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VC37**WILLIAMSTOWN COMMERCIAL AREA - CAR PARKING POLICY**

This policy applies to the Williamstown Commercial Area comprising the Douglas Parade/Ferguson Street and Nelson Place commercial precincts as shown on the MAP - WILLIAMSTOWN COMMERCIAL AREA. It will be applied to all applications for planning permits for a change of use or new development.

Policy basis

The section entitled 'Activity Centres' in the Municipal Strategic Statement (MSS) outlines the objectives and strategies for the various activity centres in the City of Hobsons Bay. A specific objective in the MSS relating to the Williamstown precinct activity centre is '*to maintain and enhance the role of the existing Williamstown precinct activity centre*'. The strategies identified to achieve the above objective include:

- *Improve local area traffic and car parking management within and around the Williamstown centre.*
- *Require the provision of car parking in accordance with "Parking in Williamstown: A Car Parking Strategy for the Commercial Centre, March 2000".*

The availability of adequate car parking has a critical influence on the ability of a business centre to remain competitive. Parking in Williamstown: A Car Parking Strategy for the Commercial Centre, March 2000 has been prepared as part of Williamstown: A Vision for the Commercial Centre to address car parking needs of traders, shoppers, residents and visitors as well as strengthen the Williamstown business centre.

The above study has identified, among other things, that there is an immediate need for additional car parking; that there are differing sources of demand/supply and usage conditions in the two commercial precincts of Douglas Parade/Ferguson Street and Nelson Place; and that there are opportunities for the provision of off-site parking by collection of cash-in-lieu contributions.

This policy sets the context and basis for the implementation of the Williamstown parking strategy in terms of:

- The amount of car parking required in association with a change of use or a new development in the two commercial precincts of Douglas Parade/Ferguson Street and Nelson Place.
- Precinct Plans for the provision of additional off-site car spaces in the two precincts.

Objectives

- To recognise the particular parking requirements of Douglas Parade/Ferguson Street and Nelson Place commercial precincts.
- To ensure that each change of use or new development provides adequate parking to meet its own demand.
- To indicate how a cash-in-lieu scheme will operate.
- To ensure fair and equitable treatment of all land owners and users.

Policy

It is policy to:

- Encourage activities that have greater customer interaction to be located at ground floor level.
- Require provision of on site car parking in accordance with the Car Parking Rates identified in the Table 1.
- Consider collection of cash-in-lieu for physical provision of off-site parking, in situations where:
 - The subject site is too small or irregular in shape to enable suitable parking provision on-site.
 - Council has a strategy for provision of off-street public parking in the vicinity including the precinct plans identified in the report *Parking in Williamstown: A Car Parking Strategy for the Commercial Centre, March 2000*.
- Apply cash-in-lieu payments to Douglas Parade/Ferguson Street and Nelson Place commercial precincts in accordance with *Parking in Williamstown: A Car Parking Strategy for the Commercial Centre, March 2000*. The cash-in-lieu levy will be reviewed annually.
- Provide for the purchase/lease of land identified, from time to time, for off-site public parking (but not in Council’s ownership) by Council, within five years of identification of land.

Policy reference

Parking in Williamstown: A Car Parking Strategy for the Commercial Centre, March 2000.

CAR PARKING RATES – TABLE 1

USE	CAR SPACE MEASURE AND RATE
Shop - ground floor space	6 car spaces per 100 sqm
Office - ground floor space	
Shop - first floor and above space	3.5 car spaces per 100 sqm
Office - first floor and above space	
Restaurant (including café)	0.6 car spaces per seat available to the public

