Improve the car parking in and around the CBD, reinforcing efficient car parking areas which do not clog up CBD streets with traffic and that make getting around the CBD on foot easier.

The key opportunities to improve CBD car parking are:

- create a CBD wide car parking approach that emphasises longer stay parking around the periphery of the CBD and well located, multi-level parking within the CBD
- ensure there is sufficient short and long stay car parking within the CBD that does not detract from the activity, vibrancy and people friendliness of the city centre
- connect car parks to surrounding areas with efficient, comfortable and safe footpaths
- make parking easy to access to reduce the time taken searching for available parks
- change the local perception that CBD parking is limited
- minimise the visual impact of large areas of car parking within the city centre

We don’t need more parking in Wangaratta, there is that much parking already.
HOW IT COULD WORK

Encourage longer stay parking around the periphery of the CBD:
- in the north east of the CBD - Bickerton Street car park adjacent to Apex Park
- in the north west of the CBD - Templeton Street, north of Ovens Street
- to the west of the CBD - Norton Street and the surplus VicTrack land

Encourage all day parking in well located, multi-level parking within the CBD:
- improve the connection and signage to the existing Co-Store multi-level car park off Victoria Parade
- make parking areas safer to use by connecting them to shopping areas with pedestrian crossings

Start the transformation process of reinforcing the CBD as a place for people, where pedestrian and cycling movement is prioritised over car movements by:
- ensuring there are footpaths that provide a safe, easy, interesting and efficient connection between the CBD and longer stay car parking areas
- communicating the CBD approach to car parking is to provide adequate car parks that are well located with good access to city shops and businesses
- reclaiming the extensive areas of at-grade car parking for a use that contributes to the activity of the city
- reduce the visual impact of existing at-grade car parking in areas where higher and better uses contributing to the activity of the city are encouraged, such as Sydney Beaches, Ford Street and the interface with Merriwa Park and Murphy Street
- soften parking areas by increasing street trees and low-level plantings

PRIORITY FOCUS AREAS

- removal of car parking in Sydney Beaches to support its revitalisation
- reinforce the Bickerton Street car park adjacent to Apex Park as the all day parking area for the north eastern area of the CBD (this car park is well located to encourage people to park and walk across the Apex Park footbridge into the CBD and the Apex Park Concept formalises a new footpath along this route to support this use)
- encourage all day parking in Templeton Street [north of Ovens Street] where people can walk through the King George V Gardens into the CBD
- improve signage and wayfinding for access into the existing Co-Store multi-level car park off Victoria Parade
- encourage people to park in the Co-Store by creating a more interesting pedestrian experience (there are opportunities to integrate dynamic artworks into the journey between the car park and along Victoria Parade)
- reconfigure the on-street parking environment along Norton Street to allow for generous footpath zones, verges and street trees for shade, and easy access between the train station and Norton Street
- reclaim selected on-street car parks within the key pedestrian and shopping streets to allow for improved footpath works, outdoor seating and café dining areas, street furniture and additional pedestrian crossings [give priority to Murphy, Reid, Ovens, Ford and Faithfull Streets]
- investigate the use of VicTrack land on the north western side of the railway line for car parking areas for:
  - increased arts and cultural uses within the Goods Shed and other nearby buildings or spaces
  - all day or long stay parking for the hospital, its staff and visitors, with easy pedestrian access to the health precinct
  - plan for increased public car parking in the riverside precinct

ECONOMIC AND COMMUNITY BENEFITS
- releases key sites within the CBD from lower level parking uses to be renewed or redeveloped
- releases key public spaces currently dominated by parking to create more active, engaging and inviting places for people within the city centre

CHALLENGES
- challenging community perceptions about car parking availability
- ensuring there is awareness of the number of off-street car parks available and changing behaviours to use underutilised parking, such as the Co-Store car park
- challenging community perceptions around using surrounding parks as all day parking areas

REFERENCES

The recommendations of this concept should be implemented according to the design guidance outlined in the Streetscape Style Guide.

This concept supports the following Big Ideas:
- Improve streetscapes to make CBD streets lovely places for people
- Increase shade & comfort by greening the CBD
- Embed art in CBD public spaces, walls & streets

This concept helps to deliver the reference within the CAA Future Planning Report [Aug 2013] to issues raised in the Movement and Access theme.