



Bairnsdale CBD Car Parking Strategy Implementation Plan



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1. Introduction

SALT has been engaged by the East Gippsland Shire Council to assist in preparing the Bairnsdale Central Business District (CBD) Car Parking Strategy.

The Bairnsdale CBD Car Parking Strategy reviews the current issues and opportunities regarding parking and access to parking within the CBD and comments on the existing public transport, cycling, walking and mobility needs of the town centre.

The Car Parking Strategy (CPS) seeks to provide Bairnsdale with an overall vision and framework for the management of parking.

The Bairnsdale CBD Car Parking Strategy has been prepared in three parts:

- Report A – Data Analysis;
- Report B – Parking Plan; and
- Report C – Implementation Plan

This document forms Report C of the Bairnsdale CBD Car Parking Strategy.

1.1 Objectives

The objective of Report C of the CPS is to set out an Implementation Strategy, highlighting the actions required to meet the objectives of the Bairnsdale CBD Car Parking Strategy.

The objectives of the Strategy can be summarised as follows:

Goal A – Better utilise the existing car parking supply, to adequately meet the needs of all visitors to the CBD, including short and long term parking;

Goal B – Ensure that the future car parking demands of the CBD are met in a sustainable/ equitable manner, that reflect the existing peak parking demands, generated by land uses within the Bairnsdale CBD;

Goal C – Reduce the number of vehicles circulating within the Bairnsdale CBD to positively impact the public realm and pedestrian / cyclist accessibility;

Goal D – Improve the pedestrian permeability and accessibility, by improved utilisation of the existing road / right of way network, including improved pedestrian facilities within off-street parking areas;

Goal E – Review mechanisms to ensure that the future car parking needs of the Bairnsdale CBD are met and funded in an equitable manner; and

Goal F – Educate staff, residents and visitors about the proposed changes to car parking management within the Bairnsdale CBD.

1.2 Study Area

The CBD study area generally follows the boundary of the Commercial 1 Zone, extending beyond the historical retail core of the CBD to include parts of surrounding service, commercial and educational precincts.

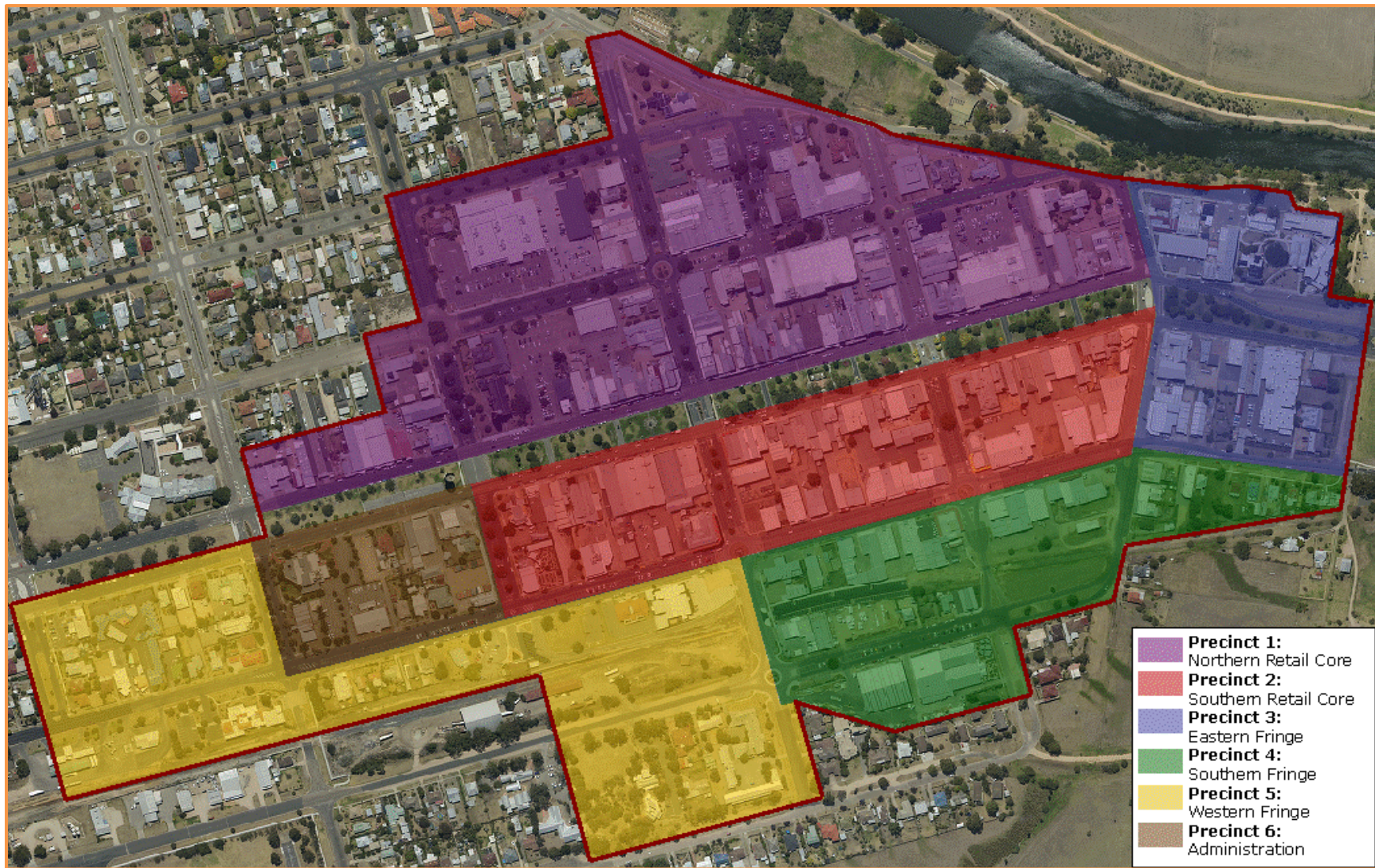
In order to better address the various dynamics of parking in the defined study area, it has been divided into six precincts. The six precincts are based on the predominant land uses identified in the Bairnsdale Growth Strategy.

The precincts are described as:

- Precinct 1: Northern Retail Core – Bairnsdale's historic retail core;
- Precinct 2: Southern Retail Core – Comprises retail, entertainment and peripheral sales style uses;
- Precinct 3: Eastern Fringe – Comprises educational and administrative uses;
- Precinct 4: Southern Fringe – Comprises commercial and trade service uses;
- Precinct 5: Western Fringe – Comprises a mix of professional services, transport and educational uses; and
- Precinct 6: Administration – Comprises a mix of government and emergency service uses.

The CBD study area is shown in Figure 1.

Figure 1 - Study area and parking precincts



1.3 Structure of Report

This report forms Report C of the Bairnsdale CBD Car Parking Strategy and sets out the Implementation Plan. The report is presented in the following different sections to provide relevant background information and provide context of the Implementation Strategy:

- Report A – Data Analysis (Section 2.1)
- Report B – Parking Plan (Section 2.2)
- Action Plans (Section 3.1.1 – 3.1.10)
- Conclusion (Section **Error! Reference source not found.**)

This aims to ensure that the implantation plan aligns with various other strategies and actions which have been adopted for the Bairnsdale CBD.

2. Background

2.1 Report A - Data Analysis

Report A – Data Analysis provides the background information, review of background documents, survey results and analysis that have been used to prepare the findings, outcomes and recommendations of Report B – Parking Plan of the Bairnsdale CBD Car Parking.

A number of different studies have been prepared for Bairnsdale over recent years. A summary of the relevant studies and reports are as follows:

- Re-imagining Bairnsdale Master Plan Volume 1 and 2 (2013);
- East Gippsland Access and Mobility Plan;
- Improving Walking and Wayfinding in the Bairnsdale CBD (2011);
- Smart Roads;
- Bairnsdale Growth Strategy (2009); and
- Bairnsdale Parking Study (2000).

The key actions and recommendations provided by the relevant studies and reports, which are complimentary to the Car Parking Strategy, are summarised in the Bairnsdale CBD Car Parking Strategy - Data Analysis Report.

2.2 Report B - Parking Plan

Report B – Parking Plan presents the current issues and opportunities regarding parking and access to parking within the Bairnsdale CBD.

The key outcomes identified as part of the Car Parking Strategy are:

- Parking compliance should be improved to at least 90% by increasing enforcement.
- Better utilisation of existing parking supply can be achieved by implementing a wayfinding system to guide drivers to parking areas, particularly to those that are underutilised.
- Introduction of dynamic parking bay signs can also be implemented to alert drivers to the number of available spaces off-street.
- Additional off-street equitable access parking should be provided within Target / Spotlight car park, generally fronting the Nicholson Street Mall.
- The existing trailer / tourist parking spaces are located a significant distance from the retail core. There are opportunities to provide additional trailer / tourist parking spaces within the off-street car park located between Nicholson / Main Street (adjacent the Tourist Information Centre) closer to the retail core.
- High quality pedestrian links between car parks and surrounding street should be provided to encourage walking.
- A number of traffic calming measures should be considered to improve public realm and pedestrian accessibility. These include:
 - Restrict through traffic at the rear of Woolworths while retaining a pedestrian link or introduce one way traffic only; and

- Close the existing access onto Riverine Street from the Target / Spotlight car park to reduce 'rat-running' along Nicholson Street / Francis Street and simplify movements at the intersection.
- Adopt the following parking rates:
 - Shop (other than Beauty Salon / Hairdresser) – 3.5 spaces to each 100m² of leasable floor area;
 - Restaurant (Café) – 0.30 spaces to each seat available to each patron permitted;
 - Office – 3.0 spaces to each 100m² of net floor area; and
 - Ensure all businesses contribute to the overall parking supply within the Bairnsdale CBD. Council should consider a cash-in-lieu scheme to fund additional parking or facilities which can't be accommodated on-site.
- Construct additional decked parking between Main Street and Nicholson Street (adjacent the Tourist Information Centre) and the Target / Spotlight off-street car park.
- Advocate for improvements in the public transport network to allow more people to visit Bairnsdale without the need to drive.
- Educate staff, residents and visitors on Council management of car parking to establish and maintain an understanding with the public.

3. Objectives and Implementation

To ensure the action plan meets the objectives of the Bairnsdale CBD Car Parking Strategy the following section has been set out in accordance with the six primary goals:

Goal A – Better utilise the existing car parking supply, to adequately meet the needs of all visitors to the CBD, including short and long term parking;

Goal B – Ensure that the future car parking demands of the CBD are met in a sustainable / equitable manner, that reflect the existing peak parking demands, generated by land uses within the Bairnsdale CBD;

Goal C – Reduce the number of vehicles circulating within the Bairnsdale CBD to positively impact the public realm and pedestrian / cyclist accessibility;

Goal D – Improve the pedestrian permeability and accessibility, by improved utilisation of the existing road / right of way network, including improved pedestrian facilities within off-street parking areas;

Goal E – Review mechanisms to ensure that the future car parking needs of the Bairnsdale CBD are met and funded in an equitable manner; and

Goal F – Educate staff, residents and visitors about the proposed changes to car parking management within the Bairnsdale CBD.

3.1 Implementation Strategy

The Implementation Strategy has been presented in the following categories to allow Council to best manage resources in order to achieve the identified outcomes:

- Parking Restrictions;
- Enforcement;
- Access and Circulation;
- Planning Scheme Amendments;
- Parking Supply / New Parking Opportunities;
- Public Realm and Permeability;
- Public Transport;
- Target / Spotlight Car Park;
- Safety;
- Communication; and
- Traffic Calming.

To enable East Gippsland Shire to implement the recommendations set out in this report, an Implementation Strategy has been developed and categorised into the following priority levels:

- Immediate (2015 - 2016)
- Short-term (2016 - 2017)
- Medium-term (2017 - 2018)
- Long-term (2018 - onwards)
- Ongoing

It is important that any actions outlined in the Car Parking Strategy, or any other future traffic and parking items, are designed, implemented and maintained in accordance with the relevant guidelines and standards.

These are likely to include:

- VicRoads Traffic Engineering Manual Volume 1 and 2;
- VicRoads Supplements to Austroads Guides;
- Austroads Guides;
- Australian Standards;
- East Gippsland Planning Scheme; and
- Infrastructure Design Manual.

3.1.1 Parking Restrictions

Table 1 - Implementation Strategy – Parking Restrictions

No.	Goal	Action – Parking Restrictions	Complimentary Strategies	Priority	Responsibility
1.1	A.1	Provide some short term parking near to the businesses south of the highway.	Bairnsdale Growth Strategy	Immediate	
1.2	A.1, B.4	Convert parking in Francis Street between Pyke Street and Service Street, and in Pyke Street between Nicholson and Francis Street, to unrestricted parking and maximise bay numbers. (Refer to Figure 8 of the Parking Plan whilst also addressing traffic safety issues).	Bairnsdale Parking Study	Immediate	
1.3	A.1, D.2	Ensure that all existing parking signs are installed and maintained in accordance with relevant Australian Standards.		Short-term	
1.4	A.1, A.2, B.4	Implement short term parking restrictions in high turnover areas and unrestricted parking further from the retail core, in accordance with Figure 8 of the Parking Plan.	Re-imagining Bairnsdale Master Plan Bairnsdale Growth Strategy	Short-term	
1.5	C.3	Provide the opportunity for staff working during evenings and night to park close to their place of employment by implementing parking restrictions that apply between 9:00am – 5:00pm Monday to Friday and 9:00am – 12:00noon Saturday.	Bairnsdale Growth Strategy	Short-term	

1.6	A.1, A.2, B.4, C.1	Actively manage car parking on-street and off-street to maintain a peak parking occupancy of 85 percent. This should be done through a combination of parking restrictions and enforcement.	Bairnsdale Growth Strategy	Ongoing	
1.7	A.1	Review parking restrictions to ensure they continue to reflect the needs of adjacent businesses, particularly where short and long term parking demands may compete / change.		Ongoing	

3.1.2 Enforcement

Table 2 - Implementation Strategy – Enforcement

No.	Goal	Action - Enforcement	Complimentary Strategies	Priority	Responsibility
2.1	A.2	Investigate the ability for existing local law officers to undertake enforcement of parking restrictions within the Bairnsdale CBD.		Immediate	
2.2	A.2	Undertake 'random' parking enforcement so that regular visitors to the precinct do not become familiar with when parking restrictions will be enforced.		Ongoing	
2.3	A.2	Develop a business case to employ additional parking officers or an alternate enforcement model, to improve parking enforcement with a 90% parking compliance target, and promote vehicle turnover.	Bairnsdale Growth Strategy	Short-term	
2.4	A.1, A.2	Undertake discussions with various land owners (within the Target / Spotlight car park), with a view of ensuring that all parking restrictions within the off street car park are gazetted to allow enforcement.		Immediate	
2.5	A.1, A.2, B.4	Convert the Shire area of the McDonalds Car Park to 2 hour time limits and Council to negotiate with McDonalds to enforce time limits in area.	Bairnsdale Parking Study	Short-term	
2.6	A.1, A.2	Work with other private parking area owners and operators, to introduce enforced timed parking, to promote regular turn-over of existing bays (Kmart, ALDI, etc).		Short-term	

2.7	A1, B4, C.1	Develop a range of proactive tools to assist drivers find appropriate parking that is fit for their visit purpose. This should include a marketing and communications campaign, parking maps, parking Apps etc.		Ongoing	
2.8	A1, A.2	Investigate ways of identifying and rewarding drivers that are 'doing the right thing' as a positive counter-approach to enforcement.		Short-term	
2.9	B.2	Review and improve the process used to identify and upgrade non-compliant parking signs, so that all signage is maintained and meets current standards.		Short-term	

3.1.3 Vehicle Access and Circulation

Table 3 - Implementation Plan – Vehicle Access and Circulation

No.	Goal	Actions - Vehicle Access and Circulation	Complimentary Strategies	Priority	Responsibility
3.1	A.1, B.4, C.1	Develop a new Parking Map to allow visitors and motorist to the Bairnsdale CBD to better plan their trip/s. The map should highlight particular types of parking such as trailer parking, equitable access parking, loading zones, off street parking and short and long term parking.		Short-term	
3.2	C.4	Review the existing access from the Target / Spotlight car park onto Riverine Street with a view of improving safety, refer to Figure 9 of the Parking Plan.		Short-term	
3.3	C.4	Estimate costs and consider introducing dynamic signage to assist with keeping motorist on higher order streets (Princes Highway), rather than local streets such as Nicholson Street, and reduce the need for vehicles to circulate to find an available parking space.		Medium-term	
3.4	C.4	Restrict through traffic at the rear of Woolworths while retaining a pedestrian link.		Medium-term	
3.5	D.2	Prepare a signage strategy to ensure uniformity of signage across the CBD. This should include the preparation of map based street signage inventory, review and update of non-uniform signage, development of a signage design guide, and map showing existing and proposed signs.	Bairnsdale Parking Study	Short-term	

3.6	C.1	Prepare a business case to introduce Dynamic Parking Signage at underutilised car parking areas, to inform visitors / staff of parking availability and reduce the need for vehicles to circulate to find parking.		Short-term	
3.7	A.2	Review existing technologies associated with parking enforcement including new ticketing systems and consider the installation of technologies such as Parking Overstay Detection System (PODS) within the high turnover areas.		Medium-term	
3.8	A.1, A.2, B.4	Actively enforce car parking on-street and off-street to maintain a peak parking occupancy demand of 85 percent and compliance level of 90%.	Bairnsdale Growth Strategy	Ongoing	
3.9	C.1	Work with private carpark owners to introduce improvements to the physical layout of the Spotlight / Woolworths carpark, to improve safety and circulation.		Short-term	

3.1.4 Parking Supply / New Parking Opportunities

Table 4 - Implementation Strategy – Parking Supply / New Parking Opportunities

No.	Goal	Action – Parking Supply / New Parking Opportunities	Complimentary Strategies	Priority	Responsibility
4.1	B.2, E.1, E.2	Identify an appropriate site for the provision of additional centralised parking. Develop a concept plan and undertake the required consultation to ensure the parking can be provided. Develop cost estimates and determine what contributions will be required by Council.		Short-term	
4.2	A.1	Develop a Parking Working Group internally to meet at least every 3 months to review progress of the Implementation Plan.		Immediate	
4.3	D.3	Undertake an audit of all existing equitable access parking spaces, to identify that spaces conform to relevant Australian Standards and develop a program of upgrades to accompany road works.		Short-term	
4.4	D.3	Provide additional equitable access parking in the Target / Spotlight car park facing Nicholson Street.		Short-term	
4.5	E.2	Provide additional longer term / staff parking further from the retail core, along Nicholson Street between Pyke Street and Grant Street.		Short-term	
4.6	B2, E.1	Ensure that all parking spaces are line marked in accordance with the relevant Australian Standards as part of any reseal and road upgrade works.		Ongoing	

4.7	B.2, E.1, E.2	Develop a costing plan and implement cash-in-lieu scheme, to provide consolidated off-street car parking and maximise development potential of sites, within the area shown in Figure 2 of the Parking Plan.		Medium-term	
4.8	B.3, E.2	Install additional kerb side angle parking in Dalmahoy Street in accordance with Figure 8 of the Parking Plan.	Bairnsdale Growth Strategy	Short-term	
4.9	B.3	Provide specific provisions for coaches and vehicles pulling trailers in accordance with Figure 8 of the Parking Plan.	Bairnsdale Growth Strategy	Short-term	
4.10	B.1	Expand the available parking spaces for motorcycles and scooters at a range of locations around the Bairnsdale CBD, in line with demand along Princes Highway between Pyke Street and Bailey Street.		Medium-term	
4.11	E.2	Provide additional longer term / staff parking further from the retail core along the Mitchell Port Road, this will include an upgrade of parking spaces, access and lighting.		Medium-term	
4.12	B.3, E.2	Extend the existing VicTrack off-street car parking area with a view of ultimately sealing the entire car park.		Medium-term	
4.13	E.2	Investigate options and opportunities to provide additional or multi-deck car parking, at location such as the off-street parking area between Main Street and Nicholson Street, adjacent the Tourist Information Centre; and the Target / Spotlight off-street car park.		Long-term	

4.14	D.3	Ensure that equitable access parking is provided at 1% - 2% of the overall parking supply and appropriately located to meet the needs of users.		Ongoing	
4.15	E.2, E.3, F.3	Continue to liaise with all land owners and consider additional parking opportunities through acquiring land where appropriate.		Ongoing	
4.16	B.3, E.2, E.3	Ensure that future car parking requirements are appropriately costed and funded to meet the needs of the Bairnsdale CBD.		Ongoing	
4.17	D.3	Investigate the need for additional equitable access bays in the Administration precinct.		Short-term	
4.18	A.1	<p>Include the formalisation of marked parking bays in asphaltting works over the next 2 - 3 years, to ensure that opportunities are taken during routine road maintenance and upgrade works, to maximise parking supply and review adequacy of equitable access parking in specific locations including:</p> <ul style="list-style-type: none"> • Asphaltting work planed for MacLeod St, Pike St, Grant St, Ligar St and Nicholson St; and • Safety upgrades planned for Francis St and Nicholson St. 		Short-term	
4.19	C.1, E.2	Investigate extension of existing off-street all day parking at Dalmahoy St, including improving access to Bailey St and improving safety perceptions.		Medium-term	
4.20	B2, D.3	Develop a Council Policy on equitable parking provision to inform future ratios standards applied.		Short-term	

3.1.5 Policies and Planning Scheme Amendments

Table 5 - Implementation Strategy – Policies and Planning Scheme Amendments

No.	Goal	Action – Policies and Planning Scheme Amendments	Complimentary Strategies	Priority	Responsibility
5.1	E.1	Parking Overlay - Implement a Planning Scheme Amendment to facilitate parking at rates less than those currently identified within the Planning Scheme, and at rates that better reflect the actual demands associated with the Bairnsdale CBD. This includes introducing reduced car parking provision for retail, office, restaurant (café), and hair / beauty land uses, within the Bairnsdale CBD as per parking ratios set out in the Parking Plan.		Medium-term	
5.2	B.2, E.1, E.2, E.3, F.3	Ensure that businesses and shop owners contribute to the construction of additional parking if their parking requirement is waived.		Medium-term	
5.3	B.2	Investigate policies that seek to remove car parking along laneways and arcades within the CBD, that impact on pedestrian accessibility.		Medium-term	
5.4	B.2, E.1	Develop a cash-in-lieu scheme that provides consolidated off-street car parking and maximises development potential of sites, within the area shown in Figure 2 of the Parking Plan.		Medium-term	
5.5	B.3, F.3	Promote and encourage the implementation of car share parking within the Bairnsdale CBD.		Medium-term	
5.6	B.1	Promote and encourage the installation of electric vehicle recharge points and use within the Bairnsdale CBD.		Medium-term	

5.7	E.2	Undertake a study around the impacts of future densification and change of use in the priority development zone within the CBD, that could impact on parking supply, so that the trigger points for additional parking are understood and planned for.		Short-term	
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3.1.6 Public Realm and Permeability

Table 6 - Implementation Strategy – Public Realm and Permeability

No.	Goal	Action – Public Realm and Permeability	Complimentary Strategies	Priority	Responsibility
6.1	C.3, D.2	Maintain all existing footpaths so they are flat and even. Repair sections of footpath where needed. Install new footpath sections where required. Extend footpaths as ‘continuous paths of travel’ (CPT) over some roads to improve safety and access. This is to be undertaken in line with a review of the Access and Mobility Plan.	Improving Walking and Wayfinding in the Bairnsdale CBD	Immediate	
6.2	C.3, D.2	Maintain pedestrian accessibility within all Malls / Right of Ways, by implementing parking restrictions as necessary.	Re-imagining Bairnsdale Master Plan	Ongoing	
6.3	D.1	Enhance existing laneways and pedestrian arcades through the provision of improved street lighting, additional street furniture and improved pedestrians paths, which will lead to active surveillance.	Improving Walking and Wayfinding in the Bairnsdale CBD	Ongoing	
6.4	C.2, C.3	Provide pedestrian footpaths along at least one side of the streets adjacent to the CBD.		Ongoing	

6.5	F.2	<p>Investigate a new hand-held map (smart phone app) of central Bairnsdale, covering all of the CBD but also including the links from the CBD to the Mitchell River walks and the Rail Trail. An example is the Melton Walking App which includes:</p> <ul style="list-style-type: none"> • Local content - walking and cycling routes and amenities; • Easy to use - pan and zoom the map using pinch and drag; • Use maps offline - without the need for an internet connection; and • View your location and route navigation - on the map using built-in GPS Google search - for points of interest. 	Improving Walking and Wayfinding in the Bairnsdale CBD	Short-term	
6.6	C.2, D.2	Install improved shelters at all taxi ranks to provide a more attractive mode of transport (subject to funding).		Short-term	
6.7	D.2	Seek to provide weather protected street furniture and other pedestrian facilities within Bairnsdale CBD at regular intervals.		Ongoing	
6.8	D.1	<p>Improve the capacity of pedestrians to cross roads at:</p> <ul style="list-style-type: none"> • Traffic lights and pedestrian operated signals; • Roundabouts at Nicholson and Bailey Street; and • Locations where it is difficult to do, such as; outside the station and at Wood / Macleod Streets. 	Re-imagining Bairnsdale Master Plan	Short-term	
6.9	D.2	Avoid removing business and residential building stock to provide additional off street car parking.	Bairnsdale Growth Strategy	Medium-term	
6.10	F.2	Prepare a signage strategy to ensure uniformity of signage across the CBD.	Bairnsdale Parking Study	Medium-term	

6.11	D.2	Continue urban improvement efforts, by providing attractive streetscape, to make the pedestrian experience convenient and attractive to / from all parking areas.	Re-imagining Bairnsdale Master Plan Improving Walking and Wayfinding in the Bairnsdale CBD	Ongoing	
6.12	D.2	In new developments provide weather protection of footpaths.		Ongoing	
6.13	D.1	Continue to provide and promote pedestrian Way Finding signage, that provides concise information for accessing a destination on foot.	Improving Walking and Wayfinding in the Bairnsdale CBD	Ongoing	
6.14	C.2, C.3	Provide permeable and attractive pedestrian and bicycle paths to encourage walking and cycling.		Ongoing	
6.15	A.1	Build parking improvement consideration into detailed design, for next stage of implementing Reimagining Bairnsdale Masterplan.		Short-term	

3.1.7 Sustainable Transport

Table 7 - Implementation Strategy – Sustainable Transport

No.	Goal	Action – Sustainable Transport	Complimentary Strategies	Priority	Responsibility
7.1	C.2, E.3, F.3	Advocate for alternative forms of travel to and from the Centre, that will have positive environmental benefits such as the introduction of electric car recharge points.		Short-term	
7.2	C.2	Continue to work with the Heart Foundation to promote walking as a healthy mode of transport and active lifestyle.		Ongoing	
7.3	C.2	Liaise with public transport providers to continue to improve access to public transport networks and ensure services are frequent and reliable.		Ongoing	

3.1.8 Target / Spotlight Car Park

Table 8 - Implementation Strategy – Target / Spotlight Car Park

No.	Goal	Action – Target / Spotlight Car Park	Complimentary Strategies	Priority	Responsibility
8.1	A.1, B.2	Undertake discussions with various land owners (within the Target / Spotlight car park), with a view of ensuring that all parking restrictions reflect the needs of customers utilising the parking area and develop a legal agreement so the area can be gazetted.		Immediate	
8.2	A.1, A.2	Undertake enforcement of the parking restrictions on a regular basis.		Short-term	
8.3	D.1	Undertake discussions regarding the existing access from the Target / Spotlight car park onto Riverine Street with a view of improving safety.		Short-term	
8.4	C.4	Undertake discussion with regards to upgrading the car park as shown in Figure 9 of the parking plan, this will provide safety improvement as well as additional parking opportunities.		Short-term	
8.5	A.1	Liaise with all relevant land owners to ensure a joint approach to parking within the off-street parking areas.		Ongoing	

3.1.9 Safety

Table 9 - Implementation Strategy – Safety

No.	Goal	Action - Safety	Complimentary Strategies	Priority	Responsibility
9.1	C.3, D.2	Provide the opportunity for staff working during evenings and night, to park close to their place of employment by implementing staff parking permits in accordance with Figure 8 of the Parking Plan.	Bairnsdale Growth Strategy	Short-term	
9.2	C.3	Review pedestrian crossing points as part of the Access and Mobility plan review.		Short-term	
9.3	D.1, C.3, D.2	Enhance existing laneways and pedestrian arcades through the provision of improved street lighting, additional street furniture and improved pedestrians paths, which will lead to active surveillance.		Medium-term	
9.4	D.1, C.3	Provide additional / improved opportunities to cross Princes Highway along pedestrian desire lines.	Improving Walking and Wayfinding in the Bairnsdale CBD	Short-term	
9.5	F.2	Develop a new hand-held map (smart phone app) showing the location of DDA compliant bays and accessible pedestrian paths.		Short-term	
9.6	D.2	Continue to install CCTV cameras within the Bairnsdale CBD to provide active surveillance as required.		Medium-term	

9.7	C.4	Considerer reduced vehicle speeds within the retail core.	Re-imagining Bairnsdale Master Plan	Medium-term	
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3.1.10 Stakeholder Engagement and Communication

Table 10 - Implementation Strategy – Stakeholder Engagement and Communication

No.	Goal	Action – Stakeholder Engagement and Communication	Complimentary Strategies	Priority	Responsibility
10.1	E.3, F.3	Utilise community engagement opportunities to convey messages, reinforcing the need to develop and provide high quality pedestrian corridors, within the Bairnsdale CBD.		Ongoing	
10.2	E.3, F.1, F.2, F.3	Continue to promote the opportunities and benefits associated with the Bairnsdale CBD Car Parking Strategy.		Ongoing	
10.3	E.3, F.3	Utilise community engagement opportunities to convey messages reinforcing the need to develop and provide high quality pedestrian corridors, within the Bairnsdale CBD.	Re-imagining Bairnsdale Master Plan	Ongoing	
10.4	E.3, F.3	Continue to build on the established relationships with the Bairnsdale Traders Association and other stakeholders within the Bairnsdale CBD, while expanding this network to include other key stake holders.		Ongoing	

4. Conclusion

The Bairnsdale CBD Car Parking Strategy looks to provide East Gippsland Shire with a plan to better utilise the existing car parking supply, ensure future car parking demands of the CBD are met and are sustainable, reduce traffic congestion due to vehicle circulation, improve pedestrian permeability and accessibility, ensure that future parking needs of the Bairnsdale CBD are equitable and appropriately funded, and educate staff, residents and visitors about the proposed changes to car parking management.

An implementation has been developed and categorised into five priority levels to assist East Gippsland Shire with how to best manage their resources to achieve the primary objectives of the Car Parking Strategy.

Contact us

East Gippsland Shire Council

Telephone

Residents' Information Line: 1300 555 886 (business hours)

Citizen Service Centre: (03) 5153 9500 (business hours)

National Relay Service: 133 677

Post

East Gippsland Shire Council, PO Box 1618

Bairnsdale 3875 Australia

Fax (03) 5153 9576

Web www.eastgippsland.vic.gov.au

Email feedback@egipps.vic.gov.au

In person

Bairnsdale: 273 Main Street

Lakes Entrance: 18 Mechanics Street

Mallacoota: 70 Maurice Avenue

Omeo: 179 Day Avenue

Orbost: 1 Ruskin Street

Paynesville: 55 The Esplanade

Outreach Centres

Bendoc Outreach Centre - 18 Dowling Street

Buchan Resource Centre - 6 Centre Road

Cann River Community Centre - Princes Highway