



WERRIBEE CITY
CENTRE PLAN

Werribee City Centre
**Parking
Strategy**

A plan to manage parking into the future

Prepared by Wyndham City Council
2024



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Introduction

The Werribee City Centre is a destination for all in heart of Wyndham. It embraces the Werribee River with vibrant streets, beautiful public spaces and a range of attractions. This Parking Strategy has been prepared by Wyndham City Council in conjunction with external consultants to manage parking in the Werribee City Centre and support its growth as a vibrant, people-friendly City Centre that is accessible to all. This iteration of the Parking Strategy is based on the original document adopted by Council in 2019, and has been refreshed in-line with Council's commitment to review the document every 5 years. This iteration also incorporates and replaces the Werribee City Centre Parking Precinct Plan adopted by Council in 2014, so that now there is only one strategic parking document for the Werribee City Centre.

The Parking Strategy is informed by:

- Detailed evidence of how Werribee City Centre parking currently operates,
- Feedback from customers, workers and other stakeholders,
- Examination of parking management in other similar activity centres, and
- Advice from parking experts to move towards best practice.

Parking Principles

The Werribee City Centre Parking Strategy is based upon the following principles:

1. Customers come first in the hierarchy of users
2. Walking, cycling and public transport are prioritised above other transport modes
3. Disabled parking and loading are to be well catered for
4. Premium short-stay public parking in the Central Precinct is to be for customers
5. Longer-stay off-street public parking is to be located in Premium Parking Facilities and in the Perimeter Precincts
6. It is reasonable for long-stay parking users to walk up to 7.5 minutes (500 metres) from where they park their car to their primary destination
7. Public parking in Perimeter Precincts and outer surrounding areas is to be shared between users
8. Fees will not be charged for short-stay public parking, while a small fee may be charged for off-street longer stay public parking to reflect its premium value
9. Free all day public parking is to be provided in City Fringe areas
10. Parking rules will be enforced so that the public parking system operates as designed.
11. Technology may be used to efficiently manage parking.

Werribee City Centre Parking Precincts & Current Supply

Train Station Precinct
1,274 Parking Spaces
 (402 On Street + 872 Off Street)

Werribee City Centre Parking
 Central Precinct, Perimeter Precinct
 and Premium Parking Facilities
5,294 Parking Spaces
 (1,962 On Street + 3,332 Off Street)



Figure 1: Werribee City Centre Parking Precincts

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- Central Precinct
- Perimeter Precinct
- Train Station Precinct
- Premium Parking Facilities

Parking Precincts

As shown in Figure 1, the Parking Strategy designates four parking precincts within the Werribee City Centre, each with distinct parking functions:

- Central Precinct
- Premium Parking Facilities,
- Perimeter Precinct,
- Train Station Precinct.

All parking within these precincts is within a 7.5 minute (500 metre) walk of the central Watton St – Synnot St area (see the map on page 5).

In the Central Precinct, customers are prioritised. All on-street public parking is free, and a 2 hour parking time limit is applied to balance customer activity time with the need for parking turnover.

Within Premium Parking Facilities, longer-stay off-street public parking is provided in easily accessible locations. Customer parking in these off street public parking facilities is free for up to 3 hours. Longer-stay and all-day public parking is available within some of these facilities for a small fee.

In the Perimeter Precinct, the on-street public parking is free all day, with some free 2 hour on-street public parking also provided to cater for resident visitors. The amenity of residents will continue to be considered in the design and management of this parking.

In the Train Station Precinct, free all day public parking is available off-street in the Werribee Train Station Car Parks. On-street public parking is free all day, with some free 2 hour on-street public parking also provided to cater for resident visitors.

Werribee City Centre Walkable Parking Catchment



Figure 2: The Werribee City Centre Parking Catchment as defined by a 500m / 7.5 minute walk to/from the Watton St-Synnot St Area and the Train Station.

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- Watton St - Synnot St Area
- 7.5 minute / 500m walk of Watton-Synnot Area
- Train & Bus Station
- 7.5 minute / 500m walk of Train & Bus Station

MEASURES USED

Walking Speed

4km / hr – A conservative average walking speed

Walking Distance to Parking

500m – Generally considered to be an acceptable walking distance to / from car parking for workers and commuters

Walking Time

500m @ 4km/hr = 7.5 minutes

Conclusion

Parking located within a 7.5 minute/500m walk of the Central Precinct is accessible to employees. Parking located within a 7.5 minute/500m walk of the Train & Bus Station is accessible to commuters.

Walkability

Walkability to and from parking locations is a key consideration in the Parking Strategy. The extent of the Perimeter Precinct was determined by a 7.5 minute / 500 metre walk from the Watton St-Synnot St Area and the extent of the Train Station Precinct was determined by a 7.5 minute / 500 metre walk to/from the Train Station &

Bus Interchange. Research indicates this is a reasonable distance to walk to and from parking to destinations in city centres.¹ The Werribee City Centre Parking Walkable Catchment, as defined by a 500m / 7.5 minute walk to/from the Watton St-Synnot St Area and the Train Station, is shown above in Figure 2.

¹ Parking Management Best Practices, Todd Litman, Routledge, 2006

Current Parking Management

Wyndham City currently employs 2 hour time limits to manage the majority of on-street parking within the Central Precinct and Perimeter Precinct. All on-street parking is proposed to remain free.

Public off-street parking at the Cherry Street Car Park and Riverbank Car Parks is managed with 3P time limits, while the West End Car Park permits all day parking. The Hunter Werribee Car Park (and subsequent Premium Car Parking Facilities on Strategic Development Sites) provides 3 hours of free parking, with a moderate charge for longer stays.

Demand

A detailed survey of parking occupancy in the Werribee City Centre was undertaken by traffic analysis specialists AusTraffic on Thursday 13 September 2018 and Saturday 15 September 2018 between 8am and 6pm. These days were selected to provide a snapshot of typical weekday and weekend parking demand. In addition, Wyndham City has in the order of 1,945 parking sensors installed across the Werribee City Centre, and data from August 2022 to February 2023 has been analysed to provide an updated image of parking occupancy in the Central Precinct. A summary of the peak parking occupancy in the four precincts of the Werribee City Centre is shown in the table (Figure 3). (Refer to the map on page 4 for an illustration of the four precincts.)

Parking experts cite 85% occupancy as the most efficient use of parking resources, where parking is not over-utilised (which can require drivers to circulate to find a space) or under-utilised. It can be seen in the table that in all precincts, peak parking occupancy is well below 85%.

Detailed analysis shows that while some locations experience peak parking occupancy of 85% or greater, overall peak parking occupancy within each precinct is well below 85%. This illustrates that: overall there is a sufficient amount of parking in each of the four precincts, and there are areas of existing parking within precincts that can be better utilised.

Werribee City Centre Precinct	Peak Parking Occupancy			
	Thu 13 Sep 2018	Sat 15 Sep 2018	Ave. weekday Sept 2022	Ave. weekend Sept 2022
Central Precinct	67% (11am-1pm)	57% (11am-1pm)	72% (midday)	56% (1pm)
Premium Parking Facilities	76% (10am-1pm)	39% (12pm-2pm)	Complete parking sensor data not available	
Perimeter Precinct	37% (10am-4pm)	30% (1pm)		
Train Station Precinct	70% (8am-4pm)	17% (11am-1pm)		

Figure 3: Werribee City Centre Precinct - Peak Parking Occupancy

Duration of Stay

Duration of stay analysis was conducted by AusTraffic on the same days as the parking occupancy analysis. This found that in the Central Precinct on Thursday 13 September 2018:

- 14% of parkers exceeded 1hour parking time limits,
- 16% exceeded 2hour parking limits, and
- 17% exceeded 3hour parking time limits.

In Premium Parking Facilities, 25% of car parkers exceeded the 2hour parking time limit. In the Perimeter Precinct, 71% of car parkers exceeded the 2hour parking time limit.

In addition to these surveys, detailed analysis of parking sensor data from August 2022 to February 2023 indicates that almost half of all stays in the Werribee City Centre are shorter than 15 minutes, as shown in Figure 4 below.

These results indicate that increased parking enforcement resources are required to ensure that parking time limits operate as intended.

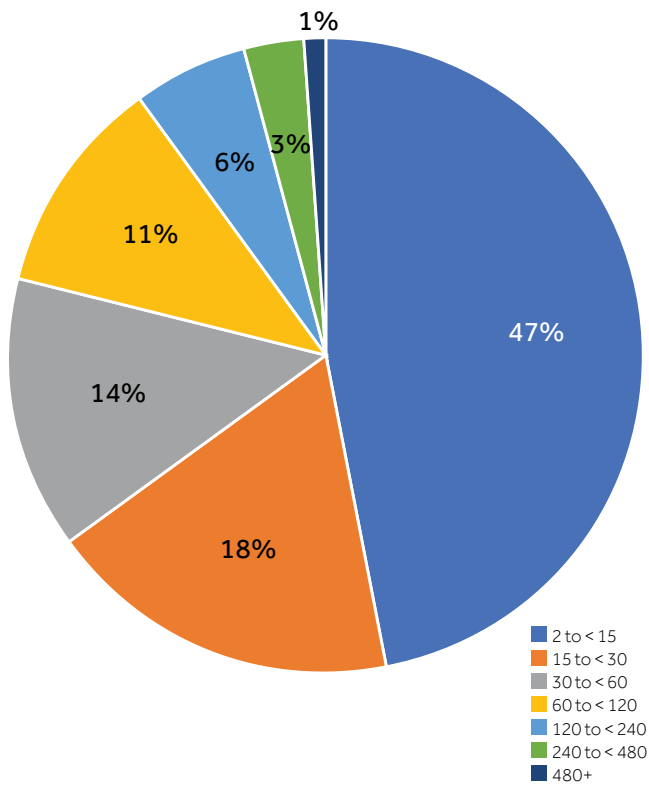
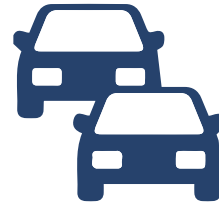


Figure 4: Duration of parking stays in the Werribee City Centre August 2022 – February 2023 (minutes)

Travel Mode

Local surveys show that vehicles currently are by far the most dominant form of transport to the Werribee City Centre. 85% of trips are by car.² An increase in travel by other modes is required to provide for sustainable City Centre growth and to achieve the Wyndham community's desire for vibrant places for people. About one third of journeys to workplaces in the Werribee City Centre are less than 5km, suggesting that many people would be able to use active or public transport if more quality sustainable options were provided, and the Parking Strategy contains actions to encourage a shift to more sustainable travel modes.



85%
of trips are by car²

² Metropolis Research for Wyndham City Council, 2016

Permit Parking

The Werribee City Centre Business Parking Permit Scheme currently allows Werribee City Centre employees to purchase a permit to park all-day in the Cherry Street Car Park, which contains 149 spaces.

It is proposed to transition from the paid Business Permit Parking system to a pay per use system for long-stay

(i.e. longer than 3 hours) off-street parking as part of the implementation of the Parking Strategy. On-street car parking would remain free of charge.

This change will provide broader access to the Premium Parking Facilities and increase the efficiency of long-stay parking management. This is applied in the Hunter Werribee Car Park and is proposed to be applied at other Premium Facilities on Strategic Development Sites when they are constructed.

Strategic Development Sites

The Werribee City Centre Strategic Development Sites are shown in Figure 5. These sites (Hunter Werribee, Riverbend, Cherry St and West End) plus the West End Site are also the Premium Parking Facilities in the Werribee City Centre.

Through the Strategic Development Sites, Wyndham City's parking aim is to replace the existing ground level open-air car parking on each site with multi-storey parking facilities located within landmark mixed-use catalyst developments that benefit the community.

The Hunter Werribee Strategic Site Development was completed in 2021. It included the Hunter Werribee Public Car Park containing 167 parking spaces; 90 spaces more than were previously on the site. Objectives for future redevelopment of the other Strategic Development Sites are highlighted in the Werribee City Centre Structure Plan 2040.



Figure 5: Werribee City Centre Strategic Development Sites

Parking Strategies

Parking Management

1. On-street parking in the Central Precinct will maintain a 2 hour time limit, to provide turnover and allow customer visitation.
2. The fees charged for parking in the Premium Parking Facilities will include the first three hours free, with moderate subsequent fees enabling all day stays.
3. Parking time limits in all timed parking areas are to be enforced to maintain parking efficiency. Penalties are to be applied where cars are parked longer than the time limit.
4. A sufficient number of parking enforcement officers is to be maintained by Wyndham City to implement this policy.
5. On-street parking meters are not to be introduced to the Werribee City Centre in the short term. As the Werribee City Centre grows and activity increases, Wyndham City will continue to monitor occupancy and on-street parking meters may be reconsidered as a parking and vehicle-use management tool.

Parking Education

1. Car park directional signage, including real time occupancy signage, is to be maintained and continuously monitored and improved in the Werribee City Centre, to direct people to major parking areas and increase awareness of underutilised parking areas.
2. Car parking information is to be monitored, updated and made available to business operators, to inform them of their parking options and provide them with parking information which they can pass on to their customers.

Parking Provision Rates

1. The Parking Provision Rates shown below are to be applied in the Werribee City Centre, via Schedule 1 to the Parking Overlay at Clause 45.09 and Clause 52.06. These rates are designed to achieve adequate parking provision, while not placing an unnecessary cost and space burden on new development.

The following minimum car parking rates apply in the Werribee City Centre:

- Dwelling: 1 car space to each one or two bedroom dwelling, plus
1 car space to each three or more bedroom dwelling (with studies or studios that are separate rooms counted as a bedroom) plus
0 car spaces for visitors to every 5 dwellings for developments of 5 or more dwellings

Car parking rates for all other uses must be provided in accordance with Column B of Table 1 within Clause 52.06 of the Planning Scheme.

Strategic Development Sites

1. Wyndham City will aim over time to replace the existing ground level open-air car parking on each Strategic Development Site with landmark mixed-use catalyst developments that benefit the community and incorporate premium multi-storey public parking facilities.
2. The Premium Parking Facilities within the Strategic Development Sites are to have paid long-stay parking, in order to free on-street car parks for short stay parking.

Other Strategies

1. Wyndham City will consider repurposing car parking in Station Place to enable creation of a city square.
2. Wyndham City will consider repurposing some on-street carparking spaces for uses that enhance the attractiveness and vibrancy of streetscapes.
3. Wyndham City will improve walking and cycling links to, through and within the Werribee City Centre where possible to reduce the need for short vehicle trips and parking.
4. Wyndham City will advocate to the State Government for improvements to local bus services to reduce the need for parking and reliance on private vehicles.
5. Wyndham City will (subject to community support), consider ways in which to incrementally reduce reliance on private motor vehicles to access and move around the City Centre.

Werribee City Centre Parking Strategy Map



Figure 8: Werribee City Centre Parking Strategy Map

LEGEND

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> Central Precinct Parking
2 hour free parking
Customer Priority Perimeter Precinct Parking
Free all day parking
Some 2 hour free parking
Within a 500m/7.5min walk of
Watson-Synnot Area Perimeter (Train Station) Precinct Parking
Free all day parking
Some 2 hour free parking
Within a 500m/7.5min walk of
Train Station | <ul style="list-style-type: none"> Premium Parking Facilities
First 3 hours free parking. A restriction or fee may be applicable for longer stay parking Station Place 30 minute Parking D Drop off Zone Disabled Parking Loading Zone T Taxi Zone Motor Cyle Parking | <ul style="list-style-type: none"> ⋈ Train Station B Bus Stop Privately Managed Parking Train Station Parking 🚲 Bicycle Hub |
|--|--|--|

Figure 6: Werribee City Centre Parking Strategy Map

Action Plan

The Parking Strategy is proposed to be implemented through the Action Plan shown below in Figure 7

Werribee City Centre Parking Strategy – Action Plan		
Action No.	Action	Rationale
1	Monitor the use of all public parking, loading and drop-off areas and adjust where necessary.	To achieve a balance between the needs of customers, workers, businesses, residents and commuters.
2	Monitor the use of accessible parking spaces within the City Centre and consider providing additional bays where need is identified.	To meet disabled parking needs.
3	Maintain parking wayfinding signage to key parking locations and make improvements where possible.	To support the efficiency and user-friendliness of the parking system and decrease the distance travelled and time spent in search of a parking space.
4	Improve pedestrian pathways as part of streetscape upgrades.	To encourage and support an increase in walking and decreased car dependency. To facilitate parking in Perimeter Precinct and reduce pressure on parking in the Central Precinct.
5	Provide additional end-of-trip bicycle parking for cyclists throughout the City Centre as part of streetscape upgrades.	To encourage and support an increase in cycling and decreased car dependency, through a mode-shift towards cycling.
6	Require Integrated Transport Plans to be prepared for major new developments as part of the Planning Permit process.	To provide for the transport needs of new developments while facilitating decreased car dependence and a mode-shift towards more sustainable forms of transport.
7	Require the provision of end-of-trip facilities (showers, lockers, change rooms and bicycle storage) in major new developments as part of the Planning Permit process.	To encourage and support cycling and walking and decrease car dependence.
8	Require on-site loading for new developments where appropriate, as part of the Planning Permit process.	To provide for the loading needs of new developments on-site where appropriate, to free public space for other uses.
9	Aim to construct new Premium Parking Facilities within the Strategic Development Sites in future as part of their redevelopment.	To replace existing public parking on the Strategic Development Sites and to maximise the potential of the Council-owned sites through mixed use developments.
10	Consider opportunities for including electric vehicle parking stations within the Premium Parking Facilities.	To support this sustainable transport mode.

Figure 7: Werribee City Centre Parking Strategy - Action Plan

Implementation & Review

The Parking Strategy was first adopted by Wyndham City Council in 2019 and refreshed in 2024. The actions in the Parking Strategy will be implemented over time. The Parking Strategy will be reviewed every 5 years, with the next review due in 2029.

