



Echuca CBD & Historic Port Precinct

Parking Strategy

Prepared For
Campaspe Shire Council

Echuca CBD & Historic Port Precinct

Parking Strategy

Document Control

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1 Introduction

Traffix Group has been engaged by Campaspe Shire Council to prepare a Car Parking Strategy for the Echuca CBD, Hospital Precinct and Historic Port Precinct.

The Strategy seeks to review the existing Car Parking Strategy for Echuca and Historic Port Precinct 2008. The objectives of this strategy (as specified in the project brief) are as follows:

- *Identify future parking requirements, both on and off-street, including possible locations for new off-street parking facilities;*
- *Identify issues relating to the location, provision and management of parking across the study area (including the provision of disabled parking);*
- *Identify parking needs for workers, shoppers and visitors within the context of current and emerging planning, development and transportation issues;*
- *Examine shortfalls in existing short and long term parking, on and off street parking provisions based on the saturation surveys for car parking;*
- *Provide direction on the location and management of car parking so as to minimise traffic generated by the search for a parking space;*
- *Provide direction on the management of parking operations, in terms of provision, time limits, fees, permits, major event parking, etc.;*
- *Review existing statutory implementation for considering waiving of parking requirements /cash-in-lieu payments;*
- *Identify improvements to general amenity for pedestrians to increase the willingness for visitors and staff to walk to and within the CBD;*
- *Encourage the use of active and sustainable travel modes rather than increased private vehicle travel (including defining an acceptable walking distance between parking location and destination for short and long term stays);*

2 Background

2.1 Parking Strategy 2008

The “*Parking Strategy for Echuca CBD and Historic Port Precincts*” was adopted by Council on 21st October 2008 and is a Reference Document in the Campaspe Planning Scheme.

The 2008 Parking Strategy indicated that the need for a parking strategy had arisen because of the following:

- *The perceived inadequacy of various types of parking in the Historic Port Precinct.*
- *The need to encourage employees and shop owners to park in all day car parking areas instead of taking up high demand on-street parking spaces.*
- *The need to provide a mechanism to charge cash in lieu payments for parking requirements that cannot be provided on-site.*
- *The need to provide Council with a long term plan to meet the future parking demands.*
- *The need to review parking rates, time limits and existing signage.*

The Parking Strategy for Echuca CBD and Historic Port Precinct replaced the earlier 1997 Echuca Parking Study, 1998 Echuca Central Business District Study and the 1993 Port of Echuca Parking and Traffic Management Study.

The parking strategy provided a range of recommendations which were adopted by Council, including recommendations relating to introducing alternative parking provision rates and payments in lieu of parking unable to be provided on development sites, locations for future public parking provision, capital works, changes to parking restrictions and trader permit schemes and bus parking improvements.

2.2 Echuca Commercial Strategy 2017

The Echuca Commercial Strategy & Implementation Plan (May 2017) was prepared by Campaspe Shire Council to:

- *provide a clear understanding of the role and function of each current and proposed activity centre,*
- *identify future retail and commercial floorspace and land requirements,*
- *provide direction to areas that need to be improved,*
- *provide general observations about the adequacy of existing car parking requirements and policy,*
- *identify opportunities for commercial areas to accommodate new business, investment and employment opportunities, and*
- *prepare a strong basis for Council land use and development policies.*

Community consultation was undertaken as part of the commercial strategy. The results of the resident survey indicate that many residents believe that there is a lack of car parking in the Echuca CBD.

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The commercial strategy background report states that the demand for both on and off-street parking is exacerbated by several factors. These include:

- *a tendency for some staff to park close to their place of work, thereby limiting the number of convenient spaces available to shoppers;*
- *a desire by some customers to seek parking spaces immediately in front of their destination in the CBD and other centres;*
- *a tendency from some residents to undertake multiple trips by car instead of parking once and walking.*

The commercial strategy background report further notes that:

- *Although a parking strategy was undertaken in 2008, perceptions by residents that there are insufficient car parks remain, although new long-term car spaces have been created in Sturt Street and in the vicinity of the Visitor Information Centre.*
- *Sustainable, long term solutions to this issue are likely to require a significant attitude shift among the population to embrace walking and even consider different modes of transport. The need for attitudes to change was confirmed by many of the businesses who completed the business survey. It is important to note that making walking and other modes of transport a more viable option will require consideration of many different issues relating to movement and urban design to make sure that walking is safe, comfortable, convenient and enjoyable.*
- *In the short to medium term, there may be opportunities to alter the format or type of car parking in different areas of the CBD to better serve the needs all users of the CBD. It is suggested that these issues should be addressed as part of a detailed car parking strategy that can investigate demand and supply issues in detail.*

The car parking related issues raised as part of the commercial strategy consultation process are considered as part of this parking strategy.

3 Context

3.1 Campaspe Shire

The Shire of Campaspe is a large rural municipality in northern Victoria and comprises a mix of small and large towns and a Regional Centre spread across a predominantly rural landscape.

The Shire of Campaspe is located in the heart of one of the richest and most diverse agriculture and food processing areas in Victoria. Its climate, history, cultural heritage, natural assets and location in relation to major urban centres provide the Shire with an extensive tourism opportunity.

3.2 Echuca

Echuca is the Shire of Campaspe's major urban centre, with a 2016 population of approximately 14,011 and interacts with its New South Wales counterpart, Moama. The current population of Echuca – Moama is approximately 20,000.

The Echuca CBD performs important roles in attracting investment and as a place for the community to congregate, as well as providing a 'centre piece' or focal point for residents and visitors to the Shire of Campaspe. The Echuca CBD is the main centre providing both regional and local amenities to residents and visitors to Echuca and the surrounding region.

The Echuca CBD currently contains approximately 68,200m² of retail and commercial floor space and successfully performs its role as a regional centre.

4 Existing Conditions

4.1 Study Area

The study area is irregular in shape and includes three sub-precincts, including the CBD, Historic Port and Health Precinct as shown in the locality map at Figure 1 below.

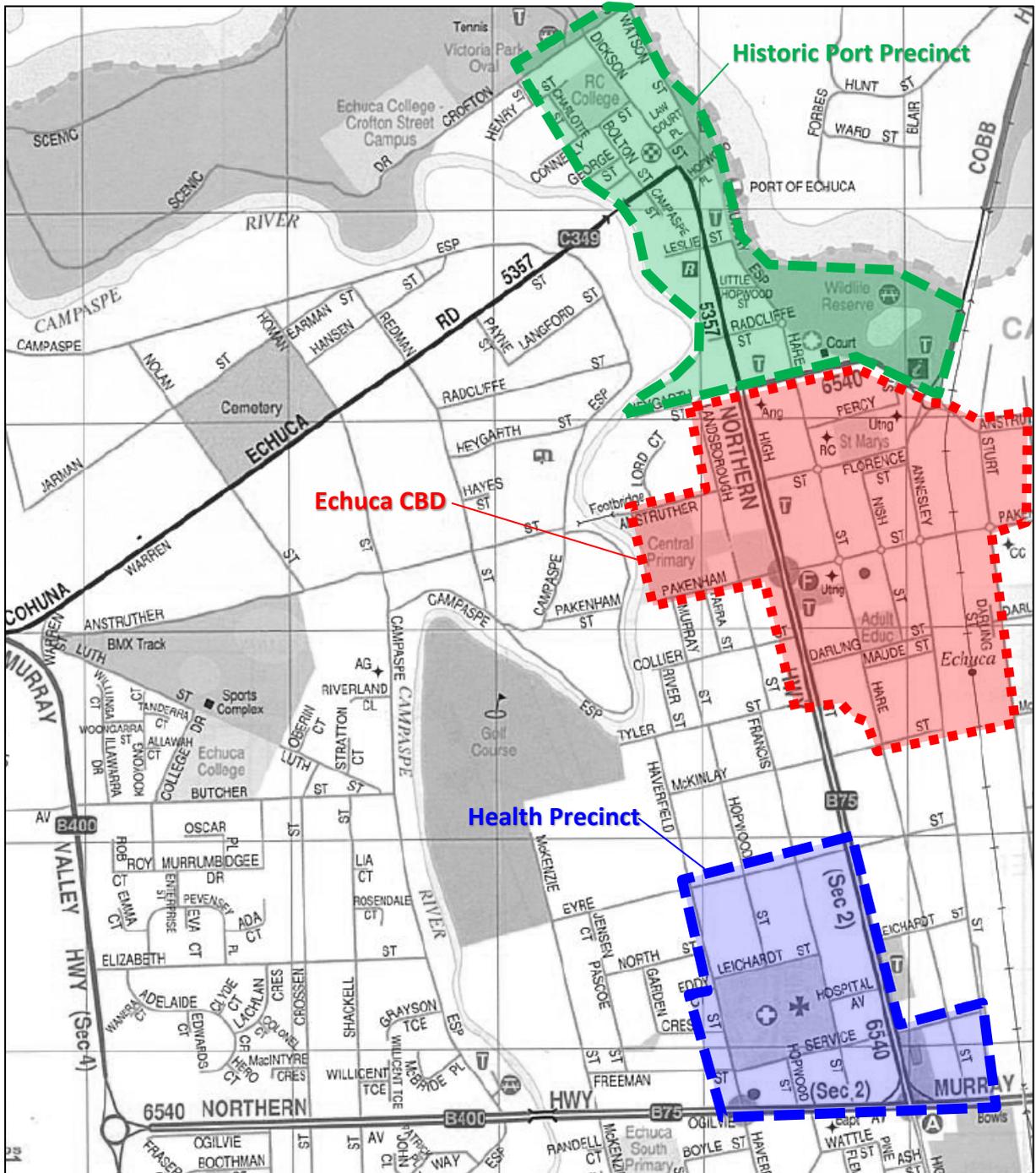


Figure 1: Study Area Map

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4.2 Existing Land Use Zoning

The existing land use zoning is shown in Figure 2 below.

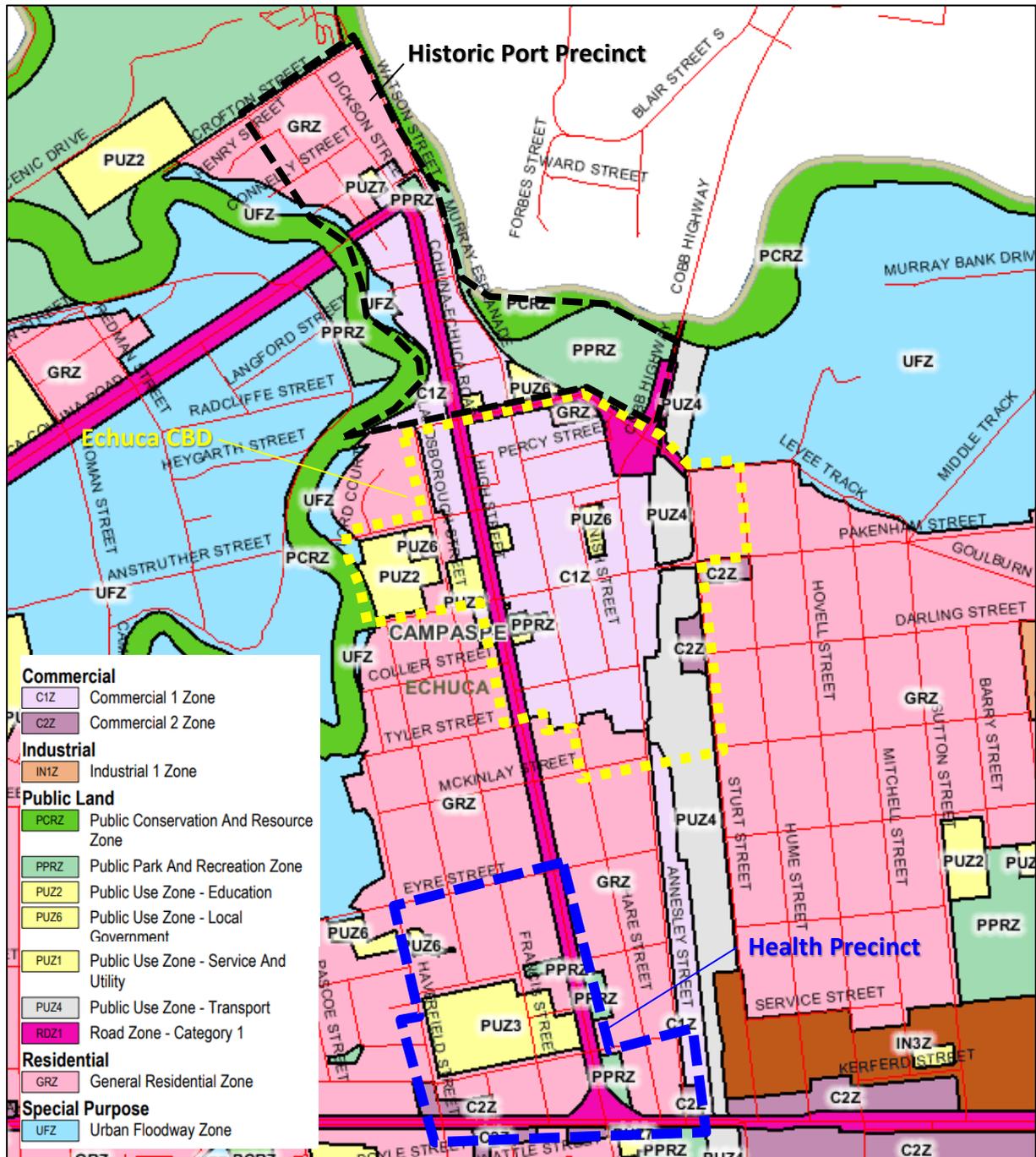


Figure 2: Land Use Zone Map

The Historic Port Precinct comprises a mix of Commercial 1 Zone (C1Z), General Residential Zone (GRZ) and Public Park & Recreation Zone (PPRZ). The Echuca CBD is predominantly C1Z. The Health Precinct incorporates Public Use Zone – Schedule 3 (Health & Community) as well as surrounding residential zoned land (GRZ).

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4.3 Existing Floor Space

A retail and commercial floorspace survey was undertaken in the Echuca CBD by Essential Economics in April 2015, and the results are summarised in Table 1 below.

Table 1: Retail & Commercial Floorspace, Echuca CBD (2015)*

Land Use Type	Floorspace	Share of Retail Floorspace	Share of Total Retail & Commercial Floorspace
Food, Liquor and Groceries	12,520 m ²	25.7%	18.4%
Food Catering	6,190 m ²	12.7%	9.1%
Non-Food	26,300 m ²	54.0%	38.6%
Retail Services	3,700 m ²	7.6%	5.4%
TOTAL RETAIL	48,710 m²	100.0%	71.4%
Non-Retail Commercial Floorspace	14,630 m ²	-	21.4%
Total Occupied Retail & Commercial	63,340 m²	-	92.8%
Vacant Floorspace	4,880 m ²	-	7.2%
Total Retail & Commercial Floorspace	68,220 m²	-	100.0%

* Source: Echuca Commercial Strategy Background Report: Research & Analysis (Campaspe Shire Council, August 2016)

Key features of the tenancy mix in the Echuca CBD include the following:

- A strong presence of FLG retailing accounting for 26% of retail floorspace, including three strongly-performing supermarkets (Woolworths, Coles and ALDI).
- Food catering accounts for almost 13% of retail floorspace which is high compared to other regional Victorian centres and reflects the strong tourism role performed by the centre.
- Non-food retailing accounts for 54% of the retail floorspace in the CBD and includes the strongly-performing Big W DDS and a range of national brand tenancies, including Cotton- On, EB Games, Susan, Sports Girl, Collins Bookstore, House, Target Country, Jeans West, Reject Shop, Priceline, Best and Less, Athletes Foot, etc. The strong presence of national brand retailers is reflective of a vibrant centre.
- Non-retail commercial floorspace accounts for 23% of occupied retail and commercial floorspace and includes mainly small businesses providing services to the local community. Examples include accountants, lawyers, real estate agents, life insurance and the like.
- The vacancy rate of 7.2% includes a large proportion of vacancies located in secondary locations, as well as the former Mitre 10 store. Since the land-use survey was conducted, that store has been occupied by Cheap as Chips. The current shop vacancy rate is approximately 5% and this reflects a relatively healthy CBD.

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4.4 Existing Car Parking Supply

The existing car parking supply comprises three categories, as follows:

- on-street car parking,
- publicly available off-street car parking (including Council-owned car parks as well as car parks on private land which allow public/customer parking), and
- private off-street car parking (including informal staff parking at the rear of shops, etc.)

The overall study area has been further divided into three precincts. The car parking supply in each of the precincts is summarised in Table 2 below.

Table 2: Existing Car Parking Supply

Location	On-Street	Off-Street (Publicly Available/Surveyed)	Off-Street (Private/Not Surveyed)	TOTAL
CBD Precinct	1,292 spaces	1,390 spaces	490 spaces	3,281 spaces
Historic Port Precinct	757 spaces	109 spaces	105 spaces	971 spaces
Health Precinct	687 spaces	-	303 spaces ⁽¹⁾	990 spaces
TOTAL	2,736 spaces	1,499 spaces	898 spaces	5,133 spaces

Note (1): No off-street car parks were surveyed within the Health Precinct, and accordingly all off-street car parking within this precinct has been identified as private/not surveyed, although it is noted that customer/visitor parking is permitted in some of these spaces.

Table 3 below summarises the existing parking restrictions (excluding the off-street spaces which were not included in the occupancy surveys).

Table 3: Existing Parking Restrictions

Restriction	CBD Precinct	Historic Port Precinct	Health Precinct
Unrestricted All Day	868 spaces ⁽¹⁾	619 spaces	524 spaces
All Day Ticket/Meter	330 spaces	-	-
4P	-	44 spaces	-
3P	30 spaces	-	-
2P	908 spaces	203 spaces	158 spaces
2P Caravans Only	4 spaces	-	-
2P Ticket/Meter	467 spaces	-	-
1P Ticket/Meter	77 spaces	-	-
1/4P	8 spaces	-	-

Note 1: includes 312 on-street spaces and 556 off-street spaces (some of which are on private land and intended for customers/members only, e.g. Cheap as Chips, Working Mans Club, King Pin Bowl)

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Figures 3 to 5 below map the existing parking restrictions in the Echuca CBD, Historic Port Precinct and Health Precinct respectively.

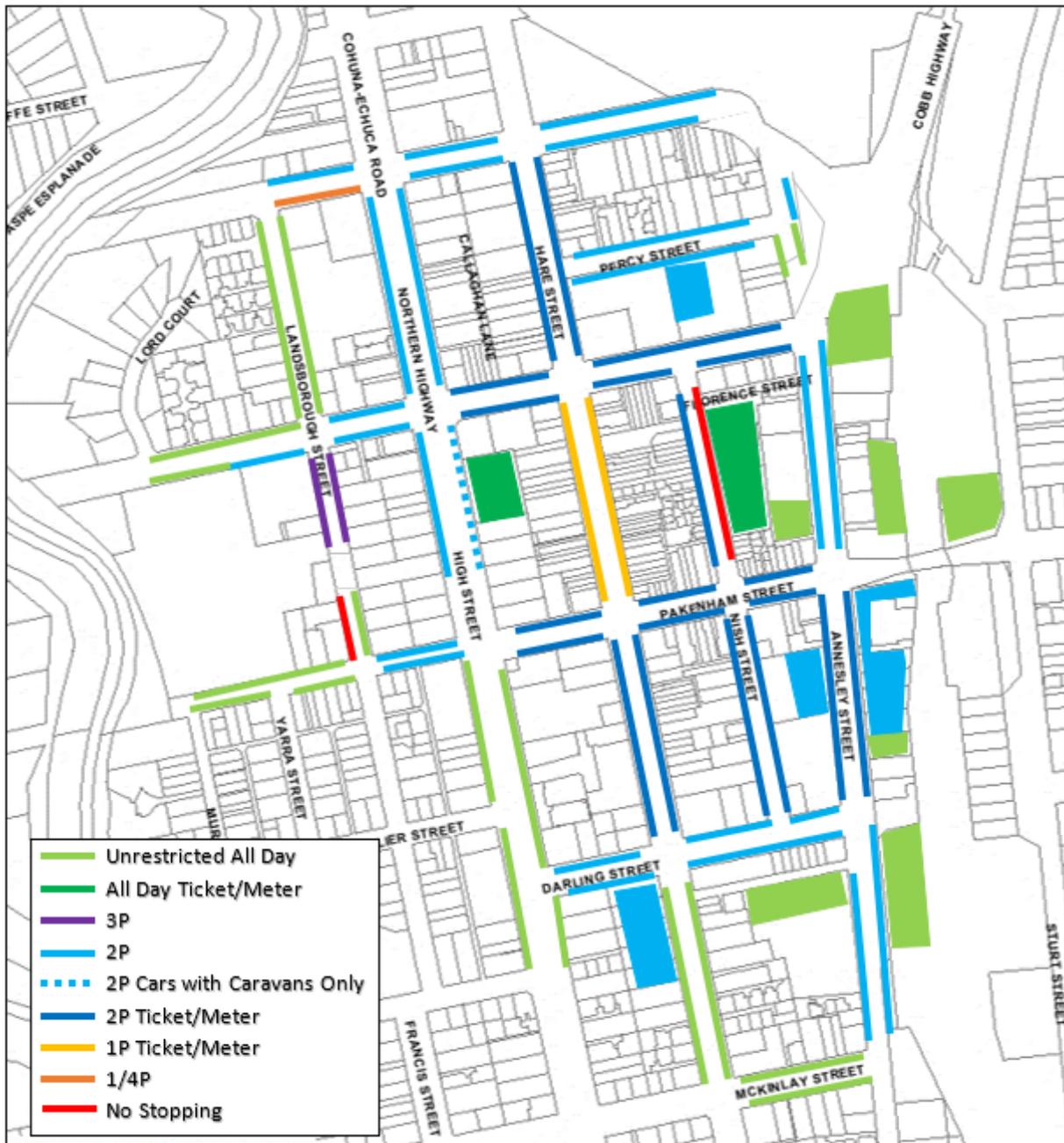


Figure 3: Echuca CBD Precinct Parking Restrictions

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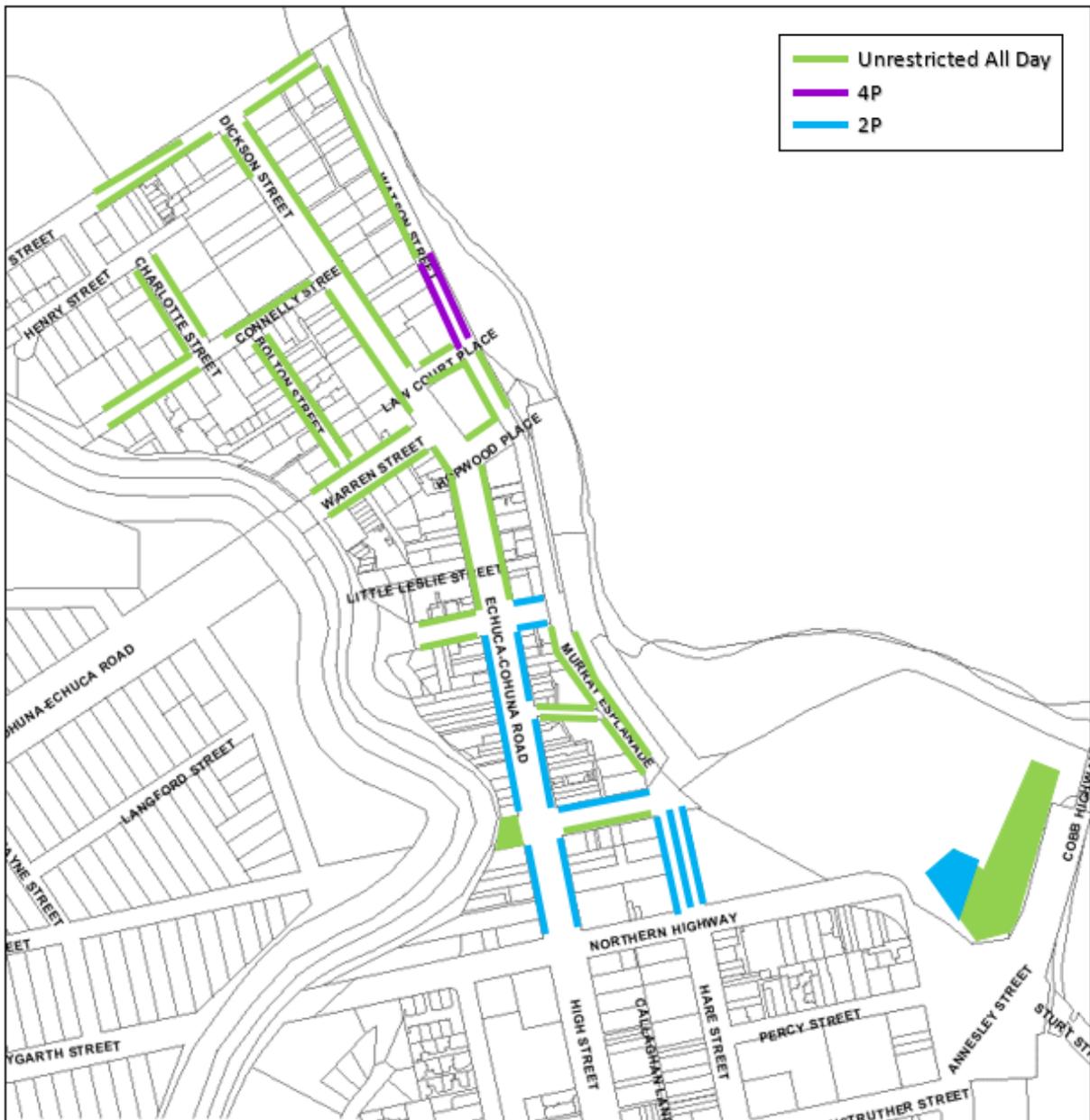


Figure 4: Historic Port Precinct Parking Restrictions

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Figure 5: Hospital Precinct Parking Restrictions

4.5 Existing Car Parking Demand

Car parking occupancy surveys were undertaken at 10:00am, 1:00pm and 4:00pm on the following days:

- Thursday 10th and Friday 18th November 2016
- Wednesday 25th and Friday 27th January 2017
- Thursday 9th and Friday 10th February 2017

The January 2017 surveys were undertaken during school holidays, either side of a public holiday in summer, and represent high season for tourists in the region.

Of the six surveyed days, the peak occurred on Thursday 9th February 2017 at 10:00am, at which time there were 2,574 cars parked within the 4,245 spaces surveyed (i.e. excluding the private off-street car parks listed in the fourth column of Table 2.)

Figure 6 and 7 below shows “heat maps” of parking saturation levels at the peak surveyed time.

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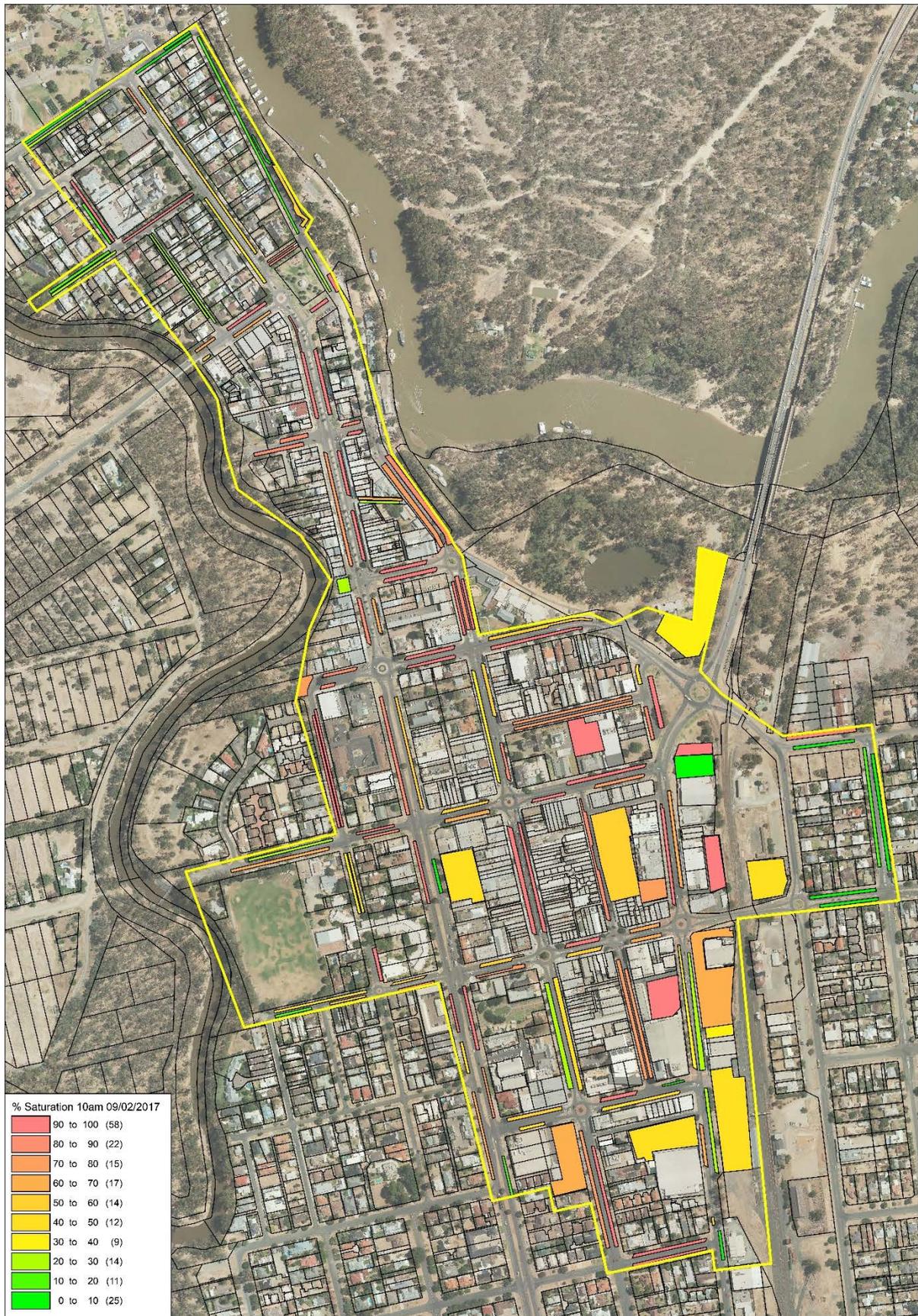


Figure 6: Car Parking Saturation Map (CBD & Port) – Thursday 9th February 2017, 10am

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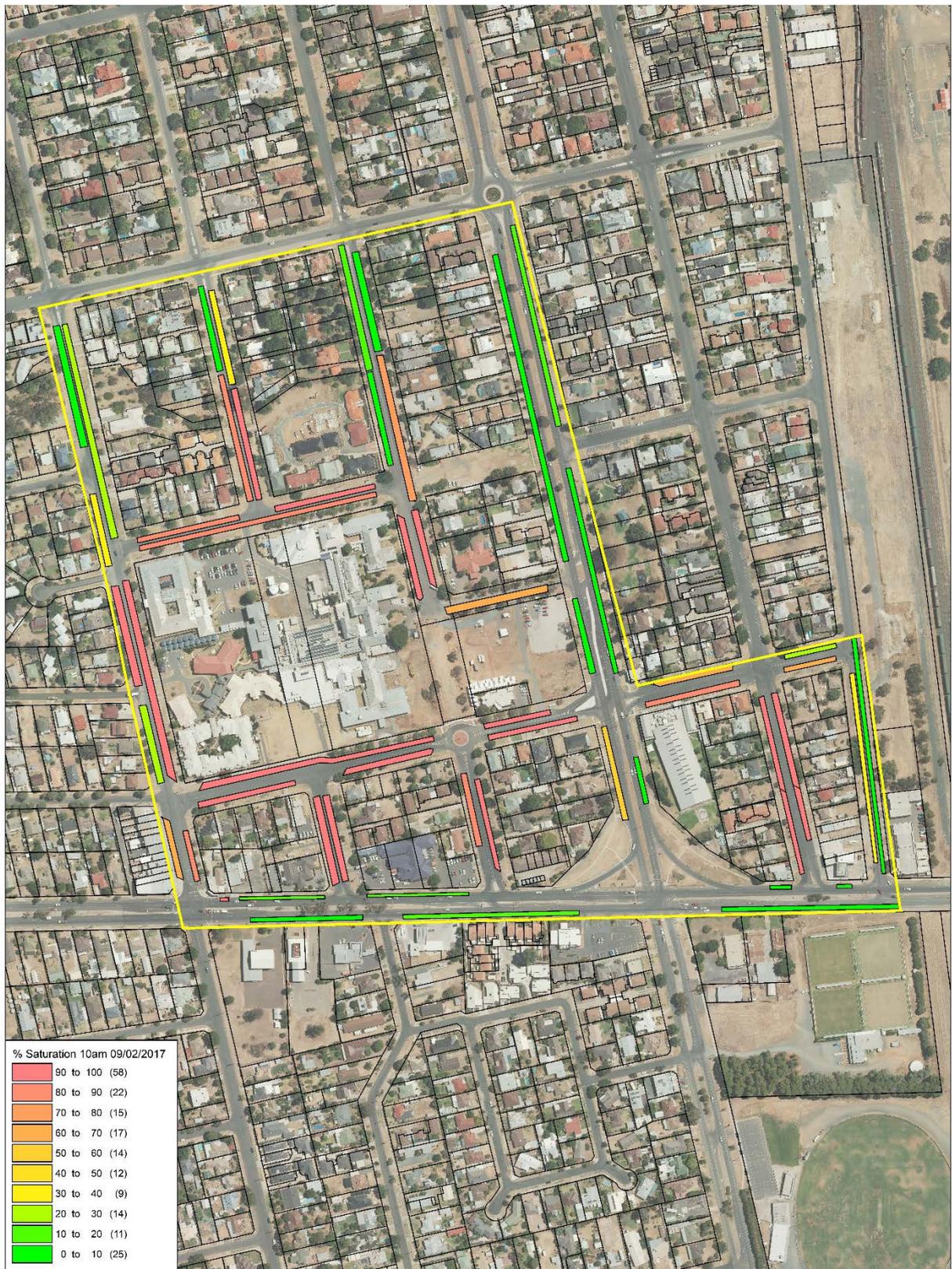


Figure 7: Car Parking Saturation Map (Hospital Precinct) – Thursday 9th February 2017, 10am

Heat maps showing areas of high and low demand at all other survey times are attached at Appendix A.

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Table 4 below summarises the parking demands for each of the precincts at the peak surveyed time.

Table 4: Peak Surveyed Parking Demands – 10am Thursday 9th February 2017

Location	On-Street	Off-Street (Publicly Available/ Surveyed)	Off-Street (Private/ Not Surveyed) ⁽¹⁾	TOTAL
CBD Precinct	861 cars (67% occupancy)	817 cars (59% occupancy)	348 cars (71% occupancy)	2,026 cars (62% occupancy)
Historic Port Precinct	481 cars (64% occupancy)	34 cars (31% occupancy)	56 cars (53% occupancy)	571 cars (59% occupancy)
Health Precinct	366 cars (53% occupancy)	-	207 cars (68% occupancy)	573 cars (58% occupancy)
TOTAL	1,708 cars (62% occupancy)	851 cars (57% occupancy)	611 cars (68% occupancy)	3,170 cars (62% occupancy)

Note (1): Observations taken from www.nearmap.com, 8:30am Thursday 21st December 2017.

The car parking survey results are summarised as follows:

- The overall car parking demands within the three precincts are high but not stressed, with the CBD precinct having the highest occupancy rates.
- The “overall” rates include some residential frontages on the periphery of the study area, which skews the overall result (as depicted in “green” on the saturation maps).
- There are a number of locations which could be considered “stressed” (90 – 100% occupied at the peak time), as depicted in “red” on the saturation maps, including the following locations where parking occupancy was observed to be above 90% on both sides of the road:
 - Hare Street (between Anstruther Street and Pakenham Street, and between Heygarth Street and Radcliffe Street, and between Service Street and Ogilvie Avenue),
 - Landsborough Street north of Anstruther Street,
 - Heygarth Street between High Street and Hare Street,
 - Radcliffe Street between High Street and Hare Street,
 - McKinlay Street between Hare Street and Annesley Street,
 - Hopwood Street between Service Street and Ogilvie Avenue,
 - Haverfield Street between Eddy Court and Garden Crescent, and
 - Francis Street between Leichardt Street and Hospital Avenue.
- The two primary Council-owned public car parks (High Street and Nish Street) were observed to have low to moderate occupancy rates. Both of these car parks provide all-day (staff) parking, for a fee.

It should be noted that a high on-street parking occupancy rate in the CBD area is not necessarily bad, as it contributes to a sense of vibrancy in the activity centre. However high on-street parking occupancy rates on residential frontages within the Health Precinct is undesirable and needs to be managed to ensure adequate parking is available for residents. Notably, while Clause 52.06 of the Planning Scheme allows Council to consider some reliance on on-street car parking for new uses,

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changes of use and increases to floor space for existing uses, Clause 52.06 specifically refers to consideration of on-street parking in non-residential zones, and streets in residential zones specifically managed for non-residential parking. On-street parking in residential zones intended for residential use should not be relied upon by non-residential uses (such as Echuca Regional Health).

5 Future Projections

5.1 Projected Population Growth

Population forecasts have been undertaken by demographic forecasting firm, id forecast on behalf of Council. The forecasts have been provided at both a municipal level and smaller area level, reflecting specific urban areas and rural districts.

The Echuca population forecast for 2018 (including Echuca Central-East, Echuca South-East and Echuca West) is 14,353, and is forecast to grow to 17,747 by 2036¹. Much of the population growth for the entire Shire of Campaspe is anticipated to occur within the Echuca Township, while some of the rural/regional areas of the shire are expected to experience a population decline. Table 5 below sets out the population projections.

Table 5: Population Projections

Locality	2018 Population	2036 Population Forecast	Population Change	% Change
Echuca (Central-East)	5,536	5,843	+ 307	5.54%
Echuca (South-East)	2,814	3,157	+ 343	12.19%
Echuca (West)	6,003	8,747	+ 2,744	45.70%
Rest of Campaspe ⁽¹⁾	23,415	24,958	+1,543	6.59%
TOTAL Campaspe Shire	37,769	42,706	+ 4,937	13.07%

Note (1): Includes Rochester, Kyabram, Lockington-Gunbower & District, Tongala & District, Stanhope & District and Rushworth & District

The population projections for Campaspe indicate:

- An ongoing concentration in future growth in Echuca with approximately 69% of Campaspe's total growth to 2036 occurring in Echuca.
- Much of the remainder of growth over this period occurring in Kyabram.
- Limited growth (and in some instances a decline in population) in the rural areas of the municipality.

¹ Source: <https://forecast.id.com.au/campaspe>

5.2 Future Commercial Floorspace Requirements

The 2017 Echuca Commercial Strategy indicates that in a regional context, Echuca-Moama competes to a high degree with the regional centres of Shepparton, Bendigo, Swan Hill and Deniliquin for investment and the retail spending of trade area residents. The existing average annual turnover level in Echuca reflects a well-performing retail sector in a regional Victorian context. The Commercial Strategy indicates:

- *In 2016, Echuca’s commercial centres achieve an estimated market share of 56% of the \$571m in retail spending by the estimated 44,320 residents in the Main Trade Area (MTA).*
- *In 2036, the MTA population is forecast to be approximately 50,040 residents and their retail spending will continue to increase in real terms.*
- *Allowing for population and income growth over the next 20 years, potential demand is expected to support an additional 24,000m² of retail floorspace, comprising the following:*
 - *Non-food floorspace: 12,600 square metres*
 - *Food, groceries and liquor (FGL) floorspace: 6,500 square metres*
 - *Food catering floorspace: 3,000 square metres*
 - *Retail services: 1,500 square metres*
- *Retail development proposals such as the Echuca West Neighbourhood Centre and the Ogilvie Avenue Homemaker Centre, and currently existing vacant space will provide around 8,000 to 10,000 square metres of this additional retail space. The remaining unmet demand for floorspace will include an additional full-line supermarket, potentially another discount department store and a wide variety of specialty stores. This space will need to be found in the existing and planned activity centres of Echuca-Moama.*
- *Echuca’s office market is likely to focus on the provision of office accommodation for small to mid-sized businesses that provide important services to residents in the surrounding region.*
- *It would be prudent to plan for an additional 6,000m² of office floorspace over the next 15 years, the majority of which is likely to be located in the Echuca CBD.*

The existing and future floor space requirements are summarised in Table 3 below.

Table 6: Future Floor Space Requirements

Land Use Type	Existing Floorspace	Additional Floorspace to 2036	Total Future Floorspace
Food, Liquor and Groceries	12,520 m ²	6,500 m ²	19,020 m ²
Food Catering	6,190 m ²	3,000 m ²	9,190 m ²
Non-Food	26,300 m ²	12,600 m ²	38,900 m ²
Retail Services	3,700 m ²	1,500 m ²	5,200 m ²
Non-Retail Commercial Floorspace	14,630 m ²	6,000 m ²	20,630 m ²
Total Occupied Retail & Commercial	63,340 m²	29,600 m²	92,940 m²

6 Community Consultation

Community feedback was invited via a questionnaire which could be completed either online or in person at Council’s offices. The questionnaire sought community feedback in relation to how the community currently utilises the Port, CBD and Health precincts, how often they visit, how long they stay, where they park and whether the current parking meets the community’s needs in terms of proximity, cost and safety. The questionnaire also provided an opportunity to raise specific issues.

A total of 72 survey responses were received, including 70 online responses and 2 “paper” responses. Table 7 below summarises the responses to the general questions (not specific to a single precinct). Not all respondents answered every question.

Table 7: Community Feedback

Question	Responses				
Which car parking precinct do you use the most?	Echuca Port Precinct	Echuca CBD		Echuca Health Precinct	
<i>Response:</i>	26 (36%)	41 (57%)		5 (7%)	
If you work within the Echuca CBD, Port Precinct or Health Precinct, where do you typically park for work?	On-Street (restricted parking, e.g. 2-hour limit)	On-Street (unrestricted all-day parking)	Off-Street	Not Applicable	Other
<i>Response:</i>	6 (10%)	19 (32%)	8 (14%)	21 (36%)	5 (8%)
What factor is most important in influencing where you choose to park?	Proximity to Destination		Cost of Parking		Safety (e.g. visibility of pathways, street lighting, etc.)
<i>Response:</i>	25 (44%)		24 (41%)		10 (17%)
The current cost of parking within the Echuca CBD is ...	Too low		About right		Too high
<i>Response:</i>	1 (2%)		16 (28%)		41 (71%)
What do you think is an appropriate walking distance to access all-day parking?	Up to 200 metres	Up to 400 metres	Up to 800 metres	Other	
<i>Response:</i>	22 (37%)	27 (46%)	6 (10%)	4 (7%)	
Are there any locations where additional car parking should be provided within Echuca?*	Yes, Port Precinct	Yes, Echuca CBD	Yes, Health Precinct	No	Not Sure
<i>Response:</i>	28 (49%)	17 (30%)	4 (7%)	1 (2%)	7 (12%)

* Note that the responses exclude the two paper responses. Both of these ticked all three areas (Port, CBD and Health Precinct) as needing additional parking, however the online survey form only allowed a single response to be recorded for each respondent.

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Table 7 indicates the following:

- Of the survey respondents, 10% of staff park in time-limited (e.g. 2 hour) spaces, with a further 32% parking on-street in unrestricted spaces.
- The most important factor influencing where people park is proximity to destination, followed by cost.
- The vast majority of survey respondents believe the current cost of parking in the CBD is too high.
- A total of 83% of respondents believe that all-day parking should be located 400 metres or less from their destination.

A total of 26 people responded to the questions relating specifically to the Echuca Port Precinct. This is consistent with the number of people that indicated they use the Port Precinct the most out of three precincts.

The survey responses for the Port Precinct are summarised in Table 8 below.

Table 8: Echuca Port Precinct – Survey Responses

Question	Responses				
What is the main purpose of parking?	Work		Shopping/Restaurants/Recreation/Visit		
<i>Response:</i>	19 (73%)		7 (27%)		
How often do you drive to the location?	Less than once per week	1 time per week	2 – 4 times per week	5 – 7+ times per week	
<i>Response:</i>	0 (0%)	1 (4%)	9 (35%)	16 (62%)	
How would you rate the existing car parking?	Poor	Below Average	Average	Above Average	Excellent
<i>Response:</i>	10 (38%)	4 (15%)	7 (27%)	1 (4%)	4 (15%)
How much time does it take to find a car parking space?	Much shorter than expected	Shorter than expected	As expected	Longer than expected	Much longer than expected
<i>Response:</i>	2 (8%)	1 (4%)	8 (31%)	8 (31%)	7 (27%)
How long do you typically park for?	An hour or less	More than an hour but less than two hours	Two to four hours	Whole day (more than four hours)	
<i>Response:</i>	3 (12%)	4 (15%)	4 (15%)	15 (58%)	

The majority of respondents for the Port Precinct indicated that they work in the precinct. Recreational visits in this precinct are predominantly tourist-related and it is unlikely that many (if any) tourists completed the survey. This is also reflected by the fact that almost all respondents indicated that they visit the precinct two or more times per week. Accordingly, it is noted that the results for the Port Precinct are skewed towards the needs and concerns of employees.

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A total of 67 people responded to the questions relating specifically to the Echuca Central Business District (CBD) precinct. This corresponds to 93% of all survey respondents.

The survey responses for the CBD Precinct are summarised in Table 9 below.

Table 9: Echuca CBD – Survey Responses

Question	Responses				
What is the main purpose of parking?	Work		Shopping/Restaurants/ Recreation/Visit		
<i>Response:</i>	10 (15%)		57 (85%)		
How often do you drive to the location?	Less than once per week	1 time per week	2 – 4 times per week	5 – 7+ times per week	
<i>Response:</i>	6 (9%)	4 (6%)	40 (60%)	17 (25%)	
How would you rate the existing car parking?	Poor	Below Average	Average	Above Average	Excellent
<i>Response:</i>	8 (12%)	19 (28%)	28 (42%)	8 (12%)	4 (6%)
How much time does it take to find a car parking space?	Much shorter than expected	Shorter than expected	As expected	Longer than expected	Much longer than expected
<i>Response:</i>	3 (4%)	1 (1%)	28 (42%)	29 (43%)	6 (9%)
How long do you typically park for?	An hour or less	More than an hour but less than two hours	Two to four hours	Whole day (more than four hours)	
<i>Response:</i>	35 (52%)	22 (33%)	4 (6%)	6 (9%)	

Table 9 indicates that:

- The majority (85%) of respondents visit the CBD for shopping/recreation purposes.
- More than half (60%) drive to the CBD two to four times per week.
- Most respondents rated the existing car parking as at or below average, with only 18% rating the existing parking as above average or excellent.
- A total of 42% said it takes as long as expected to find a car parking space, with a further 52% saying it takes longer or much longer than expected.
- Slightly more than half of survey respondents indicated that they parking in the CBD for an hour or less. This is likely to be reflective in part of the fact that the majority of respondents were visitors, not staff.

A total of 68 people responded to the questions relating specifically to the Echuca Health Precinct. This corresponds to 94% of all survey respondents. This is despite only 7% of respondents indicating that the Health Precinct is the area they use the most, and this may have skewed the results towards a large number of respondents indicating they visit the health precinct (i.e. they are not employees), they attend less than once a week and they only visit for a short time.

The survey responses for the Health Precinct are summarised in Table 10 below.

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Table 10: Echuca Health Precinct – Survey Responses

Question	Responses				
What is the main purpose of parking?	Work		Shopping/Restaurants/ Recreation/Visit		
<i>Response:</i>	13 (19%)		55 (81%)		
How often do you drive to the location?	Less than once per week	1 time per week	2 – 4 times per week	5 – 7+ times per week	
<i>Response:</i>	44 (65%)	10 (15%)	6 (9%)	8 (12%)	
How would you rate the existing car parking?	Poor	Below Average	Average	Above Average	Excellent
<i>Response:</i>	12 (18%)	12 (18%)	29 (43%)	13 (19%)	2 (3%)
How much time does it take to find a car parking space?	Much shorter than expected	Shorter than expected	As expected	Longer than expected	Much longer than expected
<i>Response:</i>	3 (4%)	5 (7%)	31 (46%)	19 (28%)	10 (15%)
How long do you typically park for?	An hour or less	More than an hour but less than two hours	Two to four hours	Whole day (more than four hours)	
<i>Response:</i>	28 (41%)	24 (35%)	8 (12%)	8 (12%)	

In addition to the multiple-choice questions, the community feedback questionnaire asked respondents to identify any specific issues they felt warranted consideration as part of the Echuca Parking Strategy. A total of 53 of the survey responses detailed specific issues. A comprehensive summary of issues raised and a response to each is attached at Appendix A, with the key issues summarised as follows:

- Request for greater disabled parking availability.
- Request for existing carparks to be made multi-storey.
- Request for existing underutilised private land to be converted into public car parking.
- Request for changes to parking restrictions, including short-term (15 minute) parking.
- Request for increased enforcement of parking restrictions to improve turnover.
- Landsborough Street between Anstruther and Heygarth Streets – car parking on both sides is restricting traffic flow down to a single lane, and pedestrians walk on the road (no footpath). Request for a footpath on the east side and street widened to allow installation of angle parking adjacent to the Port of Echuca motel.
- Requests relating to parking costs, including requests for cheaper (or free) parking in the CBD, free parking for the first half hour and free parking on weekends, concerns regarding the equity of paying for parking in the CBD when tourists (in the Port Precinct) have access to free parking, request for introducing a charge in the Port Precinct, and a suggestion to increase the price differential between on-street and off-street parking.

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- Concern that parking machines will only take coins (not notes or cards) and don't allow a refund, also request that ticket machines are interchangeable all over town, i.e. buy one ticket and can move between public parking areas (on-street and off-street).
- Requests for Echuca residents to have free permits for car parking, citing other towns (e.g. Kyabram and Rochester) having lower rates and free parking.
- A number of submissions raised concern that the car spaces are too small/narrow, particularly for getting children out, elderly, pregnant, prams, etc.
- Requests for additional parking, including family friendly parking near the Echuca Library, more parking to encourage tourism, use of crossovers in the Port Precinct as short-term loading bays during the day and parking spots after hours, expanded CBD parking east of the railway line, consideration of a footbridge near Beechworth Bakery and parking on the west side of Campaspe River, and more all-day parking in general.
- Lack of dedicated parking for caravans/boats/trailers/motor homes. Request for dedicated spaces for caravans near supermarket(s), with good signage.
- Inadequate staff parking available within a reasonable distance of businesses.
- Concern that Council staff are utilising all day parking in the port area to the detriment of the elderly and tourists. Request a designated all-day free staff parking area away from the river (and for other workers in the area) that won't impact on the Port.
- There is a need to provide more parking to encourage tourism.
- Shade, including request for undercover parking in the CBD and shade sails or similar on periphery parking to encourage people to park there, and request for more trees to provide shade.
- Requests for parking permits (for staff, and for school parents) and an option of a three-month ticket for residents.
- Lighting issues, including more lights at night in parking areas and improvement of lighting around the health precinct to improve safety after dark (particularly in winter).
- Alternative travel modes, including installation of bike parking and encouraging park and walk.

In addition to the above issues raised during the community consultation, Campaspe Shire's Road Services department has advised that a number of requests have been received over the past 2 – 3 years relating to parking around the Hospital and the Medical precinct, including:

- Residents requesting that workers and clients of medical practises do not park in front of their home and/or that they are issued with permits or reserved spaces for their exclusive use.
- Medical practices requesting that all of the parking be made 2-hour in the whole area so that they are available for their clients use.
- Concerns that Hospital staff use the parking bays on the street, and not the bays provided for staff within the Hospital site and park there for their whole shift.
- Concerns that people who are not using the Haverfield St shops park in the angle bays in front of the shops.
- Requests for line marking of bays and for signing of No Standing areas such as across driveways and near street corners as reinforcement of Road Rules due to poor compliance.

7 Car Parking Analysis – Echuca CBD & Port

7.1 Theoretical Car Parking Demand

Schedule 1 to the Parking Overlay (PO1) was introduced into the Campaspe Planning Scheme via Amendment C83 in 2013. PO1 applies to all land within the Echuca CBD and Historic Port Precinct, and applies Clause 52.06 “Column B” parking rates for all land uses.

A theoretical car parking demand analysis for the Echuca CBD based on the available 2015 floor space information (occupied floor space) and adopting Clause 52.06 Column B rates is presented in Table 11 below.

Table 11: Theoretical Car Parking Demand Assessment

Land Use Type	Floorspace	Column B Rate	Requirement ⁽¹⁾
Food, Liquor and Groceries (Supermarket Rate)	12,520 m ²	5 per 100m ²	626 spaces
Food Catering (Restaurant/Food & Drink Rate)	6,190 m ²	3.5 per 100m ²	216 spaces
Non-Food (Shop Rate)	26,300 m ²	3.5 per 100m ²	920 spaces
Retail Services (Shop Rate⁽²⁾)	3,700 m ²	3.5 per 100m ²	129 spaces
Non-Retail Commercial Floorspace (Office Rate)	14,630 m ²	3 per 100 m ²	438 spaces
Total Occupied Retail & Commercial	63,340 m²	-	2,329 spaces

Note (1): Clause 52.06 states that where a number is a fraction of a whole number, it should be rounded down to the nearest whole number.

Note (2): Clause 74 of the Planning Scheme sets out land use definitions, and includes retail services such as beauty salons, hairdressers, laundromats, etc. under the “shop” land use term.

Table 11 indicates that based on the existing CBD floor space, the car parking requirement is 2,329 spaces.

7.2 Theoretical vs Observed Peak Car Parking Demand

The surveyed peak car parking demands are detailed in Table 4.

For the CBD, the peak parking demand was 2,026 spaces, comprising 861 on-street spaces, 817 surveyed off-street spaces, and an estimated 348 cars parked in private parking areas which were not surveyed.

Some of the “CBD” floor space is located within the Historic Port Precinct (defined as being north of Heygarth Street for the purposes of this study).

For the Port Precinct, the peak parking demand was 571 spaces, comprising 481 on-street spaces, 34 off-street spaces (within the visitor centre carpark) and an estimated 56 cars parked in private parking areas which were not surveyed.

The total combined peak demand for the CBD and Historic Port Precinct was 2,579 spaces, corresponding to an overall car parking generation rate of 4.07 spaces per 100m², based on a total occupied floor space of 63,340m².

This observed peak demand exceeds the theoretical demand calculated in Table 7 by 250 spaces.

However, the surveys include car parking demands generated by tourists visiting the Port, paddle steamers, parks, etc., as well as staff and visitor car parking demands associated with Echuca Primary School and St. Joseph’s College which fall within the CBD boundary (as depicted by high occupancy levels nearby the schools as shown on the heat map at Figure 6).

On that basis, it is considered that the Clause 52.06 Column B parking rates are reflective of the actual peak parking demands generated by the CBD floor space, with the additional 250 space demand accounting for the port activities and schools, etc.

SUMMARY POINT

THE EXISTING CAR PARKING RATES ADOPTED UNDER SCHEDULE 1 TO THE PARKING OVERLAY (CLAUSE 52.06 COLUMN B RATES) ARE APPROPRIATE HAVING REGARD TO THE CAR PARKING OCCUPANCY SURVEY RESULTS.

7.3 Theoretical Future Car Parking Demand – 2036

Based on the projected floor space requirements to 2036 and adopting the “Column B” Clause 52.06 car parking rates, Table 12 below calculates the theoretical additional car parking requirements.

Table 12: Theoretical Car Parking Demand Assessment

Land Use Type	Additional Floorspace to 2036	Column B Rate	Requirement ⁽¹⁾
Food, Liquor and Groceries (Supermarket Rate)	6,500 m ²	5 per 100m ²	325 spaces
Food Catering (Restaurant/Food & Drink Rate)	3,000 m ²	3.5 per 100m ²	105 spaces
Non-Food (Shop Rate)	12,600 m ²	3.5 per 100m ²	441 spaces
Retail Services (Shop Rate⁽²⁾)	1,500 m ²	3.5 per 100m ²	52 spaces
Non-Retail Commercial Floorspace (Office Rate)	6,000 m ²	3 per 100 m ²	180 spaces
Total Occupied Retail & Commercial	29,600 m²	-	1,103 spaces

Note (1): Clause 52.06 states that where a number is a fraction of a whole number, it should be rounded down to the nearest whole number.

Note (2): Clause 74 of the Planning Scheme sets out land use definitions, and includes retail services such as beauty salons, hairdressers, laundromats, etc. under the “shop” land use term.

Table 12 indicates that by 2036 there is likely to be an increased demand for in the order of 1,103 car parking spaces within the Echuca CBD. It is understood that the anticipated increased floor space (and associated car parking demand) is based on population projections, and excludes any potential increased tourism demands.

The majority of the surveyed off-street carparks are on private land and are intended for use by customers of the adjacent businesses that they serve. Some of the under-utilised private off-street carparks experience peak parking demands at different times to the peak surveyed time of 10am on Thursday 9th February 2017, and some may be redeveloped in the future and are not guaranteed to continue to form part of the public parking supply.

The on-street car parking supply within the CBD Precinct is currently 1,292 spaces. If it is assumed that saturation occurs at 90% occupancy (i.e. beyond this demand, vehicles would circulate excessively looking for vacancies), then the practical capacity is in the order of 1,163 spaces. At the peak surveyed time, there were 861 cars parked. Accordingly, it could be said that there is capacity to increase the on-street car parking demands by in the order of 301 vehicles, although it is noted that the existing demand varies by street, with many streets in the central CBD and Port Precinct being at or close to saturation at peak times, and many of the existing vacancies being at the periphery of the survey area, located remotely from the primary destinations of staff and visitors.

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Similarly, if the (Council-owned) High Street and Nish Street carparks were considered to be at practical capacity when they are 90% occupied, there is capacity to accommodate in the order of 53 additional cars within the High Street carpark and 83 additional cars within the Nish Street carpark.

This equates to a capacity to accommodate in the order of 437 vehicles within the Echuca CBD.

This falls substantially short of the estimated 1,103-space requirement to the year 2036.

While some of the demand is likely to be met within new off-street carparks provided by developers, some of this will be at the expense of removing/replacing existing off-street carparks (with a potential intensification of use on existing sites). Accordingly, there is likely to be a need to increase the overall public parking supply in the CBD in the medium term.

SUMMARY POINT

THERE WILL BE A NEED TO INCREASE THE OVERALL PARKING SUPPLY IN THE CBD IN THE MEDIUM TERM.

7.4 Adequacy of All-Day Parking Provision

Table 13 below provides an estimate of the “all-day” staff parking demands based on the existing floor space and typical proportions.

Table 13: All Day Staff Parking – Theoretical Demands (Existing)

Land Use Type	Floorspace	Column B Rate	Requirement	Proportion Staff	No. of staff Spaces
Food, Liquor & Groceries	12,520 m ²	5 per 100m ²	626 spaces	20%	125 spaces
Food Catering	6,190 m ²	3.5 per 100m ²	216 spaces	25%	54 spaces
Non-Food (Shop Rate)	26,300 m ²	3.5 per 100m ²	920 spaces	25%	230 spaces
Retail Services	3,700 m ²	3.5 per 100m ²	129 spaces	25%	32 spaces
Office	14,630 m ²	3 per 100 m ²	438 spaces	95%	416 spaces
Total	63,340 m²	-	2,329 spaces		857 spaces

Table 13 indicates that the existing all-day staff parking demand within the CBD (i.e. excluding the Health Precinct demands) is estimated to be in the order of 857 spaces.

With the exception of existing all-day ticket parking provided in the High Street and Nish Street carparks and private parking provided at the rear of some premises, the majority of all-day parking is located at the periphery of the CBD.

The parking inventory identified a total of 312 unrestricted on-street spaces within the CBD precinct, with some of this being located on residential frontages. Notably, Figure 6 shows areas of high parking

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demand on residential frontages in McKinley and Landsborough Streets, with Landsborough Street in particular raised as an area of concern as part of the community consultation process.

The car parking occupancy surveys suggest that all-day parking is readily available in the two centrally located Council-owned carparks (High Street and Nish Street) as well as at the visitor centre on the north side of Heygarth Street to the east of the Council offices, which suggests that the overall existing availability of all-day parking is adequate to accommodate the CBD's requirements.

Having regard to the above, it is necessary to:

- identify the barriers which are preventing use of current under-utilised all day parking locations,
- determine whether there is a need to manage parking on residential frontages in and adjacent to the CBD, and
- identify whether there is a need to modify restrictions/increase the supply of all-day parking in the CBD.

Table 14 below summarises the existing all-day parking supply, location, surveyed occupancy rate (at the peak survey time of 10am on Thursday 9th February 2017) and factors which may influence usage.

Table 14: All-Day Parking Summary

All Day Parking Locality	Supply	Occupancy	Location	Cost	Amenity/Comments
High Street Council Carpark	118 spaces	45% (65 vacancies)	Central	Yes (\$1.10 per hour)	Requires U-turn to access from the south, connection to Hare Street is poor (narrow, enclosed).
Nish Street Council Carpark	212 spaces ⁽¹⁾	51% ⁽²⁾ (103 vacancies)	Central	Yes (\$1.10 per hour)	Connection to Hare Street via Fountain Plaza (unwelcoming access from carpark side, economic study indicates high shop vacancy rates in the plaza). Nish Street operates one-way, and access to the carpark is not well signed.
Visitor Info Off-Street Carpark	109 spaces ⁽³⁾	31% (75 vacancies)	Periphery	No	Unrestricted spaces "feel" remote (area heavily treed, not easily seen from the street), shared pathway not well lit, may feel unsafe for staff returning after dark.
Sturt Street Council Carpark	100 spaces	40% (60 vacancies)	Periphery (Other side of railway line)	No	Carpark itself is well lit and signed, but signage from the CBD could be improved and the railway line is a physical barrier.

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All Day Parking Locality	Supply	Occupancy	Location	Cost	Amenity/Comments
High Street On-Street (south of Pakenham Street)	36 spaces	75% (9 vacancies)	Periphery	No	Road Zone Category 1 (higher volume arterial with two lanes each way and a median). West side is mostly residential frontages.
Hare Street On-Street (south of Darling Street)	50 spaces	68% (16 vacancies)	Periphery	No	Angled spaces east side, potentially enough width to incorporate angled parking on the west side too (particularly on the Coles frontage).
McKinley St On-Street (bt Hare & Annesley St)	29 spaces	100% (0 vacancies)	Periphery	No	Footpath north side only, angled parking north side, parallel parking south side, predominantly residential frontages (General Res Zone).
Pakenham Street On-Street (west of Landsborough Street)	31 spaces	42% (18 vacancies)	Periphery	No	Footpath both sides, residential frontages south side, Echuca Primary School (oval) north side – 40kph. Observed increased 60% occupancy at 1pm on Thursday 9 th February 2017. Potentially short peak at school pick-up/drop-off.
Anstruther Street On-Street (west of Landsborough Street)	44 spaces ⁽⁴⁾	52% (21 vacancies)	Periphery	No	Footpath south side only (school frontage), with angle parking. North side parking on gravel verge. Aerial image (nearmap.com) from Thursday 21 st December 2017 (8:30am) suggests close to 100% occupancy on south side, and suggests a lower supply on the north side than identified in the surveys (road is narrow between trees in parts).
Landsborough Street On-Street (between Anstruther and Heygarth Streets)	38 spaces	100% (0 vacancies)	Periphery	No	The street is in the General Residential Zone (GRZ). Residential frontages on the west side, commercial zone on the east side, no footpaths.

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All Day Parking Locality	Supply	Occupancy	Location	Cost	Amenity/Comments
Percy Street On-Street (southern dead-end area)	42 spaces	95% (2 vacancies)	Central	No	Footpath west side, good surveillance from Annesley Street and Heygarth Street.

Note 1: 60 spaces are currently subject to 2P restrictions within this carpark, with the remainder being all-day spaces

Note 2: Peak surveyed saturation was 60%, occurring at 4pm on 18th November 2016 (84 vacancies)

Note 3: 24 spaces are currently subject to 2P restrictions within this carpark, with the remainder being all-day spaces

Note 4: some spaces are subject to 2P restrictions on the south side

Table 10 indicates:

- There is an under-utilisation of Council-owned off-street carparking areas.
- Contributing factors to the low utilisation of Council-owned off-street carparking areas potentially include:
 - Cost of parking (High Street and Nish Street carparks)
 - Amenity/connectivity to the primary retail spine (Hare Street)
 - Perceived/actual safety concerns for the more remote parking areas (Visitor Information and Sturt Street carparks)
- Unrestricted on-street car parking areas are in high demand even though they are generally on the periphery.
- Some of the on-street unrestricted parking locations in high demand are not well suited to meeting CBD staff parking demands due to a lack of amenity (footpaths/lighting) and being on residential frontages. This applies to Landsborough Street in particular.
- Some of the on-street unrestricted parking locations have the potential to accommodate increased parking by converting parallel spaces to angled spaces.

It is noted that the community consultation identified that there is an aversion to paying for car parking (including all day staff parking), with respondents indicating that they would generally prefer to walk further to avoid paying parking fees. At the same time, respondents indicated that they feel they shouldn't have to walk far to access parking, and there is a perceived parking shortfall proximate to the CBD, despite the two centrally located off-street carparks being under-utilised.

There is also a perceived inequity in rate-payers (i.e. employees and shoppers in the CBD) being required to pay for parking, but tourists (visiting the Port Precinct) having access to free parking.

SUMMARY POINT

THERE IS SCOPE TO IMPROVE UTILISATION OF EXISTING ALL-DAY PUBLIC PARKING RESOURCES BY IMPROVING AMENITY FOR USERS.

8 Car Parking Analysis – Health Precinct

8.1 Existing Off-Site Parking Impacts

Figure 7 shows that on-street car parking (both unrestricted and 2P) was in high demand at 10am on Thursday 9th February 2017 on both sides of all hospital frontage roads as well as in local streets generally within approximately 100 metres walking distance on all sides of the hospital.

While the map at Figure 7 doesn't show the presence of the large off-street carpark bounded by Hospital Avenue, High Street and Service Street, aerial imagery at nearmap.com (shown below in Figure 8) confirms that the carpark existed at the time that the parking surveys were undertaken, and accordingly the car parking survey results for on-street parking surrounding the hospital are reflective of current conditions.



Figure 8: Aerial Image Dated Sunday 18th December 2016 (Taken Before Parking Surveys)

The Echuca Regional Health (ERH) website² advertises the following information relating to parking availability for patients and visitors:

ERH Visitor Carpark

- *The main 220 bay carpark at ERH is located on the corner of High Street and Service Street Echuca, with the entrance to the carpark from Service Street.*
- *There is no cost or time limit associated with this car park and it is available for patients, visitors and staff.*

² <https://erh.org.au/patientsfamilies/parking-at-erh/>

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Hopwood Centre & Medical Consulting Suites

- *For specialist appointments at the Hopwood Centre or Medical Consulting Suites, there is 2-hour parking available on Leichardt Street and Francis Street for your convenience.*

Medical Day Treatment and Education Centre

- *For Medical Day Treatment appointments or if you are visiting our Education Centre, there is a carpark available off Leichardt Street with limited parking available for patients and staff.*

The ERH website appropriately directs patients, visitors and staff to the on-site parking facility first. While this carpark wasn't surveyed, aerial imagery at nearmap.com suggests it is not currently at capacity (albeit the only available aerial images were taken very close to Christmas in late December and early January and may not reflect usual conditions).

There is an existing aquatic centre with no on-site parking located at the southeast corner of the Service Street/High Street intersection which is likely attributable to the high on-street parking demands in Service Street (east of High Street) and Hare Street, given that pedestrian connectivity across High Street to the hospital is not good, and the off-street carpark has no cost or time limit and is better located for hospital use.

8.2 Future Demands

There is no statutory requirement under Clause 52.06 or the Parking Overlay for a hospital.

The associated consulting suites fall under the "Medical Centre" use. The hospital and surrounds are not covered by the parking overlay and accordingly the Clause 52.06 Column A rates apply. For a medical centre, the relevant rate is 5 spaces to the first person providing health services and 3 spaces to every other person providing health services.

Prior to 2012, the former Clause 52.06 included the following rate for hospital:

- *1.3 spaces per bed available for use by patients*

This (or an alternative) rate was not included in the revised version of Clause 52.06.

The Department of Human Services, Victoria (DHS) released a document titled "Design Guidelines for Hospitals and Day Procedure Centres" (2004) which sets out formulae for calculating car parking requirements for use in the absence of a relevant Local Council car parking code.

The DHS document states that the car parking requirements are based on the results of surveys in a number of hospitals.

The formulae for calculating the required number of parking spaces are based on a premise that different types of car park users at hospitals have peak demands at different times. These requirements do not include car parking for emergency facilities.

Suburban and country conditions:

- $Pm = 0.9 Sm + 0.7 Ssm + 0.2 Bp + 0.3 Bm + 0.4 Bd + 1.5 DSo$
- $Pa = 0.9 Sa + 0.7 Ssa + 0.3 Bp + 0.4 Bm + 0.25 Bd + 1.5 Dso$

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Explanation of Codes:

- *Pm* - required number of parking spaces during the morning peak
- *Pa* - required number of parking spaces during the afternoon peak
- *Sm* - number of staff during the morning peak (typically between 10.00 am and 11.00 am), including visiting doctors
- *Sa* - number of staff during the afternoon peak (such as during the nursing shift changeover, both morning and afternoon nursing shifts counted), including visiting doctors and medical research staff
- *Ssm* and *Ssa* - number of medical and nursing students present during the morning and afternoon peaks respectively;
- *Cpt* - coefficient of public transport provision - 0.9 if a public transport node such as a bus/rail interchange is located within 250 m from the facility boundary, otherwise 1.0
- *Bp* - number of beds, all patients except maternity patients and children patients
- *Bm* - number of maternity and children beds
- *Bd* - number of beds or recliners for day patients
- *Dso* - number of effective full-time doctors and specialists treating Outpatients including Community and Allied Health, Physiotherapy and Imaging.

While the existing breakdown of staff, beds, etc. at the existing Echuca Regional Health facility is not known, it is noted that when this formula was applied to Warrnambool Base Hospital, it resulted in a car parking rate that was more than double the former statutory rate of 1.3 spaces per bed.

GTA Consultants undertook surveys of Knox Private Hospital in Wantirna (outer-suburban Melbourne) in 2014 and identified a peak car parking demand rate of 1.88 car spaces per bed.

Over the past few years, Council's Road Services unit has received a number of requests relating to parking around the Hospital and the medical precinct, in particular relating to Service Street, Hopwood Street, Francis Street (south of Service Street) and Haverfield Street near the shops and adjacent to the aged care facilities. Requests include:

- Residents requesting that workers and clients of medical practices do not park in front of their home and/or that they are issued with permits or reserved spaces for their exclusive use.
- Medical practices requesting that all of the parking be made 2-hour in the whole area so that they are available for their clients' use.
- Concerns that hospital staff use the parking bays on the street and not the bays provided for staff within the hospital site and park there for their whole shift.
- Concerns that people who are not using the Haverfield Street shops park in the angle bays in front of the shops.
- Requests for line marking of bays and for signing of No Standing areas such as across driveways and near street corners as reinforcement of road rules due to poor compliance.

It is noted that depending on what part of the hospital people are going to, on-street parking is more proximate than the on-site carpark. Much of the existing on-street parking is unrestricted. Some is

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subject to 2P restrictions which is generally suitable (and therefore likely being utilised) for hospital visitors.

The high car parking occupancy levels are not a concern on the hospital's frontages, however Clause 52.06 of the Planning Scheme generally does not encourage reliance on on-street parking on residential frontages for non-residential uses.

It is noted that in this instance, the hospital has been in this locality for a long period of time and residents would have been aware of its existence at the time of purchasing their property. The affected residential dwellings generally have access to off-street car parking within their garages and driveways, and it is unrealistic to expect that additional on-street parking will be available on their direct frontage at all times. Surveys indicate that parking impacts only extend approximately 100m from the hospital, and accordingly on-street car parking can generally be found within 100 metres of dwellings, which is considered to be reasonable/suitable walking distance for overflow/visitor parking demands where they exceed on-site provision.

It would be possible to provide permit zone restrictions on one side of streets which have residential frontages to ensure these spaces are available for residents (with displaced hospital parking needing to be accommodated within the hospital site), however the process of issuing permits and enforcing restrictions is a burden for Council, so there is a need to weigh up whether it is a significant issue or a minor inconvenience.

On balance, considering the parking survey results, it is recommended that no permit zone restrictions be implemented at this stage, but that a rate for "hospital" be included in the parking overlay to ensure sufficient parking is provided for future expansions and the hospital impacts don't continue to expand further onto the surrounding road network.

A cash-in-lieu rate could also be considered for the health precinct.

It is recommended that a separate Parking Overlay apply to the health precinct, so that the separate relevant hospital rate can be applied, with the remainder of uses to be as per Column A of Clause 52.06 (i.e. current rates). A lower cash-in-lieu rate could be applied for any parking not provided on-site, and contributions could be utilised for the following:

- management of existing on-street car parking (including potentially installing signage and issuing permits to residents), and/or
- provision of additional on-street parking by converting parallel parking to angle parking in Francis Street north of Leichardt Street.

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8.3 Medical Practices

Council's Road Services department has also advised that requests have been received from medical practices within the health precinct for on-street parking to be restricted to 2P, so that spaces are available for clients' use.

There is a substantial supply of 2P spaces already within the health precinct, as well as parking within the hospital grounds.

Medical practices should accommodate both staff and client parking requirements on-site.

Clause 52.06 Column A rates are generally adequate to meet demands, and these rates should be applied to any future medical centre applications within the health precinct.

Clause 52.06 of the Planning Scheme notes that non-residential uses should avoid relying on on-street parking on residential frontages.

Any increase to the 2P parking supply should be accommodated on non-residential frontages only, e.g. on the hospital frontage (east side of Haverfield Street between Service Street and Leichardt Street).

Where existing on-site parking supplies are falling short of client demands, parking occupancy surveys indicate that on-street parking can typically be found within 100 metres, which is considered to be a reasonable/suitable walking distance for overflow/visitor parking demands where they exceed on-site provision.

9 Review of 2008 Strategy Recommendations

9.1 2008 Locations for “Future” Car Parking

The 2008 Strategy recommended a number of projects for Council’s Capital Works Program within the Historic Port Precinct and the Echuca CBD and ranked the projects by priority and proposed year of construction.

The following works projects have now been completed which are consistent with the previous (2008) strategy:

Historic Port Precinct:-

- improvements to signage and line-marking to car parking areas,
- provision of overflow parking north of the Tourist Information Centre, and
- purchase and installation of parking meters.

Echuca CBD:-

- improvements to signage,
- provision of additional car parking in Annesley Street, and
- provision of additional car spaces at the Echuca Railway Station.

The following locations for “future” car parking were highlighted in the 2008 parking strategy which have not been completed to date:

- provision of overflow parking on the west side of Campaspe at Leslie Street including construction of a footbridge,
- addition of a first floor to the Nish Street carpark, and
- addition of a first floor to the High Street carpark.

9.2 Suitability of Incomplete Projects

It is understood that Council owns a number of land parcels on the west side of the Campaspe River.

This land is prone to flooding, making it unsuitable for most uses. However, overflow all-day (staff/tourist) parking would be a suitable use, subject to appropriate management during flooding events.

If a footbridge crossing of the Campaspe River were constructed at the end of Leslie Street, car parking would potentially be able to be located within approximately 400 metres walking distance of the Echuca Port, which is roughly equivalent to 7.5 minutes’ walking distance, and is not an unreasonable distance for long-term/all-day parking.

For parking in this location to be successful, the following would be required:

- a footbridge crossing of the river,
- no time restrictions or fees for the parking spaces,
- well-signed, well-lit route for pedestrians, and

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- signage in the vicinity of the port directing drivers to the parking location.

These factors will need to be considered as part of the cost of the project.

The provision of additional all-day parking on the west side of Campaspe River (as envisaged in the 2008 Strategy) would be a suitable project for cash-in-lieu contributions.

Within the Echuca CBD, decked parking was envisaged and costed for the High and Nish Street public carparks as part of the 2008 strategy, however the timing was not set, and the projects have not been completed.

Both of these carparks are currently underutilised. Potential reasons include a tendency for staff to prefer to walk further to free parking (including on residential frontages) in preference to paying for car parking located closer to their destination, and a lack of attractive connections between the car parking and the main street for pedestrians.

Decked parking may be an attractive option for shoppers in the CBD noting that the community has expressed a desire for undercover parking.

It is recommended that these two projects be considered as a means of increasing CBD parking provision in the future, in addition to upgrading/updating/activating laneway connections for pedestrians between the carparks and the main street, introducing permit zone restrictions in residential streets on the periphery of the CBD where overspill all-day staff parking from the CBD is occurring, and introducing a yearly permit scheme for traders to ensure that parking within the provided spaces is an attractive option.

9.3 Other Potential Locations for Future Car Parking

Other locations where the public parking supply could be increased are as follows:

- Converting parallel parking to angled parking on the Coles frontages in Hare and Darling Streets.
- Investigate the potential to purchase vacant/under-utilised sites within the CBD (provided the smallest dimension of the site is at least 16.5 metres).

10 Cash In Lieu Rate

The parking strategy has identified that there is likely to be a need to increase the overall parking supply in the future as additional floor space is provided within the Echuca CBD.

Some of this parking may not be able to be provided on individual development sites, particularly where small existing premises seek to increase floor space by adding an additional storey for example.

The Clause 52.06 and Parking Overlay (Clause 45.09) provisions are set up in such a way so as to allow Councils to collect a financial contribution as a way of meeting the car parking requirements that apply to a particular development.

The existing Schedule 1 to the Parking Overlay which applies to the Echuca CBD allows for Council to collect cash in lieu of car spaces which cannot be provided on-site for development applications.

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Specifically, sub-clause 4.0 (Financial Contribution Requirement) of Schedule 1 to Clause 45.09 states the following:

If a permit is granted pursuant to Clause 52.06-3 to reduce or waive the requirement for car parking, the Responsible Authority must include a condition requiring payment-in-lieu for car parking spaces which are not provided on site, unless satisfied that such payment is not warranted having regard to the circumstances.

The payment-in-lieu contribution is \$2,000 per space. This amount is to be increased annually [on 1st July], in accordance with the Construction Industries Producer Price Index-General Construction Industry after the Gazettal of Amendment C83.

The cash contribution must be made before the use or development commences unless a permit condition allows payments by instalments under the Section 173 agreement provisions of the Planning and Environment Act 1987.

It is noted that the existing Schedule 1 to Clause 45.09 is not clear on when the starting year is for indexation.

Further, the current rate of \$2,000 per space was set acknowledging that the funds would not need to provide physical additional parking spaces but would be used to improve the amenity of existing parking spaces (including wayfinding, lighting, etc.), which is allowable under the provisions of the Parking Overlay.

However, it is likely that a point will soon be reached at which it is not sufficient to improve utilisation of existing parking, and new spaces will need to be constructed, at a cost which will substantially exceed the existing cash-in-lieu rate set in the Parking Overlay.

It is also noted that in Echuca, cash-in-lieu should be encouraged in preference to on-site customer parking on smaller development sites in particular (excluding large developments such as Coles and Woolworths), to maintain vibrancy of the centre. Shared public parking resources are more efficient than private parking³. Accordingly, the cash-in-lieu parking rate should take into account the desire to encourage this option for provision of customer parking.

There are a number of factors with implications beyond traffic engineering that should be considered in determining an appropriate cash-in-lieu value.

There is a limit to how much can be charged for parking via a cash-in-lieu scheme without discouraging the development of the activity centre.

It is also important to recognise that it is not intended that the cash-in-lieu amount cover the full cost of providing car parking (land plus construction value).

Council would not need to construct one car space for every space for which cash-in-lieu is paid. Due to the variation in demand over time for various uses, public parking resources are more efficient and can be shared by multiple users. For example, cash-in-lieu contributions might be collected from a retail store with opening hours of 9am till 5pm, and additional cash-in-lieu contributions might be

³ Often taking access within a retail precinct will lose on-street spaces and adversely impact on the streetscape.

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collected from a restaurant which generates parking demands predominantly after 6pm. These two uses can share the same parking spaces.

In determining the cash-in-lieu rate, consideration should also be given to equity between existing and future developments, noting that historically in Echuca, a substantial proportion of car parking has been provided as public parking (including on-street parking and public off-street carparks).

10.1 Example Cash-in-Lieu Rates

A number of other municipalities have Parking Overlays at Clause 45.09 which allow for the collection of cash in lieu of car parking spaces. The following table sets out cash-in-lieu rates which are currently applied in some other regional and metropolitan municipalities.

Table 15: Example Cash-in-Lieu Rates

Municipality	Cash-in-Lieu Rate ¹
Regional Municipalities	
Greater Shepparton	\$4,500
South Gippsland	\$0 (1 – 4 spaces) \$4,800 (per space for 5th to 8th space) \$7,200 (per space for 9th to 20th space) \$9,600 (per space for 21st space and above)
Wodonga	\$5,000
Benalla	\$6,431
Southern Grampians	\$8,000
Latrobe	\$8,000
Moira	\$8,060
Greater Bendigo	\$10,000
Colac-Otway	\$13,000
Surf Coast	\$13,291
AVERAGE	\$8,348
Metropolitan Municipalities	
Monash	\$6,000 (Oakleigh) ² \$11,000 (Glen Waverley) ²
Wyndham	\$12,500
Casey	\$16,935
Greater Dandenong	\$19,000
AVERAGE	\$13,087

Note 1: These rates are correct at the time they were adopted, and have not been indexed to the current year.

Note 2: The Parking Overlay (including cash-in-lieu provisions) was deleted from Monash Planning Scheme on 24th May 2018 via Amendment C137.

10.2 Cash-in-Lieu Options

There are several options which can be considered in determining the cash-in-lieu rate, as follows:

- **Cost Penalty:** This option charges an amount in excess of the actual cost of providing parking spaces (i.e. the cost of providing spaces off-site exceeding the cost of providing them within a proposed development), with the intention being to discourage developments which do not meet their parking requirements on-site.
- **Full Cost Recovery:** This option charges an amount equal to the actual cost of providing parking spaces, with the intention being that Council utilise the funds to construct one car space for every space that cash-in-lieu payments are collected, without needing to contribute additional funds.
- **Subsidised Fee:** This option charges an amount less than the actual cost of providing parking spaces and takes into account efficiencies in public parking resources (with the sharing of public parking meaning Council is unlikely to need to construct one parking space for every space which cash-in-lieu is collected). This also takes into consideration that most parking provided by Council would not be ideal for any particular developer and would not be restricted for use by customers of the originally contributing developers but would be in the general area and therefore utilised by shoppers shopping in the general area.

Most of the regional municipalities that have cash-in-lieu parking rates adopt the ‘subsidised fee’ approach in recognition that shared public parking resources are a valuable asset to the broader community, with the adopted cash-in-lieu rate not being reflective of the full cost of providing a parking space.

10.3 Locations for New Public Parking in the Echuca CBD & Port Precinct

There a number of locations which are considered to be suitable for further consideration in the Echuca CBD and Port Precinct in relation to the potential provision of additional public parking resources in the future (to be funded by future cash-in-lieu contributions) as follows:

- at-grade parking on Council-owned land on the west side of Campaspe River in proximity to the Echuca Port (including a pedestrian bridge across the river, lighting, wayfinding signage, etc),
- decked parking on the existing High Street and Nish Street Council-owned carparks,
- increased on-street parking in the vicinity of Coles (by converting parallel parking spaces to angled bays), and
- exploring the potential to purchase vacant/under-utilised private land.

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10.4 Locations for New Public Parking in the Health Precinct

There are limited options for increasing public car parking provision in the Health Precinct.

Provision of adequate on-site car parking should be encouraged for future hospital upgrades and other development applications (including medical centres).

Where on-site car parking provision cannot meet the statutory requirements, cash-in-lieu could be considered, and could be utilised for:

- provision of additional car parking on Francis Street north of Leichardt Street by converting parallel parking spaces to angled bays,
- introducing parking restrictions on residential frontages (and issuing permits to residents),
- lighting upgrades, etc.

10.5 Cash-in-Lieu Calculation Formula

The formula for calculating cash-in-lieu contributions is generally:

$$P = (L + C + A) \times (1 - D)$$

Where:

- P – Cost per space (cash-in-lieu rate - \$ per car space)
- L – The market value of land (\$ per m² x land area per car space)
- C – The construction cost (\$ per m² x land area per car space)
- A – An administration charge (typically 2% of the total cost)
- D – Discount, e.g. 0.3 (30% discount)

The construction cost for decked parking is considerably more expensive than at-grade parking, with basement car parking being substantially more costly again.

The Cobram Parking Precinct Plan for example (Moirra Shire, 2009) lists the construction cost for at-grade parking at \$2,200 per car space. In comparison, *Rawlinsons Construction Cost Guide 2016* indicates a cost per square metre of \$83, \$465 and \$1,645 for open parking areas, decked parking areas and underground (single level) parking areas respectively. Based on an average of 28m² per space (including access aisles), this corresponds to a cost of \$2,324, \$13,020 and \$46,060 per space for at-grade, decked and basement car spaces respectively. These costs exclude land value.

The 2008 parking strategy report noted that the average cost of providing a car space in Echuca (current as of 2008) was \$14,000 per space in the CBD and \$7,700 per space in the Historic Port Precinct, with these costs excluding land costs, as all proposed (costed) spaces were to be located on land already under Council ownership.

The port car parking costs included an on-going annual cost for providing a courtesy shuttle bus due to the remote location of the proposed car parking, although it is not clear if it included the cost of constructing a pedestrian bridge crossing of the Campaspe River.

It is noted that the Panel reports for both Amendment C10 to the Benalla Planning Scheme and Amendment C56 to the Moira Planning Scheme determine that a 30% 'discount', is a reasonable compromise.

10.6 Recommended Cash-in-Lieu Rate

The adopted cash-in-lieu cost per parking space not provided on-site for new developments, as currently reflected in the Parking Overlay, is \$2,000 per space.

This amount is lower than the rates adopted in all other existing metropolitan and regional planning schemes and is not sufficient to allow Council to undertake capital works projects which increase the public parking supply in Echuca currently.

Having regard to the current high parking demands within some parts of the CBD, it is recommended that the cash-in-lieu rate be increased, to allow Council to undertake timely works to increase the public parking supply as demand warrants in the future.

It is recommended that Council adopt the 'subsidised fee' option, providing for a 'discount' in the cost of actually providing a car space. This option is fairer for the development industry taking into account that the space will not be exclusively available for customers of the development which made the cash-in-lieu contribution and will instead be a shared public parking resource some distance away from the development site.

While Benalla and Moira adopted a 30% discount (70% developer-funded), the adopted rates in these municipalities are \$6,431 and \$8,060 respectively, suggesting the actual cost per space would be \$9,187 and \$11,514 respectively (with the in-lieu rates representing 70% of these costs), being significantly lower than the \$17,000 per space for multi-level car parks as indicated by the Rawlinsons Guide.

Other factors (beyond the actual cost of providing a space) also require consideration when determining the cash-in-lieu rate, such as the desire to either attract or discourage development in the CBD for example.

It is recommended that having regard to the historical 'public' contribution to the parking supply in the Echuca CBD and Port, a discount of 30% (consistent with the Benalla and Moira Planning Schemes) be applied to the \$13,020 car space cost, corresponding to a cash-in-lieu contribution rate of \$9,114, or \$9,296 if a 2% administration fee is added.

This recommended rate is slightly lower than the nearby Bendigo CBD rate (for which the Echuca CBD competes with to a degree for development and retail spending) and is approximately in line with average rates for regional areas, taking into account indexation.

The rate should be applied (via an amended Parking Overlay – Schedule 1) to the Echuca CBD and Historic Port Precinct Areas covered by the current version of the Parking Overlay.

The current nominal rate of \$2,000 per space should also be applied to the Health Precinct area identified in Figure 1 of this report, to provide a financial means of managing car parking and upgrading lighting, etc. in instances where future planning applications are unable to meet the statutory car parking requirements on-site, to be considered by Council on a case-by-case basis.

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11 Action Plan

Table 16 below sets out the parking strategy recommendations, actions and priorities.

Table 16: Echuca Parking Strategy Recommendations & Action Plan

Recommendation/Action	Priority	Comment
<p>Retain the existing Clause 2.0 of Schedule 1 to the Parking Overlay which adopts Clause 52.06 Column B parking rates for Echuca and the Historic Port Precinct.</p>	N/A	No action required.
<p>Amend Clause 4.0 of Schedule 1 to the Parking Overlay as follows:</p> <p><i>If a permit is granted pursuant to Clause 52.06-3 to reduce or waive the requirement for car parking, the Responsible Authority must include a condition requiring payment-in-lieu for car parking spaces which are not provided on site, unless satisfied that such payment is not warranted having regard to the circumstances.</i></p> <p><i>The payment-in-lieu contribution is \$9,300 per space. This amount is to be increased annually [on 1st July], in accordance with the Construction Industries Producer Price Index-General Construction Industry after the Gazettal of Amendment C83.</i></p> <p><i>The cash contribution must be made before the use or development commences unless a permit condition allows payments by instalments under the Section 173 agreement provisions of the Planning and Environment Act 1987.</i></p>	High	Requires a Planning Scheme Amendment
<p>Introduce a new Schedule 2 to the Parking Overlay, which should be applied to the Health Precinct (generally as identified in Figure 1 of this report).</p>	High	Requires a Planning Scheme Amendment
<p>Clause 2.0 of Schedule 2 to the Parking Overlay should specify a parking rate for hospitals. The recommended rate is 1.5 spaces per bed, with this rate being roughly the average of the former rate (removed from the planning scheme in 2012) and the empirical surveyed rate at Knox Hospital.</p> <p>Clause 4.0 of Schedule 2 to the Parking Overlay should be generally as follows:</p> <p><i>If a permit is granted pursuant to Clause 52.06-3 to reduce or waive the requirement for car parking, the Responsible Authority must include a condition requiring payment-in-lieu for car parking spaces which are not provided on site, unless satisfied that such payment is not warranted having regard to the circumstances.</i></p> <p><i>The payment-in-lieu contribution is \$2,000 per space. This amount is to be increased annually [on 1st July], in accordance with the Construction Industries Producer Price Index-General Construction Industry after the Gazettal of Amendment C83.</i></p> <p><i>The cash contribution must be made before the use or development commences unless a permit condition allows payments by instalments under the Section 173 agreement provisions of the Planning and Environment Act 1987.</i></p>	High	Requires a Planning Scheme Amendment

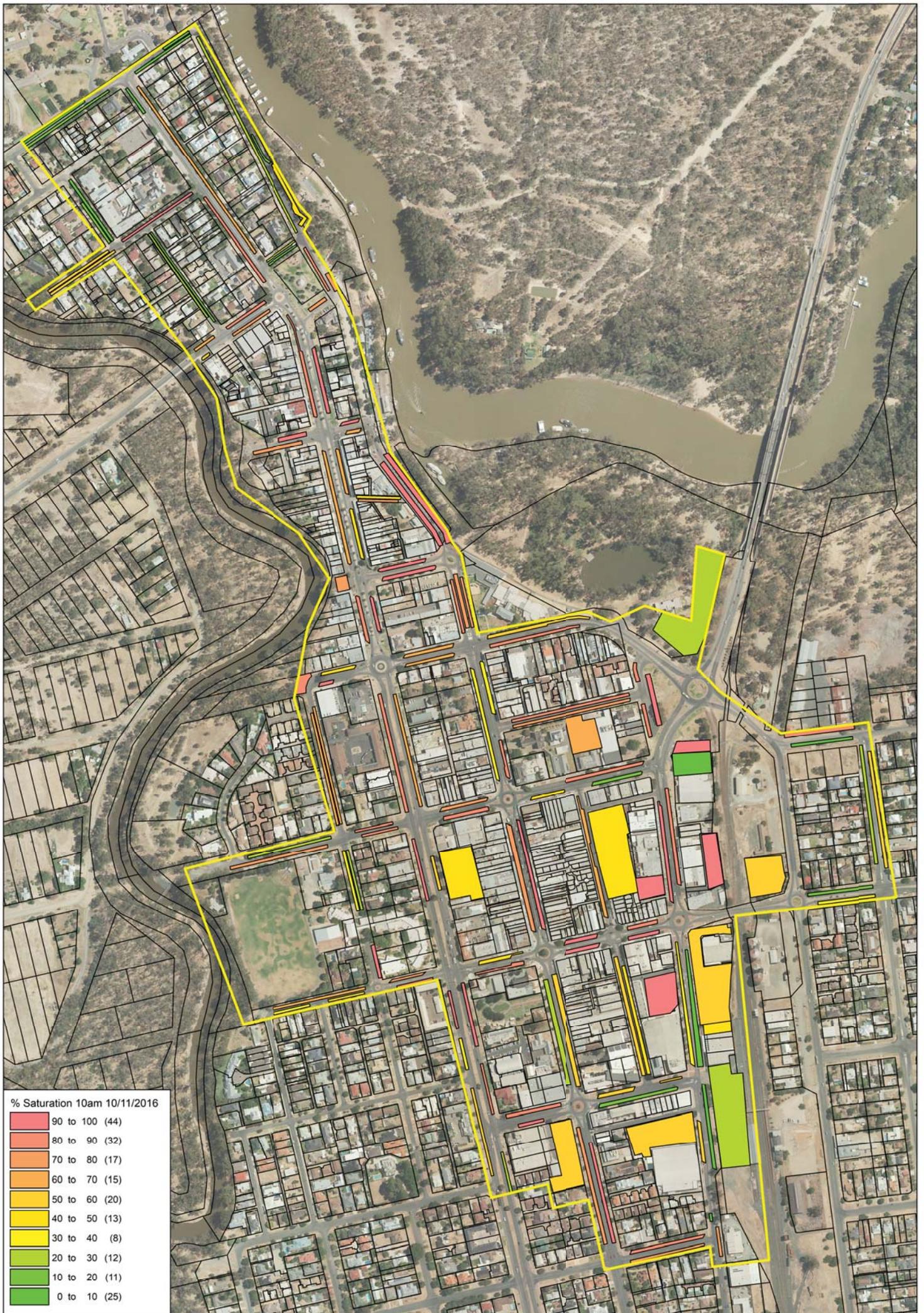
Echuca CBD & Historic Port Precinct

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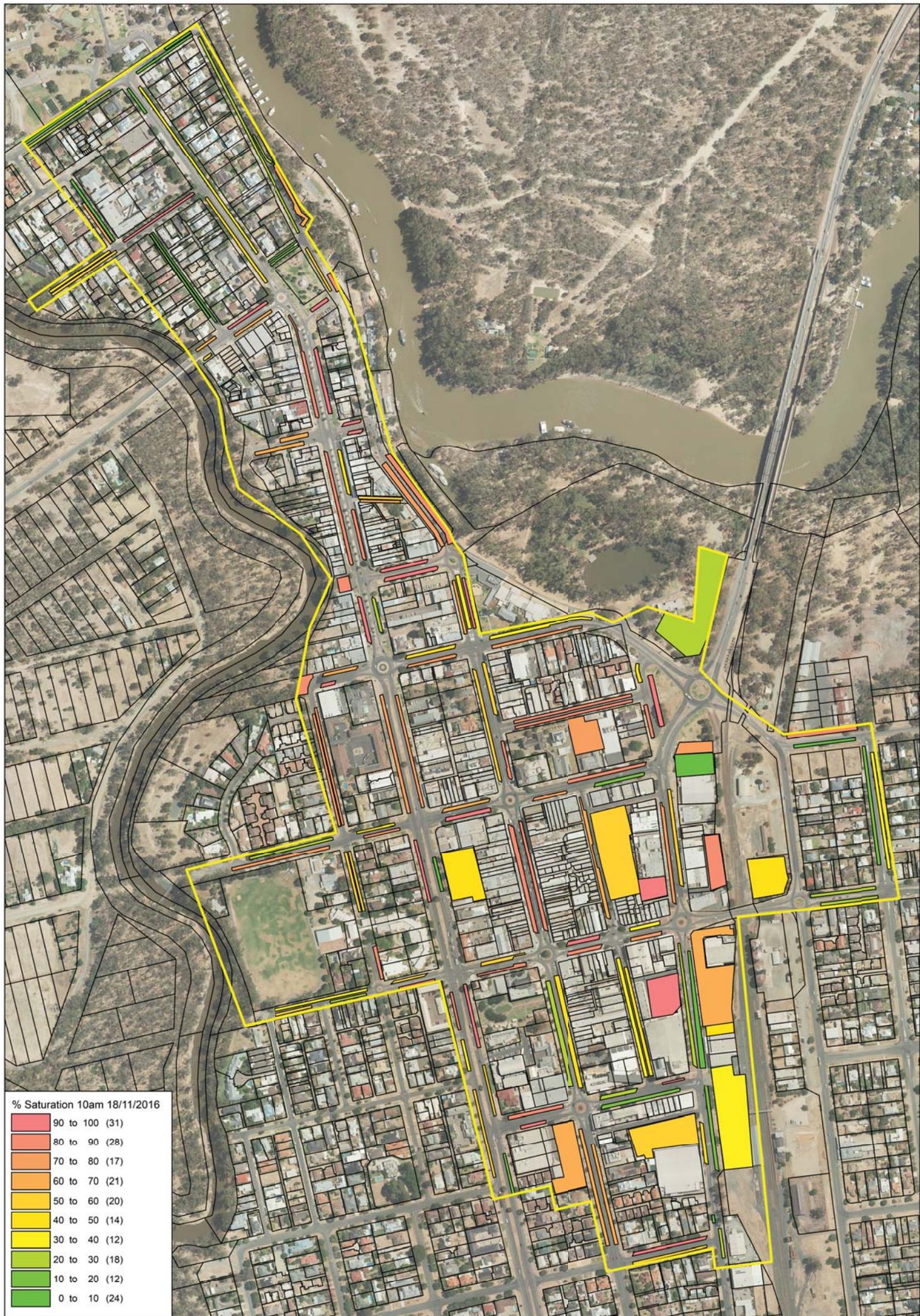
Recommendation/Action	Priority	Comment
<p>Parking costs in the High and Nish Street carparks should be reviewed with the aim of increasing usage, particularly by CBD staff. For example, a daily cap equivalent to say 3 hours parking could be considered and/or issue permits to traders at low cost, to get staff off residential streets (particularly Landsborough Street) and into these off-street carparks instead.</p>	<p>Medium</p>	<p>Following implementation of parking restriction changes in the Port Precinct</p>
<p>Facilitate improved connections between the High Street and Nish Street carparks and Hare Street, through revitalised/wider/open/well-lit/welcoming and well-signed thoroughfares.</p>	<p>Medium/High</p>	<p>Revitalised/improved links to Hare Street require redevelopment of land in private ownership</p>
<p>Improve safety for users of the Visitor Information and Sturt Street carparks, including consideration of measures that will improve lighting and surveillance of the parking areas and connecting walkways, particularly having regard to staff returning to their vehicles after dark in the winter months.</p>	<p>High</p>	<p>This needs to occur prior to any changes to existing long-term parking restrictions in Murray Esplanade.</p>
<p>P15-minute parking restrictions (no cost) should be considered directly in front of banks and the post office.</p>	<p>Medium</p>	<p>Road services.</p>
<p>As parking machines are replaced in the future, these should be upgraded to include card payment facilities for convenience, and to ensure the continued vibrancy of the Echuca CBD.</p>	<p>Low</p>	<p>As existing machines reach the end of their useful life (responsibility of local laws, with funding to come from general parking revenue)</p>
<p>Investigate altering parking restrictions on Murray Esplanade and High Street within the Port Precinct to provide for 3-hour parking, to reduce usage by staff and increase turn-over for Port visitors.</p>	<p>High</p>	<p>This action needs to be undertaken in conjunction with (following) improved safety measures for existing parking behind the visitor information centre.</p>
<p>If pay parking is adopted in the tourist precinct, it needs to be convenient to pay (i.e. card) as non-locals won't necessarily be prepared with coins.</p>	<p>Low</p>	<p>Responsibility of local laws, with funding to come from general parking revenue.</p>

Parking Strategy

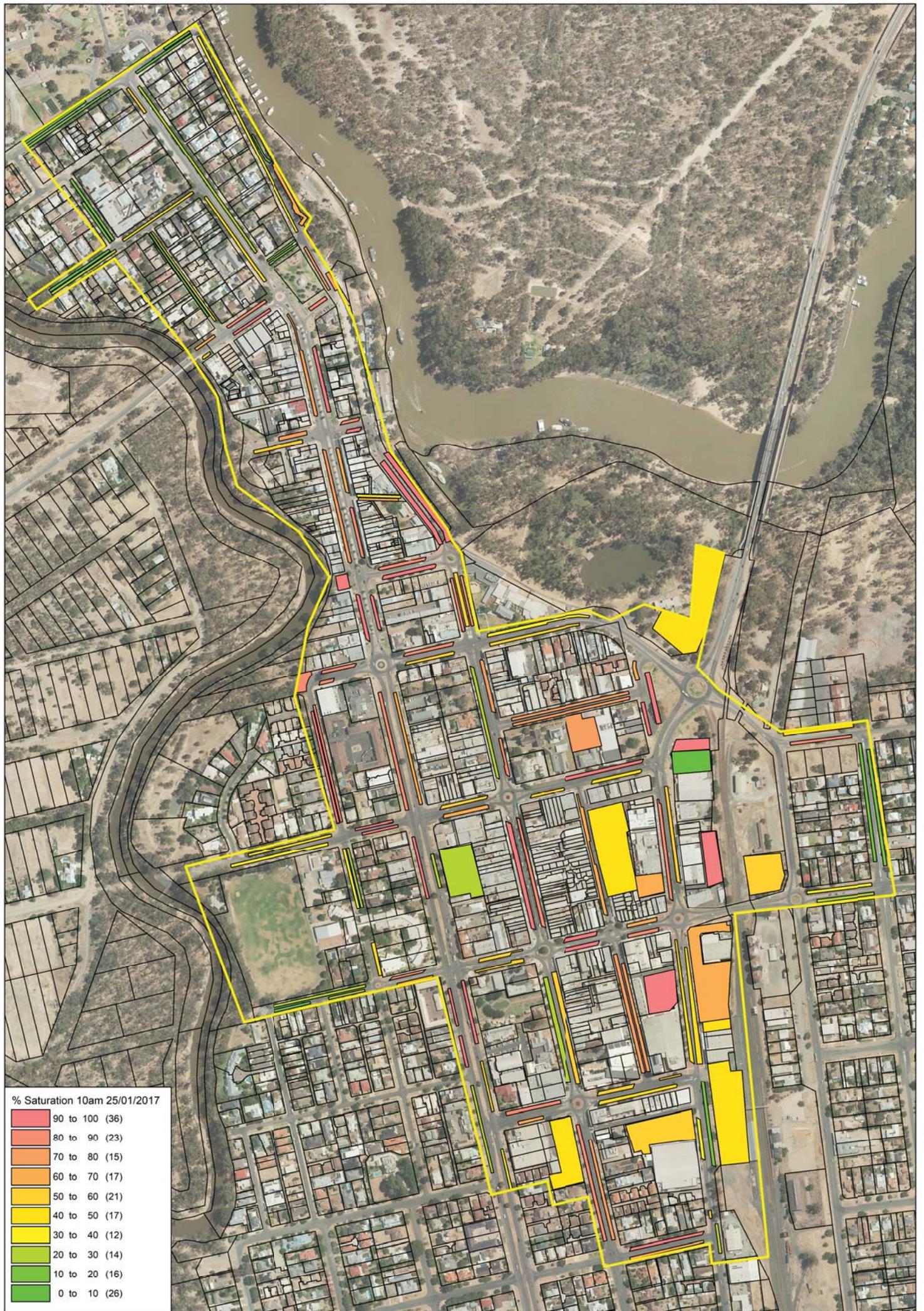
Appendix A: Heat Maps – Parking Occupancy



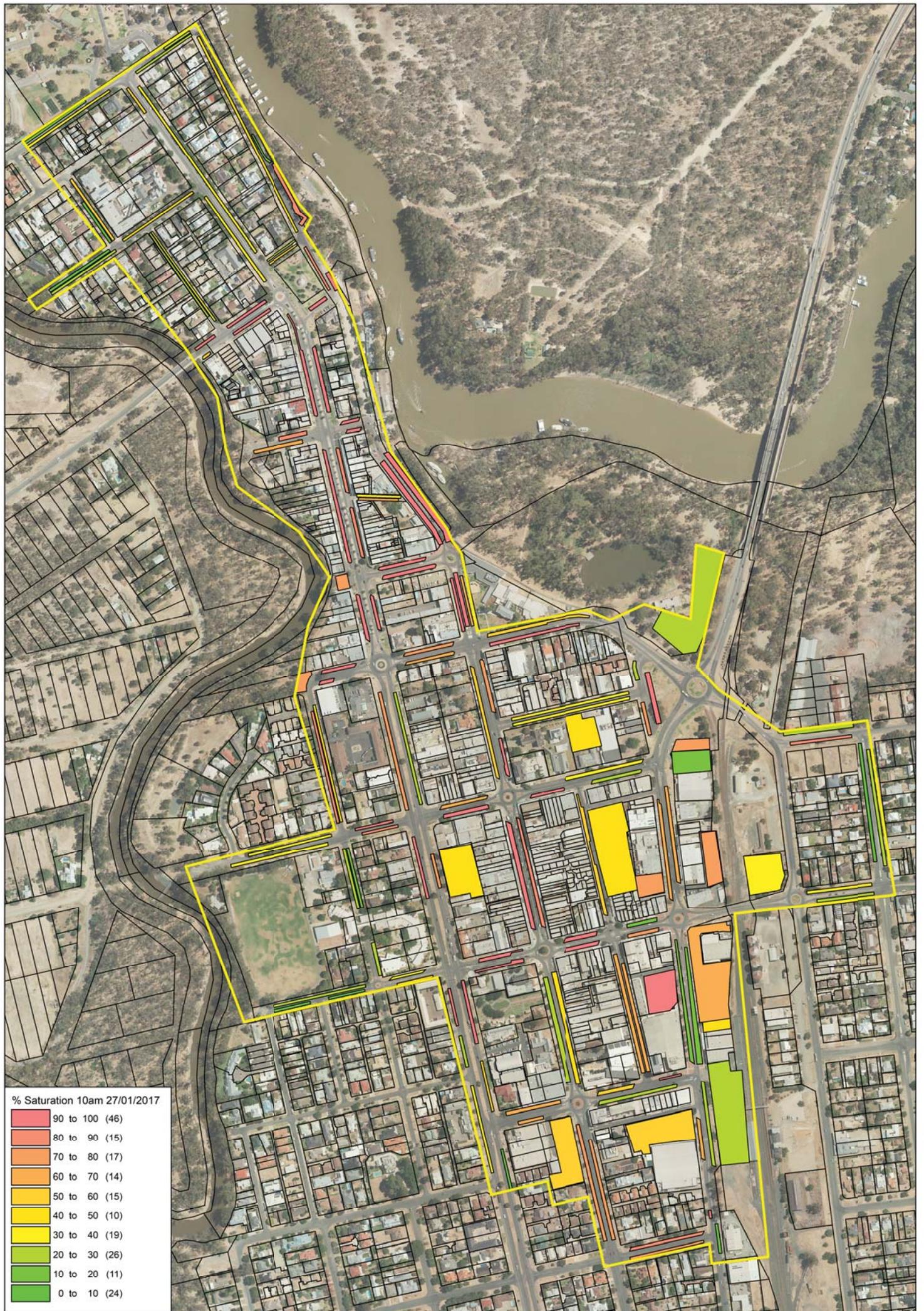




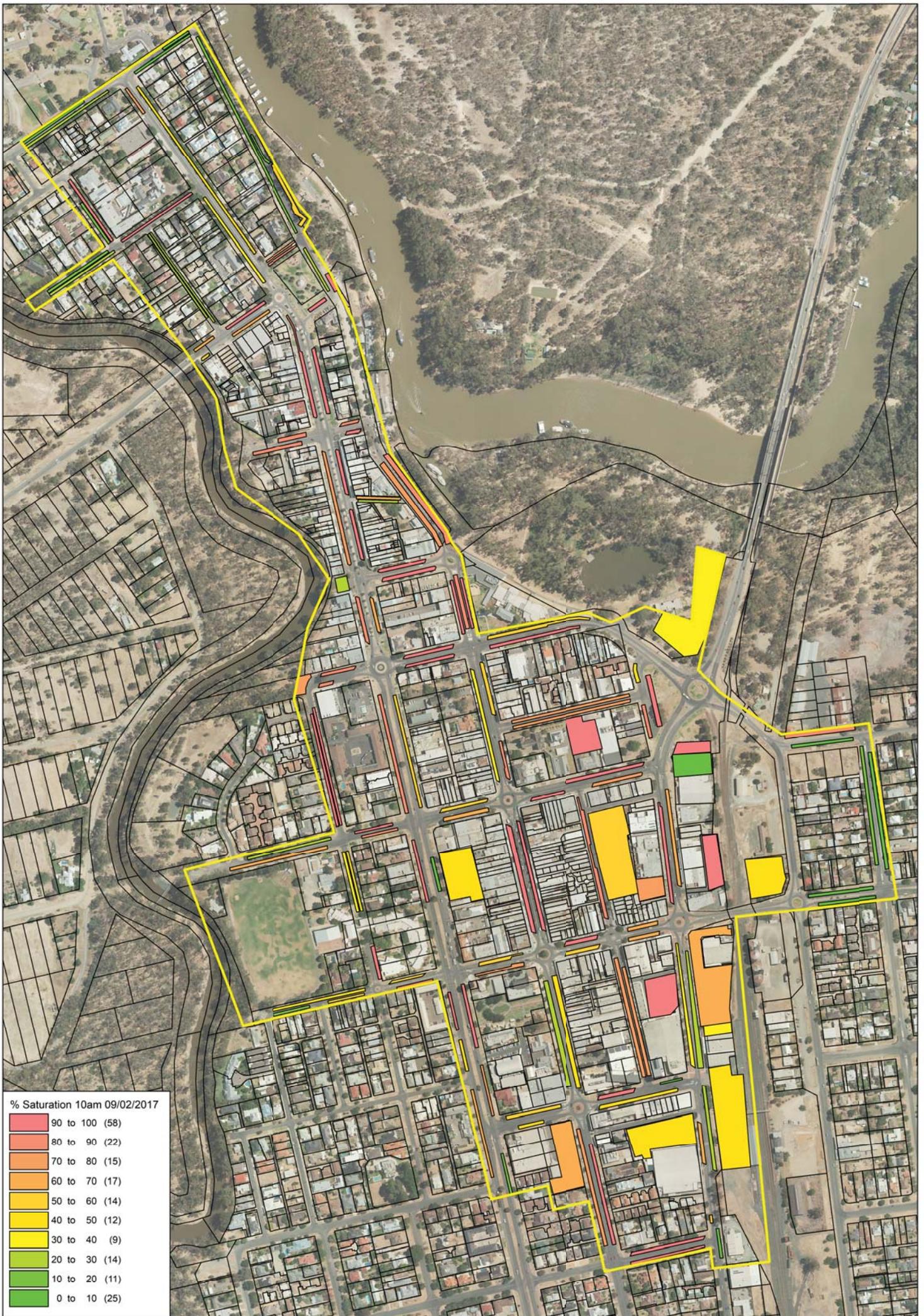




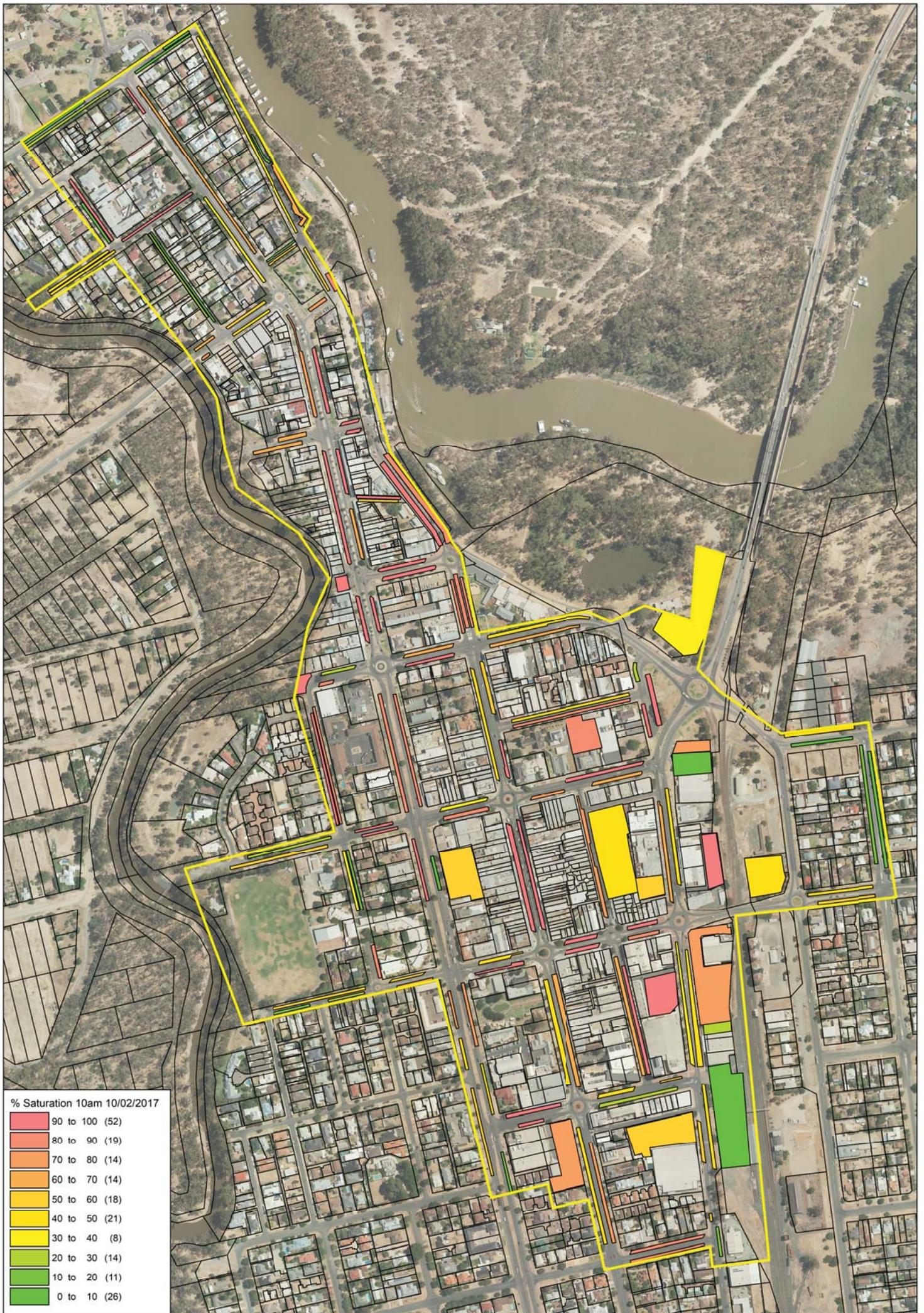




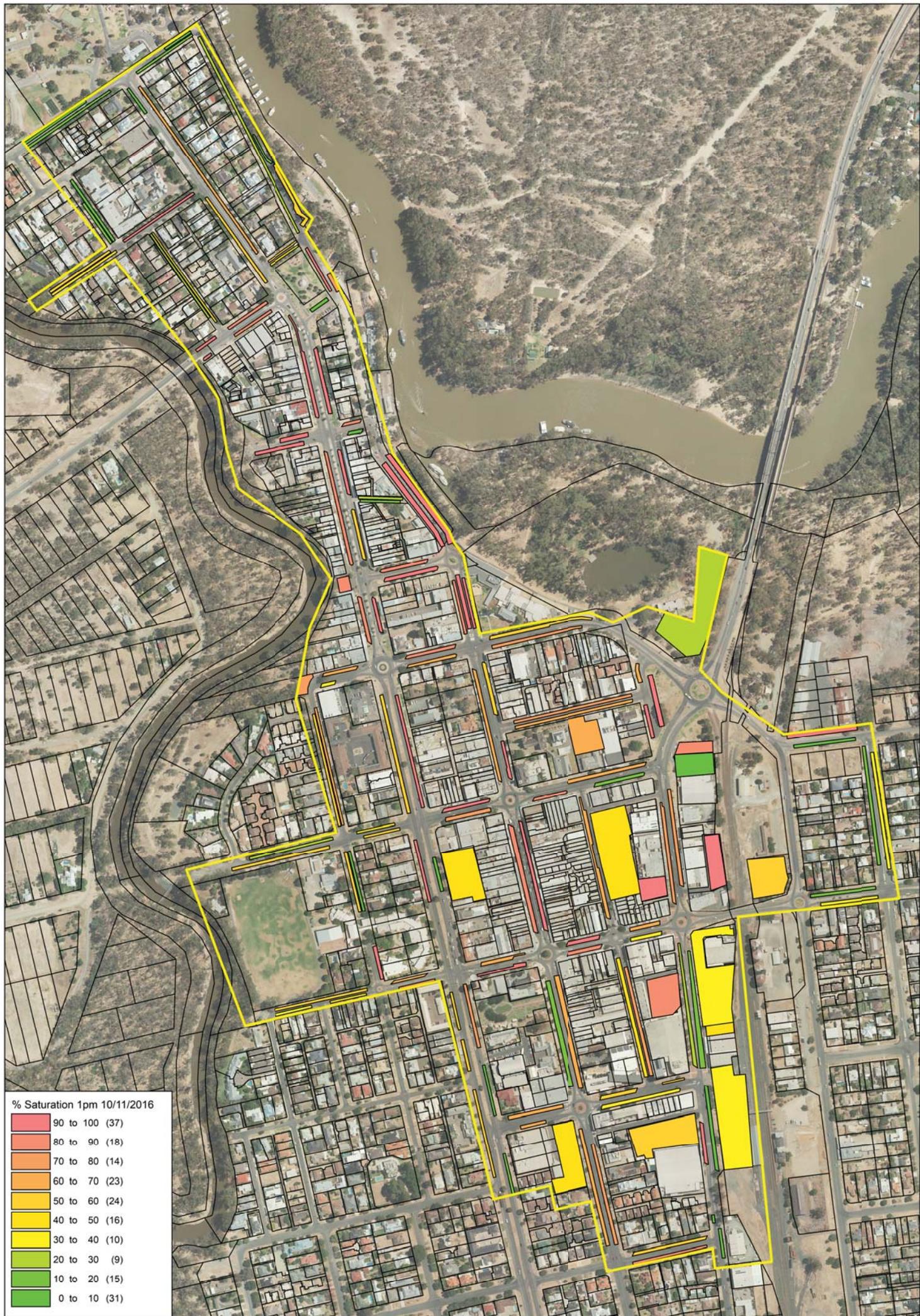




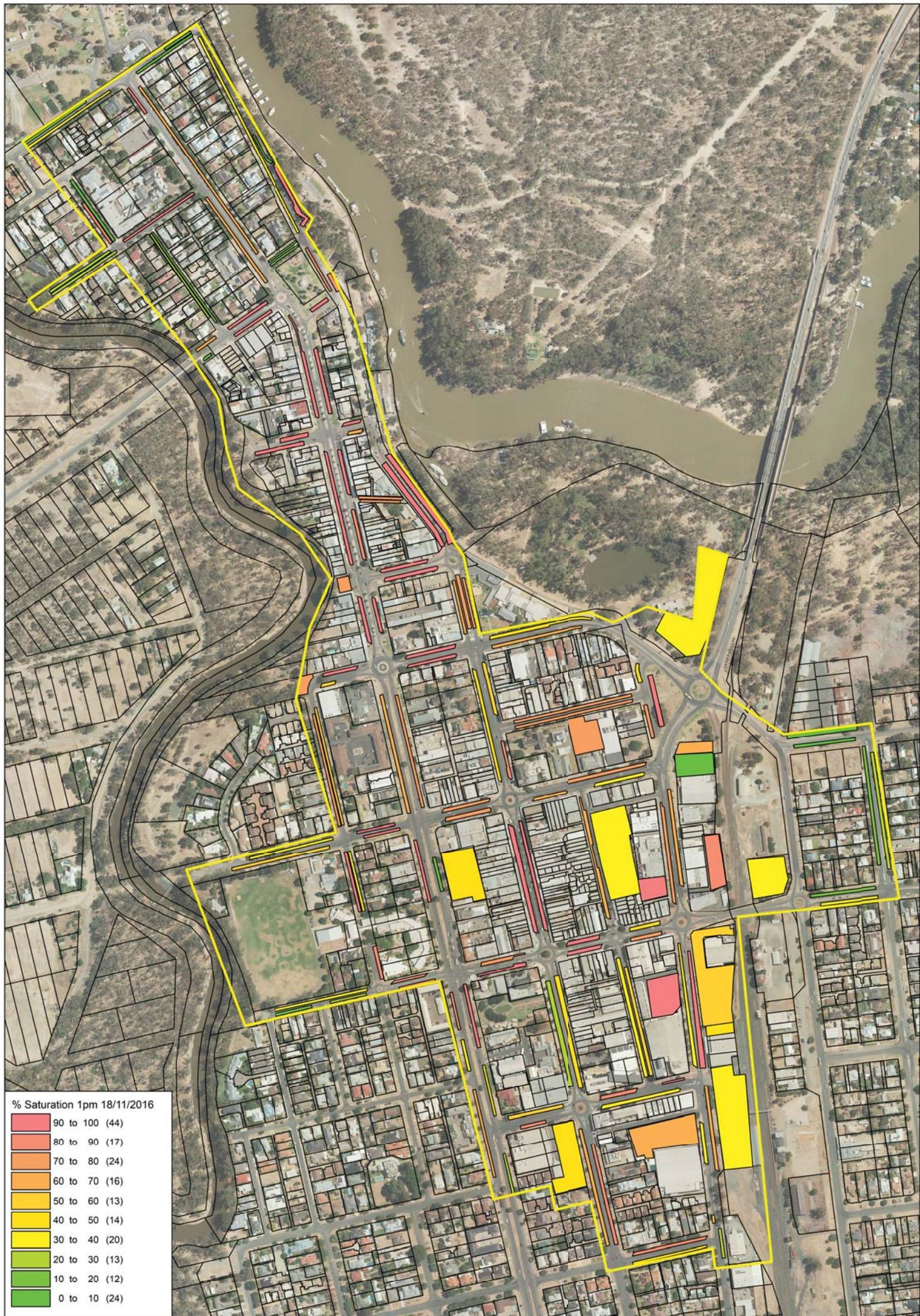




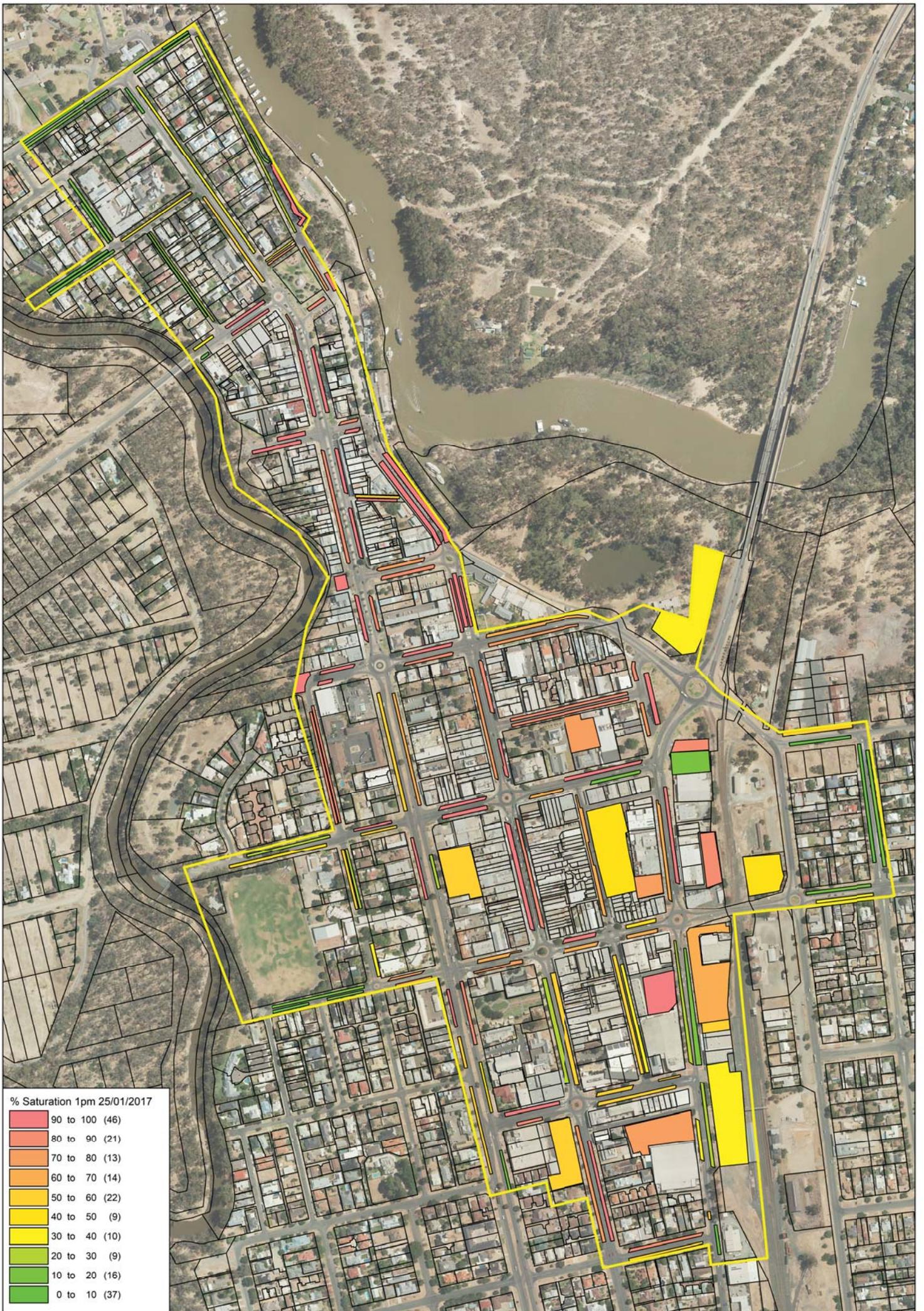




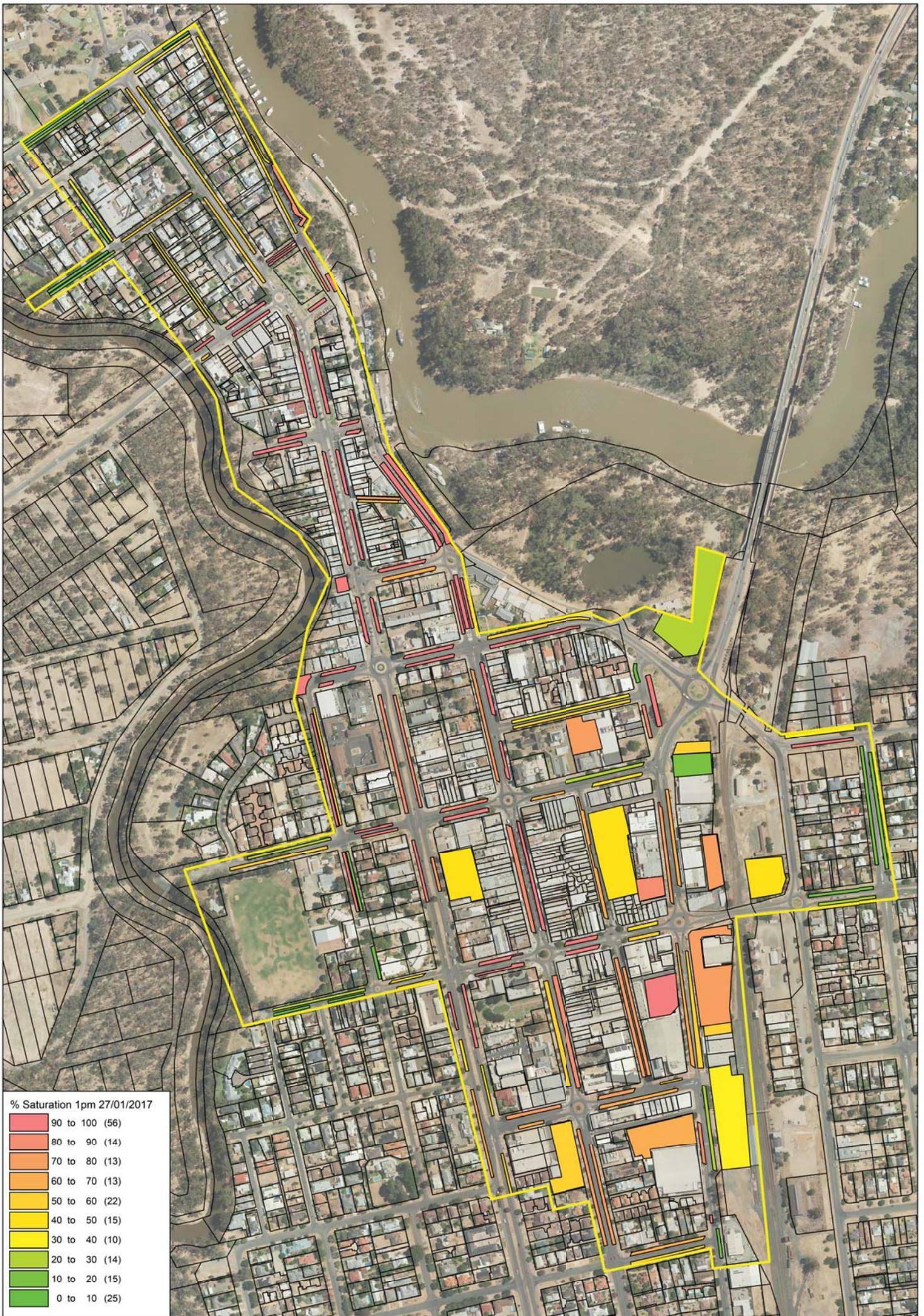




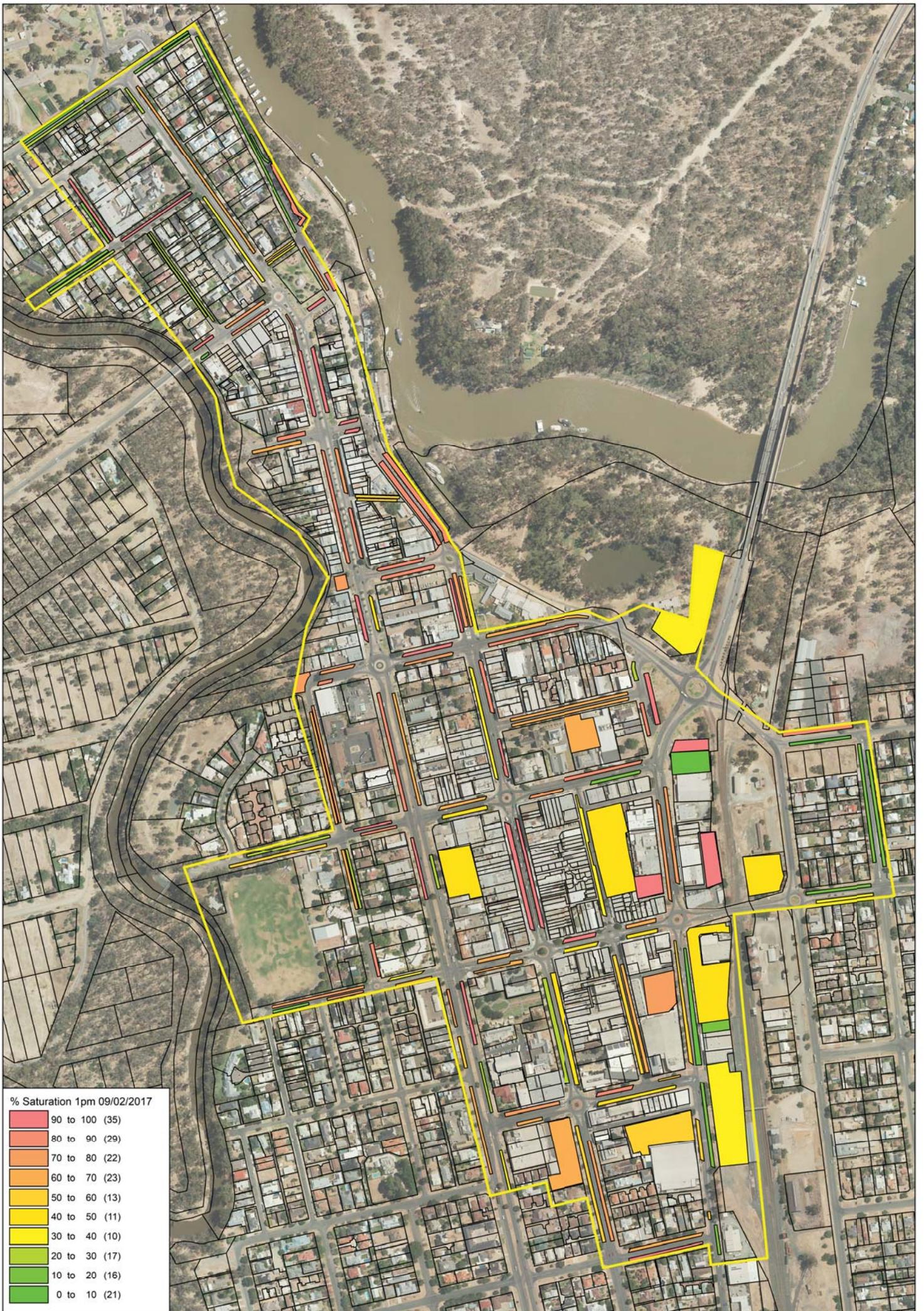




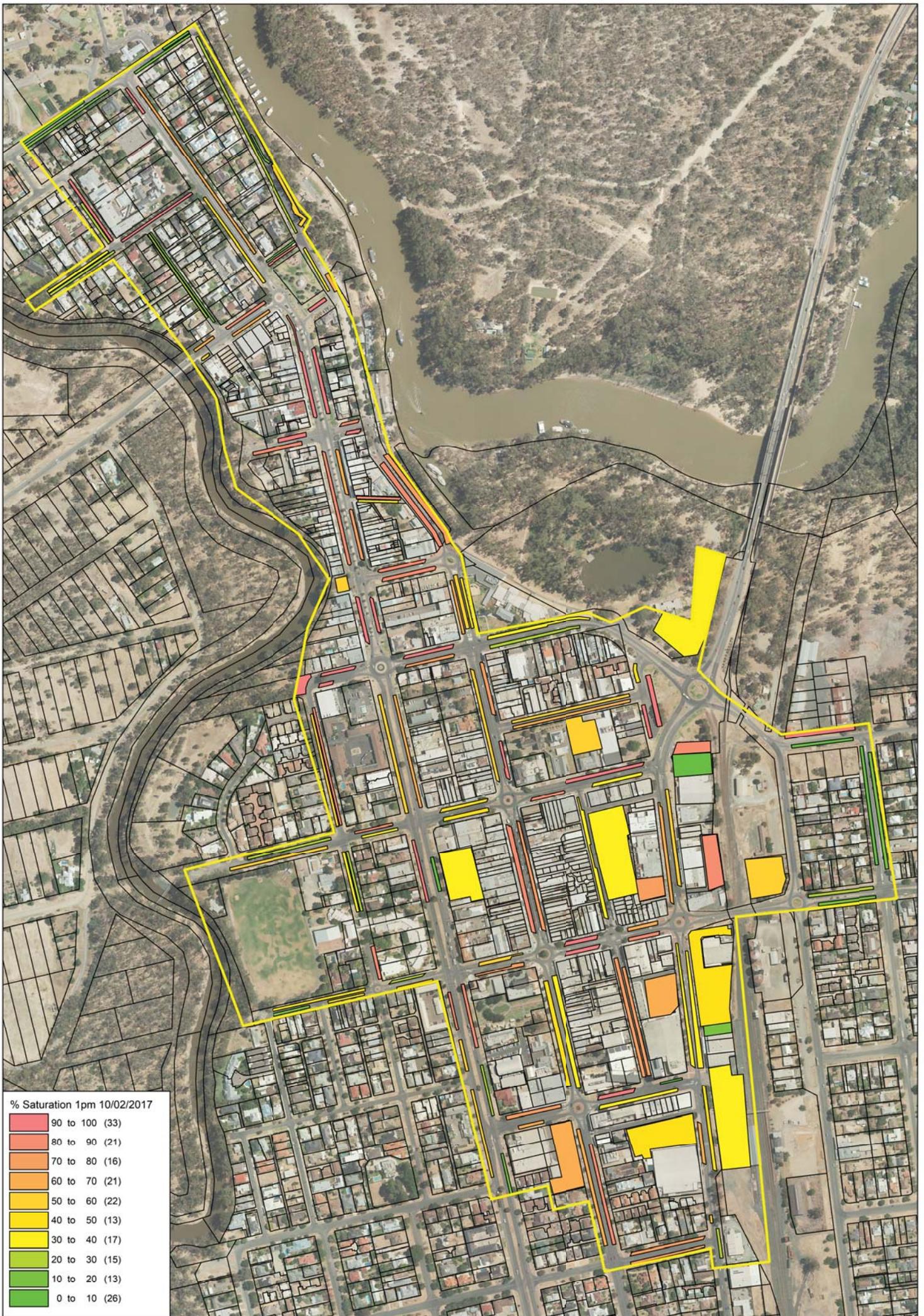




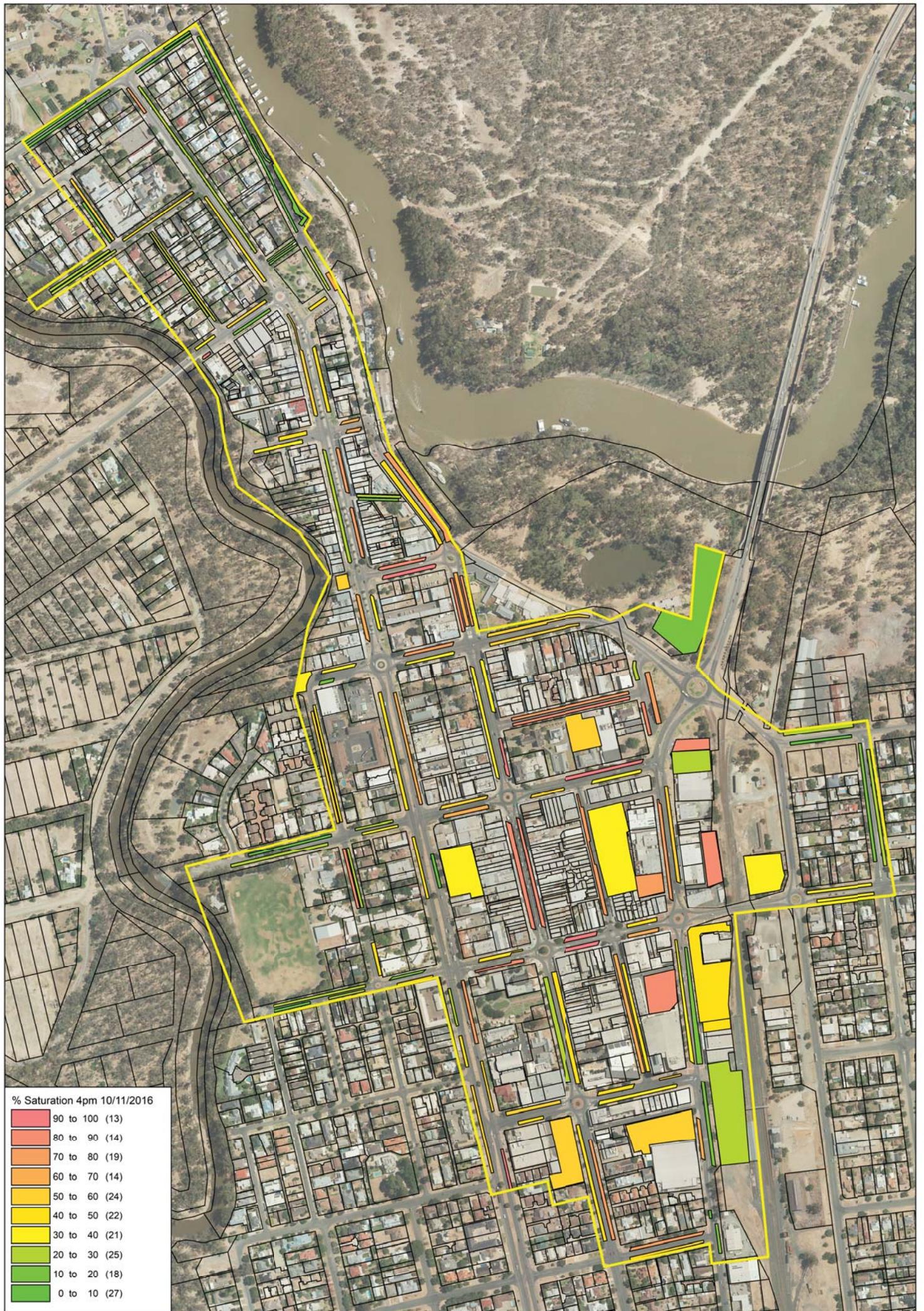




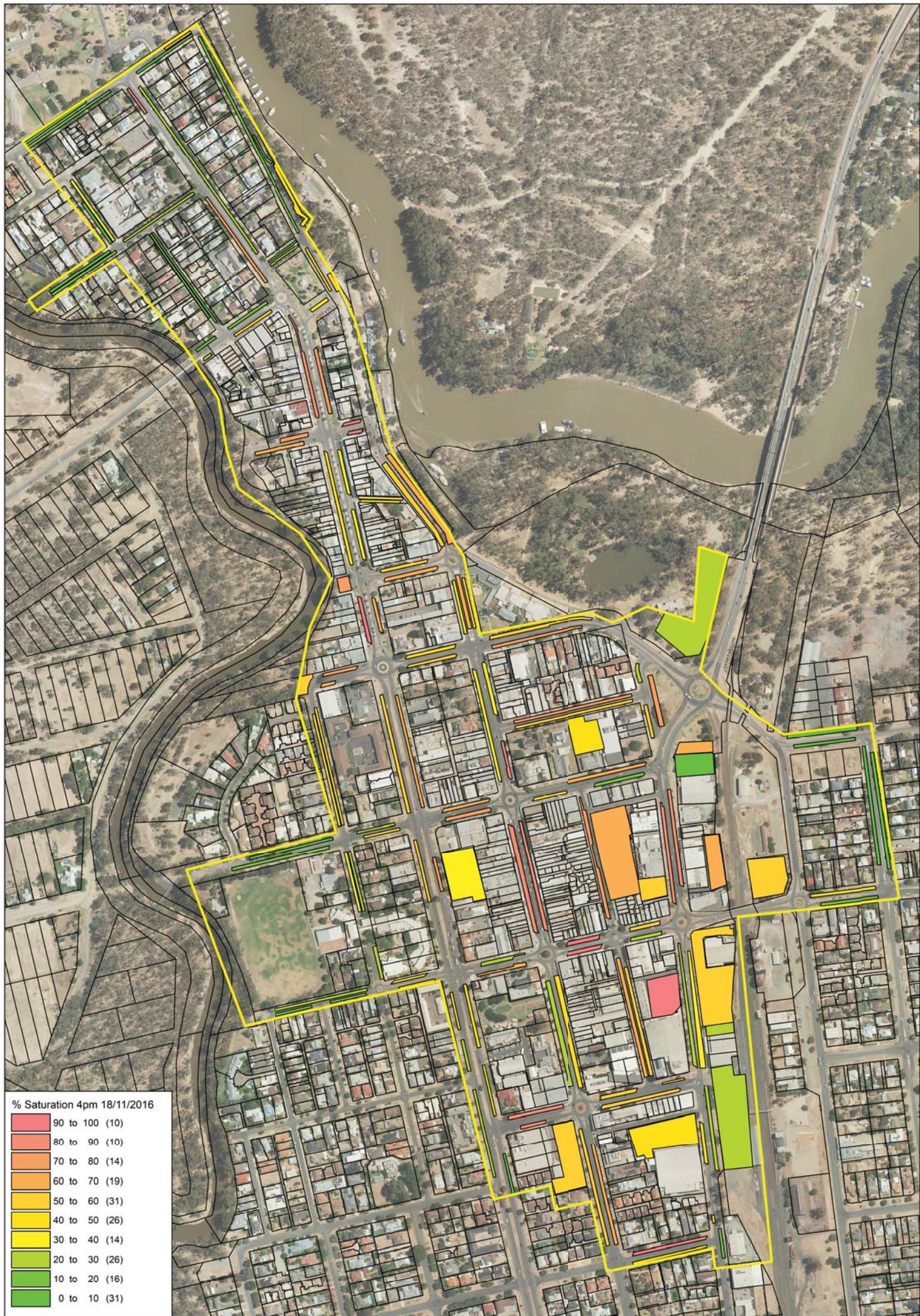




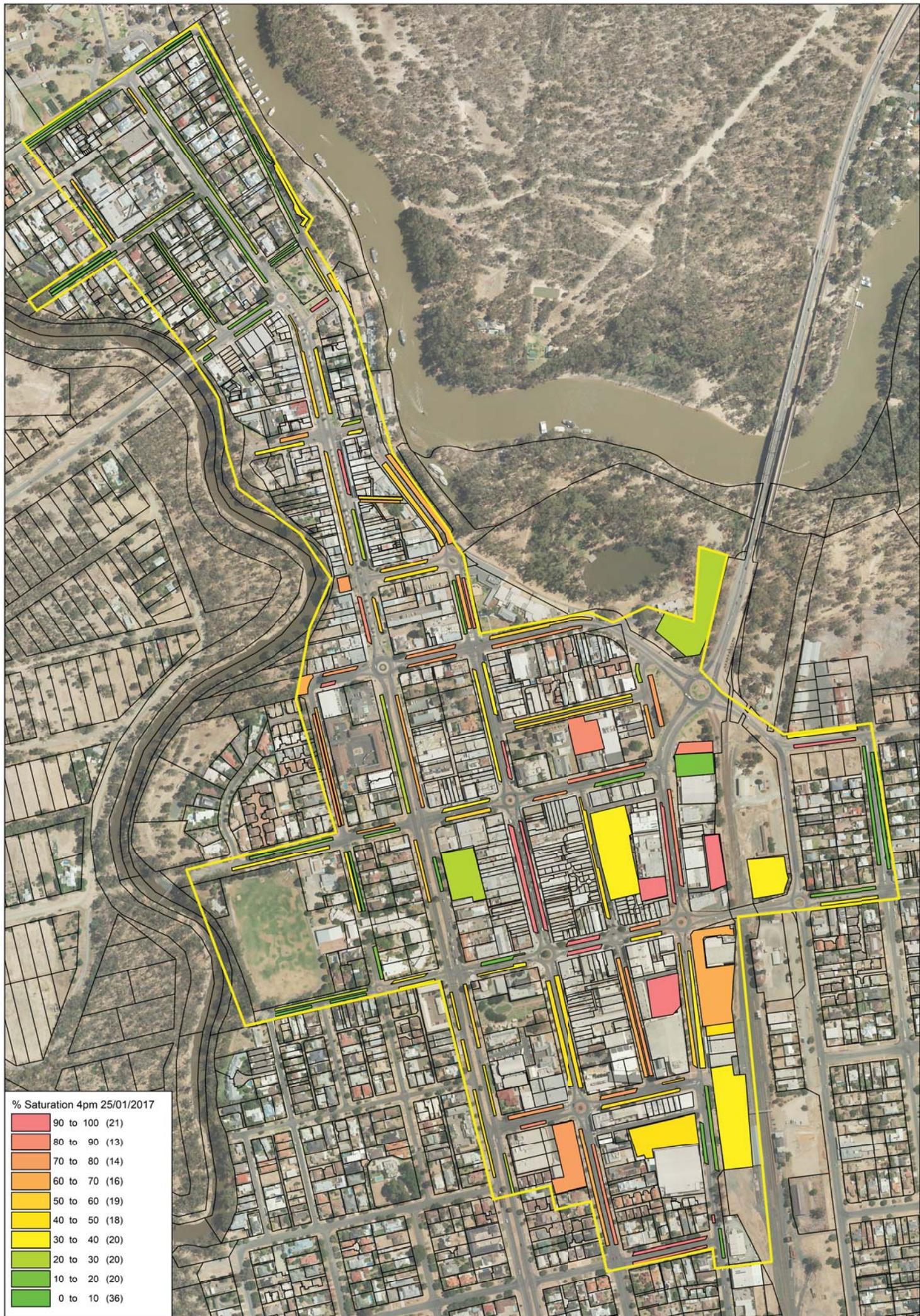




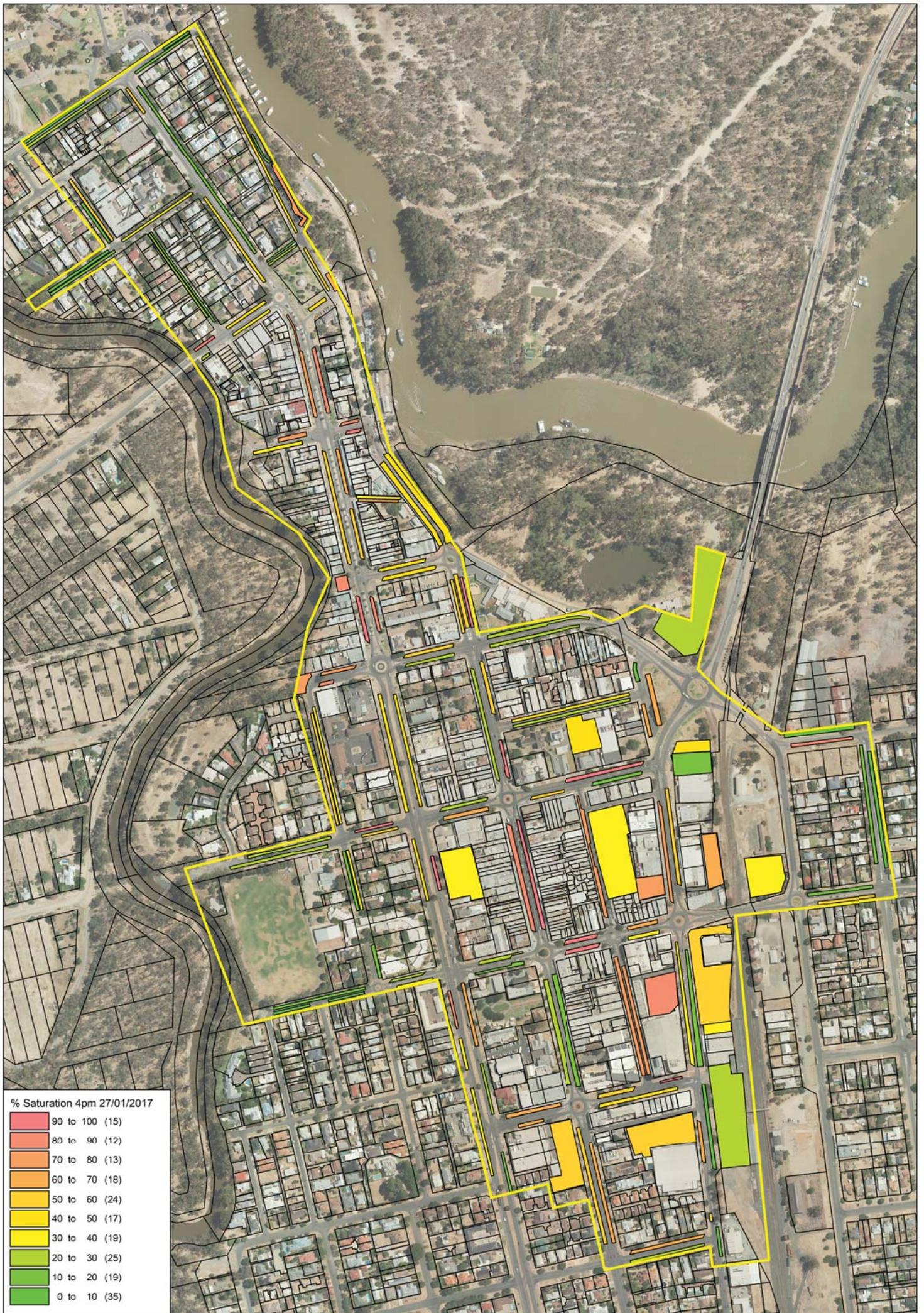








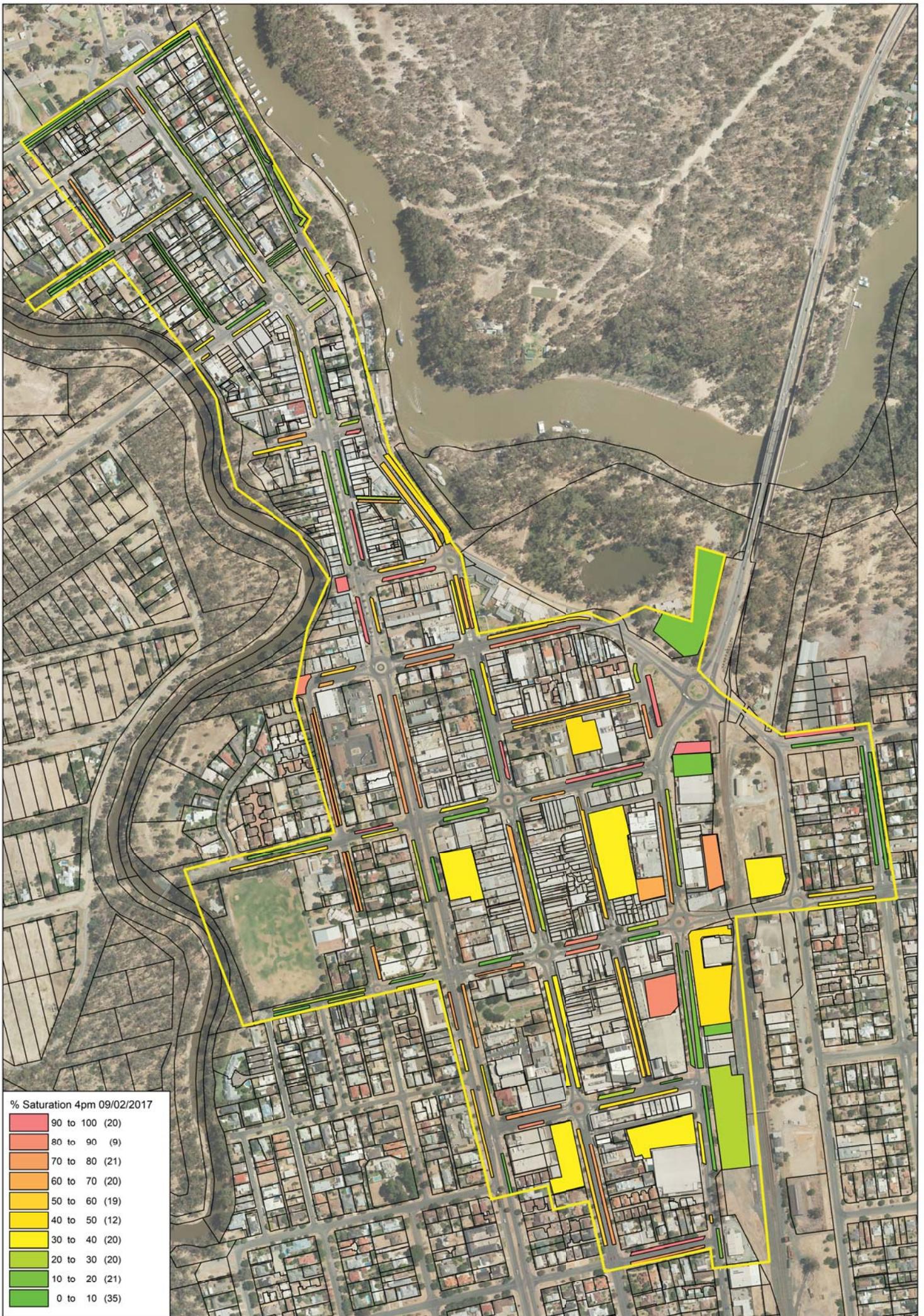




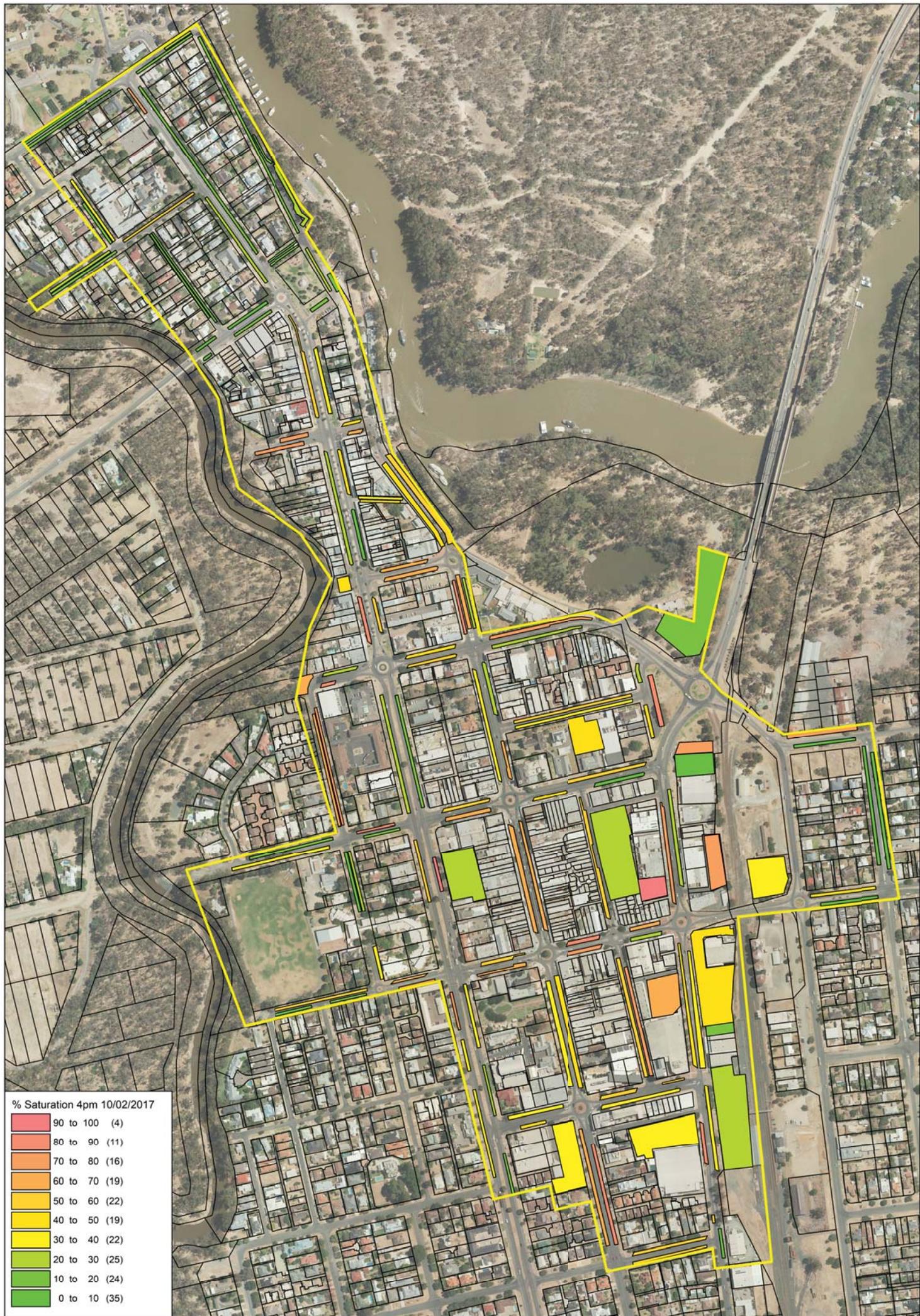


% Saturation 4pm 27/01/2017

Red	90 to 100 (15)
Orange-Red	80 to 90 (12)
Orange	70 to 80 (13)
Light Orange	60 to 70 (18)
Yellow	50 to 60 (24)
Light Yellow	40 to 50 (17)
Yellow-Green	30 to 40 (19)
Light Green	20 to 30 (25)
Green	10 to 20 (19)
Dark Green	0 to 10 (35)









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Appendix B: Community Feedback

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Community Feedback – Specific Issues

- Request for greater disabled parking availability, specifically near Audio/Visual in CBD.
- Request for Echuca Health and High Street carparks to be made two to three storeys.
- Request for site next to Beechworth Bakery (private land at 519-523 High Street), Oscar's (101 Murray Esplanade) and the old Ford complex to be converted into public car parking.
- Landsborough Street between Anstruther and Heygarth Streets – car parking on both sides is restricting traffic flow down to a single lane, and pedestrians walk on the road (no footpath). Request for a footpath on the east side and street widened to allow installation of angle parking adjacent to the Port of Echuca motel.
- Request for 15-minute parking in Service Street opposite the EWMAC (Aquatic Centre) and separate all-day parking for staff.
- Police time limited parking in the port area. Concern staff are parking all-day in 2-hour spaces.
- Several requests for cheaper (or free) parking in the CBD, including requests for free parking for the first half hour and free parking on weekends. Concerns regarding the equity of paying for parking in the CBD when tourists (in the Port Precinct) have access to free parking.
- Request for free 15-minute parking spaces in the CBD. In particular near ATM's, banks, post office and other short-term uses.
- Comment that free parking (even if only for shorter time, e.g. 2 hours) would entice people to shop locally.
- Concern that parking machines will only take coins (not notes or cards) and don't allow a refund.
- Multiple requests for Echuca residents to have free permits for car parking, citing other towns (e.g. Kyabram and Rochester) having lower rates and free parking.
- A number of submissions raised concern that the car spaces are too small/narrow, particularly for getting children out, elderly, pregnant, prams, etc.
- Several requests for additional (family friendly) parking near the Echuca Library.
- Query regarding the status of the vacant block on the corner of Hare and Radcliffe Streets, notes that many people are parking there, would like to see this converted to official public parking.
- Lack of dedicated parking for caravans/boats/trailers/motor homes. Resulting in illegal parking (on nature-strips and footpaths) as well as parking across multiple car spaces or spilling out onto carriageways, with a lack of inspectors on weekends. Request for dedicated spaces for caravans near supermarket(s), with good signage.
- Inadequate staff parking available within a reasonable distance of businesses.
- Concern that Council staff are utilising all day parking in the port area to the detriment of the elderly and tourists. The situation is worse on court days. Requests a designated all day free staff parking area away from the river (and for other workers in the area) that won't impact on the Port.
- Request for all Port Precinct parking to be 4 hours to cater for tourists and prevent all day parking by staff.
- Multiple requests that ticket machines are interchangeable all over town, i.e. buy one ticket and can move between public parking areas (on-street and off-street).

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- There is a need to provide more parking to encourage tourism.
- Request for undercover parking in the CBD and shade sails or similar on periphery parking to encourage people to park there. Request for the Dan Murphy's carpark to be undercover so groceries can be unpacked under shelter.
- Need to be able to park close to a store to put heavy items in the car.
- Concern that parking in Murray Esplanade is taken up early by Council workers, during peak tourist season there is little or no parking available for staff. Requests consideration of a footbridge near Beechworth Bakery and parking on the west side of Campaspe River.
- Request for some crossovers in the Port Precinct to be marked as short-term loading bays during the day and parking spots after hours.
- Expand the CBD parking east of the railway line.
- Increase the price differential between on-street and off-street parking.
- Install bike parking spaces and encourage the use of walking and cycling for work trips.
- One-hour restrictions on the main street are too short, need to increase the time limit.
- Request for parking permits for workers, or more all-day parking.
- Request for an option of a three-month parking ticket so that residents running short errands don't have to carry change every time they park.
- Concern regarding parking around the primary school, request for parents to be provided with permits to park in the carpark behind rivers utilising the school crossing.
- Request for more lights at night in parking areas.
- Request for a charge for people parking in the Port Precinct and reduce the cost everywhere else.
- Improve lighting around the health precinct to improve safety after dark (particularly in winter).
- More trees to provide shade of parking areas.
- Encourage park and walk.
- Car parking and traffic flow concerns in Landsborough Street between Anstruther and Heygarth Streets, specifically, in relation to parking on both sides of Landsborough Street (including caravans, motorhomes and cars with trailers, particularly at peak/event times) resulting in the carriageway narrowing to a single lane, the lack of footpath, traffic and parking congestion due to Centrelink and kindergarten and funeral parlour, illegal parking within the "no parking" area and on the nature strip and on public land at the northern end of the street near the flood pump. Requested consideration of a footpath on the east side and 90-degree parking on the east side (removing the nature-strip) to allow for two-way traffic flow and increased parking provision.

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Input from Road Services

Campaspe Shire's Road Services department has provided the following input for consideration as part of the strategy:

Over the past 2-3 years Road Services has received a number of Customer requests relating to parking around the Hospital and the Medical precinct in the area of Service St, Hopwood Francis Street south of Service Street, and Haverfield street near the shops and adjacent to the aged care facilities.

They cover a range of concerns:

- *Residents requesting that workers and clients of medical practises do not park in front of their home and/or that they are issued with permits or reserved spaces for their exclusive use.*
- *Medical practices requesting that all of the parking be made 2-hour in the whole area so that they are available for their clients use.*
- *Concerns that Hospital staff use the parking bays on the street, and not the bays provided for staff within the Hospital site and park there for their whole shift.*
- *Concerns that people who are not using the Haverfield St shops park in the angle bays in front of the shops.*
- *Requests for line marking of bays and for signing of No Standing areas such as across driveways and near street corners as reinforcement of Road Rules due to poor compliance.*

To date Road Services has:

- *undertaken some monitoring of parking bay use and parking turnover in the area.*
- *Spoken with the Hospital about trying to discover why staff are choosing not to park within the on-site carpark and encouraging their staff to use the car parking within the grounds, also with visitors to the hospital.*
- *Installed some additional line marking of parking bays and some additional No Standing Signage.*

Road Services department has not undertaken imposing time limits on the parking bays in the area nor issuing permits to residents exempting them from the time limits as these actions come with a significant cost for Council departments.

The cost of refreshing the line marking and maintaining the signage falls to Road Maintenance.

The cost of additional issuing and renewing resident permits as well as on ground enforcement by Local laws officers falls to the Local Laws.

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Review of Issues Raised in Community Consultation

Each of the issues raised in the community consultation is addressed in the table below. It is noted that some of these issues are not relevant to the parking strategy, and should be dealt with separately to the parking strategy process, by Council's Road Services department.

Issue	Comment
Request for greater disabled parking availability, specifically near Audio/Visual in CBD.	It is not clear what is meant by Audio/Visual, however perhaps this refers to audiologists and optometrists. There are an audiologist and optometrist in close proximity to each other on the east side of Hare Street between Pakenham Street and Darling Street, and it would be appropriate to explore the potential to provide a disabled parking space in this vicinity.
Request for Echuca Health and High Street carparks to be made two to three storeys.	<p>The Echuca Health carpark is a private carpark. Historically, the hospital has been allowed to utilise on-street car parking to meet some of its demands, and there isn't a mechanism under the planning provisions to require additional on-site parking to be provided in the absence of an expansion proposal.</p> <p>It is recommended that a rate for "hospital" be introduced via the Parking Overlay so as to ensure that any future expansions of Echuca Health don't further impact on surrounding residential frontages.</p> <p>The High Street carpark is Council-owned and is an appropriate location for increased car parking provision, however surveys suggest it is currently underutilised.</p>
Request for site next to Beechworth Bakery (private land at 519-523 High Street), Oscar's (101 Murray Esplanade) and the old Ford complex to be converted into public car parking.	This is privately owned land outside of Council's control.
Landsborough Street between Anstruther and Heygarth Streets – car parking on both sides is restricting traffic flow down to a single lane, and pedestrians walk on the road (no footpath). Request for a footpath on the east side and street widened to allow installation of angle parking adjacent to the Port of Echuca motel.	Landsborough Street is predominantly a residential street and is clearly currently serving as a location for non-residential (CBD) parking. All day CBD staff parking should be discouraged in Landsborough Street (e.g. by installation of parking restrictions/permit parking on one side of the street), with all-day parking available nearby in the High and Nish Street carparks. Installing permit zone signage on the west side of the street (for use by Landsborough Street residents only) would likely free-up some spaces at most times, allowing for passing opportunities, which would in- turn improve the traffic flow in Landsborough Street.
Request for 15-minute parking in Service Street opposite the EWMAC (Aquatic Centre) and separate all-day parking for staff.	It would be appropriate to provide some short-term (P-15minute) spaces on the EWMAC frontage (not opposite, to avoid crossing the road) to allow for pick-up and drop-off.
Police time limited parking in the port area. Concern staff are parking all-day in 2-hour spaces.	This is an issue for Council's local laws department, however it is agreed that it would be appropriate to undertake some targeted policing of the two-hour spaces to ensure the time restrictions are being adhered to, as there is a community perception that this is not currently the case.
Several requests for cheaper (or free) parking in the CBD, including requests for free parking for the first half hour and free parking on weekends. Concerns regarding	<p>Paid parking is only located in the most central parts of the CBD. Free parking is available within a short walk.</p> <p>Heat maps indicate that the on-street pay parking is in high demand currently, although the off-street pay carparks are in lower demand,</p>

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Issue	Comment
<p>the equity of paying for parking in the CBD when tourists (in the Port Precinct) have access to free parking.</p>	<p>which suggests locals are carrying coins and accepting the need to pay for on-street parking for short durations, but for all-day parking, staff are choosing to walk further to locations of free parking rather than pay.</p> <p>In consideration of whether tourists should pay for parking in the Port Precinct, it is recommended that should a scheme be introduced, the ability to pay by credit card should be taken into account so as not to discourage tourists, noting that they may not be aware of the need to carry coins.</p>
<p>Request for free 15-minute parking spaces in the CBD. In particular near ATM's, banks, post office and other short-term uses.</p>	<p>It is agreed that it would be appropriate to provide one or two free P-15minute spaces directly in front of banks and the post office.</p>
<p>Comment that free parking (even if only for shorter time, e.g. 2 hours) would entice people to shop locally.</p>	<p>The alternative to shopping locally is to shop at say Bendigo or Shepparton, both of which also charge for parking. Accordingly, the current parking fees are likely not discouraging shoppers, albeit it is acknowledged that there may be increased competition in the future for online shopping and there may be a need to make physically shopping in stores more attractive to maintain the vibrancy of the CBD. At the moment, the on-street pay parking spaces are in high demand so this does not appear to be an issue. There is also plenty of free parking available if people are prepared to walk a little further.</p>
<p>Concern that parking machines will only take coins (not notes or cards) and don't allow a refund.</p>	<p>As noted, locals are aware of the need to carry coins for parking, and of the availability of free parking on the periphery of the CBD.</p> <p>Over time, as existing parking machines reach the end of their useful life, the machines could be upgraded to accept alternative payment methods. However there is a significant cost associated with upgrading machines for which Council does not currently have the funds and accordingly this would be a long term action.</p>
<p>Multiple requests for Echuca residents to have free permits for car parking, citing other towns (e.g. Kyabram and Rochester) having lower rates and free parking.</p>	<p>Issuing of permits to residents would involve a cost and would also remove the ability of local laws officers to utilise the parking meters/tickets as a way of establishing whether restrictions have been overstayed.</p> <p>It is also not the intent of the pay parking to only charge those who aren't residents, but rather a user-pays arrangement.</p>
<p>A number of submissions raised concern that the car spaces are too small/narrow, particularly for getting children out, elderly, pregnant, prams, etc.</p>	<p>Any future car parking proposals (including upgrades to Council off-street carparks) should ensure that as a minimum, car spaces comply with Clause 52.06 of the Planning Scheme, with 2.6m minimum space width. The Planning Scheme dimensions should take precedence to Australian Standard dimensions (which allow narrower 2.4m spaces for all-day/long-term parking).</p>
<p>Several requests for additional (family friendly) parking near the Echuca Library.</p>	<p>There are two 1/4P spaces in front of the library, as well as a number of 2P on-street spaces. There is no off-street parking for the library. The heat maps show that on-street parking near the library is at or close to saturation at peak times.</p> <p>It is recommended that a number of 1P spaces be implemented (and policed by local laws) directly in front of the library to ensure equitable access by library users.</p>

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Issue	Comment
<p>Query regarding the status of the vacant block on the corner of Hare and Radcliffe Streets, notes that many people are parking there, would like to see this converted to official public parking.</p>	<p>This is private land, in private ownership (former used car dealership) outside of Council's control. It is understood that the owner of the site is considering development and the site in the short term.</p>
<p>Lack of dedicated parking for caravans/boats/ trailers/motor homes. Resulting in illegal parking (on nature-strips and footpaths) as well as parking across multiple car spaces or spilling out onto carriageways, with a lack of inspectors on weekends. Request for dedicated spaces for caravans near supermarket(s), with good signage.</p>	<p>There are two locations for caravan/boat parking currently; one at the tourist information centre and the other on High Street (southbound), with signage indicating "2P – cars with caravans only", although it appears that cars without caravans are occupying the spaces such that they aren't available for their intended use.</p> <p>It is recommended that the signage be modified to allow for all towing vehicles (i.e. boats and trailers as well as caravans), and the restrictions be enforced from time to time.</p> <p>Provision of space for towing in proximity to Woolworths supermarket would result in the loss of a significant number of car spaces, as the on-street parking is angled in this location.</p>
<p>Inadequate staff parking available within a reasonable distance of businesses.</p>	<p>Ideally, staff parking should be provided on-site. However historically, many businesses in Echuca CBD have established without any on-site parking.</p> <p>Surveys indicate that all-day parking is readily available within the High and Nish Street Council Carparks within the CBD, with these locations being within a reasonable distance of most businesses.</p> <p>There may be a need to review street lighting to ensure staff feel safe walking to and from businesses in the dark (particularly in winter).</p> <p>There would also appear to be an aversion for staff to pay for parking, and an unreasonable expectation of how close parking should be located to the destination.</p> <p>For all-day staff parking for a CBD such as Echuca, 400 metres is not an unreasonable walking distance to access all-day staff parking. Notably, for public transport stops, current planning specifies a walking distance of 400 metres to bus stops and 800 metres to railway stations, which indicates that these are commonly accepted walking distances for a daily commute. At a pace of 4km/h, 400m and 800m correspond to roughly 7.5 minutes and 15 minutes' walk respectively.</p>
<p>Concern that Council staff are utilising all day parking in the port area to the detriment of the elderly and tourists. The situation is worse on court days. Requests a designated all day free staff parking area away from the river (and for other workers in the area) that won't impact on the Port.</p>	<p>The existing visitor information centre carpark provides all day car parking close to Council offices and is currently under-utilised. The additional parking was provided when the library was developed to offset the loss of car spaces for Council staff (i.e. it is intended for Council staff use).</p> <p>It is understood that few Council staff currently park in that locality due to safety concerns, with a lack of lighting and surveillance (particularly an issue returning to cars in winter).</p> <p>Similar issues would occur if remote staff parking were provided on Council-owned land on the west side of Campaspe River, away from the port.</p> <p>It is recommended that surveillance and lighting measures be explored to improve utilisation of the car parking at the visitor information centre, including on the pathway(s) to/from the car parking.</p>

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Issue	Comment
	<p>Additionally, a 3-hour parking limit could be explored for the existing all-day parking in Murray Esplanade, with this limit likely to be sufficient for tourists visiting the Port, and could also deter people from parking until lunchtime and then moving (such as may occur for a 4-hour limit).</p>
<p>Request for all Port Precinct parking to be 4 hours to cater for tourists and prevent all day parking by staff.</p>	<p>There is a need to strike the right a balance between staff and visitor parking.</p> <p>There would appear to be a need to reduce the occurrence of staff parking within prime on-street spaces within the port precinct, however alternative safe car parking options need to be provided.</p> <p>As noted above, a 3-hour limit could be explored for the existing all-day parking in the Port Precinct (Murray Esplanade and potentially High Street). This would be preferable to a 4-hour limit for the purpose of discouraging staff parking.</p>
<p>Multiple requests that ticket machines are interchangeable all over town, i.e. buy one ticket and can move between public parking areas (on-street and off-street).</p>	<p>Most places where ticket parking is provided, the tickets only apply to the street on which they were purchased.</p> <p>The area which is covered by tickets is a matter for Council to decide, however it is noted that allowing tickets to be interchangeable would encourage short-trips (i.e. moving the car a single block rather than walking the 200m), which is undesirable from a traffic management perspective and also does not promote walking, which is beneficial for people's health as well as providing active, vibrant streets.</p>
<p>There is a need to provide more parking to encourage tourism.</p>	<p>The existing all-day parking at the visitor information centre is underutilised. Way-finding, surveillance and lighting should be upgraded to improve usage of this carpark which is located approximately 10 minutes' walk from Echuca wharf.</p> <p>Tourist operators could also advertise the location of this carpark.</p>
<p>Request for undercover parking in the CBD and shade sails or similar on periphery parking to encourage people to park there. Request for the Dan Murphy's carpark to be undercover so groceries can be unpacked under shelter.</p>	<p>The High and/or Nish Street carparks could potentially be upgraded to multi-deck in the future (subject to cash-in-lieu funds becoming available), and this would provide some undercover car parking in the CBD.</p> <p>The Dan Murphy's carpark is a private carpark, and there is no mechanism in the Planning Scheme to require private operators to provide undercover parking. Such provision would be a commercial decision of the operator. We are advised that following the community consultation, shade sails have now been installed at Woolworths and at Dan Murphy's and an application is also in for Coles.</p>
<p>Need to be able to park close to a store to put heavy items in the car.</p>	<p>Most stores which sell heavy items (i.e. bulky goods) have on-site carparking and do not rely on the public on-street supply. This should be a consideration in approving future permits and in determining when it is suitable for Council to accept cash-in-lieu of on-site parking provision.</p>
<p>Concern that parking in Murray Esplanade is taken up early by Council workers, during peak tourist season there is little or no parking available for staff. Requests consideration of a footbridge near</p>	<p>As previously noted, a 3-hour time limit is recommended to be explored for Murray Esplanade to free-up parking for the Port precinct.</p> <p>In conjunction, it is understood that Council owns some land on the west side of Campaspe River and this proposal for some all-day</p>

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Issue	Comment
Beechworth Bakery and parking on the west side of Campaspe River.	<p>parking on the west side of Campaspe River is worth further consideration.</p> <p>In particular, it is recommended that the current cash-in-lieu amount be increased to allow for provision of additional car parking (the current rate only allows for upgrading of existing facilities with street lighting, etc., not constructing new carparks).</p>
Request for some crossovers in the Port Precinct to be marked as short-term loading bays during the day and parking spots after hours.	<p>The Victorian road rules prevent parking across crossovers and accordingly this request cannot be accommodated.</p> <p>If there are any crossovers which are redundant, they should be removed to allow on-street parking to be reinstated.</p>
Expand the CBD parking east of the railway line.	There is an existing public carpark east of the railway line and parking occupancy surveys indicate that there are vacancies in this carpark currently.
Increase the price differential between on-street and off-street parking.	<p>It is understood that off-street parking is currently cheaper than on-street parking, however it is still under-utilised.</p> <p>Perhaps a daily cap on the off-street parking cost would increase usage by staff and free-up on-street spaces for visitors/ customers.</p>
Install bike parking spaces and encourage the use of walking and cycling for work trips.	<p>A review of the current bicycle parking space location and utilisation is recommended to be undertaken separately to identify whether there is a need to increase bicycle parking provision.</p> <p>It is noted that new developments are required to provide bicycle parking on-site in accordance with Clause 52.34 of the Planning Scheme.</p>
One-hour restrictions on the main street are too short, need to increase the time limit.	A total of 52% of survey respondents indicate they park in the CBD for an hour or less, while a further 33% indicated they park for more than an hour but less than 2 hours. Only a single block (approximately 200m long) on Hare Street is subject to 1-hour restrictions, with all other parking spaces 2-hours or more. The existing 1-hour restrictions are generally considered appropriate having regard to the uses, and in front of the banks, some 15-minute parking could be considered.
Request for parking permits for workers, or more all-day parking.	Provision for staff/traders to purchase an annual permit to park in the High and Nish Street carparks already exists. Council could consider advertising the availability of these permits if it doesn't already do so.
Request for an option of a three-month parking ticket so that residents running short errands don't have to carry change every time they park.	This would not allow inspectors to determine the length of time a vehicle is parked in a space without a more onerous process (e.g. marking tyres and returning later).
Concern regarding parking around the primary school, request for parents to be provided with permits to park in the carpark behind rivers utilising the school crossing.	<p>This refers to the High Street carpark, which is well located to provide for school pick-up, albeit requires crossing of a major arterial road. Parents can park in that carpark for a fee.</p> <p>It is not the responsibility of Council to provide free off-street parking for school parents. School pick-ups can occur on-street. Council is also seeking to encourage "active transport" and reduce dependency on cars.</p>

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Issue	Comment
Request for more lights at night in parking areas.	The parking areas have not been inspected at night. It would be appropriate for Council to conduct a review in due course to determine whether lighting upgrades are needed.
Request for a charge for people parking in the Port Precinct and reduce the cost everywhere else.	It would not be unreasonable to introduce a charge for parking within the Port Precinct, however it would be necessary to install machines which accept credit cards so as to accommodate visitors/tourists caught off-guard without change. It is understood that this would be the responsibility of local laws, and the cost of the machines would be offset by the parking fees collected. It is recommended that this parking be limited to 3-hours on a trial basis (prime Port parking in Murray Esplanade) so as to discourage all-day staff parking.
Improve lighting around the health precinct to improve safety after dark (particularly in winter).	The parking areas have not been inspected at night. It would be appropriate for Council to conduct a review in due course to determine whether lighting upgrades are needed.
More trees to provide shade of parking areas.	This is not a traffic-engineering consideration.
Encourage park and walk.	Yes.