

# CREMORNE PARKING REFORM



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[streets-alive-yarra.org](http://streets-alive-yarra.org)

## Foreword

Streets Alive Yarra is a non-profit, volunteer, resident and ratepayer action group with a [vision](#) for more trees, wider footpaths and vibrant businesses in thriving [neighbourhoods](#). We see our streets being used by people from [all ages](#), irrespective of whether they walk, cycle, use public transport or drive. Residents and shoppers should be able to move safely, comfortably, and conveniently around Yarra; and park near shops.



*Image credit: OCULUS Landscape Architecture and Urban Design*

Streets Alive Yarra was founded in 2017 and now has over 2,600 likes on Facebook. A network of local champions develops concepts and proposals for how to improve their local street or precinct. Streets Alive Yarra is also Yarra's Walkability Action Group (WAG) representative for Victoria Walks.

Further information is available at: [streets-alive-yarra.org/about](https://streets-alive-yarra.org/about).

## Overview

On 20th December 2020 the VPA released the Cremorne Place Implementation Plan, including a recommendation to review how parking is managed in Cremorne. This document proposes how parking can be reformed, to cope with the boom in commercial development, and as a trial prior to similar reforms being rolled out across Yarra. The proposed reforms include:

- Defining two parking zones in Cremorne, with an ‘edge’ zone adjacent to shopping streets, and a ‘centre’ zone covering the remainder of the neighbourhood
- Managing visitor access to the ‘edge’ zone via digital permits, tied to a license plate number and a parking bay number, using demand responsive pricing
- Managing visitor access to the ‘centre’ zone via digital permits (that replace existing annual ‘paper’ permits), available in daily, weekly or monthly forms, tied to a license plate number, at three price levels:
  - Residents (eligible for the existing annual visitor permit)
  - Residents (ineligible for the existing permits)
  - Others (e.g. shoppers or commuters)
- Replacing the existing annual ‘sticker’ residential or business permits with ‘digital’ permits with no change to pricing.
- Enforcing permits using automatic license plate recognition

These reforms would deliver the following benefits:

- Shoppers would benefit from generally available parking near shopping streets
- Residents would benefit from expanded permit only zones, protecting them from commuters
- Residents would benefit from being able to offer a visitor permit to multiple guests at the same time, e.g. for a family dinner party
- Residents who were previously ineligible for permits would be able to purchase a permit, albeit at a higher price level
- Residents wouldn’t have to remove their physical ‘sticker’ permit from their windscreen each year and apply the new one
- Commuters would be able to purchase a parking permit, albeit at an even higher price level
- Council would benefit from not having to send out physical ‘paper’ or ‘sticker’ permits each year
- Ratepayers would benefit from increased council parking enforcement effectiveness and reduced parking enforcement costs
- Ratepayers would benefit from increased revenue, which should be reinvested directly back into Cremorne, for e.g. trees, place making, wider footpaths, better footpath paving, pedestrian crossings, pocket parks, etc.

## Context

On 20th December 2020 the VPA released the Cremorne Place Implementation Plan, including a recommendation to review how parking is managed in Cremorne.



*Cremorne Place Implementation Plan*

### Transport and movement

Improve public transport access and promote sustainable travel to manage the increasing demands on infrastructure:

- Improve access and movement throughout Cremorne
- Review car parking and its management within Cremorne.

*VPA recommendation to review parking*

The VPA have recognised that Cremorne is booming, with the commercial zone being filled with 8-10 storey buildings.



*Excerpt from the planning application for 116 Cremorne Street*

Each building adds new workers and commuters, with estimates of a tripling or quadrupling of Cremorne's existing 10,000 workers by 2030. Many of these people will be interested in driving to work and thus parking in Cremorne. If we do not reform how parking is managed, most parking bays will be occupied by 9am, and thus the neighbourhood will be inaccessible to visitors arriving later by car.

Council has already (on 1st September 2020) unanimously approved reforms to off-street parking in new developments, via the C281yara amendment to the Yarra Planning Scheme. This document proposes complementary reforms to on-street parking.

### 7.3 Proposed Amendment C281yara - New Cremorne Car Parking Provisions

#### Executive Summary

##### Purpose

The purpose of this report is for Council to consider a change to the car parking rates for off street carparking in new developments for office and retail businesses in Cremorne.

##### Key Issues

Cremorne is experiencing significant development pressure. There are an increasing number of physical, social and economic indicators that suggest the need to address and review car parking provisions within the Yarra Planning Scheme and promote sustainable forms of transport for commuters.

*Excerpt from council agenda 1st September 2020*

## Objective

This document proposes reform with the following objective:

*To offer greater certainty that a parking space can be found and that a fine can be avoided.*

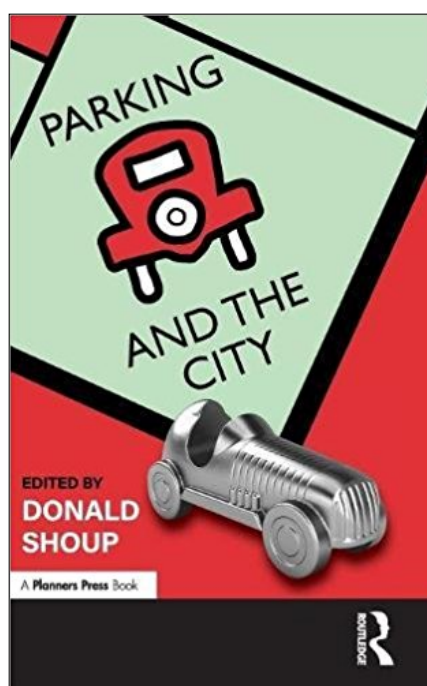
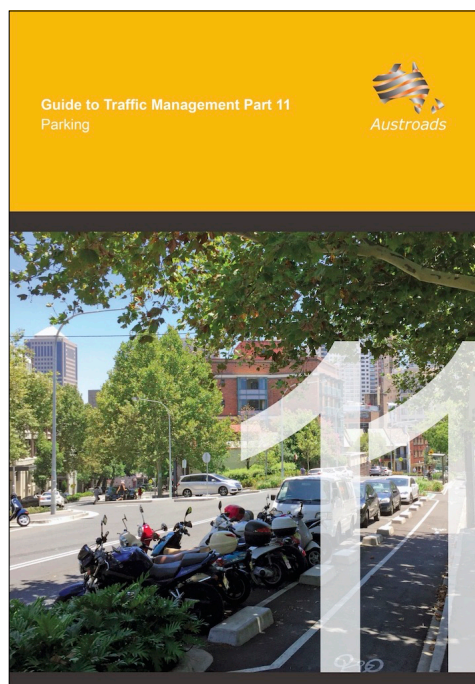
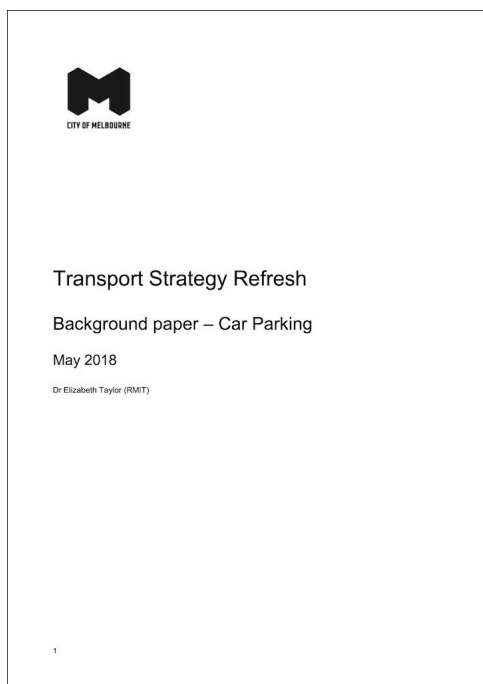
In more detail:

- To ensure shoppers can find parking near Swan Street or Church Street
- To ensure that residents can find a park in their street
- To enable residents to offer a visitor permit to multiple guests at the same time
- To enable residents (who were previously ineligible for permits) to legally park without attracting a fine, albeit at a higher price
- To enable commuters to legally park, without attracting a fine, albeit at an even higher price
- To improve council parking enforcement effectiveness and reduce enforcement costs
- To leverage Cremorne's boom to deliver improved local infrastructure, such as:
  - Wider footpaths with improved paving
  - Pedestrian crossings
  - Protected bicycle lanes
  - Trees
  - Pocket parks
  - Acquisition of land for new public open space
  - Undergrounding of power lines

# Best practice

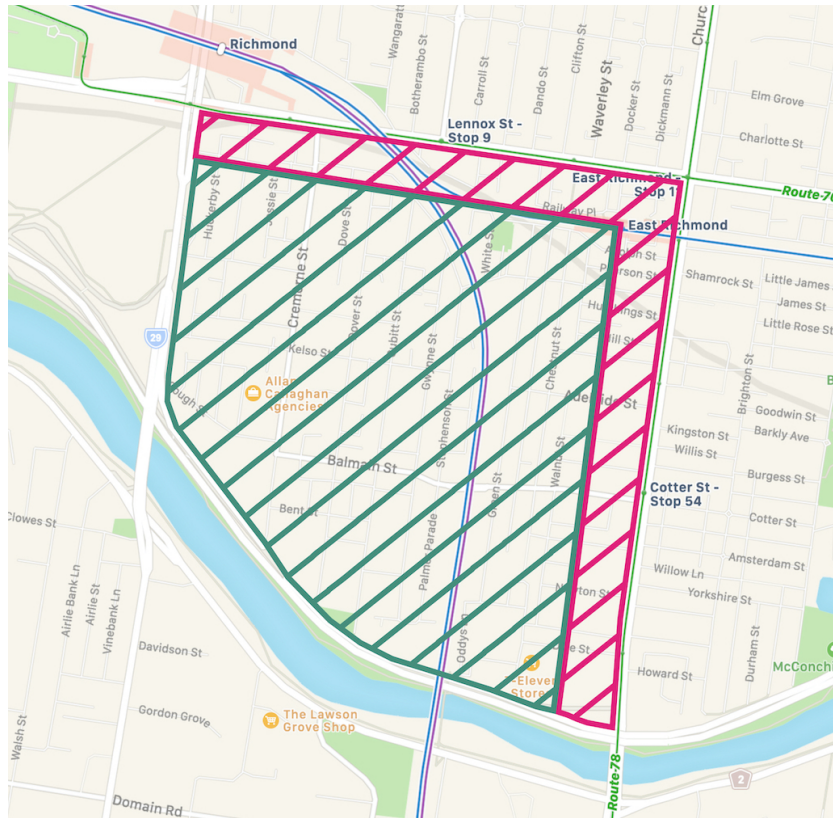
The proposals in this document align with numerous best practice guidelines and expert advice, including:

- [Transport Strategy Refresh Background Paper Car Parking](#), City of Melbourne
- [Guide to Traffic Management Part 11](#), Parking, Austroads
- [National Parking Management Guidance](#), New Zealand Transport Agency
- [Parking and the City](#), Donald Shoup



## Proposed zones

Two zones are proposed - an 'edge' zone to support traders and shoppers (marked below in red); and a 'centre' zone to support residents, local workers and visitors (marked below in green). The 'edge' zone offers visitor parking by the hour, while the 'centre' zone offers visitor parking by the day, week, or month.



*Proposed 'edge' and 'centre' parking zones. Image credit: Streets Alive Yarra and Apple Maps.*

## Proposed digital permits

Existing 'sticker' and 'paper' annual resident and visitor permits are proposed to be replaced with digital permits, purchased online and tied to a vehicle's license plate number.

# Proposed pricing

## Residential and business permits

No changes are proposed to the pricing of residential and business parking permits. The permits are still tied to a license plate number. The price for a first residential permit would remain at \$41 per year. The only change is from 'sticker' to 'digital'.

## Visitor pricing in the 'edge' zone

In the 'edge' zone, pricing of the 'digital' visitor permits is proposed to be demand responsive, meaning that the price (\$/hour) varies during the day, aiming at 85% occupancy. This ensures that the price is as low as possible whilst ensuring that a visitor can usually find a park.

To enable demand to be monitored, and thus pricing to be adjusted, the digital permits are also tied to numbered parking bays, which have known locations. An automated process, e.g. an algorithm, can assess the data to determine if occupancy remains within the target range and thus if pricing in any time segment needs to be adjusted. Further guidance is available in Appendix C.

## Visitor pricing in the 'centre' zone

In the 'centre' zone, three pricing levels are proposed:

- Level A, for residents who are eligible for existing permits, e.g. who occupy households constructed prior to 10th December 2003
- Level B, for residents who are ineligible for existing permits, e.g. who occupy households constructed after 10th December 2003
- Level C, for others, e.g. shoppers or commuters

Level C pricing would be offered at market rates, e.g.:

- Daily: \$20
- Weekly: \$100
- Monthly: \$300

Level A pricing would be heavily subsidised (compared with Level C), e.g.:

- Daily: \$2
- Weekly: \$10
- Monthly: \$30

Level B pricing would be part way between Level A and Level C, e.g.:

- Daily: \$10
- Weekly: \$50
- Monthly: \$150

To prevent a black market in 'Level A' or 'Level B' resident visitor permits, the price (for each household) would gradually escalate, e.g.:

- The first 10 daily permits purchased within a calendar year are \$2 each, the next 10 daily permits are \$4 each, the next 10 daily permits are \$6 each, etc, escalating upwards to a ceiling price of \$20, equal to the 'Level C' pricing. The price would remain at this level until the end of the calendar year. At the start of the next calendar year the pricing would reset back to \$2.
- Similar escalations would also apply to 'Level A' weekly and monthly variants, as well as to all variants of 'Level B'.

Existing council processes can be used to determine which households are eligible for 'Level A' or 'Level B' pricing, and thus which people are eligible for those price levels when they apply for an account (via website or app) to purchase the lower cost permits.

## Proposed changes to on-street bays

Streets Alive Yarra has surveyed Cremorne, determining that it has 1,082 on-street parking bays that are controlled by council. Refer to Appendix A for the full table of data.

Proposed changes to the quantity of each type of bay include a quadrupling of the permit bays, doubling of disabled bays and a doubling of loading bays. Opportunity also exists to triple the number of car sharing vehicles.

	Existing	Proposed
Free, 2-hour limit	438	0
Free, 4-hour limit	213	0
Permit only	213	800
Metered	105	200
Free, 1-hour limit	61	0
Free, 15-minute (loading)	22	50
Free, no time limit	15	0
Disabled	11	20
Car share	4	12
Total	1,082	1,082

*Proposed changes to parking bays. Note that in this table, for simplicity, the bays in the 'edge' zone are labelled as 'metered'*

## Proposed enforcement

Enforcement is proposed to use automatic license plate recognition.

- [https://en.wikipedia.org/wiki/Automatic\\_number-plate\\_recognition](https://en.wikipedia.org/wiki/Automatic_number-plate_recognition)
- <https://www.trafficparking.com.au/licence-plate-recognition.php>
- <https://platerecognizer.com/anpr-for-mobile-phones/>



*Example of smartphone app with automatic license plate recognition equipment. Image credit: TPS Group ([trafficparking.com.au](https://www.trafficparking.com.au)).*

Instead of teams of enforcement officers chalking tyres and then checking back after two or four hours to see if the vehicle has moved, enforcement officers simply use a smartphone app to check if each license plate is linked to a valid parking permit.

Using this system, enforcement officers can check more streets more often.

## Commercially controlled off-street bays

Cremorne also hosts at least 500 privately controlled off-street parking bays that are accessible to the public. Some of these bays are reserved, e.g. on an annual basis or during business hours. Examples include:

- Ace Parking at Bryant and May, 63 bays
- Ace Parking at Richmond Icon Coles, 74 bays
- Care Park on Stephenson Street, 68 bays
- Care Park on Gough Street, 17 bays
- Secure Parking on 658 Church Street, 40 bays
- Wilson Parking on Gwynne Street, 92 bays
- Wilson Parking on 658 Church Street, 44 bays
- Kangan Institute parking, 107 bays

As these bays are privately controlled, no changes can be recommended. However, it is appropriate to consider inter-dependencies. The proposed reforms to council controlled on-street parking in Cremorne have an impact upon privately controlled off-street parking in Cremorne, because the private operators are competing against the price set by council. In effect, at present, council is undercutting private businesses. In our opinion, this contravenes local, state and national government policies on competitive neutrality:

- Yarra's Pricing Policy 2019, [https://www.yarracity.vic.gov.au/-/media/files/about-us/council-budget/yarra-pricing-policy\\_digital.pdf](https://www.yarracity.vic.gov.au/-/media/files/about-us/council-budget/yarra-pricing-policy_digital.pdf)
- Victoria's Competitive Neutrality Policy, [vic.gov.au/competitive-neutrality](http://vic.gov.au/competitive-neutrality)
- Australia's National Competition Policy, [ncc.ncc.gov.au](http://ncc.ncc.gov.au)

## Expected outcomes

The expected outcomes of the proposed reforms are:

- Shoppers would benefit from the lowest possible pricing near shopping streets that ensured some (~ 15%) parking was generally always available
- Residents would benefit from expanded permit only zones, protecting them from commuters who currently move their cars every 2 or 4 hours
- Residents would benefit from being able to offer a visitor permit to multiple guests at the same time, e.g. for a family dinner party
- Residents who were previously ineligible for permits, would be able to purchase a permit, offering them certainty that they would not receive a parking fine
- Commuters would be able to purchase a permit, at a price that is similar to market rates, offering them certainty that they would not receive a parking fine and that they do not need to move their car every 2 or 4 hours
- The number of commuters driving to Cremorne and parking on-street in Cremorne would decrease, because a cohort would not be willing to transition from free parking to paid parking
- Commercial operators of private off-street parking would benefit, because they would not be competing against free on-street parking
- Council enforcement officers would be able to check more streets more often
- Stakeholders would better understand that public land has value, and that the best use is not necessarily to give it away for free

## Examples of how people would be affected

### Retired couple with a regular visitor

A retired couple are eligible for up to three permits, but don't have any cars, so they only purchase a single annual 'paper' visitor permit. They are visited regularly by one of their children, who needs to park. The couple would now need to purchase a monthly 'digital' permit at 'Level A' pricing at \$2 per day or \$30 per month, tied to the license plate number of their child's car. Other visitors can also be hosted at the same time, at \$2 per day.

### Family with three permits

A family has three on-street parking permits. Two permits are residential 'stickers', tied to a specific vehicle, and the third is a 'paper' visitor permit, which can be used in any car. The three permits are replaced by 'digital' permits. The two residential permits remain tied to the nominated license plate number, and remain at the same price. The third visitor permit has new features and pricing. The household can invite more than one guest (or car) around for dinner at the same time, at 'Level A' pricing of \$2 per day per car.

### Household ineligible for previous permits

A household which was previously ineligible for any on-street parking permits can now purchase a monthly on-street permit for their own car at 'Level B' pricing of \$150 per month. They can also, at the same time, purchase on-street permits for dinner guests at \$10 per day.

### Commuter

A worker in booming 'Silicon Cremona' previously parked on-street but had to move their car every 2 or 4 hours to avoid a fine. They can now purchase a monthly on-street permit at 'Level C' pricing of \$300 per month, tied to their license plate number. They save the effort of regularly moving their car, and gain the security that they will not be fined.

## Revenue for reinvestment

An ancillary outcome of the proposed reforms would be increased revenue. The proposed 95 parking bays in the 'edge' zone could generate a revenue of \$3,000 each per year, realising \$285k. The proposed 587 extra permit only parking bays in the 'centre' zone could generate a revenue of \$2,000 each per year from the new digital visitor permits, realising \$1.17m. Combined, the revenue opportunity could be \$1.46m per year.

Income from fines is expected to decrease, because as enforcement improves, using automatic license plate recognition, the number of people attempting to park without a permit will decrease.

This revenue is proposed for direct reinvestment in Cremorne, to support the boom in the number of people using the neighbourhood. This aligns with the 'Parking Benefit Districts' concept from Donald Shoup:



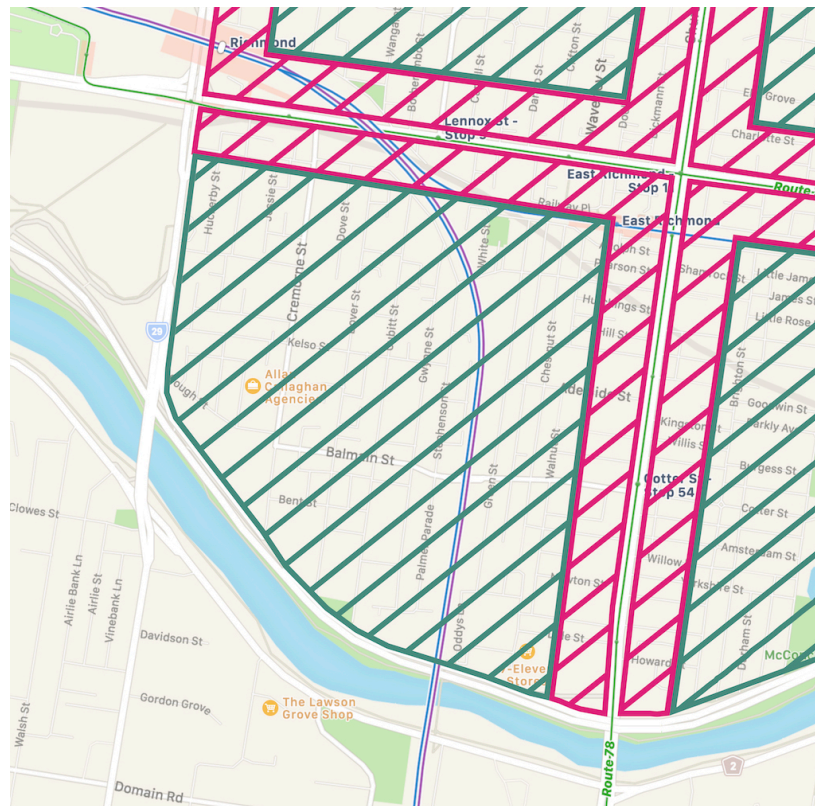
Image credit: [Access Magazine](#)

Options for investment include:

- Wider footpaths with improved paving
- Pedestrian crossings
- Protected bicycle lanes
- Trees
- Pocket parks
- Acquisition of land for new public open space
- Undergrounding of power lines
- Other projects identified through the Local Area Place Making (LAPM) or Cremorne Place Implementation Plan (CPIP) processes

## Expansion to other neighbourhoods

If successful, the trial could be expanded to other neighbourhoods, following the same principles.



*Proposed parking zones in adjacent neighbourhoods. Image credit: Streets Alive Yarra and Apple Maps.*

## Concluding remarks

Streets Alive Yarra supports the VPA recommendation to review how parking is managed in Cremorne. We believe that residents and visitors to Cremorne would benefit from a reform to parking, offering greater certainty that a parking space can be found and that a fine can be avoided.

We believe that our proposed reforms to on-street parking complement Council's existing reforms to off-street parking, and align with multiple design guides on parking, including local, state and national policies on competitive neutrality.

Streets Alive Yarra would be delighted to provide further detail or explanation of the themes raised in this document.

[info@streets-alive-yarra.org](mailto:info@streets-alive-yarra.org)

[streets-alive-yarra.org](https://streets-alive-yarra.org)

# Appendix A - count of types of on-street bays

Count conducted by Streets Alive Yarra.

Street name	Section start	Section finish	Notes	Free, no time limit	Free, 15-minute (loading)	Free, 1-hour limit	Free, 2-hour limit	Free, 4-hour limit	Permit only	Metered	Disabled	Car share	Total
Adelaide Street								21					21
Adolph Street	Walnut	Church	All no standing										0
Balmain Street	Cremorne	Church					44				1		45
Bent Street	Cremorne	Cubitt					5		4		1		10
Blanche	Punt	Huckerby							4		1		5
Blanche	Huckerby	Cremorne							3				3
Byron Street	Swan	Railway tracks	All no standing										0
Chapel Street	Green	Chestnut					6						6
Chapel Street	Chestnut	Church					4						4
Chestnut Street	Railway	Balmain					55	11	33				99
Chestnut Street	Balmain	Gordon					2						2
Church Street (west side)	Swan	Balmain			2					44	1	2	49
Church Street (west side)	Balmain	Yarra			1					23	1		25
Cremorne Street	Swan	Freeway			3	5	23	29				2	62
Cubitt Street	Stephenson	Kelso				2	10		4				16
Cubitt Street	Kelso	Balmain											0
Cubitt Street	Balmain	Freeway			1		29		32				62
Dale Street			All no standing										0
Dove Street	Stephenson	TAFE	All no standing										0
Dover Street	Stephenson	Balmain		4			42				1		47
Dover Street	Balmain	Freeway					32		17				49
Dunn Street							10						10
Electric Street			All no standing										0
Fitzgibbon Street	Dover	Cubitt			1								1
Gordon Street	Chestnut	Church					6		5		1		12
Gough Place									8				8
Gough Street								21					21
Green Street	Swan	Railway Place								7	1		8
Green Street	Railway	Adelaide					44		18		1		63
Green Street	Adelaide	Balmain					27						27
Green Street	Balmain	Electric					2	29					31
Gwynne Street	Stephenson	Balmain		11	2			23					36
Gwynne Street	Balmain	Palmer Parade					13		7				20
Hill Street					1		11						12
Huckerby Street									5				5
Hutchings Street			All no standing										0
Jessie Street			All no standing										0
Kelso Street	Punt	Cremorne					21				1		22
Kelso Street	Cremorne	Stephenson					6		2				8
Kipling Street	Swan	Kipling Mews					3						3
Kipling Mews	Dead end	Kipling Street	All no standing										0
Loretto Street			All no standing										0
Melrose Street						16			13		1		30
Munro Street	Cubitt	Gwynne					5						5
Newton Street					1		3	8					12
Oddy's Lane								14					14
Palmer Parade	Balmain	Gwynne	All no standing										0
Parkins Lane	Kelso	Cremorne	All no standing										0
Pearson Street	Walnut	Church			1			9					10
Railway Crescent	Railway lines	Walnut					20	3	5				28
Railway Place	Green	Royal Place						6					6
Rout Street	Punt	Cremorne					3						3
Royal Place	Swan	Railway Place	All no standing										0
Shakespeare Place	Swan	Railway tracks	All no standing										0
Stephenson Street	Cremorne	Dunn			3			18	8				29
Stephenson Street	Dunn	Balmain					10	15					25
Swan Street (south side)	Punt	Church			6					31			37
Victoria Lane	Dead end	Dover	All no standing										0
Walnut Street	Railway	William	All no standing										0
Walnut Street	Adelaide	Balmain	All no standing										0
Walnut Street	Balmain	Dale	All no standing										0
Wellington Street	Swan	Blanche				28			21				49
Wellington Street	Blanche	Parkins				10			12				22
White Street	Railway Cres	Dunn							12				12
William Street	Chestnut	Church					2	6					8
<b>Total</b>				<b>15</b>	<b>22</b>	<b>61</b>	<b>438</b>	<b>213</b>	<b>213</b>	<b>105</b>	<b>11</b>	<b>4</b>	<b>1082</b>

## Appendix B - market price for parking

The market price for car parking in Cremorne is \$3,000-\$6,500 per year, based on publicly available pricing from commercial off-street parks, including [parkhound.com.au](https://parkhound.com.au).



Example market price for parking at 70 Gwynne Street, \$23/day or \$5,750/year, assuming 250 business days per year. Image credit: Streets Alive Yarra.



Example market price for parking at Bryant and May for \$22/day (earlybird) or \$5,500 per year, and at Richmond Icon for \$26/day (daily maximum) or \$6,500 per year. Image credit: Streets Alive Yarra.



**Convenient**  
Over 50,000 locations Australia-wide



**Save Money**  
Up to 50% cheaper than other parking



**Be on Time**  
Don't waste time looking for parking



**Peace of mind**  
Backed by our booking guarantee



Cremorne, Victoria, Australia



More Parking Nearby [South Yarra](#) [Richmond](#) [East Melbourne](#) [Burnley](#)

Monthly Parking

Short Term Parking

187 parking spaces in Cremorne

Filters ON ▾



**Cubitt Street, Cremorne Victoria**

CREMORNE on street Park!

Outside People M. None

**\$360.00**

per Month

[Book](#)



**Green Street, Cremorne**

50% OFF 1st MONTH - Cremorne - RESERVED Parking ne.

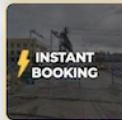
Secure access Lighting

Outdoor lot SUV/4WD Pay and dis.

**\$313.60**

per Month

[Book](#)



**Green Street, Cremorne**

50% OFF 1st MONTH - Cremorne - UNRESERVED Parking.

Secure access Lighting

Outdoor lot SUV/4WD Pay and dis.

**\$268.80**

per Month

[Book](#)



**Church Street, Cremorne Victoria**

24 hour access - Church Street, Richmond Parking

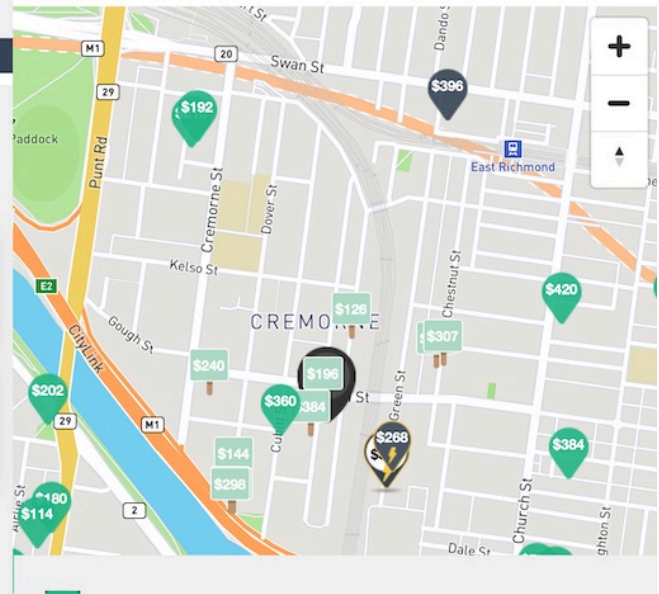
24/7 access CCTV Lighting

Outdoor lot People M. None

**\$420.00**

per Month

[Book](#)



Example market price for parking in Cremorne, e.g. \$268 per month or \$3,216 per year; and \$420 per month or \$5,040 per year. Image credit: Parkhound, screenshot 29th December 2020.

## Appendix C - demand responsive pricing

Demand responsive parking charges vary during the day and aim to impose the lowest possible fee that's necessary to keep 15% of parking bays vacant. In other words, a couple of spots are always available on each block. It is possible for parking to be free during off-peak times and to be expensive during peak times. Occupancy is measured and the charges are adjusted over time so that occupancy rates remain on target.

In Cremorne, demand responsive pricing can be managed as follows:

- The 'edge' zone is divided into one or more smaller zones as required, e.g. one zone along Swan Street and a different zone along Church Street. A zone should have reasonably uniform occupancy levels within it. The boundaries of zones can be changed as occupancy levels become better understood.
- Every parking bay is given a number and a location (i.e. which zone it is in)
- Every bay has an online pricing database, with an entry for each of the 8,760 hourly increments in a calendar year
- A smartphone app is used to purchase permits, e.g. for a specific parking bay and for a specific duration, e.g. 2 hours. The app displays the hourly rate for each remaining hour of that day, before the purchase is made. Pricing does not change after the permit is purchased.
- Each time a permit is purchased (for a certain bay and for a certain time of day) the information is added to a database, thus enabling the overall occupancy level of each zone to be calculated for each hourly increment of the year
- An algorithm automatically assesses the data and recommends price changes as required, aiming at the lowest price that delivers 85% occupancy in each zone. Pricing can be updated at defined times, e.g. each Sunday midnight.

Further information is available at: <https://streets-alive-yarra.org/demand-responsive-parking-charges/>