2 September 2009

City Of Yarra
Statutory Planning Branch
PO BOX 168
Richmond 3121

Attention: Mr Matthew Cohen

Dear Sir

PLANNING PERMIT APPLICATION NO: PL09/0533 - AUSTRALIAN CATHOLIC UNIVERSITY

We refer to Council’s request for further information dated 19th August 2009 specifically request # 12 and discussion contained in dot point 1 of the preliminary assessment section as summarised below:

12. An updated traffic report providing more detailed evidence in relation to the full car parking waiver being sought (see preliminary assessment comments below), including specific details of the TravelSMART initiatives to be included (both short and long term).

Preliminary Assessment

- Whilst a full car parking waiver is supported in general terms, the sampling provided in the submitted traffic report is considered inadequate to justify such a substantial waiver, given the number of staff and students. Given the restricted nature of public parking in surrounding streets, a larger sample may be required and initiatives other than TravelSMART may also need to be considered in addition to the provision of more bicycle parking.

In response to the above we can provide the following advice:

- The Australian Catholic University undertook further questionnaire surveys with an additional 628 respondents taking part. Considering surveys undertaken in May 2009 (205 respondents), a total of 833 staff and students have been surveyed (653 students and 180 staff). This represents approximately 15% of the student population and is considered an appropriate sample size.

- The surveys revealed that only 19% of the student population drive with the remainder (81%) either arriving as a passenger in a car, public transport, walking and cycling. The surveys also indicate that on balance 80% of current car users may be encouraged to change their method of travel in the future if improvements to public transport, walking and cycling were apparent.

- Given the above, it is evident that the implementation of travel behaviour change programs aimed at defining and encouraging the use of alternative modes of travel to the site could prove to be effective in reducing the number of single occupant car users to and from the site.
The proposal contemplates the provision of 148 bicycle spaces within the development site comprising of 82 secured spaces and 66 unsecured spaces. In addition to this, a further 16 spaces are to be provided at the Main University site bringing the total number of new bicycle spaces to 164. This provision exceeds the statutory requirement by 31%.

The surveys indicate that cyclists represent 2% of the current travel mode share. The proposal contemplates up to 2,000 students and 500 staff members on site at any one time. In this regard the provision of 164 spaces would need a cyclist take up of 6.5% of the total population on site to meet the provision. Whilst a 6.5% take up of cycling as a primary mode of transport to and from the site is achievable it is unlikely to occur in the short to medium term given the heavy bias towards public transport. It is therefore expected that the provision of 164 new spaces would adequately cater for the long term demand likely to be generated by the site as a result of the implementation of travel behaviour change programs.

TravelSMART is a state government initiative that encompasses a broad suite of options that can be used to deliver greater transport efficiencies. At this stage only recommendations / general guides can be provided as it is expected that the final selection of actions would be determined following discussions between the relevant stakeholders. It is expected that a Travel Smart Committee would need to be put together comprising of both students and staff representatives. This committee would be based on discussions with the broader set of stakeholders including students, staff, Council, DoT and The State Government (via TravelSMART representatives) set goals and objectives and work towards achieve these objectives. They would also be responsible for monitoring the success of the elected initiatives.

To this end this report suggests the following short and long term initiatives:

- Creating and sustaining an Active transport (walking / cycling) culture at the university;
- Strategic marketing of the travel behaviour change programs;
- Promotion of Green Travel and TravelSMART initiatives;
- A commitment to monitoring the success of the implemented initiatives.

It is expected that additional short and long term goals would be set as discussions are progressed between the relevant stakeholders. It is worth noting however that travel behaviour change programs are effectively an ongoing process and cannot strictly be broken into short term and long term initiatives, especially in a University environment given the turnover of the student population.

A copy of the updated traffic report accompanies this correspondence and discusses amongst other items the above. We subsequently trust that the foregoing and the enclosed updated traffic report satisfactorily address Council’s concerns.

Naturally, Should you wish to discuss the above please do not hesitate to contact the undersigned on 8415 7590 or alternatively at johnpaul.maina@cardno.com.au

Yours faithfully

John-Paul Maina
Project Engineer
for Cardno Grogan Richards

Enc: Traffic Report
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1 Introduction

Cardno Grogan Richards was retained by the Australian Catholic University (ACU) to undertake a traffic engineering assessment for the proposed National Centre for Health and Wellbeing to be addressed at 17-29 Young Street, Fitzroy.

In preparing this assessment, the site and its surrounds have been inspected, traffic and parking activities have been observed and recorded and staff and students traffic modes have been evaluated.

2 Existing Conditions

2.1 Location and Land Use

The subject site is located at 17-29 Young Street and is bound to the east by Young Street and to the north by Duke Street. The site is located between existing ACU facilities being, the Main Campus building and the ACU deck car park building located to the east of the site and adjoining the site to the north is Central hall and the Mercy and Christ lecture halls, to the south is a disused warehouse building and the St Vincent's car park building. Figure 1 illustrates the location of the site.

Figure 1: Locality Plan

The subject site is currently vacant and was previously used for the purpose of a temporary car park during the construction of the St Vincent's Hospital deck car park.
2.2 Road Network

*Victoria Parade* is classified as an Arterial Road aligned in an east–west direction connecting Latrobe Street and Victoria Street to the west with Hoddle Street to the east.

In the vicinity of the site, *Victoria Parade* provides for a median divided carriageway and operates with 3 lanes in each direction. Parallel parking is permitted adjacent to each kerb (north and south) and is generally restricted to a mixture of ¼ hour, 2 hour and 4 hour (ticketed) between the hours of 10am - 6:30pm Mon – Fri (westbound), 7:30am – 3:30pm Mon – Fri (eastbound), with Clearways in effect between the hours of 6:30am – 10am & 4:30am – 6:30pm (westbound), for the eastbound carriageway a no standing restriction applies between the hours of 3:30pm – 6:pm Mon – Fri. Photograph 1 illustrates it typical cross section adjacent to the site.

**Photograph 1:** *Victoria Parade Facing East at its intersection with Brunswick Street*
**Brunswick Street** is classified as a major road and aligned in a north – south direction connecting Victoria Parade to the south with St Georges Road to the north.

In the vicinity of the site, Brunswick Street operates with 1 lane in each direction with parallel parking permitted adjacent to each kerb in addition to part time / shared bicycle lanes. Parking is generally restricted to a mixture of ¼ hour, 2 hour and 4 hour (ticketed) between the hours of 7am - 6pm Mon – Fri (southbound), 9am – 6pm Mon – Fri (northbound), with a no standing restriction applying between the hours of 7am – 9am. Photograph 2 illustrates it typical cross section adjacent to the site.

**Photograph 2:** Brunswick Street facing south at its intersection with Victoria parade
Young Street is a local street aligned in a north–south direction connecting Victoria Parade with Gertrude Street. Young Street operates as a two way street between Victoria Parade and Duke Street and converts to a one way (northbound) with parallel parking accommodated on its western kerb between Duke Street and Gertrude Street. Photograph 3 shows views of Young Street facing north at its intersection with Victoria Parade.

Photograph 3: Young Street facing north at its intersection with Victoria Parade
2.3 Public Transport

The site has excellent public transport accessibility; with the following services located within close proximity (up to 600m form the site – approximately 8 minute walk).

The full public transport provision is indicated in Table 1 and illustrated in Figure 2.

<table>
<thead>
<tr>
<th>Table 1: Public Transport Provision</th>
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<tbody>
<tr>
<td><strong>Service</strong></td>
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<tr>
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</tr>
<tr>
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</tbody>
</table>
Figure 2: Public Transport in the Locality

![Public Transport in the Locality](image-url)
2.4 Cycling Facilities

The subject site has excellent access to the Principal Bicycle Network (PBN) as described by VicRoads. Bicycle lanes are provided for along Brunswick Street adjacent to the subject site and whilst no formal bicycle amenity is provided along Victoria Parade along the stretch between Rathdowne Street and Hoddle Street, this section is earmarked by both the PBN and Inner Melbourne Action Plan (IMAP) for future on road bicycle lanes as illustrated in Figure 3.

Figure 3: Bicycle Network
2.5 Pedestrian Facilities

A review of pedestrian facilities in the vicinity of the site indicates that excellent pedestrian amenity is provided with generous pedestrian pathways along Victoria Parade and Brunswick Street along the frontage of the site. These pedestrian pathways provide connections to the principle pedestrian network as defined within the Inner Melbourne Action Plan (IMAP). The pedestrian network is as illustrated in Figure 4.

Figure 4: Pedestrian Network
3 Existing Travel Modes

Questionnaire surveys were undertaken at the University during the month of May and August to determine the existing travel modes to and from the site. A total of 833 respondents took part in the survey comprising of 653 students and 180 staff members.

The results of the surveys are as follows:

Table 2: Student Travel Modes

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car (Driver)</td>
<td>122</td>
<td>19%</td>
</tr>
<tr>
<td>Car (Passenger)</td>
<td>38</td>
<td>6%</td>
</tr>
<tr>
<td>Public Transport</td>
<td>445</td>
<td>68%</td>
</tr>
<tr>
<td>Walked</td>
<td>31</td>
<td>5%</td>
</tr>
<tr>
<td>Cycled</td>
<td>17</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>653</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 3: Staff Travel Modes

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car (Driver)</td>
<td>62</td>
<td>34%</td>
</tr>
<tr>
<td>Car (Passenger)</td>
<td>12</td>
<td>7%</td>
</tr>
<tr>
<td>Public Transport</td>
<td>80</td>
<td>44%</td>
</tr>
<tr>
<td>Walked</td>
<td>15</td>
<td>8%</td>
</tr>
<tr>
<td>Cycled</td>
<td>8</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>180</td>
<td>100%</td>
</tr>
</tbody>
</table>

The surveys also indicated that on balance 80% of current car users may be encouraged to change their method of travel in the future if improvements to public transport, walking and cycling were apparent as summarised below:

Table 4: Reasons for Changing Travel Mode

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower cost of Public Transport</td>
<td>108</td>
<td>47%</td>
</tr>
<tr>
<td>More frequent public transport services</td>
<td>59</td>
<td>26%</td>
</tr>
<tr>
<td>Improved cycle routes off street</td>
<td>8</td>
<td>3%</td>
</tr>
<tr>
<td>Improved cycle routes on street</td>
<td>7</td>
<td>3%</td>
</tr>
<tr>
<td>Better pedestrian routes</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>Nothing. I will always travel by car</td>
<td>46</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>231</td>
<td>100%</td>
</tr>
</tbody>
</table>

Given the above, it is evident that the implementation of travel behaviour change programs aimed at defining and encouraging the use of alternative modes of travel to the site could prove to be effective in reducing the number of single occupant car users to and from the site.
The surveys also indicated that a majority of the respondents (81%) visit the site for over 2 hours as illustrated below:

Table 5: Duration of Stay

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 1 hour</td>
<td>12%</td>
</tr>
<tr>
<td>1 – 2 hours</td>
<td>7%</td>
</tr>
<tr>
<td>2 – 4 hours</td>
<td>20%</td>
</tr>
<tr>
<td>More than 4 hours</td>
<td>61%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

This bodes well with the intention of implementing travel behaviour change programs as the site is located within an area of constrained long term and short term on street parking.
4 Proposed Development

4.1 General

The Australian Catholic University currently has an enrolment of approximately 4,000 students (full time and part time) and has aspirations to double the enrolment by 2015.

The proposal contemplates the development of the subject site for the purpose of a tertiary educational facility, with the capacity to accommodate approximately 2,000 students and 500 staff members at the site at any one time.

5 Parking Considerations

5.1 Statutory Requirements

Table 5 of Clause 52.06 requires car parking to be provided at the following rates:

- **Tertiary Institution:** 0.6 spaces to each full-time student and 3 part-time students.

Conservatively assuming that the 2,000 students that can be accommodated in the proposed building will all be full time students, a statutory parking requirement for 1,200 car parking spaces applies to the site.

Clause 52.06-1 of the Scheme does recognise that these parking requirements can be reduced or waived provided that such a dispensation or waiver can be justified with regard to decision guidelines that include:

- Any relevant parking precinct plan;
- The availability of public transport in the locality;
- Local traffic management;
- Local amenity including pedestrian amenity
- Any other relevant consideration

Though not strictly applicable, an Advisory Committee was convened by the Minister of Planning to consider parking rates in the Planning Scheme with a report issued in August 2007 providing recommended rates for inclusion in Clause 52.06. For the proposed use a rate of 0.3 spaces to each student that is part of the peak student load was put forward. Application of this rate to the likely 2,000 students equates to a requirement for 600 spaces.

Notwithstanding the foregoing, tertiary institutions are considered positive environments for the application of travel behaviour change programs as many students and staff already support sustainable transport for environmental, financial and social reasons\(^1\) and because the site is conveniently located to take advantage of the excellent access to public transport facilities, cyclist amenity and pedestrian amenity, a waiver to the statutory requirement is considered appropriate.

\(^1\) TravelSMART, State Government of Victoria, Australia
5.2 Inner Melbourne Action Plan (IMAP)

The Cities of Melbourne, Port Phillip, Yarra, Stonington and Vic Urban (in its then role as planning authority for the Docklands area) developed the Inner Melbourne Action Plan, December 2005. The Inner Melbourne Action Plan aims to strengthen the liveability, attractiveness and prosperity of the region and responds to the demands of Melbourne 2030 and sets out 11 regional strategies and 57 actions.

Strategy 3 of the Inner Melbourne Action Plan aims to minimise the growing impact of traffic congestion and recognises that there is scope within the Inner Melbourne Region to modify travel behaviour in an effort to decrease reliance on private vehicles. The strategy states the following:

“Addressing the impacts of traffic congestion requires managing road space and traffic flows. A critical part of this objective is determining how car parking should be managed. This will mean investigating mechanisms designed to reduce car use at congested times”.

Strategy 3 Section 3.3 “Regional approach to parking management” and Section 3.4 “40 percent by 2020” indicate the following:

Section 3.3: Develop a consistent approach to parking management across Inner Melbourne Region based on ........ traffic impacts on different on and off-road car parking arrangements (including park and ride facilities), aimed at

- Encouraging alternatives to car travel.
- Limit commuter car spaces in new developments.
- Charging for parking in high use areas

Section 3.4: Pursue…a reduction in private vehicle travel of one percent per year….achieved by:

- An increase in public transport patronage…
- A combined increase in walking and cycling trips…

Considering the foregoing the proposal to seek a waiver of the statutory requirement and pursue more sustainable transport modes is in keeping with the intent of the IMAP.

In addition to the above, The State Government has introduced a ‘Congestion Levy’, which actively endeavours to discourage traffic and encourage the use of public transport within the area illustrated in Figure 5. Importantly, the subject site is situated within this area and accordingly it would seem congruous with the aim of the ‘congestion levy’ to waiver the allocation of parking for the proposed use.
5.3 Local Traffic Management

The City of Yarra, in keeping with the State Government’s introduction of the Congestion Levy, released a “Strategic Transport Statement” dated 2006 which states in part the following:

“The Strategic Transport Statement is a transport policy document which addresses the access needs of Yarra’s diverse community in a way that is both equitable and more sustainable. It also recognises that Council must integrate transport planning with land use, health, social, economic and environmental planning objectives and all actions of Council.

The Strategic Transport Statement aims to meet the transport needs of residents, businesses, visitors and commuters while minimising the negative impact cars have on Yarra’s community”

Strategic Transport Objective (STO) 5 of the Strategic Transport Statement aims to “Ensure Council’s response to parking demands is based on Yarra’s parking hierarchy and sustainable transport principles”. Yarra’s parking hierarchy is shown in Table 6.
Table 6: City of Yarra Transport / Parking Hierarchy

<table>
<thead>
<tr>
<th>Most sustainable transport modes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Pedestrian (includes wheelchairs and walking with prams)</td>
<td></td>
</tr>
<tr>
<td>2 Cyclists</td>
<td></td>
</tr>
<tr>
<td>3 Tram</td>
<td></td>
</tr>
<tr>
<td>4 Bus / Train</td>
<td></td>
</tr>
<tr>
<td>5 Taxi users/ car share</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Less sustainable transport modes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Freight vehicles</td>
<td></td>
</tr>
<tr>
<td>7 Motorcyclists</td>
<td></td>
</tr>
<tr>
<td>8 Multiple occupant local traffic</td>
<td></td>
</tr>
<tr>
<td>9 Single occupant local traffic</td>
<td></td>
</tr>
<tr>
<td>10 Multiple occupants through traffic</td>
<td></td>
</tr>
<tr>
<td>11 Single occupant through traffic</td>
<td></td>
</tr>
</tbody>
</table>

Accordingly it is reasonable to assume that any traffic/parking activity attributable to the proposed development will be regarded as a lower order priority with respect to City of Yarra's parking hierarchy.

Considering the foregoing the proposal to seek a waiver of the statutory requirement and pursue more sustainable transport modes is in keeping with the intent of the Strategic Transport Statement.

5.4 Public Transport

As highlighted in previous sections of this report the subject site is well positioned to take advantage of the excellent access to public transport services notably the Parliament Train Station located some 600m away from the site (approximate 8minute walk) that provides access to all metropolitan train services, further an extensive list of bus services and tram services are accessible directly outside or in close proximity to the site.

The IMAP identifies the increase in public transport use as one of its key strategies. ‘Strategy 4: Increase Public Transport Use’, states in part that “Existing programs for encouraging public transport use (Travel Smart) and improving tram service operation (Think Tram) are already in place. These need to be supported and extended.” Section 4.1 of Strategy 4 goes on to indicate that ‘TravelSMART’ programs should be delivered across the Inner Melbourne Region especially targeting schools and workplaces.

A ‘Travel Smart’ initiative is proposed to be implemented as part of the proposal and is to be discussed in later sections of this report.

Furthermore, Strategy 2 of the IMAP aims for the effective link of transport routes so that the Inner Melbourne Region is accessible throughout. The IMAP highlights potential public transport network improvements as illustrated in Figure 6 including a possible link from Victoria Parade to North Melbourne Station, which will further improve public transport access to the site.
Considering the foregoing the proposal to seek a waiver of the statutory requirement and pursue more sustainable transport modes is in keeping with the intent of the IMAP.
5.5 Car Parking

The site is located in an area with constrained long term and short term street parking opportunities with observations revealing that on street parking opportunities in the vicinity of the site are generally ticketed and or marked as permit zones with the limited number of long term (4 hours or greater) parking opportunities observed to be well utilised.

Given that this is the case, the lack of both suitable short and long term parking in the vicinity of the site and the sites excellent level of accessibility to public transport, cycling and pedestrian facilities provides the opportunity to restrict on-site car parking, and promote a reduction in the reliance on private vehicle travel to and from the site. This is consistent with the planning objectives of both the State Government and the City of Yarra related to sustainable modes of transport.

Notwithstanding the above, commercial off-street parking facilities are available within a reasonable distance from the site for visitors who may wish to travel by private vehicle, specifically, the university provides a 250 space car park located to the east of the site, a 300 space commercial car park located adjacent to the Eye and Ear Hospital and a 400 space commercial car park located at 90 Victoria Parade. These sites are located within 400m of the site as illustrated in Figure 7 and could cater for any demand likely to be generated by the site (it is however expected that with the implementation of a successful travel behaviour change program parking demand attributable to the site will be minimal if any at all).

Figure 7: Commercial Car Parking
5.6 Bicycle Parking Requirements

The statutory bicycle parking requirements are outlined in Clause 52.34 and are as summarised in Table 7.

<table>
<thead>
<tr>
<th>Use</th>
<th>Employee</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rate</td>
<td>Per</td>
</tr>
<tr>
<td>Educational Facility</td>
<td>1</td>
<td>20 Employees</td>
</tr>
</tbody>
</table>

Table 2 to Clause 52.34 goes on to indicate that “if 5 or more employee bicycle spaces are required, 1 shower for the first 5 employee bicycle spaces, plus 1 to each 10 employee bicycle spaces thereafter.”

Applying the above rates to the projected student population of 2,000 full time students equates to a statutory requirement of 100 bicycle spaces. For the 500 staff a requirement for 25 staff spaces applies. In total the site has a statutory requirement for 125 bicycle spaces.

The proposal contemplates the provision of 148 bicycle spaces within the development site comprising of 82 secured spaces and 66 unsecured spaces. In addition to this, a further 16 spaces are to be provided at the main University site bringing the total number of new bicycle spaces to 164. This provision exceeds the statutory requirement by 31%.

The site has a requirement to provide 3 showers and change room facilities. We are advised that 15 shower / change room faculties are to be provided. This provision exceeds the statutory requirements.

Given that the site can accommodate up to 2,000 students and 500 staff members at any one time the proposed provision of cycling facilities as described above is expected to encourage both staff and students to consider cycling as an alternative transport mode to the private vehicle and is expected to assist in the delivery of a successful travel behaviour change program at the site.
6 Travel Demand Management

Travel demand management encompasses a broad suite of options that can deliver greater transport efficiencies, with the focus of travel demand management aimed at finding the most appropriate mode of transport for people.

This approach highlights the need for an understanding of current travel behaviour and consequently leads to the introduction of strategies for the better planning of trips. For the subject site these strategies could include:

6.1 Travel Smart Initiatives

TravelSMART is an innovative State Government initiative aimed at encouraging people to choose sustainable travel alternatives such as cycling, walking or public transport, over private car usage. It is the view of the State Government that tertiary institutions are typically considered positive environments for the application of travel behaviour change programs as many students and staff already support sustainable transport for environmental, financial and social reasons.

It is worth noting that a number of tertiary institutions namely, Victoria University (Nicholson Street and Footscray Park campuses), Box Hill TAFE, Swinburne University (Hawthorn Campus), Deakin University, University of Ballarat, Monash University (Clayton Campus) and La Trobe University (Bundoora Campus) have or are in the process of implementing Travel Smart initiatives.

Consequently a TravelSMART Initiative is proposed to be implemented at the Australian Catholic University in accordance with the Melbourne 2030 Integrated Transport Initiative, where the use of bicycles, walking and public transport on the site would be encouraged.

Subsequently it is expected that in consultation with Council and the State Government the University would develop a TravelSMART plan and issue copies of this plan to students and staff during the first week of building occupancy or as part of the enrolment process. This TravelSMART package would outline public transport, bicycle and walking facilities servicing the site.

Further these initiatives will be supported by way of detailed travel information located within the public areas of the development and on the university website.

6.2 Journey Planning / Green Travel Plan

A Journey plan / Green travel plan initiative prepared in association with TravelSMART is anticipated to be particularly effective at the subject site, given the level of access to public transport.

The aim of the Journey / Green Travel plan would be to encourage the use of alternative modes of travel to the site and reduce the reliance on the private motor vehicle and would effectively define how to access the site via public transport, with plans supplied to each staff and student.

This will be undertaken as students enrol and new staff are taken on by the University as it is anticipated that it will be easier to encourage people to use alternative modes of transport from day one rather than trying to make them change from being a car driver at a later stage.

Generally the preparation of a travel plan starts out by identifying a goal eg. “Decrease the reliance on private motor vehicle travel to the site by 50% and increase use of alternative modes of transport by 50% by 2014” further steps are listed below:

1. Review how many students and staff attend the site regularly and how they get to work by undertaking a survey. The survey will also identify where people are coming from.

   Look at reasons why employees make the travel choice that they do, e.g. why do they drive if a bus stop is within 100m of their home etc.
Review provision of existing public transport services, locations of stops and timetable. Review cycle facilities including on and off road paths in the area and end of trip facilities such as showers and lockers/change rooms.

Source Council or other authority data for journeys to work, planned upgrade of facilities, recent studies undertaken in the locality etc

This phase is where background information is collated and analysed. The monitoring stage is discussed later with a pro-forma for this stage of monitoring is provided in Annex 2.

2. Set targets based on the available data and survey data that has been obtained. At this stage details of how the plan will be implemented are set out and responsibility for the coordination of the plan assigned. An indicative implementation strategy is suggested in the following section of this report.

3. Set out the actions and who is going to undertake them. At this stage action plans are created to address each mode of travel and develop strategies to achieve the goals set out for them. A possible action plan is attached in Annex 1. At this time costs of actions are also assessed.

4. Finally reporting and monitoring of the travel plan needs to be undertaken. This is when the effectiveness of the actions are compared against the targets set out for each travel mode. Monitoring is the responsibility of the manager of the travel plan identified earlier in the process after consultation with interested parties and is most likely the centre manager in association with Council. The monitoring stage is discussed later with pro-forma questionnaires provided in Annex 2.

A draft action plan provided in Annex 1 of this report is provided as a guide as it is expected that the final selection of actions would be determined following any discussions between the relevant stakeholders.

6.3 Implementation

Travel patterns are believed to be firmly established within the early periods of building occupation. Accordingly, the University is committed to implementing the following initiatives:

6.3.1 Short Term

- Creating and Sustaining an Active Transport (walking / cycling) Culture at the University:

The survey data available indicates that Public Transport is the favoured mode of transport to and from the site, whilst walking and cycling are not specifically popular at the site. As such early initiatives would be focused on creating and sustaining an active transport culture at the University, specifically a cycling culture.

To support cycling, three key types of infrastructure are required:

- cycling networks (paths and road lanes)
- bicycle parking and
- end-of-trip change facilities

Given that the site has excellent access to the principle bicycle network, the university would focus its endeavours to providing an appropriate number of bicycle parking spaces and end of trip facilities within the site.

To this end and as discussed in earlier sections of this report it is intended to provide both bicycle parking and end of trip facilities in excess of the statutory requirement. In addition to the above the university would implement a signage strategy to enhance safety and provide pedestrians and cyclist with ample information, the signage strategy could include:
• route identification signs (bike and pedestrian symbols on paths)
• directional signs (to buildings, shops, tram/bus/train stops)
• traffic control signs (stop, dismount, speed limit etc)
• Advisory signs (shared bike path, pedestrian zone)

• **Strategic Marketing (Short Term & Ongoing)**

In the University environment there are a number of identified opportunities for strategic marketing

**Orientation Week**

Orientation week is an opportunity to present transport ‘solutions’ to new students who are yet to establish travel patterns to the university campus especially for students entering university straight from high school. (This segment of the student population will just be reaching driving age and as such travel habits are yet to be entrenched and many will be without direct access to a car, either through lack of ownership or sharing a car with parents and household members). For the Australian Catholic University;

• The University could dedicate one day of the orientation process to transport matters, with students presented with information on walking, cycling and public transport. This day could be used to:
  
  o Reinforce the benefits of sustainable travel, such as opportunities for exercise, sleeping, reading, socialising or cheap travel, whilst highlighting the restrictions in place to reduce car travel to campus.
  
  o Providing journey planners for students and personalised information by suburb to assist in removing some of the uncertainty associated with travel to the campus. With this orientation packs, each new student should be provided with a public transport ticket granting one or two free return journeys as an incentive to utilise public transport, and to gain experience in this mode.
  
  o Similar incentives or prizes should be made available to new students who walk or cycle to university within the first week eg a free lunch.

**New Employees**

New university staff can be introduced to the university's transport plan through induction programs. These induction sessions would provide an opportunity where staff who have not yet established workplace travel habits to receive information on efficient and cost-effective transport options.

6.3.2 **Long Term (Ongoing)**

• **Promotion of Green Travel Plan / Travel Smart Initiatives**

The University would maintain an ongoing focus on promoting the implemented Green Travel Plans and TravelSMART initiatives. This could be undertaken as follows:

• **Public Transport:**

  In order to encourage and promote the continued use of public transport, information from Metlink would be provided within the common areas of the building detailing the available public transport in the vicinity, the frequency of services, and the linkages to the other metropolitan networks from Parliament Station.

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2 TravelSmart.gov.au
The map will also have information on how to utilise the public transport system, and in particular information on how to purchase Metcards, the cost of Metcards, and the nearest Metcard purchase location.

In addition to the above the University would create a TravelSMART tab on its University web page where the following links would be provided for further information if required.


**Cycling:**

To further promote and market the use of bicycles, a map of the extensive network of on and off street bicycle paths in the vicinity of the site will be produced and located within the common areas of the building.

In addition, students and staff will also be encouraged to register with [www.cyclesmart.net](http://www.cyclesmart.net) to be provided with the latest updates on the available facilities for cyclists.

To encourage bicycle use by staff and students the University could help facilitate in the establishment of a bicycle user group within the University.

Additional information regarding bike paths would also be provided on the TravelSMART Tab to be provided on the University Website via the following links:


**Walking:**

To highlight to staff and students the extensive accessibility available on foot in the vicinity of the site, an access plan could be prepared showing local amenities (shops, banks, recreational facilities, etc) and pedestrian linkages in the vicinity of the site.

The access plan would be located within common building areas with the public transport and cycling accessibility maps.

In addition, staff and students would be encouraged to register with [www.walksmart.net](http://www.walksmart.net)

Additional information regarding walking would also be provided on the TravelSMART Tab to be provided on the University Website via the following links:


In addition to the above the university could maintain an ongoing focus on promotional functions aimed to raise awareness, motivate people to try alternatives to the car, to reward people who travel by methods other than the car, and to reach people that may not be receptive to marketing or who are not active information seekers.

These promotions could include but are not limited to walk to work day, ride to work day, or other events specific to the needs of the university.

It is worth noting however that travel behaviour change programs are an effectively ongoing process and cannot strictly be broken into short term and long term initiatives, especially in a University environment given the turnover of the student population.
6.4 Monitoring Program

In order to monitor the success of the aforementioned TravelSMART initiatives a 3 stage monitoring system could be implemented by the University as outlined below:

**Stage 1**

- Stage 1, would involve a questionnaire survey of students and staff during the enrolment process. The survey will be useful to collect information on the travel characteristics of the Staff and students and assist in gauging interest in the various TravelSMART initiatives and to seek ideas for other TravelSMART initiatives. A pro forma for the Stage 1 questionnaire is shown attached as Annex 1.

**Stage 2**

- Stage 2, would involve a questionnaire and feedback form to be filled out by Students and Staff 3 months after implementation, in order to determine what TravelSMART initiatives are working and which are not. A pro forma for the Stage 2 questionnaire is shown attached as Annex 1.

**Stage 3**

- Stage 3, would be the monitoring component of the plan which would be undertaken 6 months after occupation. This questionnaire would test the success rate of the various initiatives and help rework programs to suit the needs of staff and students. A pro forma for the Stage 3 questionnaire is shown attached as Annex 1.
7 Other Considerations

7.1 Loading and Garbage Collection Arrangements

The proposal contemplates a loading and garbage collection from a loading bay to be provided within the proposed building and accessed from Young Street. The loading bay is to be provided at 3.5m wide x 6.5m long and is designed to mainly accommodate a Small Rigid Vehicle.

Given that Young Street is classified as a Local Street and that there is an approval in place to implement a road closure by means of bollards at a location north of Duke Street, manoeuvring into the loading dock is proposed to be facilitated from Young Street.

We are advised that a private contractor is to be engaged to collect waste from the site and it is therefore anticipated that smaller trucks would service the site.

Nonetheless and conservatively allowing for a typical garbage truck of up to 8.8m and given that the loading area is to be provided at 6.5 m long, it would be expected that these vehicle if used would encroach into the footpath by approximately 2m. Figure 8 illustrates the swept path manoeuvre of an 8.8m truck.

To this end it would be the recommendation of this report that should larger trucks be used to collect waste from the site, a management plan would need to be implemented to ensure that collection is restricted to non peak activity periods to minimise impact on pedestrians and vehicles along Young Street.

Figure 8: Loading Dock Access Manoeuvre
8 Conclusions

Considering the forgoing assessment it can be concluded as follows:

- The proposal contemplates the development of the subject site for the purpose of a tertiary educational facility, with the capacity to accommodate approximately 2,000 students and 500 staff members at the site at any one time.

- The site's excellent level of accessibility to public transport, bicycle, and walking facilities supports the waiver of car parking requirements in this instance. Surveys undertaken at the site provide evidence that 68% of students currently use public transport with only 19% travelling to and from the site as a single occupant driver.

- The surveys also indicated that on balance 80% of current car users may be encouraged to change their method of travel in the future if improvements to public transport, walking, and cycling were apparent.

- Considering the above it is evident that the implementation of travel behaviour change programs aimed at defining and encouraging the use of alternative modes of travel to the site could prove to be effective in reducing the number of single occupant car users to and from the site.

- The State Government of Victoria considers tertiary institutions as positive environments for the application of travel behaviour change programs as many students and staff already support sustainable transport for environmental, financial and social reasons.

- Accordingly a waiver of the statutory parking requirement is considered appropriate in favour of the implementation of travel behaviour change programs aimed at reducing the reliance on private vehicle travel to and from the site in keeping with the intent of the planning objectives of both the State Government and the City of Yarra related to sustainable modes of transport.

- Travel behaviour change programs in the form of ‘TravelSMART’ initiatives and Journey / Green Travel plans aimed at encouraging people to choose sustainable travel alternatives such as cycling, walking or public transport, over private car usage are to be implemented at the site.

- The University will implement both short term and long term (ongoing) strategies in the form of (but not limited to) creating and sustaining an active transport (walking / cycling) culture at the University, strategically marketing the TravelSMART initiatives and maintaining an ongoing focus on promoting and monitoring the success of these initiatives. It is worth noting however that travel behaviour change programs are effectively an ongoing process and cannot strictly be broken into short term and long term initiatives, especially in a University environment given the turnover of the student population.

- For visitors who may wish to travel by private vehicle to the site, commercial off-street parking facilities are available within a reasonable distance from the site. The university provides a 250 space car park located to the east of the site, a 300 space commercial car park is located adjacent to the Eye and Ear Hospital and a 400 space commercial car park is located at 90 Victoria Parade. These sites are located within 400m of the site.

- Loading for the subject site is to be facilitated from Young Street, with a designated loading bay provided for the new building. Waste generated by the site will be collected from the loading dock area by a private contractor with this activity restricted to no peak activity periods.
Annex 1: Draft Action Plan
## PROMOTION

<table>
<thead>
<tr>
<th>Action</th>
<th>Timeline</th>
<th>By whom</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A newsletter outlining events, articles on the environment, health and fitness etc.</td>
<td>From the Beginning</td>
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<tr>
<td>Posters around the University</td>
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<tr>
<td>Recognise students and staff publicly that travel sustainably.</td>
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<tr>
<td>An events calendar e.g. ride to work/university day, walk to work/university day etc.</td>
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<tr>
<td>Information boards around the university including university websites highlighting public transport routes timetables, alternative travel modes and paths etc.</td>
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<tr>
<td>Monitoring – Conduct annual surveys</td>
<td>On-going</td>
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</tbody>
</table>

## WALKING

<table>
<thead>
<tr>
<th>Action</th>
<th>Timeline</th>
<th>By whom</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce maps showing safe walking routes to and from the site to local facilities</td>
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<tr>
<td>Have umbrellas handy at the university</td>
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<tr>
<td>Review condition of existing footpaths</td>
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<td>Council</td>
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<tr>
<td>Take part in national walk to work day</td>
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<tr>
<td>Identify students and employees that live close to the university and encourage walking as an alternative</td>
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## CYCLING

<table>
<thead>
<tr>
<th>Action</th>
<th>Timeline</th>
<th>By whom</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Establish a bicycle users group</td>
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<tr>
<td>Develop a buddy scheme to assist inexperienced cyclists</td>
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<tr>
<td>Organise regular breakfast functions for cyclists</td>
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<tr>
<td>Provide bicycle facilities e.g. secure storage and showers</td>
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<tr>
<td>Provide interest free loans for staff to buy bikes</td>
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<tr>
<td>Use cycle couriers for local deliveries</td>
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<tr>
<td>Participate in annual ride to work day</td>
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# PUBLIC TRANSPORT

<table>
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<th>Action</th>
<th>Timeline</th>
<th>By whom</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide a map showing routes for buses and trams as well as timetable information</td>
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<tr>
<td>Place information on the university website with links to appropriate web sites</td>
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<tr>
<td>Provide interest free loans to staff to buy annual Metcards</td>
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<tr>
<td>Consult relevant authorities on facilities at nearby tram and bus stops</td>
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<td>DoT, Council</td>
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<tr>
<td>Use public transport for university trips during the day – keep Metcards handy at the workplace</td>
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Annex 2: Stage 1 – 3 Monitoring Questionnaires
Date: __________

**QUESTIONNAIRE**

*TravelSMART Survey – Stage 1 Questionnaire*

1. Please advise if you are a Staff member or Student at the Australian Catholic University?

   - [ ] Staff
   - [ ] Student

2. How do you anticipate you will travel to and from the University?

   - Bicycle
   - Walk
   - Tram
   - Motorbike
   - Train
   - Car (as driver)
   - Bus
   - Car (as passenger)
   - Other

3. If you generally travel by car either as a driver or passenger, what could be done to encourage you to use other more sustainable modes of travel?

   _______________________________________________________________
   _______________________________________________________________
   _______________________________________________________________
   _______________________________________________________________

4. Would you use any of the following services (if not already noted above)?

   - Cycling
   - Walking
   - Public Transport
5. Please provide any other feedback you feel may be useful regarding alternate travel modes to the personal motor vehicle

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Thank you for participating in the survey.
Date: ___________

**QUESTIONNAIRE**

*TravelSMART Survey – Stage 2 Questionnaire*

1. Please advise if you are a Staff member or Student at the Australian Catholic University?

   |   |   |
   | Staff | Student |

2. How do you anticipate you will travel to and from the University?

   |   |   |
   | Bicycle | Walk |

   |   |   |
   | Tram | Motorbike |

   |   |   |
   | Train | Car (as driver) |

   |   |   |
   | Bus | Car (as passenger) |

   |   |   |
   | Other |

3. If you generally travel by car either as a driver or passenger, what could be done to encourage you to use other more sustainable modes of travel?

   _______________________________________________________________

   _______________________________________________________________

   _______________________________________________________________

   _______________________________________________________________

4. Would you use any of the following services (if not already noted above)?

   - Cycling
   - Walking
   - Public Transport
5. Have you used any of the TravelSMART information provided to you or displayed within the foyer regarding alternative travel modes? Has this information been useful, and has it encouraged you to use any alternatives?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

6. Please provide any other feedback you feel may be useful regarding alternate travel modes to the personal motor vehicle

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Thank you for participating in the survey.
Date: ___________

**QUESTIONNAIRE**

**TravelSMART Survey – Stage 3 Questionnaire**

1. Please advise if you are a Staff member or Student at the Australian Catholic University?
   - Staff [ ]
   - Student [ ]

2. How do you anticipate you will travel to and from the University?
   - Bicycle [ ]
   - Walk [ ]
   - Tram [ ]
   - Motorbike [ ]
   - Train [ ]
   - Car (as driver) [ ]
   - Bus [ ]
   - Car (as passenger) [ ]
   - Other [ ]

3. Has this mode of travel changed since you joined the University, and if so what drove the change?
   
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

4. Do you have any feedback on the TravelSMART initiatives implemented within the University?
   
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
5. Please provide any other feedback you feel may be useful regarding alternate travel modes to the personal motor vehicle.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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________________________________________________________________________

Thank you for participating in the survey