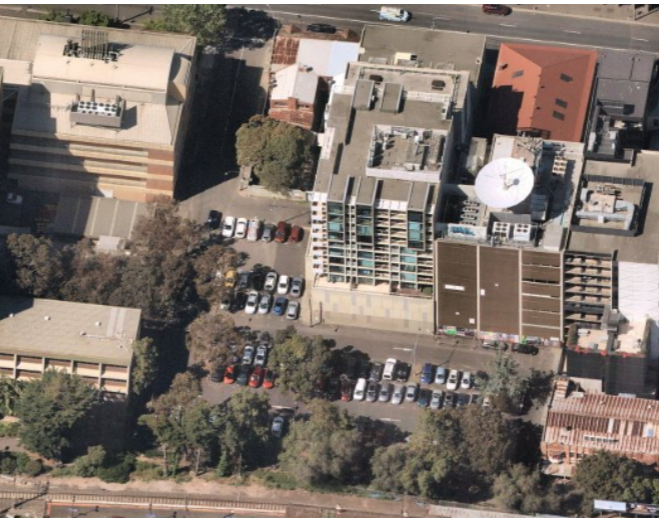
2. LINDA CRESCENT

Given its large size and central position, a number of basement options were investigated, but was found to be unfeasible due to significant flood risks.



3. SERPELLS LANE

This site was found to be too small and constrained to efficiently host the amount of car spaces required. Accessibility and visibility of this site from Glenferrie Road was also considered to be less suitable than alternative sites.



4. WAKEFIELD ST (between Park and Wakefield Streets)

This site was found to be too small and too constrained by flooding and underground infrastructure to host a parking facility with sufficient capacity.



PARK STREET OPTIONS

Upgrades to the Glenferrie Road streetscape will greatly enhance the attractiveness of the area.

A new parking facility at Park Street can enable these street enhancements by relocating car parks to make more space for people, trees, seating and wider footpaths.

We have listened to the community and will not be exploring commuter car parking in Glenferrie.

This parking facility will only accommodate the relocation of nearby car parks and therefore will not result in a net increase in traffic to the precinct.

Three (3) new options have been prepared for the purpose of community consultation.

These options involve different parking capacity, built form, construction costs and public realm outcomes that should be considered.

You are invited to have your say on these three (3) options for the relocation of parking spaces.

HAVE YOUR SAY

To get in touch and to learn more about the project, please visit:

www.engage.boroondara.vic.gov.au/glenferrie-placemaking



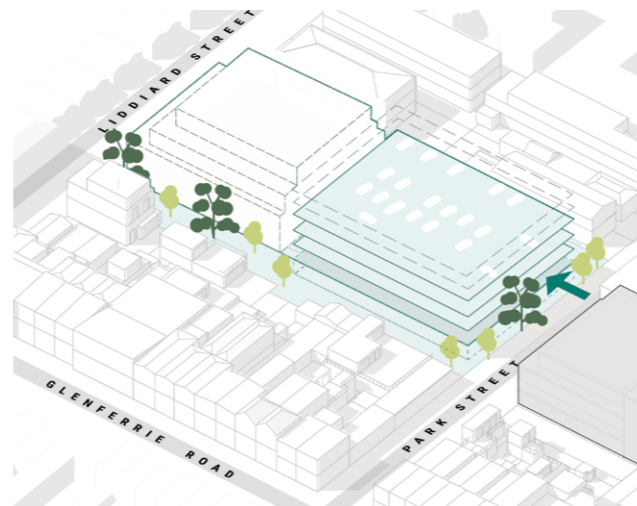
(03) 9278 4907



placemaking@boroondara.vic.gov.au

Park Street Option 1

A new multi-level parking facility to be developed on the south half of the land (facing Park Street).



Visionary concept diagram illustrating Option 1 (INDICATIVE ONLY)

This 3-storey facility would feature 5 levels of parking, including 1 basement and 1 roof level, with initial capacity for approximately 180-260 cars.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- Plus capacity to relocate approx. 40 parking spaces
- Potential to add up to two additional levels (+80 spaces in total) in future

Design considerations

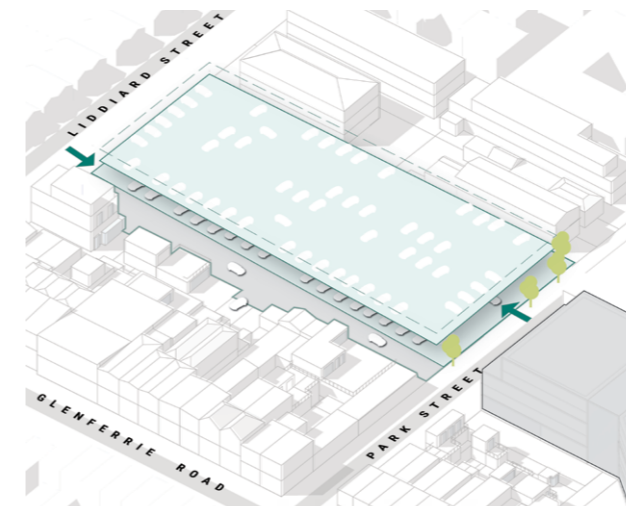
- Future private development to comply with Planning Scheme
- Landscaped setbacks to residential neighbours (8m)
- Potential for business spaces at ground level to activate street & lane
- Proposed buildings will integrate best practice sustainable design

Moderate Cost Option

- Potential sale of the northern portion of the site could fund a significant proportion of the public parking facility

Park Street Option 2

One additional level of parking constructed over the entire site.



Visionary concept diagram illustrating Option 2 (INDICATIVE ONLY)

This 1-storey parking facility would feature 2 levels of parking including ground floor and rooftop parking, with capacity for approximately 220-300 cars.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- Plus capacity to relocate approx. 80 parking spaces
- Potential to add another level (+80 spaces) if funding available

Design considerations

- Landscaped setbacks to residential neighbours (8m)
- No street or lane activation potential
- Proposed buildings will integrate best practice sustainable design

Highest Cost Option

- No revenue from land means this is the highest cost option

Park Street Option 3

No change to existing parking land. Any parking removed from Glenferrie Road will not be replaced at this time.

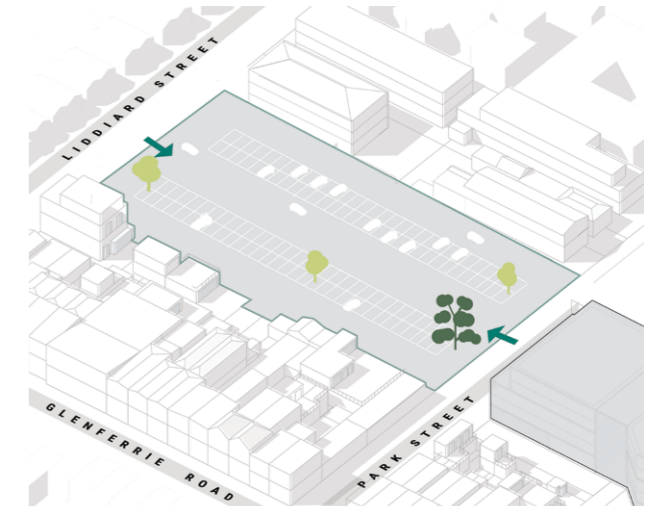


Diagram illustrating existing car park (INDICATIVE ONLY)

This option would not incorporate any new changes and the site would continue to be used as a surface level carpark only.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- No new capacity to host relocated car park spaces

Design considerations

- No street or lane activation potential
- No upgrades to surfaces or accessibility standards

No Cost Option

- No new costs
- No revenue from land

NEXT STEPS

DRAFT GLENFERRIE PLACE PLAN

This Supplementary Report on the Park Street Parking Facility has been prepared to support the Draft Glenferrie Place Plan during community consultation in early 2023.

The options for the parking facility outlined above are indicative and provided for community consultation purposes only.

Feedback from residents, traders, visitors and other stakeholders on these options and the Draft Plan itself will inform the preparation for the final Glenferrie Place Plan.

The Place Plan provides the overarching vision for the precinct.

Individual projects identified in the Plan will require further analysis,


design, and consultation to be undertaken at the appropriate time in future to guide the best outcome for the community and Glenferrie precinct.

These projects will then be subject to Council decisions and funding allocation.



HAVE YOUR SAY

To get in touch and to learn more about the project, please visit www.engage.boroondara.vic.gov.au/glenferrie-placemaking

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IT'S YOUR PLACE