



DRAFT IVANHOE PARKING PLAN

WHAT YOU TOLD US

Community Consultation Feedback Summary - April 2018

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I Introduction

The draft Ivanhoe Parking Plan (IPP) has been developed to understand and manage the existing and future car parking demand and supply within the Ivanhoe Activity Centre and surrounding area. The draft IPP analyses parking survey data, considers expected growth of the area and outlines a set of 19 strategy recommendations to assist in the management of parking.

An extensive two month period of community consultation was held from 22 January 2018 to 23 March 2018 to allow all residents, traders and community groups to be informed about and make comment on the draft IPP. This public consultation has also been undertaken to inform the development of a final Plan.

A large response to the draft IPP was received during the consultation period. This document has been developed to summarise and analyse the feedback obtained.

2 Consultation Opportunities

The consultation was initiated with the delivery of letters to all traders and residents in the Ivanhoe Activity Centre and surrounding residential area. The letter informed the recipients of the public consultation on the draft IPP and invited them to provide comment. It provided a summary of the recommendations of the draft IPP and advised of the availability of drop in information sessions.

It also advised of the availability of further information on Council's consultation website Shaping Banyule including electronic copies of the draft IPP. Recipients were also advised that hard copies of the draft IPP were available on request. Feedback was invited via letter, email or online at Shaping Banyule.

Information regarding the consultation was made available at Council's Ivanhoe Service Centre along with hard copies of the draft IPP. These were also available at the Ivanhoe Library.

During the consultation period Council officers attended various community group meetings as requested by the groups. These are outlined in Table I below along with number of people reached by the consultation process. Council reached over 7000 people during the consultation period and directly engaged with 162 people at drop in sessions and community group meetings.

Table I: Consultation provided over the consultation period (22 Jan – 23 Mar 2018)

Consultation Opportunity Type		Date 2018	Audience
Shaping Banyule		22 Jan to 23 Mar	245 website visitors
Letter drop		10 - 15 Jan	6386 residences 320 businesses
Drop in sessions	Session 1	6 Feb	53 attendees
	Session 2	20 Feb	47 attendees
Meetings	Informal concerned residents group	15 Jan	5 attendees
	Ivanhoe Uniting Church	7 Feb	4 representatives
	The Ivanhoe Traders Association	13 Feb	8 representatives
	Age Friendly City Advisory Committee	26 Feb	13 members
	The University of the Third Age	16 Mar	45 members
Direct engagement via drop in session or meeting			162 people
Total			7113 people

2.1 Consultation Drop in Sessions

Two consultation drop in sessions were held at the Banyule Council Chambers at 275 Upper Heidelberg Road Ivanhoe. Both sessions were held for two hours on a Tuesday evening:

- from 5pm – 7pm (6 Feb)

- and from 6pm - 8pm (20 Feb)

At the consultation sessions information was provided on the purpose, findings and recommendations of the draft IPP. Council officers were available to answer any enquiries. Feedback sheets were also handed out to members of the community seeking any feedback they had on the draft IPP Plan and the conduct and planning of the consultation session. Feedback sheets could either be filled in on the night of the consultation sessions, or sent to Council at a later date. The issues raised in the feedback sheets have been incorporated into the summary of written responses in section 3.2.

Also at the drop in sessions, members of the community were shown charts of the recommendations and asked to place a dot in to agree/disagree in the corresponding column to indicate their preference. These charts are discussed further in section 2.3 below.

2.2 Consultation Meetings

Various meetings were held across the consultation including informal meetings between residents and Council officers. Meetings included:

Informal concerned residents group

Issues discussed included – providing additional disabled parking, there are too many proposed short term parking, the introduction of community buses, funeral director needs car parking space but does not need to be used all the time, parking at and around the school.

The Ivanhoe Uniting Church (7 Feb 2018)

The coordinator of Lin-Lithgow - Panelle, advised that the program provides a community outing and meal at the Church four days a week. They have their own 12 seater bus which needs to be parked in the Council carpark in Waterdale Road. They also have 12-30 attendees a session some of who drive themselves and need parking for more than 2 hours (ideally 4-5hrs). It was clarified that those parking with a disability permit can stay for double the posted restriction time. 20 volunteers also work with the program and need parking.

The Ivanhoe Traders Association (13 Feb 2018)

Council officers met with the president of the Ivanhoe Traders Association and seven other traders. At the meeting, the traders expressed concerns around the construction of new developments. They were saying that the disruption during the construction phase was very significant and that it would be of assistance if Council required developers to ensure workers parked in peripheral locations. Currently they are encouraged to park illegally by the developer to ensure work progresses - with the developer willing to pay parking fines rather than have any delay to build.

Other concerns expressed were regarding short term parking in Upper Heidelberg Road, it was considered that 1hr should be the minimum limit, and an enquiry about parking enforcement and quota's. Some mixed opinion was expressed about enforcement being needed but it also being seen as too aggressive.

The University of the Third Age (16 March 2018)

There were around 45 people in attendance at the meeting between Council Officers and members of the University of the Third Age. The main issue discussed concerned the reduction of the 4 hour parking to 3 hour parking. Members rely heavily on the 4 hour parking as classes and lectures at the U3A tend to run between 2 to 3 hours. Some members attend more than one lecture a day, and require longer term parking restrictions.

At the meeting, attendees were asked to provide direct response to the proposed recommendations and these are described in Section 2.3 and the results given in Section 3.1.

Banyule Council Advisory Committee – Aged Friendly Cities (26 Feb 2018)

The committee disagree with the proposed revision of parking times from 3 hrs to 2 hrs in the Waterdale carpark. Some discussion was on the amount of time needed to attend courses and other activities. Residents needed a full 4 hours to undertake activities whether in the Activity Centre or taking a trip to the Melbourne CBD.

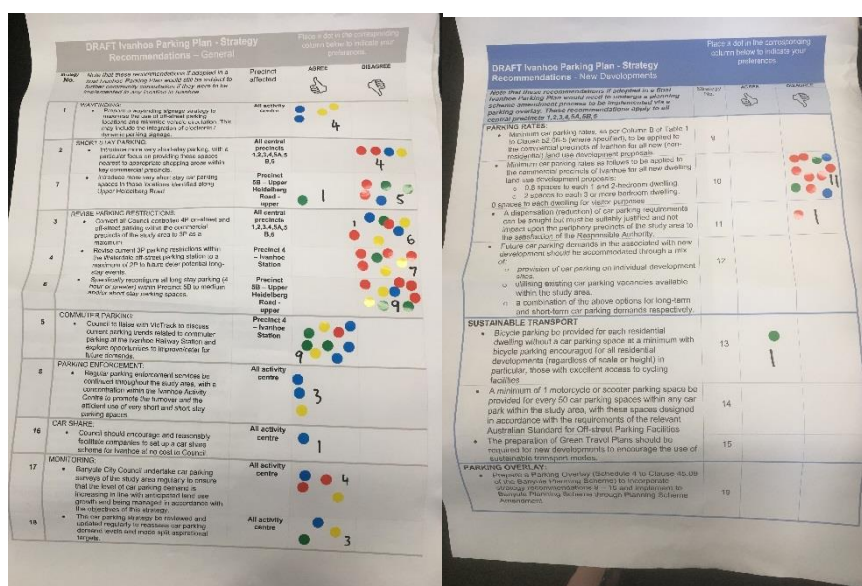
The committee members provided some discussion around paid parking - some members agreed that paid parking for longer term car parking i.e. 6 or 8 hrs is appropriate with shorter stay parking free. It was suggested that we could use a system similar to Westfield where car registration plates are scanned on entry to the car park. If the car stays under 3 or 4 hours it is free, if it stays over that period, payment is required.

2.3 Recommendation (Dot) Charts

During the consultation sessions and the U3A meeting, people were asked to respond directly to the 19 recommendations of the draft Ivanhoe Parking Plan. They did this by being shown a poster of the recommendations and asked to place a sticky dot in the agree/disagree corresponding column to indicate their preference.

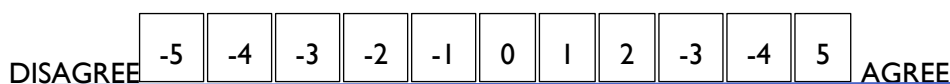
The recommendations were divided into two topics, General and Car Parking Rates, making it easier for the community to read and understand each recommendation. The photo below shows the charts created by the attendees at the U3A meeting.

Photo 1: U3A attendee's response to recommendations by placing 'dot' stickers on a poster.



Following the meetings, each of the dots on the charts were added and tallied for each recommendation, resulting in a feedback score for each recommendation.

A sliding scale has been used to score the feedback obtained from the dot charts. Positive scores indicate agreement from a slight majority in agreement at 1 to most of the responses in agreement at 5. Negative scores similarly indicate disagreement from -1 to -5 where -5 means that most of the responses were in disagreement. This is depicted below. The results obtained are shown in section 3.1.



3 Consultation Feedback

In total 1304 responses were obtained with 149 of these being written submissions obtained via letter, email, online at Shaping Banyule, and via feedback sheets distributed at the drop in information sessions.

Attendees at the drop in sessions and the U3A community meeting were also invited to respond to recommendation (dot) charts that allowed a dot to be placed adjacent to each of the 19 recommendations of the draft IPP to indicate agreement or disagreement. This contributed 678 responses which are detailed in section 3.1.

The balance of the responses came from three petitions and a multi signatory letter. These are detailed in section 3.3. The source and number of all the responses obtained during the consultation period are shown in Table 2 below.

Table 2: Feedback received over the consultation period (22 Jan – 23 Mar 2018)

Feedback Source	Responses
Shaping Banyule - contributions	50 submissions
Letters	7 submissions
Email	55 submissions
Drop in Sessions - feedback sheets	37 submissions
Recommendation (dot) charts – agree/ disagree	678 dots
Petitions	
1. Waterdale Road carpark	106 signatures
2. Car Parking rates	144 signatures
3. Community Bus	123 signatures
Multi-signatory Letters	
1. Short term parking in Upper Heidelberg Road and general changes to parking restrictions.	104 signatures
Total written submissions	149 submissions
Total	1304 responses

3.1 Overall Feedback to Recommendations Summary

Table 3 below gives a summary of direct responses to the recommendations outlined in the draft IPP. It shows a consistency of response across all written submissions including the trader's submissions, direct feedback on the recommendations at drop in sessions and meetings, and petitions and multi-signatory letters. The details of these submissions can be seen in subsequent sections of this paper.

Table 3: Overall feedback for the draft IPP Recommendations

DRAFT Ivanhoe Parking Plan - Recommendation		Precinct	Dot chart -5 to +5	Submissions Top 3 Issues	Traders S-Support NS – Not Support	Petitions or Multi-signatory Letter
1.	Prepare a wayfinding signage strategy to maximise the use of off-street parking locations and minimise vehicle circulation. This may include the integration of electronic / dynamic parking signage.	Central Precincts	+4		S	
2.	Introduce more very short-stay parking, with a particular focus on providing these spaces nearest to appropriate shopping areas within key commercial precincts (i.e. within Precinct 5).	Central Precincts	-4	2	NS	MSL
3.	Convert all Council controlled 4P on-street and off-street parking within the commercial precincts of the study area to 3P as a maximum.	Central Precincts	-4	1	NS	MSL

DRAFT Ivanhoe Parking Plan - Recommendation		Precinct	Dot chart -5 to +5	Top 3 Issues Submissions	Traders S-Support NS – Not Support	Petitions or Multi-signatory Letter
4.	Revise current 3P parking restrictions within the Waterdale off-street parking station to a maximum of 2P to future deter potential long-stay events.	Ivanhoe Station	-5	1	NS	P
5.	Council to liaise with VicTrack to discuss current parking trends related to commuter parking at the Ivanhoe Railway Station and explore opportunities to improve/cater for future demands.	Ivanhoe Station	+4		S	
6.	Specifically reconfigure all long stay parking (4 hour or greater) within Precinct 5B to medium and/or short stay parking spaces.	Upper Heidelberg Road – North	-5	1	NS	MSL
7.	Introduce more very short stay car parking spaces in those locations identified along Upper Heidelberg Road.	Upper Heidelberg Road – North	-4	2	NS	MSL
8.	Regular parking enforcement services be continued throughout the study area, with a concentration within the Ivanhoe Activity Centre to promote the turnover and the efficient use of very short and short stay parking spaces.	All Precincts	+1		S	
9.	Minimum car parking rates, as per Column B of Table 1 to Clause 52.06-5 (where specified), to be applied to the commercial precincts of Ivanhoe for all new (non-residential) land use development proposals.	New Development s	-4	3	NS	P
10.	Minimum car parking rates as follows to be applied to the commercial precincts of Ivanhoe for all new dwelling land use development proposals: a. 0.8 spaces to each 1 and 2-bedroom dwelling b. 2 spaces to each 3 or more bedroom dwelling c. 0 spaces to each dwelling for visitor purposes	New Development s	-5	3	NS	P
11.	A dispensation (reduction) of car parking requirements can be sought but must be suitably justified and not impact upon the periphery precincts of the study area to the satisfaction of the Responsible Authority.	New Development s	-2		NS	
12.	Future car parking demands associated with new development should be accommodated through a mix of: a. provision of car parking on development sites b. utilising existing car parking vacancies available within the study area c. a combination of the above	New Development s	-3		NS	
13.	Bicycle parking be provided for each residential dwelling without a car parking space at a minimum with bicycle parking encouraged for all residential developments.	New Development s	+1		S	
14.	A minimum of 1 motorcycle or scooter parking space be provided for every 50 car parking spaces within any car park within the study area.	New Development s	+5		NS	
15.	The preparation of Green Travel Plans should be required for new developments to encourage the use of sustainable transport modes.	New Development s	+5		S	
16.	Council should encourage and reasonably facilitate companies to set up a car share scheme for Ivanhoe at no cost to Council.	New Development s	+1		S	
17.	Banyule City Council undertake car parking surveys of the study area regularly to ensure that the level of car parking demand is increasing in line with anticipated land use growth and being managed in accordance with the objectives of this strategy.	All Precincts	+4		S	
18.	The car parking strategy be reviewed and updated regularly to reassess car parking demand levels and mode split aspirational targets.	All Precincts	+5		S	
19.	Prepare a Parking Overlay (Schedule 4 to Clause 45.09 of the Banyule Planning Scheme) to incorporate strategy recommendations 9 – 15 and implement to Banyule Planning Scheme through Planning Scheme Amendment.	Central Precincts	-3		NS	P

3.2 Written Submissions

There were 288 issues raised in the 149 written responses. Rather than list each of the 288 issues, it was considered more effective to categorise each issue into a common theme, thus being able to determine the issues that mattered the most to the community. Figure 1 below shows a summary of common issues identified.

Figure 1: Summary of common issues



It can be clearly seen in Figure 1 that the top issues relate to the proposed:

1. Reduction of time period for 4P and 3P parking restrictions (28% of responses)
2. Provision of more short term parking along Upper Heidelberg Road (16% of responses)
3. Reduction of car parking rates and spaces in new developments (11% of responses)

These top three issues are a direct response to the proposed recommendations set out in the draft IPP. The next three common issues are more general in nature and include concerns around:

4. Impacting Ivanhoe shopping precinct and local street amenity (10% of responses)
5. Increased parking in residential streets (8% of responses)
6. Lack of provision of disabled parking (6% of responses)

The other issues identified in order were comments around:

7. Motorcycle/ scooter parking provision in car parks (4%)
8. Lack of community buses (3%)
9. Ivanhoe Station – Victrack car park *either too much or not enough parking provided* (3%)
10. Use of dated (Nov 2015) data for the parking surveys (2%)
11. Paid parking (2%)
12. Lack of a recommendation to build more car parks (2%)
13. Lack of bicycle parking and facilities (2%)
14. Wayfinding Strategy – lack of detail (1%)
15. Lack of provision of electric car charging points (1%)

The top six common issues are described in more detail in the subsections below.

4P and 3P Parking Restrictions

It is clear that the most concern has been generated from the two proposed recommendations below.

Recommendation 3: Convert all Council controlled 4P on-street and off-street parking within the commercial precincts of the study area to 3P as a maximum.

Recommendation 4: Revise current 3P parking restrictions within the Waterdale off-street parking station to a maximum of 2P to future deter potential long-stay events.

Of the 81 comments received, 77 did not support a reduction in time limit, with only 4 in support (5%). Figure 2 gives a breakdown of which community groups are not supportive of the reduced parking time.

Figure 2: Community Groups not in support of reduction in parking time

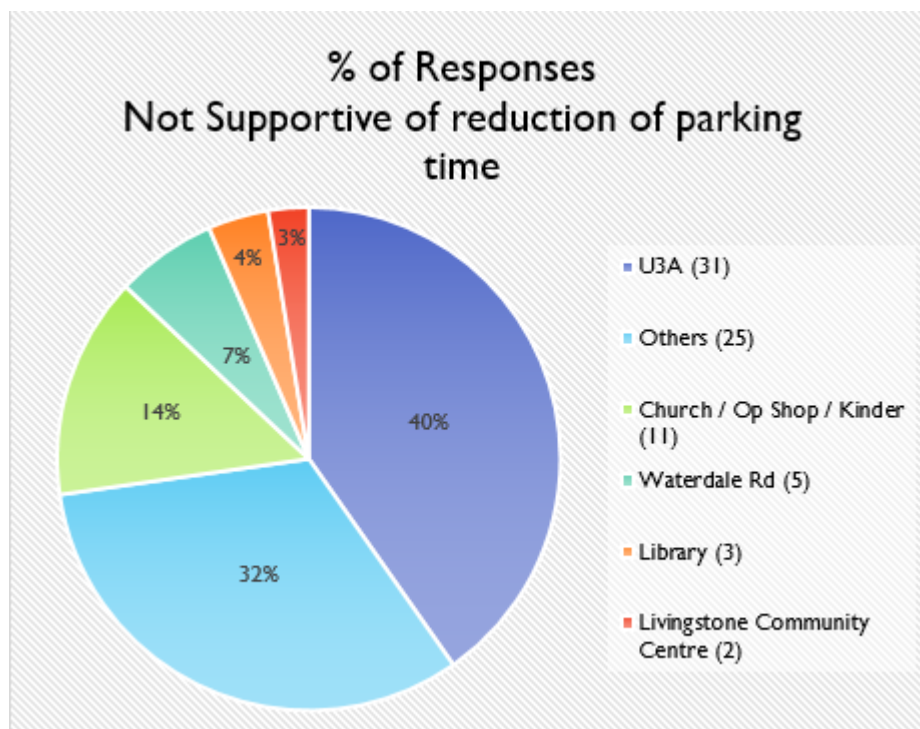


Table 4 below lists the reasons why each group are not supportive, as detailed in individual submissions.

Table 4: Reasons why traders and residents are not in support of the reduction in parking time.

Community Group	Reasons Given
The University of the Third Age (U3A)	<ul style="list-style-type: none"> • Social outing for most attendees at the U3A. Lectures run for 2 – 3 hours, and then refreshments before or afterwards followed by informal chatting and possibly extending to lunch. • Some attend more than one lecture on the day. • Most attendees are elderly and would find walking distances to the lectures very tiring and long. • Loss of extended parking will isolate some members as they will not be able to find alternate places to park, and so would not be able to attend future lectures.
Others	<ul style="list-style-type: none"> • Teachers from Ivanhoe Primary School currently park in the 4 hour parking as there is not enough car parking at the school. They can move their cars at lunchtime. If the parking was reduced, they would not be able to leave their classroom to move their cars. • 4 hour parking gives ample time to attend many appointments in Ivanhoe on the same day – hairdresser, doctor, shopping and lunch. • Pregnant women attending doctors for scans, blood tests and appointments can be at the clinic for 3 hours or more. • Traders that park here would not be able to continue parking as it would mean that they need to move their cars more often. Traders would then be pushed onto local residential streets. • The Ivanhoe Traders Association are not in support of the reduction in parking as they want to encourage more people to shop in Ivanhoe, and there has been an increase in businesses, such as hair and beauty, which require longer term parking restrictions.
Church / Opshop / Kinder	<ul style="list-style-type: none"> • Volunteers at Op Shop generally work in 3-4 hours shifts and are elderly, making it difficult to move cars if parking restrictions were changed. • Kinder parents help out at the kinder in 2 – 3 hour shifts, and then after Kinder will generally shop in Ivanhoe or attend appointments. • Events at the church require longer parking restrictions as it is the elderly that attend and they cannot park further away from where they need to be.
Waterdale Rd	<ul style="list-style-type: none"> • Traders parking here would not be able to continue parking and would be forced to park in local streets – a concern faced by both traders and residents. • A petition with 106 signatures was tabled at Council meeting on 29 January 2018.
Library	<ul style="list-style-type: none"> • Sometimes classes and seminars are held at the library. Shorter parking restrictions would prevent people from spending quality time at the library.
Livingstone Community Centre	<ul style="list-style-type: none"> • Shorter parking restrictions would result in classes being cancelled as not enough longer term parking available. • Elderly people attend exercise classes, such as Yoga, at the Centre, and then afterwards will go out for lunch.

Short Term parking (15/30 minute parking) along Upper Heidelberg Road

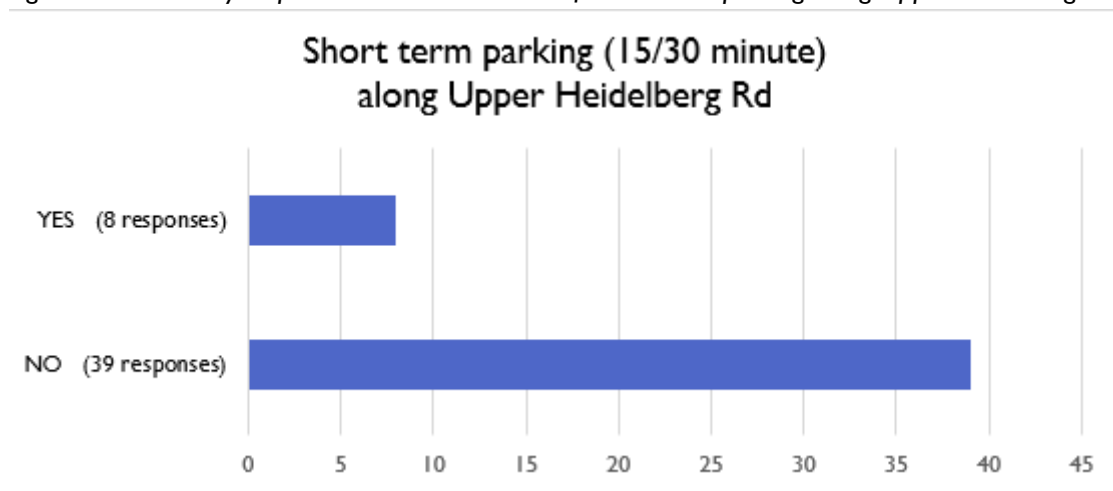
The second highest response rate was in relation to recommendations 2 and 7 as shown below.

Recommendation 2: Introduce more very short-stay parking, with a particular focus on providing these spaces nearest to appropriate shopping areas within key commercial precincts

Recommendation 7: Introduce more very short stay car parking spaces in those locations identified along Upper Heidelberg Road.

Figure 3 below shows the support for and opposition against the short term parking. Support for the short term parking restrictions include locations at the post office, at the library to return books and at the medical centre to drop off and pick up patients.

Figure 3: Community response to the introduction of Short Term parking along Upper Heidelberg Road



Opposition to the introduction of short term parking attracted 39 responses all with the common themes – the short term parking was not required in Ivanhoe; that 15/30 minutes was far too short a time for anyone to accomplish anything; and that businesses would lose trade.

The Ivanhoe Traders Association are also not in support of the short term parking stating that they want to encourage shoppers to spend more time in the street.

Reduction in car parking spaces and rates in new developments

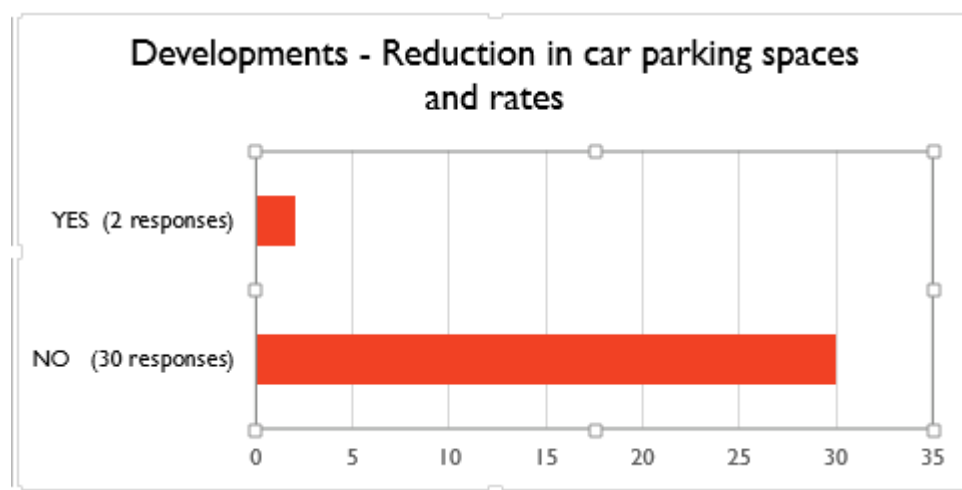
The third highest response was in relation to recommendations 9 and 10 of the draft IPP which propose reductions to the minimum car parking rate for new land use developments within the commercial precincts of Ivanhoe as described below.

Recommendation 9: Minimum car parking rates, as per Column B of Table 1 to Clause 52.06-5 (where specified), to be applied to the commercial precincts of Ivanhoe for all new (non-residential) land use development proposals.

Recommendation 10: Minimum car parking rates as follows to be applied to the commercial precincts of Ivanhoe for all new dwelling land use development proposals: 0.8 spaces to each 1 and 2-bedroom dwelling, 2 spaces to each 3 or more bedroom dwelling, and 0 spaces to each dwelling for visitor purposes.

Figure 4 below shows the community response to these recommendations.

Figure 4: Community response to the proposed changes to minimum car parking rates



Whilst 2 responses were in support of the proposal, it was noted in their submission that support was only given if visitor parking was provided. Currently there are no provisions for visitor parking in the draft Parking Plan.

Submissions against the reduction in car parking rates included responses from 30 residents and traders with the common concern that this will just further increase parking issues in surrounding streets. The number of vehicles is substantially increasing and lowering the parking requirement for new development, will not reduce the number of cars, but simply will move them from on site to off site in adjoining streets.

A petition has been received in relation to the car parking rates and the details of this can be found in Section 3.4 of this summary paper.

Impact on shopping precinct and local street amenity

This issue around a potential negative impact on the Ivanhoe shopping precinct and local street amenity was raised in 10% of responses. It is not particularly related to any of the proposed recommendations of the draft IPP but is seen as a potential outcome of the recommendations overall.

Submissions received detailed how Ivanhoe Shopping Precinct had its own character and charm; that it brought together the community – from the very young to the very old, and that it had the right mix of shops and parking. In the submissions, there was an overwhelmingly sense of ownership and that the residents along with the traders had made Ivanhoe shopping precinct a unique and wonderful place to visit.

Residents and traders alike do not want to see major changes to the shopping precinct, in fear that it will become isolated and traders will lose business, or that the parking will be pushed to residential streets creating further problems for residents.

Increased parking in local streets

There have been 22 (98%) responses received from residents, concerned that the introduction of shorter term parking restrictions in the Ivanhoe Shopping Precinct will create further parking problems in nearby residential streets. Streets that were mentioned include Ivanhoe Parade, Westley Avenue, Belmont Road, Della Torre Crescent, Kenilworth Parade, Waverley Avenue, Abbotsford Grove, Shaw Street, Wallace Street, St Elmo Road between Clifton Grove and Roseland Grove, Clifton Grove and Salisbury Avenue.

Provision of Disabled Parking

There have been 18 requests for additional disabled parking spaces in the Ivanhoe shopping precinct. Concerns were expressed that as Ivanhoe ages, there will be a greater need for making the car parking spaces

more accessible, especially around U3A and the church. There has also been requests to provide free parking at parking meters for holders of a disabled parking permits.

3.3 Trader's Response

There have been two written submissions received from traders of Ivanhoe. One is from the Ivanhoe Traders Association (ITA) and another has been submitted independently on behalf of a group of traders along Upper Heidelberg Road, Ivanhoe.

Council met with the Ivanhoe Traders Association during the consultation period to discuss the draft IPP. See Section 2.2 for details of this meeting.

Ivanhoe Traders Association Submission

Stavros Zikou, the Centre/Marketing Coordinator of the ITA submitted a response as part of the feedback to the draft Ivanhoe Parking Plan, on behalf of the 2018 Ivanhoe Traders Association Committee. The submission was unanimously endorsed by the 2018 ITA Committee and reflects what is deemed best for the entire Ivanhoe Shopping Precinct. Table 5 shows the direct responses from ITA in relation to the proposed recommendations of the draft Ivanhoe Parking Plan.

Table 5: Ivanhoe Traders Response to the draft Ivanhoe Parking Plan recommendations

Recommendation	Ivanhoe Traders Association Preliminary Feedback
1	Supportive of this recommendation. The ITA has ideas on how they can possibly assist with this going forward.
2	<p>The ITA does NOT support this recommendation for the following reasons:</p> <ol style="list-style-type: none"> 1) The data supporting this recommendation is outdated and deemed invalid. 2) The ITA wants to encourage patrons to spend more time in the street. Introducing more short stay parking is counterproductive to this effect and potentially creates an unhospitable shopping experience and environment. 3) The data, although deemed invalid, demonstrates that Ivanhoe was experiencing significant turnover at the time of study (November 2015) within the old restrictions at the time. 4) The data also shows that approximately 25% of events in IP restriction zones Stay longer than 1 hour. 5) It would not be in the best interests of the entire shopping centre with only minimal businesses supporting trade and/or core trade in line with very short stay parking. 6) The ITA has not received any feedback from its members, businesses, customers and other stakeholders suggesting more very short stay parking is required for the Ivanhoe Shopping Centre 7) The ITA has received feedback from members/traders proposing to increase the time restrictions on Upper Heidelberg Rd.
3	<p>The ITA does NOT support this recommendation for the following reasons:</p> <ol style="list-style-type: none"> 1) The data supporting this recommendation is outdated and deemed invalid. 2) The ITA wants to encourage patrons/driver to spend more time in the street. This recommendation is counterproductive to this effect. 3) The Ivanhoe Shopping Centre has had more businesses open in the last 24 months, which require very long trade such as hair and beauty. 4) The data, although flawed, demonstrates that Ivanhoe is experiencing significant turnover with the current restrictions 5) The ITA has not received feedback from its members, businesses, customers and other stakeholders suggesting or supporting the above recommendation.

Recommendation	Ivanhoe Traders Association Preliminary Feedback
	6) The ITA has received feedback from members/traders, over an extended period of time, proposing to increase the number of long stay parking, specifically 4P and unrestricted.
4	<p>The ITA does NOT support this recommendation for the following reasons:</p> <ol style="list-style-type: none"> 1) The data supporting this recommendation is outdated and deemed invalid. 2) The ITA wants to encourage patrons/driver to spend more time in the street. This recommendation is counterproductive to this effect. 3) The data, although flawed, demonstrates that Ivanhoe is experiencing significant turnover with the current restrictions with approximately 70% of users staying under 2 hours in 3P restricted areas. 4) The data also shows that approximately 1 in 5 drivers (18%) exceeding the limit indicating demand for longer stay parking. 5) The ITA has not received feedback from its members, businesses, customers and other stakeholders suggesting or supporting the above recommendation 6) The ITA has successfully worked with Council over an extended period of time, including since the parking study was conducted, in best adjusting restrictions around the Ivanhoe Shopping Centre. Some of these adjustments specifically include introducing 3P parking in designated areas.
5	Supportive of this recommendation.
6	<p>The ITA does NOT support this recommendation for the following reasons:</p> <ol style="list-style-type: none"> 1) The data supporting this recommendation is outdated and deemed invalid. 2) Restrictions in Precinct 5B have significantly changed since the study was undertaken. 3) The ITA wants to encourage patrons/drivers to spend more time in the street. This recommendation is counterproductive to this effect. 4) The data, although flawed, demonstrated that Ivanhoe was experiencing significant turnover with the current restrictions at the time. 5) The ITA has not received feedback from its members, businesses, customers and other stakeholders supporting the above recommendation. 6) The ITA has received feedback from members/traders, over an extended period of time, proposing to increase the number of long stay parking, specifically 4P and unrestricted. 7) The ITA has successfully worked with Council over an extended period of time, including since the parking study was conducted, in best adjusting restrictions around the Ivanhoe Shopping Centre. Some of these adjustments specifically include reconfiguring long stay parking in designated areas.
7	<p>The ITA does NOT support this recommendation for the following reasons:</p> <ol style="list-style-type: none"> 1) The data supporting this recommendation is outdated and deemed invalid. 2) The ITA wants to encourage patrons to spend more time in the street. Introducing more short stay parking is counterproductive to this effect and potentially creates an unhospitable shopping experience and environment. 3) The data, although deemed invalid, demonstrates that Ivanhoe was experiencing significant turnover at the time of study (November 2015) within the old restrictions at the time. 4) The data also shows that approximately 25% of events in 1P restriction zones stay longer than 1 hour. 5) It would not be in the best interests of the entire shopping centre with only minimal businesses supporting trade and/or core trade in line with very short stay parking.

Recommendation	Ivanhoe Traders Association Preliminary Feedback
	6) The ITA has not received feedback from its members, businesses, customers and other stakeholders suggesting more very short stay parking is required for the Ivanhoe Shopping Centre
8	Supportive of this recommendation. To the ITA's knowledge this is currently happening and has increased since the beginning of 2017 when Banyule Council outsourced its monitoring/enforcement services to Tenix Solutions.
9	Supportive of this recommendation in principle, however the ITA recognises they will require further consultation and education on this strategy.
10	No response provided.
11	Supportive of this recommendation in principle, however the ITA recognises they will require further consultation and education on this strategy.
12	Supportive of this recommendation in principle, however the ITA recognises they will require further consultation and education on this strategy.
13	Supportive of this recommendation in principle, however the ITA recognises they will require further consultation and education on this strategy.
14	Not supportive of this recommendation. Considering there are 2,000 spots in the study area, the ITA believes that 40 motorcycle or scooter parking spaces within any car park within the study area is excessive. Any of these spaces should not be on Upper Heidelberg Rd, but rather in off street car parks, preferably clustered in strategic locations. ITA recognises they will require further consultation and education on this strategy.
15	Supportive of this recommendation.
16	Supportive of this recommendation providing this scheme is not setup on Upper Heidelberg Rd. Important to note that this scheme was trialled in 2013/2014 with Flexi Car and the 2 x spots allocated were in side streets very close to the Upper Heidelberg Rd. ITA recognises they will require further consultation and education on this strategy.
17	Supportive of this recommendation. ITA recognises they will require further consultation and education on this strategy.
18	Supportive of this recommendation. ITA recognises they will require further consultation and education on this strategy.
19	Not supportive of this recommendation because we are not supportive of all the 9 – 15 strategy recommendations. Specifically, both strategy recommendations 10 and 14. The ITA acknowledges they require further consultation and education on this strategy.

The ITA seeks and looks forward to considerable further consultation and clarification with key stakeholders (including Council) on the Draft Parking Plan.

Independent Traders Group Submission

Joseph Giardina the proprietor of Ricardo Ferro Shoes in the Ivanhoe Shopping Centre (173-177 Upper Heidelberg Rd) submitted a multi signatory letter, signed by 104 traders along Upper Heidelberg Road. This is detailed in the following section 3.3.

He discusses: the shopping demographic that use the Centre – female/ baby boomers/ mothers , the strengths of the Centre – unique/village and friendly with free car parking, and the weaknesses of the Centre – businesses closing, reduced foot traffic, lack of parking for businesses (encouraging the use of shop front parking).

Joseph also provided his own analysis of the parking situation in the Ivanhoe shopping precinct to support his argument that reducing the parking time of parking restrictions in Upper Heidelberg Road is not warranted.

3.4 Petitions and Multi-signatory letters received

There were three petitions and one multi-signatory letter received during the consultation period and are shown in Table 6 below.

Table 6: Petitions and Multi-signatory letters received in response to the Ivanhoe Parking Plan

Issue	Prayer	Signatures	Council meeting
Waterdale Rd carpark	<i>We the undersigned parishioners of Ivanhoe Uniting Church (IUC) and/or users of the Church Community facilities request the Mayor and councillors of the City of Banyule to not reduce the parking period of the Council carpark at 109 Waterdale Road Ivanhoe from 3 hrs to 2 hrs as the stated reason to deter long stay events, is contrary to long standing use by the Church and the community.</i>	106	29 January 2018
Car Parking Rates	<i>We, the undersigned, Residents of Banyule, petition, and request, the Mayor and Councillor's of the City of Banyule, -not to implement a schedule to the Parking Overlay in the Banyule Planning Scheme which will reduce the minimum car parking rates for new residential and commercial developments in Ivanhoe.</i>	144	19 March 2018
Community Bus	<i>We, the under-signed, Residents of Banyule, petition, and request, the Mayor and Councillors of the City of Banyule, - to begin development of a COMMUNITY BUS SCHEME, - similar to that operating for the last 10 years - in the Port Phillip Council area - with the aim of supporting people to reduce their reliance on car travel and the resulting congestion of our local roads, and the pressure on parking spaces in our commercial centre; and to allow better access to our wonderful and diverse community facilities - for all ages, abilities and income brackets.</i>	123	30 April 2018 (upcoming)
Timed Parking restrictions in central precincts	<i>We, the undersigned traders of Ivanhoe Shopping Centre request Council to reject the proposed time limit changes to 19 parking spaces along Upper Heidelberg Road Ivanhoe, from the current one hour (1P) to 15 or 30min parking; as proposed in the draft copy Car Parking Strategy dated 10.01.18. Furthermore, we request that the existing times be retained on <u>all</u> parking spaces.</i>	104	30 April 2018 (upcoming)

4 Conclusion

The draft Ivanhoe Parking Plan was designed to meet the needs of local residents, traders and visitors while also supporting the social, environmental and economic needs of our thriving community.

Residents and traders were invited to provide feedback on the Ivanhoe Parking Plan – over 1300 responses were received. The responses have been analysed and it has been found that there is a consistency in the overall feedback from residents and traders.

There has been a strong opposition to the introduction of changes to timed parking restrictions across all Council controlled on and off street parking, and to reductions in car parking rates for new developments in the central precincts of the Ivanhoe Activity Centre.

Less contentious issues include the introduction of a carshare scheme in Ivanhoe, and the continuation of parking enforcement to ensure parking turnover is maintained.

Positive feedback was obtained in regard to undertaking regular parking surveys of the area to monitor the parking supply and demand, and also in regard to encouraging new developments to provide green travel plans and bicycle parking facilities on site.

Some confusion was evident over the purpose of a wayfinding strategy. It was not well understood that a wayfinding strategy would set out improvements to signage and markings to direct people to find off street car parking. There was also some confusion around the provision of motorcycle parking in car parks. This was not understood to be in addition rather than in place of car parking spaces.

Other issues introduced by residents and traders were the need for a community bus scheme to reduce the demand for car parking and the need for the provision of electric charging points in car parks to encourage the use of electric cars.

This feedback will inform the development of a final Ivanhoe Parking Plan.