

BRIGHT CAR PARKING PLAN

August 2018

Project background

- Bright experiences significant parking demands during events and peak tourist periods.
- There is a high demand for priority on street parking and there is also poor directional signage to off street car parks.
- Council receives frequent requests for more, improved or different parking, such as short stay, disabled parking, loading bays and long vehicle parking.
- New retail and residential developments in the town centre have increased demand for parking in recent years.



Development of the plan

- Community Engagement

Around 40 people attended two public drop-in sessions held in October 2017 and written submissions were also invited. Council received 20 written submissions and has also continued to receive customer enquires regarding short term and disabled parking spots, bus and long vehicle parking.

- Data Collected

Consultants collected data on the available supply of, and demand for, existing on and off street car parking. This was assessed in both peak and off-peak times. The consultants also identified areas of concern or gaps in the existing parking situation and recommended solutions.



Development of the plan (cont.)

- Proposed Improvements

Council considered both the consultant's findings and what the community said and has proposed actions and capital improvement works for implementation.

- Draft Car Parking Plan developed

Council released the Draft plan for consultation in June 2018. Two public drop-in sessions were held in June and July 2018 and written submissions were invited. The plan was also made available on the Council website, at the Library, and displayed in the foyer of the Council Offices.

- Final Car Parking Plan

Council Officers reviewed the feedback received from the drop-in sessions and community submissions and made changes to the plan where practicable.

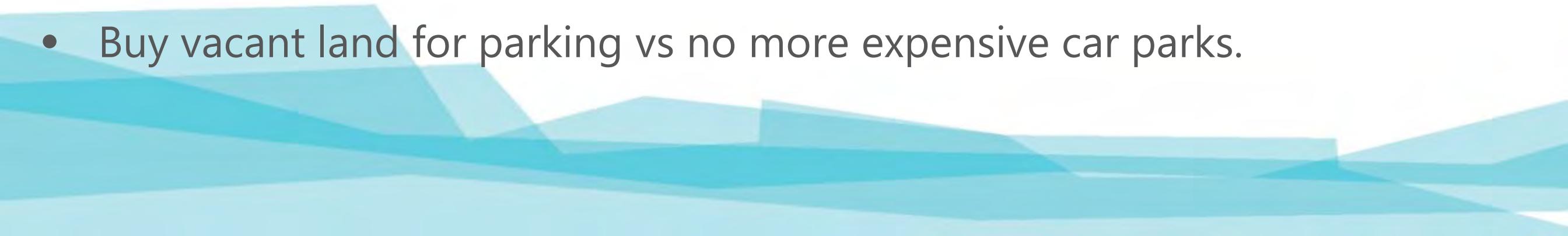


Feedback from initial community engagement

There were common themes around dealing with parking:

- Cater for pedestrians and cyclists (maps, paths and storage) to encourage alternative modes of transport, and reduce parking demand.
- Increase level of parking enforcement and extend enforcement to the weekend and events.
- Do not introduce paid parking.
- Improve all parking signage and layout of off street car parks.
- Provide additional disabled and improved long vehicle parking.

There were also contrasting views expressed:

- More parking spots needed vs no more car parks wanted.
 - Make better use of the area north of the Ovens River vs north of the Ovens River is too remote.
 - Buy vacant land for parking vs no more expensive car parks.
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Data collected

Consultants (O'Brien Traffic) were engaged to carry out a study on the existing parking conditions. The key findings from their assessment were:

- Bright has a predominance of longer term parking (2P and unrestricted) and a low level of enforcement. This results in low turnover of premium on-street parking, reduced availability and non-compliant use of the spaces.
 - The occupancy outside of peak periods is very low.
 - There is generally a significant amount of available parking within easy walking distance (400 m) of the town centre, however events and peak periods impact this available parking.
 - There are no restrictions on weekends after noon on Saturday.
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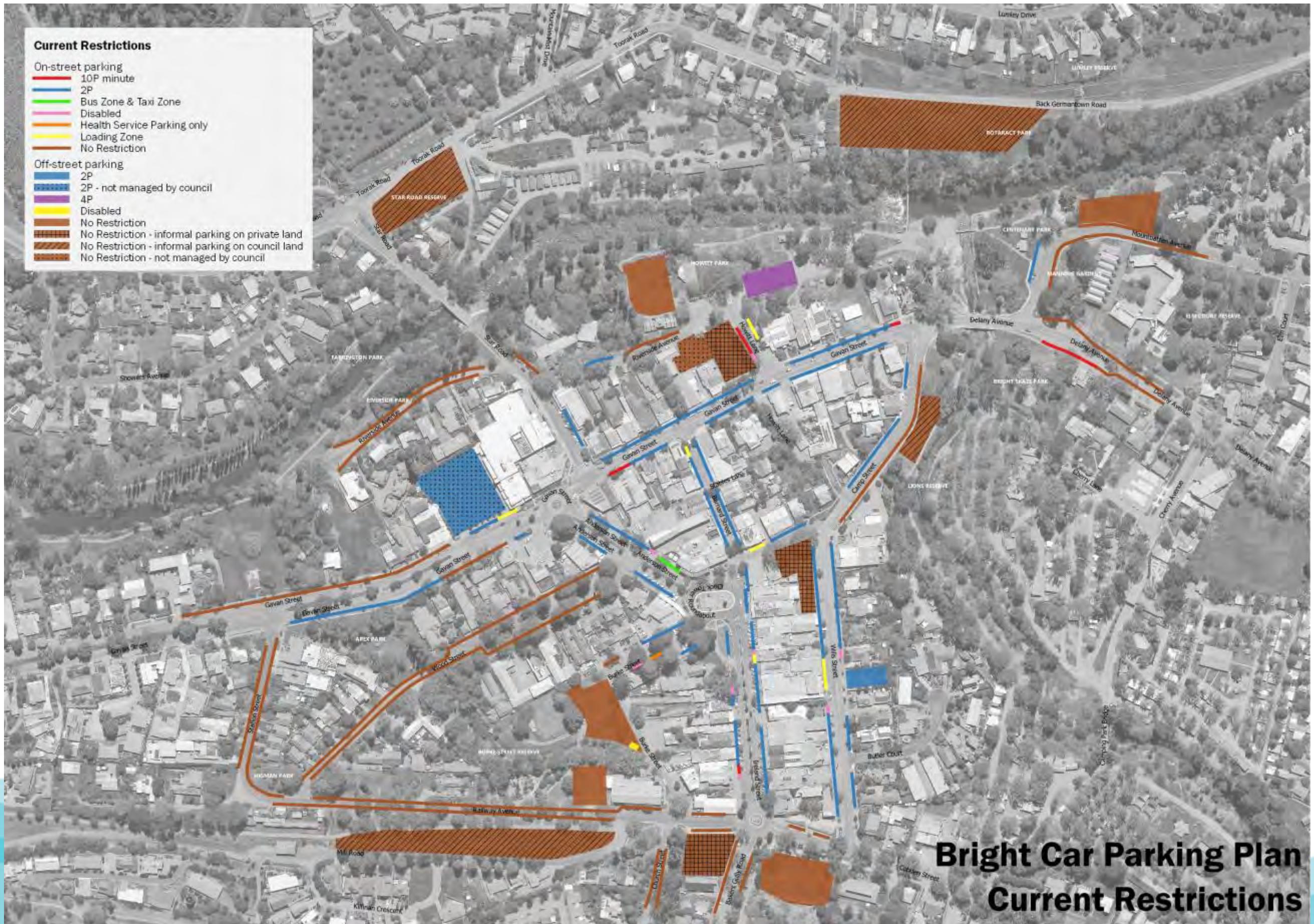
Current Restrictions

On-street parking

- 10P minute
- 2P
- Bus Zone & Taxi Zone
- Disabled
- Health Service Parking only
- Loading Zone
- No Restriction

Off-street parking

- 2P
- 2P - not managed by council
- 4P
- Disabled
- No Restriction
- No Restriction - informal parking on private land
- No Restriction - informal parking on council land
- No Restriction - not managed by council



**Bright Car Parking Plan
Current Restrictions**

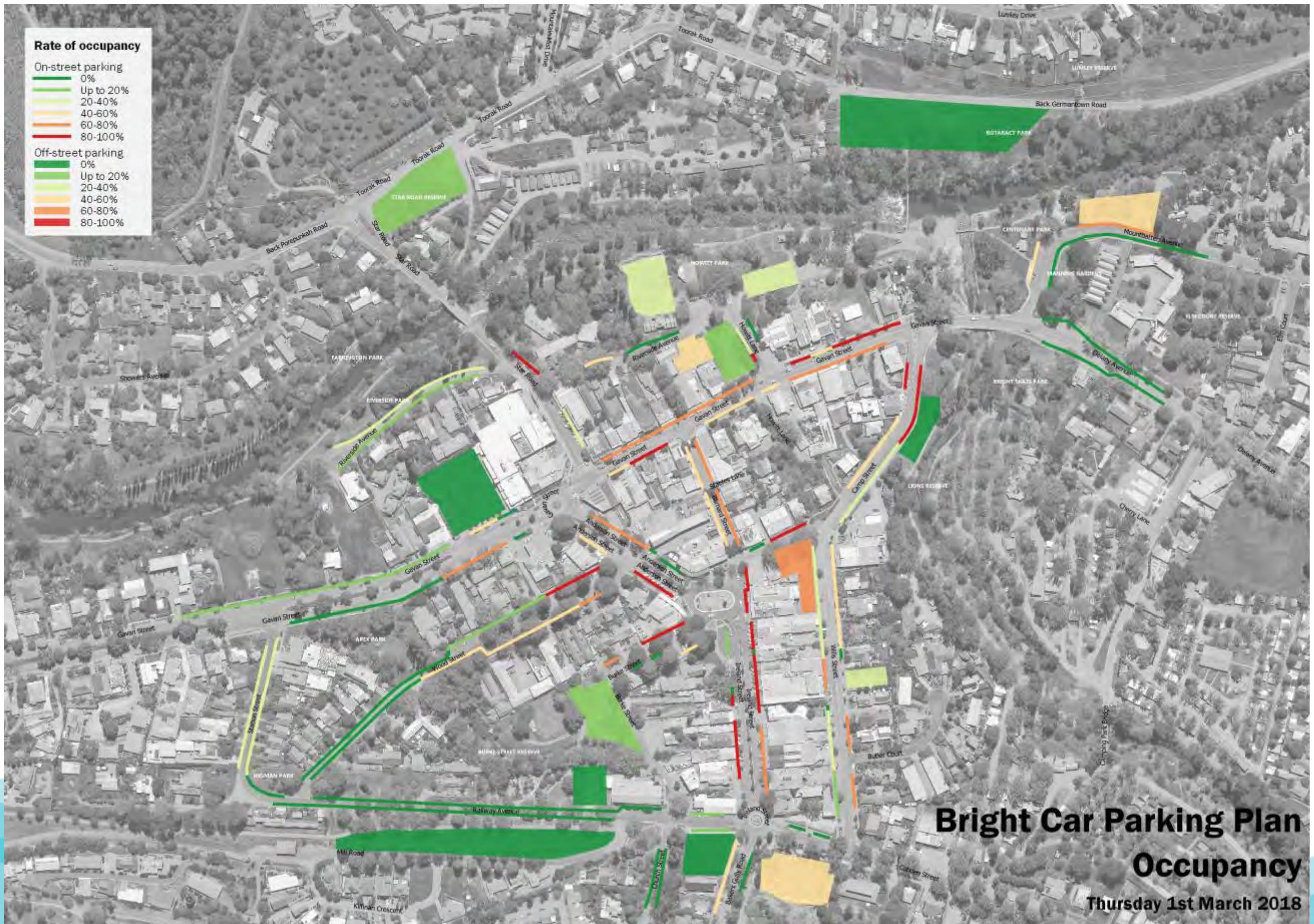
Rate of occupancy

On-street parking

- 0%
- Up to 20%
- 20-40%
- 40-60%
- 60-80%
- 80-100%

Off-street parking

- 0%
- Up to 20%
- 20-40%
- 40-60%
- 60-80%
- 80-100%



**Bright Car Parking Plan
Occupancy**

Thursday 1st March 2018

Study recommendations

The study's short term recommendations were to:

- Provide a greater amount of short term parking, including 1/4P and 1P, in areas requiring increased turnover, and to extend restrictions to include the weekend.
- Improve directional signage to off street car parks.
- Improve local community and visitor education on the types of parking zones around the town.
- Conduct parking enforcement activities to encourage turnover and ensure compliance.
- Improve links between Alpine Events Park and the town centre.
- Rationalise bus parking.



Study recommendations

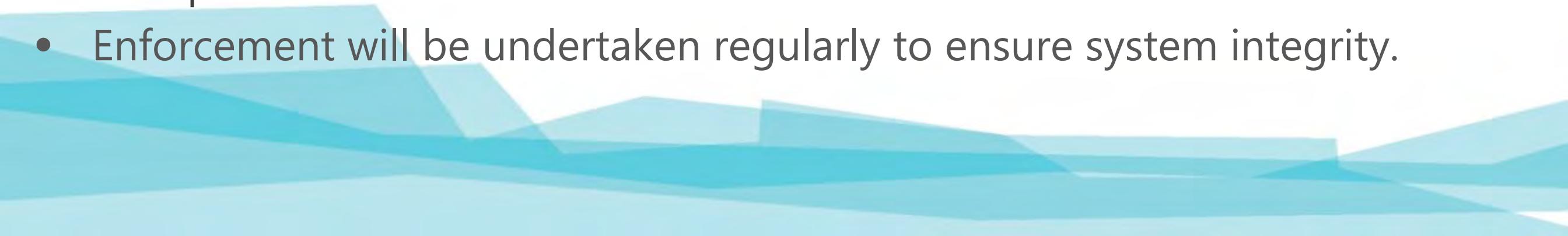
The study's long term recommendations were to:

- Improve the layout of off street car parks.
- Improve layout of on street parking where appropriate.
- Improve planning for parking during events.
- Improve the distribution of disabled parking and loading zones.



Proposed improvements

The proposed improvements are in response to both community feedback and the study findings, and are based on the following principles:

- On street parking will be improved to accommodate special needs and time restricted with a range of short term limits to encourage turnover and support local business.
 - Off street parking around the town centre will be well signed, improved and integrated with event management strategies to ensure use for parking during peak periods.
 - Pedestrians will be prioritised and Bright will be a safe, comfortable and easy place to walk to minimise vehicle circulation from people parking multiple times in one trip.
 - Cycling will be encouraged and accommodated as an alternative means of transport into the town centre.
 - Enforcement will be undertaken regularly to ensure system integrity.
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Feedback on the draft plan

Received 14 written submissions and spoke with several residents and businesses:

- Appreciative that Council have taken action to develop a plan.
- Support the notion of 1/4P and 1P spaces, to increase the availability of spaces at key locations.
- Support the creation of additional disabled spaces.
- Support improved pedestrian facilities and pathways.
- Concerned that the plan is too focused on pedestrians and cyclists, with unsuitable treatments proposed.
- Concerned that the plan does not go far enough to tackle the cause of parking concerns – namely development without an appropriate number of car parks.
- Concerned that enforcement will not occur as required, especially at peak times.
- Concerned that bus parking proposed for Riverside and Railway Avenues is unsafe.
- Concerned that the Plan will take too long to deliver an improvement to the current situation.

Key changes to the draft plan

- Retained the existing all day parking in Riverside Avenue and relocated the proposed bus loading/unloading zone to Mountbatten Avenue.
- Converted the proposed bus zone in Railway Avenue (adjacent to the Community Centre) to a loading zone.
- Added a new disabled space to the southern end of Ireland Street.
- Added the proposal to formalise the parking layout in Riverside Avenue and added a pedestrian crossing at the end of Riverside Walk to improve pedestrian safety.
- Included a bus loading/unloading zone in the Burke Street car park.
- Added the proposal to improve pedestrian access along Masciorini Lane, to better connect Toorak Road to Star Road.
- Added the proposal to improve pedestrian crossings in Star Road, Camp Street and Mountbatten Avenue.
- The following proposed improvements were also brought forward into the 0-2 year timeframe - upgrade and extend footpaths on Wood Street, better define and sign walkways between Burke, Ireland and Wills Streets and upgrade pedestrian crossings in Gavan Street.

Peak period and event parking improvements

Improvement	Timeframe (years)		
	0-2	2-6	6+
Complete event delivery review project.			
Investigate inclusion of off street car parks into online maps/apps.			
Prepare standardised parking plans for events, including any required changes to existing restrictions, and provide to event organisers for online publication.			
Add maps of on and off street parking locations to ASC and relevant tourism websites.			

On street car parking improvements

All projects result in a net gain of approximately 35 spaces

Improvement	Timeframe (years)		
	0-2	2-6	6+
Review times and days of all restrictions. Implement 1P and 1/4P parking in high occupancy areas of Ireland, Barnard and Gavan Streets.			
Line mark parallel bays on Mountbatten Avenue to formalise 35 spaces.			
Line mark angle parking on Wood Street to formalise 40 spaces.			
Change parallel to angle bays on Railway Avenue to create 3 additional spaces.			
Create loading zone on Railway Avenue at the Community Centre.			
Add 2 disabled parking spaces to Gavan Street and 1 to Ireland Street.			

On street car parking improvements (cont.)

All projects result in a net gain of approximately 35 spaces

Improvement	Timeframe (years)		
	0-2	2-6	6+
Create additional bus loading/unloading bays on Mountbatten Avenue and Gavan Street.			
Create angle parking on south side of Railway Avenue to formalise 30 spaces.			
Improve kerb, line marking and signage on Riverside Avenue to formalise parking and improve pedestrian safety.			
Change parallel to angle bays on east side of Camp Street to create 17 additional spaces.			



Off street car parking improvements

All projects result in a net gain of approximately 75 spaces

Improvement	Timeframe (years)		
	0-2	2-6	6+
Improve the layout of the Senior Citizens Centre car park to create 10 additional spaces. Include 2 long vehicle parks and bus parking.	Green	Light Grey	Light Grey
Implement a consistent network of directional signs to off street parking locations.	Green	Light Grey	Light Grey
Improve the drainage, sealed extent and layout of the Burke Street car park to create 19 additional spaces and formalise bus loading/unloading zone.	Green	Light Grey	Light Grey
Improve the sealed extent and layout of the Sound Shell car park to exclude coach parking and create 14 additional spaces.	Light Grey	Teal	Light Grey
Protect significant trees, level and improve the available area at Rotaract Park to formalise 100 spaces.	Light Grey	Teal	Light Grey
Improve the sealed extent and layout of the Community Centre car park to create 12 additional spaces.	Light Grey	Teal	Light Grey
Protect significant trees, fence off hazards, level and improve the available area at Star Road Reserve to formalise 60 spaces.	Light Grey	Light Grey	Blue

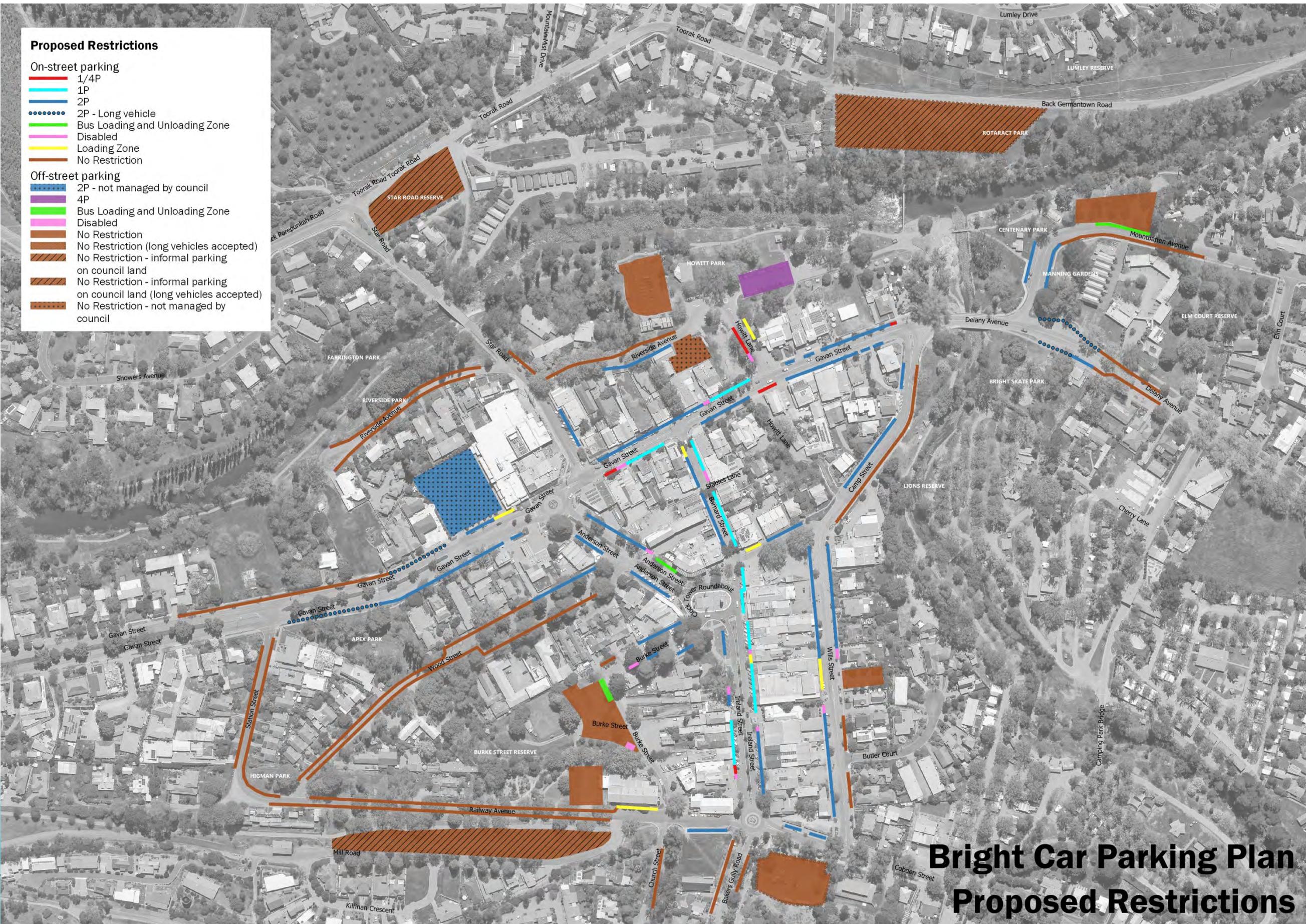
Proposed Restrictions

On-street parking

- 1/4P
- 1P
- 2P
- 2P - Long vehicle
- Bus Loading and Unloading Zone
- Disabled
- Loading Zone
- No Restriction

Off-street parking

- 2P - not managed by council
- 4P
- Bus Loading and Unloading Zone
- Disabled
- No Restriction
- No Restriction (long vehicles accepted)
- ▨ No Restriction - informal parking on council land
- ▨ No Restriction - informal parking on council land (long vehicles accepted)
- ▨ No Restriction - not managed by council



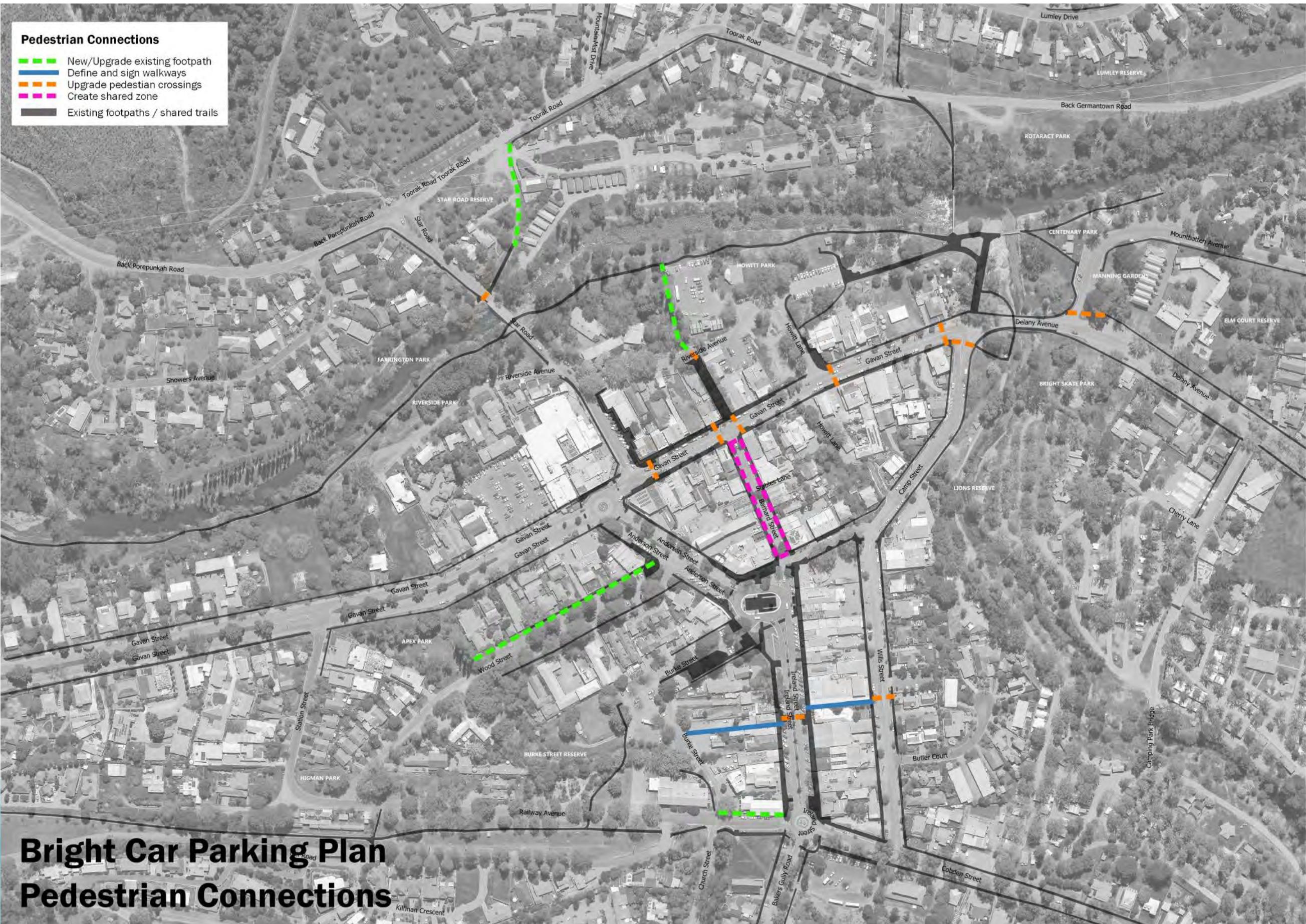
**Bright Car Parking Plan
Proposed Restrictions**

Pedestrian Improvements

Improvement	Timeframe (years)		
	0-2	2-6	6+
Upgrade and extend footpaths on Wood Street.	■		
Better define and sign walkways between Burke, Ireland and Wills Streets.	■		
Upgrade pedestrian crossings in Gavan, Ireland and Wills Streets, Star Road and Riverside Avenue.		■	
Provide footpath connection between Riverside Avenue and Canyon Walk.		■	
Provide footpath connection on Railway Avenue between the Community Centre and Ireland Street.		■	
Implement shared zone in Barnard Street.			■
Upgrade Masciorini Lane to improve pedestrian connection between Toorak Road and Star Road.			■



- Pedestrian Connections**
- New/Upgrade existing footpath
 - Define and sign walkways
 - Upgrade pedestrian crossings
 - Create shared zone
 - Existing footpaths / shared trails



Bright Car Parking Plan

Pedestrian Connections

Cycling Improvements

Improvement	Timeframe (years)		
	0-2	2-6	6+
Implement sharrows throughout the town centre where there is insufficient room for bicycle lanes.			
Provide temporary bike racks for events and peak periods.			
Increase the number and location of bike racks across the town centre.			
Install a bicycle contra-flow lane in Barnard Street to Camp Street and in Camp Street to Wills Street.			
Investigate shared trail along Camp Street, Morses Creek and Churchill Avenue to connect town centre to Alpine Events Park.			



Cycling connections



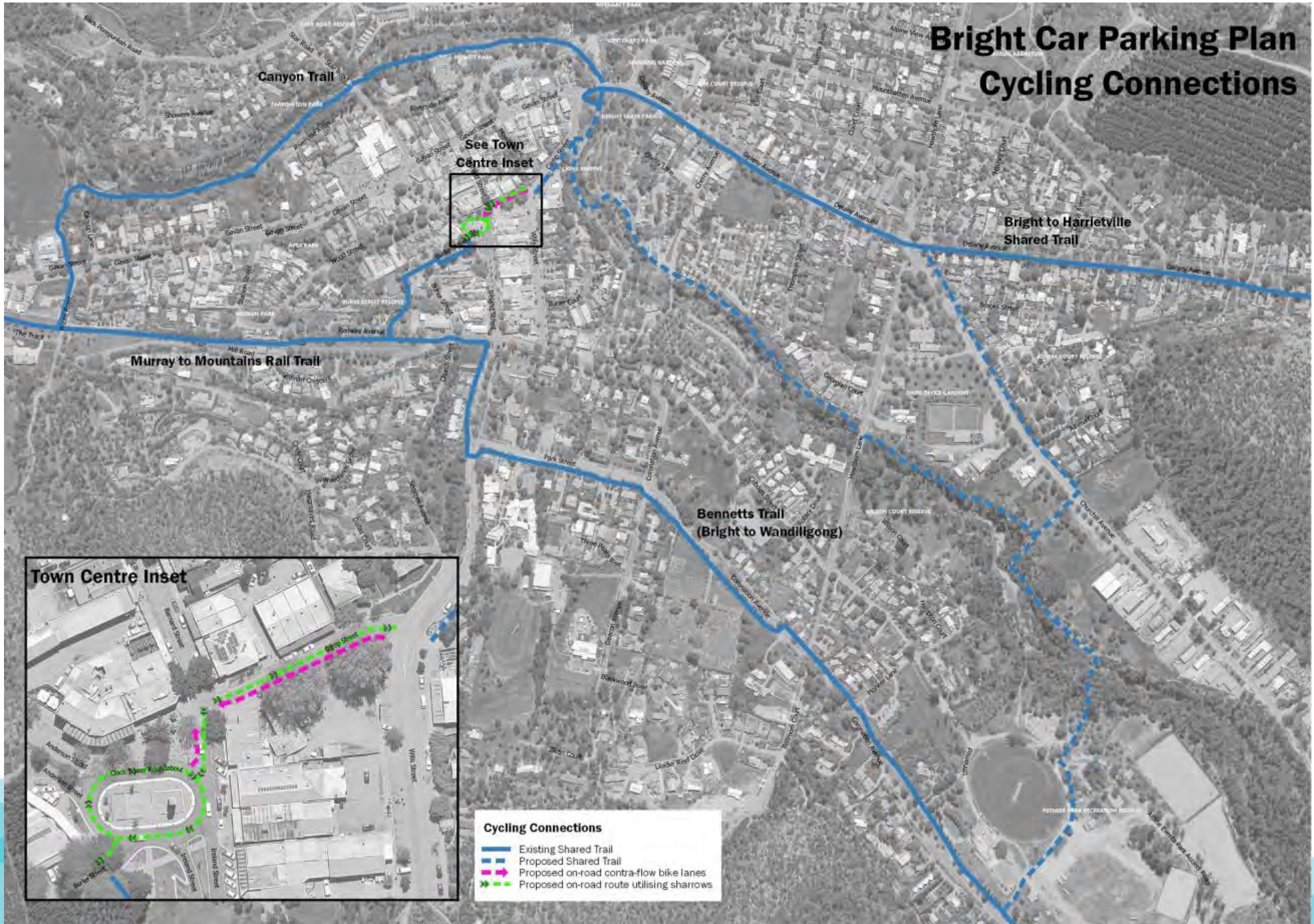
Bicycle contra-flow lane



Bicycle sharrows



Bright Car Parking Plan Cycling Connections



See Town Centre Inset

Murray to Mountains Rail Trail

Bennetts Trail
(Bright to Wandiligong)

Bright to Harrietteville
Shared Trail

Town Centre Inset

Cycling Connections

- Existing Shared Trail
- Proposed Shared Trail
- Proposed on-road contra-flow bike lanes
- Proposed on-road route utilising sharrows

Implementation of the Plan

- The Bright Car Parking Plan will be recommended for Council endorsement at the Council Meeting to be held on Tuesday, 4 September 2018.
- Projects will be added to the Project Pipeline for delivery as approved by Council in the annual works program budget process.
- If you have any questions please contact Manager Asset Development Francine Stacey on 5755 0555.