



**CITY OF  
PARRAMATTA**

# **Draft Parramatta CBD Parking Strategy**

**Key Findings and  
Engagement  
Evaluation  
Report**

**September 2021**

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# 1. Introduction

City of Parramatta community members and stakeholders were invited to provide feedback on the Draft Parramatta CBD Parking Strategy ("Parking Strategy") which was endorsed by Council for public exhibition.

The purpose of community engagement was to:

- Inform key stakeholders, including businesses located in the Parramatta CBD, and the community about the proposed strategy for the Parramatta CBD car parks
- Invite comments and feedback on the strategy
- Use the feedback from consultation to determine if the strategy requires additional investigations and refinements
- Promote extra capacity and benefits of alternate multi-level car parks in the CBD
- Raise awareness about the need for a parking strategy and benefits/implications of the proposal



Public exhibition took place from **9am Monday 23 August 2021 to 5pm Wednesday 22 September 2021**.

The community was able to provide feedback via an online survey accessed through Council's engagement portal, 'Participate Parramatta' [participate.cityofparramatta.nsw.gov.au/](https://participate.cityofparramatta.nsw.gov.au/); as well as via written correspondence and email.

*It is important to note that this consultation took place throughout the COVID-19 outbreak. While the response rate was still quite strong, the government restrictions that were introduced which discouraged face-to-face consultations and the situation more generally, may have had an impact on overall engagement numbers.*

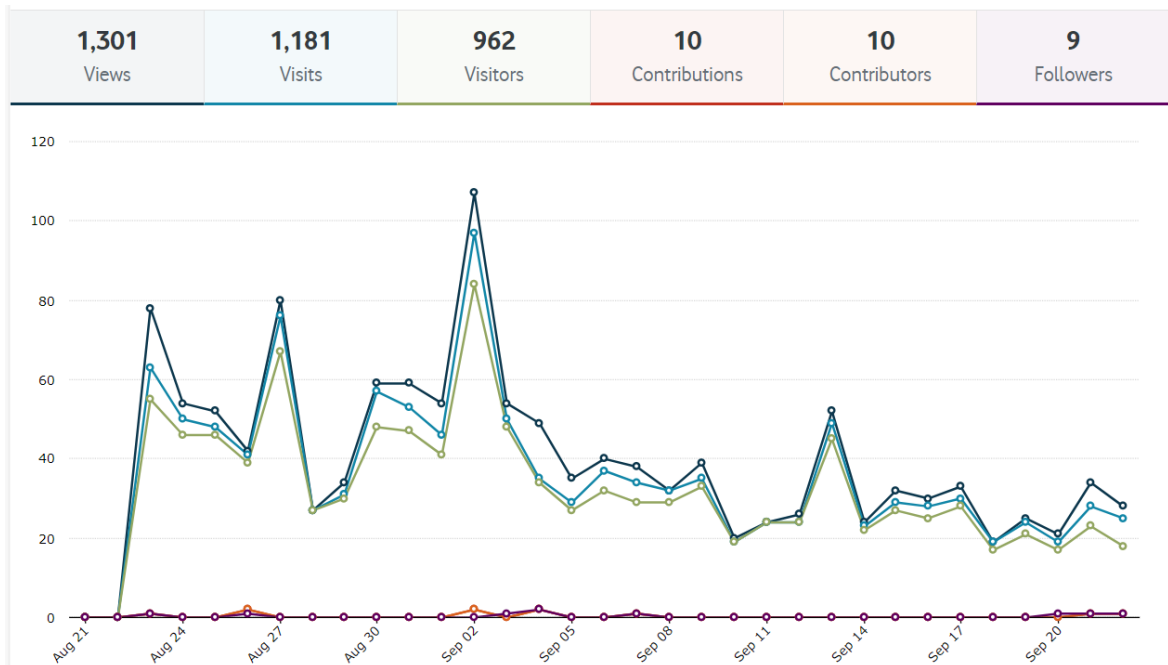
## Key Findings

This Key Findings Report collates and summarises submissions received during the period the Strategy was open for comment.

### Participate Parramatta Engagement Portal Statistics

The Draft Parramatta CBD Parking Strategy exhibition page on Participate Parramatta was **viewed 1,301 times** during the consultation period by **962 visitors**.

Strategy documents were **downloaded 264 times**, and **ten (10) contributors** used the **online survey** tool to provide feedback.



## 2. Executive Summary

From **9am Monday 23 August 2021 to 5pm Wednesday 22 September 2021**, City of Parramatta Council sought stakeholder and community feedback on the Draft Parramatta CBD Parking Strategy.

Respondents were invited to view the Draft Strategy and answer a short survey about short-term, medium and long-term proposals in the strategy as well as submit additional comments and feedback.

During the consultation period, **ten (10) survey responses** were submitted via Participate Parramatta, with **nine (9) email submissions** also received. **Seven (7) written submissions** by stakeholders were attached to email.

### Summary of key findings

#### Online Survey Submissions

- When asked, "Do you agree with the short-term strategies?" seven (7) respondents agreed, and three (3) respondents disagreed.
- When asked, "Do you agree with the medium-term strategies?" six (6) respondents agreed and four (4) disagreed.
- In answer to the question "Do you agree with the long-term strategies?" six (6) respondents agreed and four (4) disagreed.

There were a further nineteen (19) comments to open-ended questions.

For more detailed information, please see **pages 7-11**.

#### Email Submissions

- Two (2) of the nine (9) email submissions were positive.
- Two (2) of the nine (9) email submissions were negative.
- Three (3) were neither positive nor negative
- Two (2) were both positive and negative

Seven email submissions provided attachments with detailed feedback on aspects of the Draft Strategy for Council to consider. To read the submissions, please see **pages 12 to 47**.

### Recommendation

Overall, there is support for Council's Draft CBD Parking Strategy with the potential for further refinement. For example, there were questions and suggestions about further provision and prioritisation of both long- and short-term parking; further articulation of park and ride options to alleviate pressure in the CBD; as well as the need for freight and meal delivery pick up and drop off zones. As such, the following feedback will help to inform the next phase of the project.

# 3. Engagement Evaluation

The information below provides a snapshot of the communications and engagement channels used to promote the feedback opportunity to the community.

Numerous channels were activated to reach as many business and community members as possible and direct them to the City of Parramatta community engagement portal [participate.cityofparramatta.nsw.gov.au/](https://participate.cityofparramatta.nsw.gov.au/).

Channels included Council’s website and Social Media pages; Participate Parramatta’s online community panel and Social Media page; E-pulse and Parramatta Business newsletters; direct correspondence to key stakeholders; and a half-page display ad in Parra News.

Overall, **approximately 183,520** people saw the opportunity to share feedback based on the data captured from the following engagement channels.

## Social media

Promoted across Council’s social media channels, including the City of Parramatta Facebook (40,319 followers) and Instagram (10,100 followers) accounts, and Participate Parramatta Facebook (6,960 followers) account.

The best performing organic post of the social campaign is featured to the right. However, the strongest results were achieved using paid social media:

Paid Social Media *	
Reach	40117
Impressions	105831
Link clicks	853
Engagements	929
Total spend	\$499.42



\* Not counted in overall reach

## Print Media

Exhibition of the Draft Strategy was published in Parra News on 24 August 2021 as part of the public exhibition.<sup>1</sup>

<sup>1</sup> Circulation figures unknown at this time

## Email

An email was sent to the Participate Parramatta Online Community Panel on Thursday, September 2, 2021 (10,228 members) and to recipients of Business News (29,800 members) and the digital version of e-Pulse (56,000 members). As shown right, email lists generated **747 of 962** visits to Participate Parramatta.

## Mailed correspondence

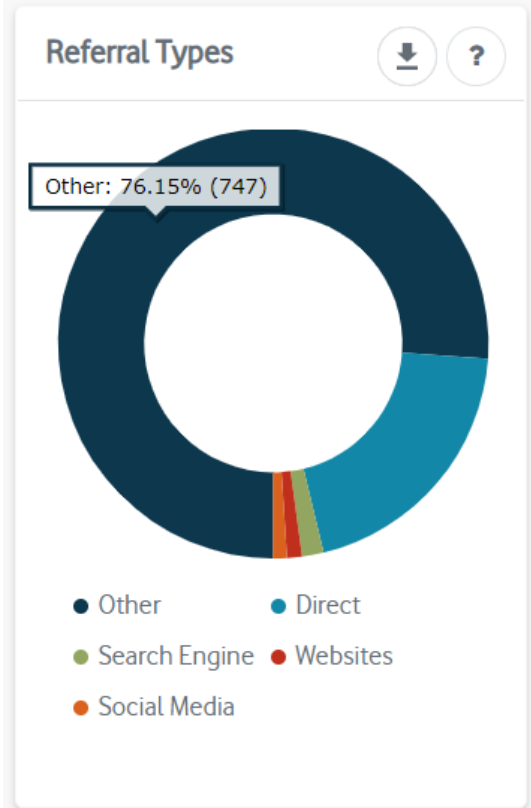
At the commencement of the consultation, 11 business, government and planning stakeholders received a letter notifying them of the public consultation period.

## Translated documents

A summary of the Draft Parramatta CBD Parking Strategy was translated into Simplified Chinese, Arabic, Hindi and Korean, alongside the full Draft Strategy.

Downloaded documents	
Chinese	15
Arabic	14
Hindi	12
Korean	15
Eng. Summary	58
Full version	150
Engagements	264

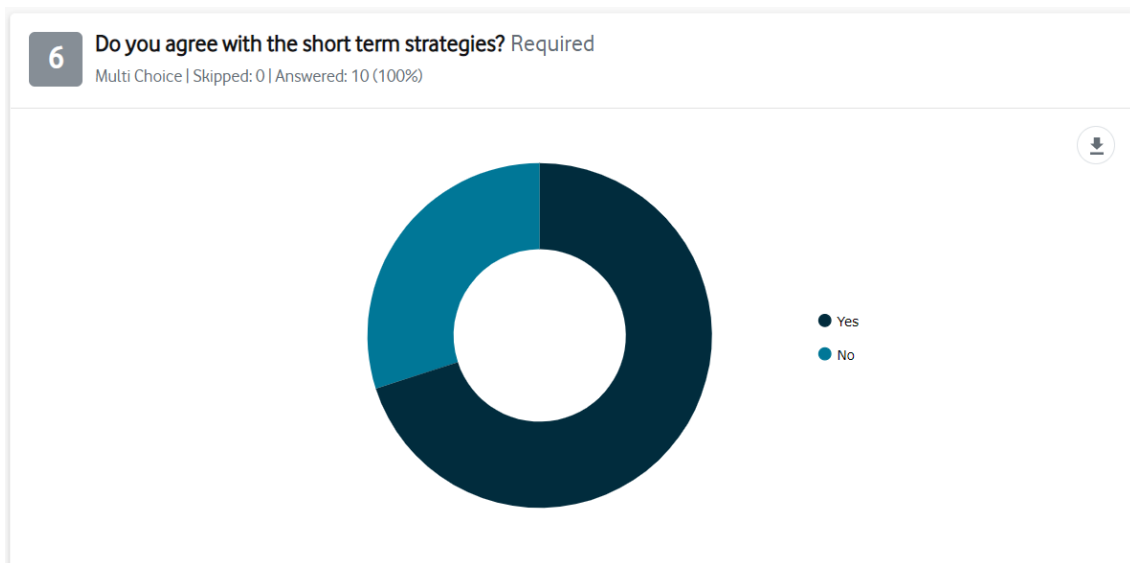
## Acquisition



# 4. Online Survey Submissions

From 9am Monday 23 August 2021 to 5pm Wednesday 22 September 2021 ten (10) **survey responses** were submitted via Participate Parramatta, the results of which are presented below. (The first five questions provided personal information).

Question 6: Seven (7) respondents agreed, and three (3) respondents disagreed with the question, "Do you agree with the short term strategies?".

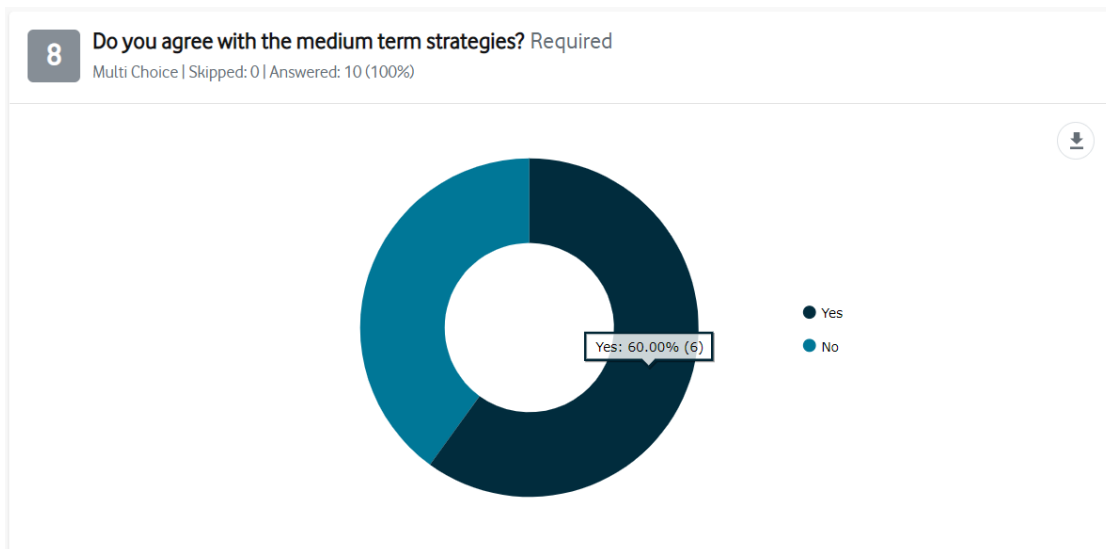


Question 7: Three (3) respondents who selected 'no' were asked to provide a long text answer.

Why not?	
Answer 1	Two major car parks have been removed. There is no short-term strategy to replace the lost spaces. The policy is full of hope but nothing concrete to overcome what is a serious problem of lack of parking spaces.
Answer 2	There is no strategy to address to provision of public transport options of bridging any gaps between car use and public transport: e.g., install parking areas outside the CBD but en route from most thoroughfares into the CBD to allow people to drive from home to a "meet area" and then take a shuttle bus into the CBD. This needs short- medium- and long-term planning.
Answer 3	I think the council should reduce the number of car parking spaces to encourage active and public transport options - i.e., walking, cycling, buses, trams, trains - and to discourage driving.



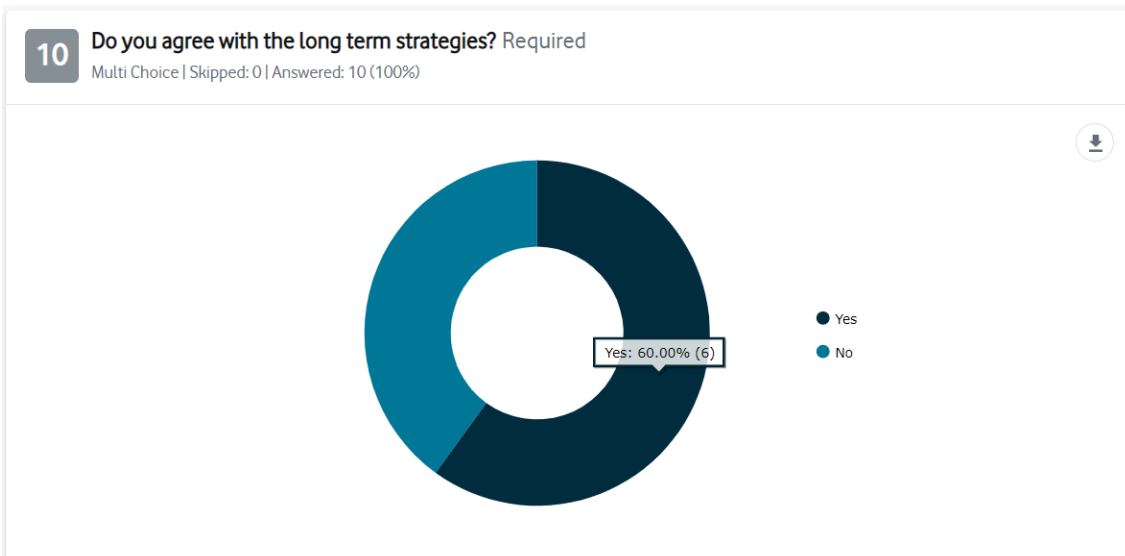
Question 8: Do you agree with the medium term strategies?



Question 9: Four (4) respondents who selected 'no' were asked to provide a long text answer.

Why not?	
Answer 1	Two major car parks have been removed. There is no strategy within the policy to replace the lost spaces.
Answer 2	There is no strategy to address to provision of public transport options of bridging any gaps between car use and public transport: e.g., install parking areas outside the CBD but en route from most thoroughfares into the CBD to allow people to drive from home to a "meet area" and then take a shuttle bus into the CBD. This needs short- medium- and long-term planning.
Answer 3	I think the council should reduce the number of car parking spaces and/or increase car parking charges to encourage active and public transport options - i.e., walking, cycling, buses, trams, trains - and to discourage driving.
Answer 4	Free parking should be available to all cbd employees. Affordable parking should be available to all visitors.

Question 10: Do you agree with the long term strategies?




**Question 11:** Four (4) respondents who selected 'no' were asked to provide a long text answer.

Why not?	
Answer 1	There is no statement as to how the lost spaces from the two removed car parks will be replaced. A feasibility study in two years is of no help to any business. I have already having problems getting people to come to Parramatta. It is easier for them to go to Sydney were there is more parking.
Answer 2	This carpark at 431 CHURCH STREET PARRAMATTA is a perfect location for a multistorey car park, because people could be fed onto new tramline in future for travel into CBD. It was also previously serviced by Hillsbus and State Transit directly along Church Street, plus the 900 free shuttle bus. It should be converted into a multi level carpark for long term parking, so people going into CBD from the north could park there, then take 900 shuttle bus or tram into CBD. This would stop people from driving into CBD causing traffic congestion. Once the land is sold, it cannot be taken, there won't be another location on the northern side of CBD for large carpark interchange.
Answer 3	There is no strategy to address to provision of public transport options of bridging any gaps between car use and public transport: e.g., install parking areas outside the CBD but en route from most thoroughfares into the CBD to allow people to drive from home to a "meet area" and then take a shuttle bus into the CBD. This needs short- medium- and long-term planning.
Answer 4	I support redeveloping the Fennell St car park as a commercial development, but I DON'T think it should include public parking - I think there should be no or very few PUBLIC parking spaces in new commercial developments, in order to discourage car use

	and to encourage active transport and public transport use. More active and public transport will make our city more liveable for the 21st century - there is now an awareness of the negative externalities of car driving - noise pollution, chemical pollution, over use of public space, road danger etc etc.
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**Question 12: Eight (8) people responded in the open comments question, Is there anything else the CBD Parking Strategy should include?**

**Is there anything else the CBD Parking Strategy should include?**

Answer 1	<p>"I do hope that capital is invested in the Parramatta Station carpark sooner rather than later.</p> <p>As a neighbour to this carpark, I find its current visual appearance terrible, with rusted unsecured bars on the facade (these are loose and move in the wind, no doubt they'll fall soon), decayed concrete, and lighting which remains on 24 hours a day (contrary to the belief that the lights have motion sensors - these do not work, see attached pic). Additionally as a neighbour we routinely see antisocial behaviour occurring on the upper levels of the carpark - it feels unsafe to us, so it must feel even more unsafe for those parking in there.</p> <p>The entire complex needs a thorough review and rectification work to make it safe, crime-free, suitable for motorists, more environmentally responsible, and ensuring it is a considerate corporate neighbour at the same time."</p> <p>[This resident provided uploaded the following image]</p> 
Answer 2	Definitely needs to focus on increasing the capacity after closing Riverbank and City Centre car parks.
Answer 3	The strategy should be one that actually addresses the lack of parking in Parramatta not to discuss issues to see what might be done. If this is what Councils thinks a policy is then Council urgently needs to replace the incompetent staff it obviously has

	at present.
Answer 4	Accessible car spaces and access to those spaces, and a mixture of small car / wider / motorcycle spaces.
Answer 5	Encourage people to park outside the CBD, and utilise the 900 shuttle bus. The 900 shuttle bus seems to be currently used by local residents as a form of cheap transport, but the route and bus stop locations do not encourage people from outside the immediate areas around CBD to use it as a form of connection into the CBD. There is a lot of potential with 900 shuttle.
Answer 6	As previously stated: the CBD parking strategy needs to address to provision of public transport options of bridging any gaps between car use and public transport: e.g., install parking areas outside the CBD but en route from most thoroughfares into the CBD to allow people to drive from home to a "meet area" and then take a shuttle bus into the CBD. This is an oversight. This could help CoP become much more sustainable and a leader amongst LGAs.
Answer 7	More parking for cyclists. More parking and safe routs for pedestrians and cyclists.
Answer 8	<p>Add in renewal kinetic energy road panels to increase renewable energy.</p> <p>Please add in adding 1000+ electric vehicle charging stations at all parking locations and make them free</p> <p>Add in LED lighting &amp; zonal audio system to each section of the road in the CBD to assist events &amp; future parades</p> <p>Color code the car parks - don't be afraid of engaging artists to paint murals and fun designs in and around each car parking space</p>

# 5. Email Submissions

Nine (9) email submissions were received during the consultation period. The content of the emails have been provided in full below for reference. The names of community members have been redacted to protect their privacy.

SUBMISSION 1	NOTES
<p><b>From:</b> XXXXXXXX &lt;XXXXXXXXXXXX@gmail.com&gt;  <b>Sent:</b> Saturday, 4 September 2021 5:11 PM  <b>To:</b> Parra Parking &lt;ParraParking@cityofparramatta.nsw.gov.au&gt;  <b>Subject:</b> Subject: Feedback on the Draft Parramatta CBD Parking Strategy</p> <p>***[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding.***</p> <p>Good afternoon.</p> <p>Is this just another wasted effort?  The under utilised Horwood Place car park behind the Roxy is closing when this was regularly full pre-pandemic. Additionally it provides better access and movement about the city than Erby Place/Eat Street or any other nearby parking stations.  Why would people catch a tram if they have to drive in anyway?  Most of the new buildings both commercial and residential do not provide adequate parking spaces within the buildings therefore you are going to have an increased number of people trying to access the same services.</p> <p>Sporting field review has just put a proposal out for increased fields but nothing about transport or parking.  If you want people to come to the c area parking needs to be easily available and affordable.</p> <p>The average person does not drive in peak hour because they enjoy it.  That will not be fair to charge people more depending on the time of day, nor is it reasonable to expect people coming in/ staying late and away from their families to avoid these additional costs.</p> <p>Currently whilst there is so much construction going on directional signage won't help due to the constant detours and changes to the route.</p> <p>Again I couldn't get the Web page to accept my details to complete online.  I suspect others would have the save problem and that would mean a reduced response rate.</p>	<p>Negative  (inadequate parking provision)</p>

**SUBMISSION 2**

**NOTES**

**From:** XXXX XXXX <XXXXX.XXXXX@transport.nsw.gov.au>  
**Sent:** Monday, 20 September 2021 12:50 PM  
**To:** Parra Parking <ParraParking@cityofparramatta.nsw.gov.au>  
**Subject:** FW: Re : Extension request

\*\*\*[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. \*\*\*

Hi there,

Would it please be possible to get a one week extension on submitting the Transport for NSW comments in relation to the Draft Parramatta CBD Parking strategy (to be submitted by COB Wednesday 29<sup>th</sup> September)? Please see the email chain below for more information.

Thank you,  
Supun

XXXXX XXXXXX  
Senior Land Use Planner  
Land Use, Network & Place Planning  
Greater Sydney

Transport for NSW  
27 Argyle Street, Parramatta NSW 2150



I acknowledge the traditional owners and custodians of the land in which I work and pay my respects to Elders past, present and future.

Neither positive nor negative

(Detailed discussion and comments: e.g. freight requirements and modal change)

30 September 2021

TfNSW Reference: SYD 14/01264/29

Mr Brett Newman  
Chief Executive Officer  
City of Parramatta Council  
P.O. Box 32  
PARRAMATTA NSW 2124

Attention: Justin Day

Dear Mr Newman,

**RE: DRAFT PARRAMATTA CBD PARKING STRATEGY (MAY, 2021)**

Transport for NSW (TfNSW) appreciates the opportunity to comment on the Draft Parramatta CBD Parking Strategy (May, 2021), as referred by Council in correspondence dated 25 August 2021.

As the Parramatta CBD grows, the strategic approach to parking needs to adapt to reflect the significant change envisaged in the Community Strategic Plan and evident through the current scale of development activity in the City. We understand that the aim of the Draft Parking Strategy is to capture the supply and demand factors arising from the Parramatta CBD's growth and the City's strategic planning objectives detailed in the *CBD Planning Proposal* and *Integrated Transport Plan*.

Parramatta is accommodating increased density and number of workers, residents and visitors, which increases travel demand to, from and within its CBD. As such, the provision of parking, including that relating to freight activities, will play a key role in how different customers will travel to and from Parramatta CBD.

Based on the 'vision and validate' approach to planning, this strategy could be used as an effective tool to define how parking can be used to facilitate a modal shift to sustainable transport alternatives, helping to reduce future parking demand.

Detailed comments by TfNSW on this draft parking strategy are provided in **Attachment A** for Council's consideration.

Should you have any questions or further enquiries in relation to this matter, Supun Perera would be pleased to assist you via email at [supun.perera@transport.nsw.gov.au](mailto:supun.perera@transport.nsw.gov.au).

Yours sincerely,



Cheramie Marsden  
**Senior Manager Strategic Land Use**  
**Land Use, Network & Place Planning, Greater Sydney**

**Attachment A: TfNSW Comments on the Draft Parramatta CBD Parking Strategy**  
(provided September 2021)

**General Comments**

**Parking Requirements in the Parramatta Development Control Plan in light of its impacts on the Greater Sydney Region Plan**

The Greater Sydney Region Plan, *A Metropolis of Three Cities* is built on a vision of three cities where most residents live within 30 minutes of their jobs, education and health facilities, services and great places.

The Central River City, which includes Parramatta, is growing substantially capitalising on its location close to the geographic centre of Greater Sydney. Unprecedented investment by Transport for NSW into public transport infrastructure and services is leading the major transformation of the Central River City. This is reciprocated through strong investment from the private sector through an abundance of new developments within public transport catchments of Parramatta Light Rail and Sydney Metro West.

The quantity of off-street car parking provided by private developments is controlled by the City of Parramatta Council both through the Parramatta Development Control Plan and Local Environment Plan, which are not referenced within this draft Parking Strategy. If not appropriately controlled at the Planning Proposal and Development Application stages, increased car parking supply generated by these new private developments have the potential to undermine both TfNSW and Council's vision for increased mode share shift from private vehicle to public transport.

Car parking rates within the Parramatta City Centre Local Environment Plan are noted as being considerably higher than those used by City of Sydney Council. If Parramatta is to truly become Greater Sydney's next CBD, then Council needs to strategically align their maximum car parking rates within their DCP and LEP to those provided by the Eastern Harbour City and in particular the reduced maximum rates of the City of Sydney Council.

Based on the above, it is recommended that the Parking Management Strategy makes reference to both the Parramatta Development Control Plan and Local Environment Plan and the need for reduced maximum rates for parking, as these documents ultimately control the quantity of off-street car parking provided in new developments within Parramatta. City of Parramatta Council should adopt the City of Sydney's approach to maximum car parking rates and categorisation methods being Land Use and Transport Integration and/or Public Transport Accessibility Level.

**Application of the Vision and Validate Approach**

The current draft lacks a clear vision of what the council wants – i.e., a city reliant on commuter / long stay parking/ public parking, or one that encourages a strong shift to other modes. It is recommended to recognise the benefits that increased transport options will provide to the area including the PLR and Metro, that parking needs to be considered in the scheme of these other transport modes.

In light of the short, medium and long term planning intent for Parramatta CBD as Sydney's second CBD, the Strategy's scope and purpose could be clarified and enhanced to more fully consider how parking within Parramatta CBD will support the overall intent and vision for the area. As such, it is considered that a key principle for the Strategy should be to define how parking can be used to facilitate strong modal shift,



noting it currently talks about 'a balanced approach to modal shift' which is unclear in its intent. Considerations in achieving this include:

- Targets for dovetailing modal shift with reducing parking from the centre of the CBD.
- Behavioural change initiatives to deter people from using private vehicles - e.g. increasing the cost to park, initiatives and perks for those who can prove they have accessed the city via active or public transport, upstream parking at commuter hubs/interchanges such as along the B-line.
- Consideration of "just in time" efficiencies.
- Safety, both road-related as well as personal safety (and understanding that empty car parks reduce CPTED effectiveness).
- Repurposing car parks for end of trip facilities and parking for bicycles, scooters and small scale delivery vans.

Moreover, it is also considered that the Strategy lacks analysis into the origins of those travelling to Parramatta (both trip distance and direction), and the types of transport infrastructure that currently serve these movements.

#### Consideration for Freight Activity

It is noted that the broader objective of this strategy is to create a vibrant centre for businesses and an increasing amount of residents. However, in general, freight and servicing activity is not sufficiently addressed. This is already a constraint, partially as a consequence of on-street changes and the DCP requirements being guidance only.

Some background statistics:

- World Economic Forum (WEF) predicts a 78% increase in urban freight activity by 2030 (January '20).
- In the 2 years since March '19 to June '21, Sydney has already recorded a 100% increase in last-mile freight activity. This makes the bold prediction from WEF look misguided.
- Recent analysis by TfNSW forecasts a 300% increase in last-mile freight activity by 2061 (from a 2021 base). Given what we have seen in the last 2 years, this is considered modest.
- The typical view of freight activity is to centres of employment. Our recent assessments highlight the growth of deliveries to residential premises. Current statistics (increasing since 2017) highlight that residential developments generate the following traffic (*we believe there is some socio-demographic variance to these figures*):
  - Freight and service movements to residential premises = 0.175 vehicles per apartment unit per day. Average dwell time = 47 minutes (including short and long dwell time activity).
  - Food bikes/motorbikes range between 0.035 and 0.23 vehicles per apartment unit per day – again influenced by socio-demographics and location. *Higher rates are found in more central apartment blocks.*
- In the short term, construction attracts a lot of workers to the city. Previous investigations (related to Parramatta Square) found that ~10% of these workers drive and park for approx. 8 hours per day. In the short term, while significant construction is in progress, this could be a drain on parking capacity as they arrive early and get the available parking.

#### Recommendations:

- As there will be significant increased CBD residential development in the future, this will drive up the parking demand for freight activities (i.e. retail deliveries to homes/people moving furniture into new apartments, etc). The Car Parking Strategy needs to be mindful of this and not compromise or undermine this increasing demand which will occur for on-street loading/unloading. The strategy may need to look into this further noting that Council intends to increase on-street metered parking.
- The Car Parking Strategy needs to be consistent with the Car Parking Objectives-Recommendations / Freight and Servicing Objectives-Recommendations within Council's Parramatta CBD Integrated Transport Plan: [https://participate.cityofparramatta.nsw.gov.au/download\\_file/1392/625](https://participate.cityofparramatta.nsw.gov.au/download_file/1392/625)
- If modal change for greater utilisation of Micrologistics solutions is the aim, then this is not a stand-alone transport solution. It necessitates (industrial/employment zone) land use solutions to support them.
- In recognition of changing trends of personal mobility and its influence on freight generation some cities (e.g. New York) are increasing the capacity of parking to support freight and servicing. Given the various growth objectives for Parramatta, it is suggested that this is considered.
- The location of loading zone provision is important. If located away from the ultimate destination of the goods/services, dwell times increase and productivity/turnover of the space is reduced.
- Recent changes to loading zone regulation enables the electronic management system of "Controlled Loading Zones" (Reg 179-1) - this could be considered in managerial approaches.
- Consider off-street solutions (related to car parks) and strengthening of DCP (preferably LEP) controls to compel developers to be self-sufficient in provision.

#### Car Parking within CBD Fringe Locations

- The Car Parking Strategy mentions several CBD fringe locations (i.e. Parramatta Leagues Club, Rose Hill Racecourse, Fennell Street – Commercial Development) as locations for future public parking. Council needs to ensure that each of these sites provides a necessary high-frequency public transport service from these sites (to and from the CBD Core) whether that be through PLR and/or Shuttle Bus Services. Consideration of the impact of vehicle trips accessing the public parking and mitigation of these also requires careful early consideration.
- Any additional street meters on the fringe areas will need to consider the small businesses that operate in these areas that may rely on parking turnover.

#### Access to Off-Street Car Parks

- Any proposed car parks should consider ingress and egress in relation to nearby traffic signals and public transport services. TfNSW cannot guarantee that the operating parameters of the SCATS traffic signal system can be adjusted to assist with movements to/from car parks.
- The SCATS system will be configured to provide the most efficient and safe management of traffic on the state road network and public transport operations. Any adjustments will only be considered if they have no negative impact on the road network or public transport services.

#### Parramatta Light Rail

- The Strategy focuses a lot on the quantities of parking supply and demand over assessing the feasibility of parking locations for access and integration with public transport. TfNSW's concern with the PLR project was the parking access

points along Macquarie Street, especially with Parramatta Square. The Strategy may need to include assessment of the parking ingress and egress impacts on the traffic network including PLR.

- The Strategy also mentions PLR in terms of factors that reduce existing parking supply and reduces future parking demand, but does not delve further. It is currently fairly high level and focused on increasing public car park usage.

### Specific Comments

#### Chapter 2 (page 3)

The draft objectives mainly include creating higher utilisation of existing parking assets and providing more parking capacity. Whilst mention has been made of encouraging mode shift, it is unclear how this objective (Objective 1) can be achieved if higher parking utilisation (and therefore private vehicle demand) is encouraged.

The objectives set out within the Strategy do not wholly align with the intentions of the Parramatta CBD *Integrated Transport Plan* such as delivering a more livable CBD, better public transport connections, and having more progressive policies to support growth.

Whilst the objectives indicate a review of best practices, both locally and internationally, it is noted that only San Francisco, Washington and Los Angeles have been included. North American cities, especially along the west coast of the USA, are traditionally car-dominant cities that have forced themselves into a feedback cycle of induced traffic demand. As a result, they have poor livability outcomes with congestion a major issue. Therefore, cities where the modal shifts have been more successful should also be included here - for example, London and Portland.

#### Strategic Response to Objective 1 (page 3)

Concern is raised about the proposed Strategic Response to Objective 1 to 'increase capacity, if required, through partnerships with owners of private parking assets where additional demand can be accommodated.' Noting that the Draft Strategy projects a surplus capacity until at least 2024, it is considered that this action could undermine the proceeding actions to achieve a modal shift away from single-occupant car travel. While ever there remains an oversupply of relatively cheap parking, car driving will remain the preferred mode of travel for most commuters, due to its relative convenience.

We suggest that the actions that contribute to an increase in the supply of parking in the Parramatta CBD, or on its fringes, be reconsidered. It should also be noted that with the commencement of Parramatta Light Rail and Sydney Metro West in coming years, car parking facilities will become increasingly redundant as increased public transport connections are provided to the area. Demand for travel into Parramatta CBD should be primarily accommodated by mode shift to these services, rather than continuing to expand parking supply.

Also, the strategy should appreciate how the profile of freight and servicing activity will change in the CBD in the future and make a sensible plan to accommodate this growth.

#### Strategic Response to Objective 2 (page 3)

Regarding the controlled loading zones, technology can now be adopted to support the management of these spaces. Various profiles can be provided that demonstrate the profile and needs of this parking activity. This can inform managerial approaches.

#### Strategic Response to Objective 3 (page 3)

Strategic Response to Objective 3 should also include exploring opportunities to convert some existing car parking spaces to secure bike cages, to encourage more efficient use of the parking asset as well as mode shift to active transport, noting the strategic locations of existing car parking assets.

Consideration should also be given to incorporating facilities into developments that support CBD freight and servicing activity. This can reduce on street reliance freeing up space for other objectives. TfNSW has access to statistics from Sydney and around the globe, and case studies that can be provided in relation to freight and servicing requirements.

#### Strategic Response to Objective 4 (page 3)

Strategic Response to Objective 4 should also include the exploration of parking management strategies that prioritise the use of car parks for those that convey multiple occupants or carpool, to encourage more efficient use of parking assets and road space.

#### Strategic Response to Objective 5 (page 4)

Strategic Response to Objective 5 could include implementing demand management concepts to smart management systems, to ensure that the increased utilisation of the parking asset helps spread demand throughout the day. The delivery of the above items can be categorised as short, medium and long term delivery actions.

Increase in utilisations can also be achieved through:

- (1) supporting more long dwell time parking; and
- (2) increasing turnover (this will lead to a considerable increase in traffic movements in the vicinity and therefore should be planned for).

Parking occupancy levels of 90% have been identified as a target without providing a rationale. Existing research indicates occupancy rates above 85% induce urban congestion as drivers circle to find car parking (Shoup D., 2004). In this case, the use of smart parking technology to direct drivers to underutilized facilities would likely offset this effect, however, this should be clarified.

#### Chapter 4, Section E (page 10)

- While the modelling notes that public transport infrastructure improvements remove some on-street parking supply, there is no recognition or analysis of the huge boost in supply of public transport capacity that these projects deliver, which negate the need for additional parking because of the opportunities they create for mode shift from car to public transport. For instance, it would be good to note the potential reduction in parking demand once Metro is operational. The supply and demand modelling note the increase in capacity created by public transport initiatives, which greatly offset any loss of parking spaces in terms of the ability for journeys to be made into the Parramatta CBD.
- To avoid an oversupply of parking in Parramatta CBD and ensuring the shift to use public transport in CBD, parking management has to be assessed carefully for every future development in the CBD.
- It is unclear how a number of factors have been derived that will affect parking supply and demand within the CBD. This includes:
  - Differentiation between parking demand for short stay and long stay users.
  - How the provision of Parramatta Light Rail will only remove 200 cars off the road network in the AM peak, especially considering the project is expected to have a ridership of 28,000 per day.

- How the increase in resident population within the CBD will increase parking demands.

Chapter 4, Section F (page 10)

Concerning the question of “What is the right amount of parking for the future?”, it is agreed that there is no singular ratio or formula to calculate the “right” amount of parking. However, this section provides an opportunity to review parking provision for retail and commercial floor spaces (and potentially employment numbers) within the CBD, and compare this with aspiration CBDs throughout Greater Sydney, nationally and internationally. This is especially pertinent in the case of developing Parramatta as Sydney’s second CBD.

The section also refers to prioritising different customers. It is unclear why commuter parking is still discussed as “important”. It should be revised to be in line with the proposed access hierarchy as seen in the ITP.

Chapter 5 (page 13)

This section discusses the supply and demand-side impacts between the years 2020 and 2024.

It is noted that a linear extrapolation has been derived for parking demand based on floor space, assumed employee occupancy and car-as-driver mode share. Chapter 4, Section d has assumed a linear extrapolation for car-as-driver mode share from 54% (2011 Census) to 51% (2016 Census) to 46% for a 2019 base case. A 46% mode share is continued into future estimates (2020 to 2024 mode years). This is not in alignment with the expected reduction in private vehicle (driver) mode share as outlined in the Parramatta CBD Integrated Transport Plan (as well as potential reductions in driving to work due to an increase in working from home in the future).

The potential increased demand for commuter parking (based on office worker increase) has not taken into account a decreasing mode share for car-as-driver in Chapter 5. Additionally, it assumes that parking demand to the number of workers is a linear relationship, and not a capacity function (where the limit of parking supply would affect travel modes).

This type of analysis provides a base for adding commuter parking in CBDs with existing (or proposed) high public and active transport access which in turn induces traffic demand, whilst detracting from the livability of a centre. Parking constrained developments in high public transport accessible locations tend to generate traffic (i.e. car-based trips) as a function of parking spaces rather than floor area, workers or employees (see TfNSW Technical Direction 2013/04a and corresponding data and analysis reports).

It is also noted that data sources are unclear for how visitor and tourist numbers have been derived, even with the table included in Chapter 15. Additional detail should be provided, including reasoning, as to how tourist and visitor numbers have been calculated for Parramatta CBD.

Chapters 6 and 7 (pages 18-21)

Chapters 6 and 7 reiterate that based on a “do-nothing” and COVID-19 scenarios, a deficit in overall parking spaces is expected by 2024. This is based on a predict-and-provide approach and again assumes that the mode share will not change as parking becomes scarcer in the future with background worker and visitor growth. This has already been noted in CBDs such as Chatswood, Sydney and North Sydney where the

scarce parking (and resultant high cost) has resulted in high public transport mode share access.

#### Chapter 9 (page 23)

The parking price structure review includes only a single source and elasticity range (from Victoria) regarding demand-price elasticity. Victoria, similar to Queensland, tends to have a higher private vehicle mode share within the CBD and centres due to historical factors including a less developed heavy commuter rail network, and lower density in the middle ring suburbs. As a result, cities such as Melbourne and Brisbane still have relatively cheap and accessible parking within the CBD area (or within walking distance) which would affect ranges. It is recommended that meta-analysis for parking-demand elasticity be reviewed to provide more context and evidence, especially in relation to the first paragraph of Page 25.

#### Chapter 10, Section f (page 29-30)

An opportunity has been developed to discuss adding commuter parking on the fringes of Parramatta CBD, including through partnership with private providers (such as Rosehill Gardens\*). Fringe site commuter car parks with shuttle bus services are often used in tourist locations and regional towns where additional commuter parking would not be feasible. However, fringe commuter parking brings with it a number of issues including increased traffic demand, and localised safety issues at parking accesses. This would also need a discussion on personal safety measures to ensure that it is readily and easily accessible to service the evening and late-night hospitality trade. In the case of James Ruse Drive, this can become a major issue during AM and PM peak hours as the corridor is often already congested and is a key north-south through link for regional traffic.

A more suitable consideration in providing better travel outcomes for commuters would be to investigate collaborating with TfNSW on analysing the origins of commuters. This can better inform the development of options further upstream to reduce traffic demand within and around Parramatta CBD, such as the development of interchange hubs as seen along the B-line in the Northern Beaches.

*\*Additional commuter parking is suggested at Rosehill Racecourse. Given that there is only one entrance to this area, this is not a feasible option and is not included in the current planning that is being done for the precinct. The intersection at James Ruse Dr / Grand Ave / Hassell Street is already congested and will not be able to take additional traffic at this intersection. On a similar note, additional commuter parking opportunities should not be provided on the outer edges or at the Leagues Club or other locations like Sydney Olympic Park, Western Sydney Uni etc.*

#### Chapter 10, Sections j and k (pages 31-33)

In Section b – last paragraph (page 27), consider changing the word 'compliment' to 'complement'.

Sections 10k and 10j discuss options to develop additional publically available parking:

- Circa 1,000 additional spaces for Eat Street MLCP through additional levels of parking.
- Multi-deck parking in tandem with commercial development for Fennell Street.

Significant amounts of parking localised to single sites will become large traffic attractors and generators during peak periods, especially if commuter parking is readily available in these structures. The impact of adding parking should be assessed on the operation of the local and wider road network.

Generally, in relation to future planned locations outside the CBD, Council should ensure that these locations are within close proximity to public transport. Parramatta LGA will be equipped with both PLR and SMW services in coming years as well as other existing transport modes currently available – connectivity of these proposed spaces to Parramatta CBD is therefore important.

#### Chapter 11 (page 34)

A number of recommendations, in line with state and local government objectives, should be reviewed including initiatives such as:

- Repurposing carparks or parts of carparks to end of trip facilities and parking for bicycles, scooters and small scale delivery vans.
- Adding or converting existing parking spaces to electric vehicle parking with free charging ports to drive electric vehicle uptake.
- Review of LEP and DCP rates to bring parking provision per worker in line with other more developed centres such as Chatswood, Macquarie Park, Sydney CBD and North Sydney. It is noted that maximum parking provision rates have not been analysed in this assessment.
- Utilisation of car parks for other purposes outside of weekdays when demand is low. Additionally, last-mile freight will be a key consideration in Parramatta as further growth occurs. Multi-level car parks provide an opportunity to consolidate and distribute last-mile freight using more efficient freight modes (examples include the Goulburn Street Car Park).
- Traffic impacts of higher car park utilisation, especially for commuters, should be considered as increased utilisation would be a consequence of more traffic generation.
- Any new carparks should be below ground or if above ground they should be counted in FSR calculations and designed so that they can be repurposed for other uses in the future.
- The proposal to progress negotiations to secure an agreement to utilise the spare parking facilities at Rosehill racecourse should be mindful of the Sydney Metro construction of the dive shaft on the Carlingford Line.

Sydney Metro would be interested in the results of the Smart Parking Tender, especially the potential for electronic/dynamic signage and its possible applications for managing parking in the Parramatta Metro Precinct.

#### Chapter 14 (page 41)

Tim Dewey has been listed as the representative for Parramatta Light Rail (PLR). This needs to be updated noting that Tim Dewey is the representative of Sydney Metro, not PLR. TfNSW nominates Maziar Neyakivi (Senior Project Manager, Parramatta Light Rail) as the representative for PLR and can be contacted via email on [Maziar.Neyakivi@transport.nsw.gov.au](mailto:Maziar.Neyakivi@transport.nsw.gov.au).

SUBMISSION 3	NOTES
<p><b>From:</b> X XXXXX &lt;XXXXXXXXXX@gmail.com&gt;  <b>Sent:</b> Friday, 3 September 2021 10:15 AM  <b>To:</b> Parra Parking &lt;ParraParking@cityofparramatta.nsw.gov.au&gt;  <b>Subject:</b> Subject: Feedback on the Draft Parramatta CBD Parking Strategy</p> <p>***[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. ***</p> <p>Hi!</p> <p>Just one idea to share: use Free Shuttle Buses to move people during major events held at Parramatta CBD!</p> <p>For example, from nearby suburbs where there are lot of car park spaces under-used during off-peak (i.e. event times)</p> <ol style="list-style-type: none"> <li>1) From Westmead station</li> <li>2) Rose Hill</li> <li>3) North Parramatta</li> <li>4) Carlingford</li> </ol> <p>etc</p> <p>Cheers!</p> <p>XXXXX XXXXXX </p>	<p>Neither positive nor negative</p> <p>(More shuttle buses from suburbs)</p>

SUBMISSION 4	NOTES
<p><b>From:</b> Chamber President &lt;President@Parramattachamber.com.au&gt;  <b>Sent:</b> Wednesday, 22 September 2021 7:25 AM  <b>To:</b> Parra Parking &lt;ParraParking@cityofparramatta.nsw.gov.au&gt;  <b>Cc:</b> Chamber President &lt;President@Parramattachamber.com.au&gt;; XXXXXX@parramattachamber.com.au  <b>Subject:</b> Submission re Parking Strategy.....</p> <p>***[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. ***</p> <p>Hi,</p> <p>Please see attached comments on the Parking Strategy</p> <p>Thanks</p> <p>XXXX XXXXXX   President   Parramatta Chamber of Commerce  📞 9635 0022   ✉️ <a href="mailto:president@parramattachamber.com.au">president@parramattachamber.com.au</a></p>	<p>Both negative and positive</p> <p>(Priorities: access from north &amp; south; prioritise short visits to professional services; preserve remaining carparks)</p>





22 September 2021

Project Team – Draft Parramatta CBD Car Parking Strategy  
Feedback on the Draft Parramatta CBD Parking Strategy  
PO Box 32, Parramatta NSW 2124

Dear Madam/Sir,

The Parramatta Chamber of Commerce has represented the interests of the business community in Parramatta for more than 100 years. Over the years, the issue of sufficient parking has been a perennial concern.

Generally, the Chamber supports the improvements being made to public transport provision and accepts that long term most people entering and leaving the city will need to be commuting via public transport.

However, there are key issues that need to be addressed as a matter of urgency, namely:

- A model of the ½ hour city should be adopted for Parramatta so that we can properly plan and review our transport systems. It should be noted that it already takes greater than 1 hour for many commuters in Parramatta to enter or leave the city and they are within 10 km of the city to the north or the south. Much of the current infrastructure work will exacerbate this.
- An underground heavy rail line should be prioritised north/south through Parramatta so that workers, customers and visitors from our suburbs can access the city.
- Maintaining Parramatta as a professional services centre should be elevated as a primary objective, otherwise we will lose our edge as a place of accountants, medical, legal, financial and education services.

---

**PH: (02) 9635 0022**

PO Box 139 Parramatta 2124

Ground Floor 35 Smith Street, Parramatta NSW 2150

[info@parramattachamber.com.au](mailto:info@parramattachamber.com.au)

[parramattachamber.com.au](http://parramattachamber.com.au)



- Light rail should be linked better into heavy rail routes north and south of the city. Currently the plans are that it will connect at three points along the east west line: only reinforcing the connection to Sydney. It seems that the hubs and spokes model adopted by planners is still about Sydney and not about the central city of Parramatta.
- The council appears to see our carparks as a hindrance rather than as infrastructure and we believe they should not be so eager to pull these down before sufficient public systems can be put in place. We remind Councillors that they were built with rate payer money, and we believe they have value.
- The Chamber is also interested to learn more about future investment in technologies and how they will be adopted into Parramatta's innovative landscape with Autonomous vehicles. Does the current strategy cater for long term vision of driverless cars and robotic cars that would change the future and impacts of CBD parking?

In summary, the Chamber strongly believes that Parramatta should not just be a commuter suburb of Sydney and our transport system should reflect this.

Yours sincerely

A handwritten signature in black ink, appearing to read "Luke Magee", is written over a light blue wavy line.

Luke Magee  
President  
Parramatta Chamber of Commerce

---

**PH: (02) 9635 0022**  
PO Box 139 Parramatta 2124  
Ground Floor 35 Smith Street, Parramatta NSW 2150  
[info@parramattachamber.com.au](mailto:info@parramattachamber.com.au)  
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**SUBMISSION 5**

**NOTES**

**From:** XXXXXXXX XXXXXXXX <XXXXXXXXXX@designcollaborative.com.au>  
**Sent:** Monday, 20 September 2021 1:16 PM  
**To:** Parra Parking <ParraParking@cityofparramatta.nsw.gov.au>  
**Cc:** XXXXXXXX XXXXXXXX <XXXXXXXXXX@deerubbin.org.au>; XXXXX XXXXXX <XXXXXXXXXXXX@designcollaborative.com.au>; XXXXX XXXXXXXX <XXXXXXXXXX@deerubbin.org.au>; XXXXXX XXXXXXXX <XXXXXXXX@kimaka.com.au>  
**Subject:** Feedback on the Draft Parramatta CBD Parking Strategy

**\*\*\*[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. \*\*\***

Good afternoon,

We act on behalf of the Deerubbin Local Aboriginal Land Council (*the DLALC*), the owner and operators of the Parramatta Gaol and surrounding lands, located at 73A and 73B O'Connell Street, North Parramatta. Please find attached letter which serves as the DLALC's response to the City of Parramatta Council's *Parramatta CBD Parking Strategy*.

Should you have any questions, please do not hesitate to contact us to discuss.

Kind Regards,



**XXXXXXXXXX XXXXXXXX**  
**Design Collaborative**  
**Town Planning and Liquor Licensing Consultants**  
Suite 304/105 Pitt St, Sydney NSW 2000  
Tel: (02) 9262 3200

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. The content and opinions contained in this email are not able to be copied or sent to any other recipient without the author's permission. If you have received this email in error please contact the sender.

Positive  
  
(Priority:  
Aligning  
with Parra  
Gaol  
change of  
use)



## DESIGN COLLABORATIVE Pty Limited

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David Rippingill  
BEP (WSU)  
Juris Doctor (UNE)

RPIA

### Consultant

G W Smith  
BSurv (QLD)  
MCP (MIT)  
MPIA (Life Fellow)  
MIS Aust  
MRPI  
FAP1

20 September 2021  
Ref: 140415.21L

City of Parramatta Council  
By email: [parraparking@cityofparramatta.nsw.gov.au](mailto:parraparking@cityofparramatta.nsw.gov.au)

RE: Parramatta CBD Parking Strategy

### Introduction

We act on behalf of the Deerubbin Local Aboriginal Land Council (*the DLALC*), the owner and operators of the Parramatta Gaol (*the Gaol*) and surrounding lands, located at 73A and 73B O'Connell Street, North Parramatta (*the Subject Site*). This letter serves as the DLALC's response to the City of Parramatta Council's *Parramatta CBD Parking Strategy (the Strategy)*.

Presently, Council is in receipt of Development Application DA/604/2021 (*the Application*). The Application proposes a change of use to the former Gaol from a correctional facility to a **community facility** with supporting community activities and works. The Application its notification is currently being assessed by Council.

Overall, the DLALC supports the Strategy and the short, medium and long term actions. The following actions are relevant to the strategic planning and development of the Subject Site, including the Application:

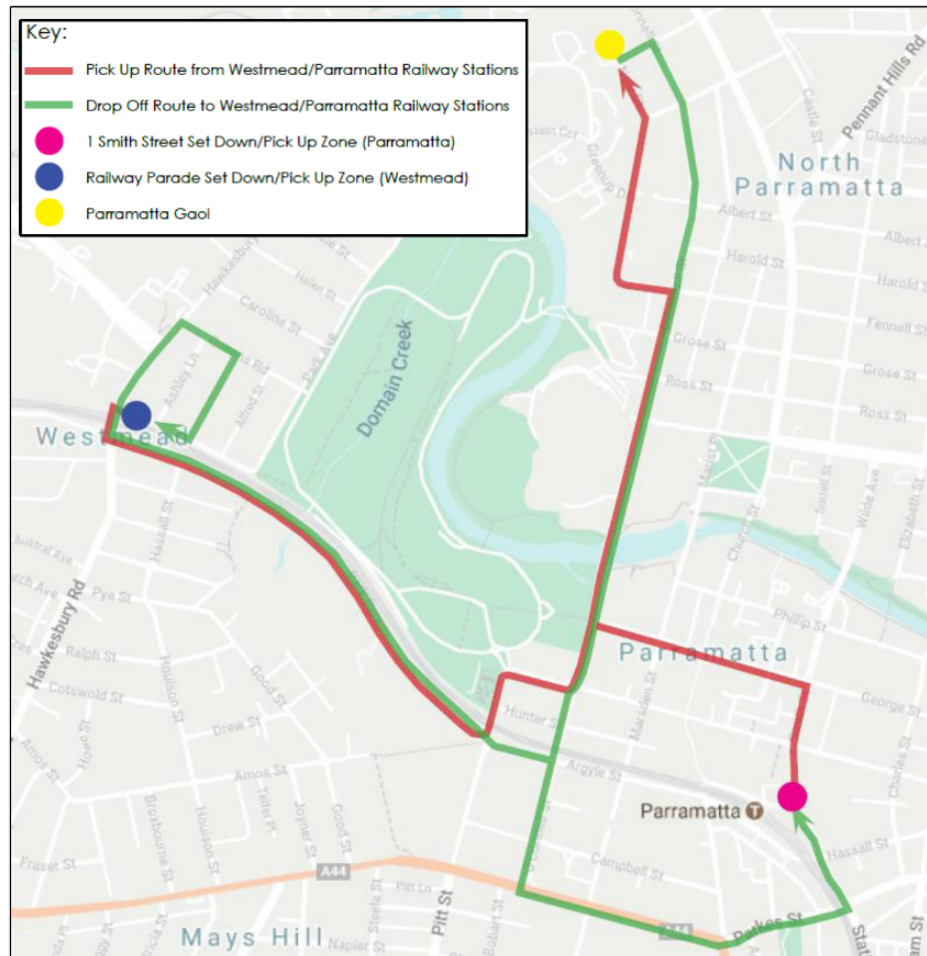
- *Replace and update CBD directional parking signage to make it easier for visitors to find parking.*
- *Progress discussions with key private parking owners to identify any spare parking capacity that could be used as an overflow option; and investigate secondary sites outside of the CBD that could provide supplementary parking.*
- *Increase, with a staged approach, on-street metered parking on the City fringe to create additional all day parking capacity*
- *Develop a feasibility study for the redevelopment of the former Fennell Street car park site as a commercial development that includes public parking.*

Details on the relevance of these actions with the Subject Site are provided below. Recommendations are also included that will improve delivery of the Strategy in response to the strategic and future development of the Subject Site.

Short Term Actions

- Replace and update CBD directional parking signage to make it easier for visitors to find parking.

To alleviate parking demand and assist with transportation, the Application proposes the provision of a shuttle bus service from the Gaol to Westmead Railway Station and Parramatta Railway Station. The route and pick up/drop off areas for the shuttle bus are shown in **Figure 1** below.



**Figure 1** - Proposed Parramatta Gaol shuttle bus route and pick up/drop off areas (Design Collaborative; June 2021)

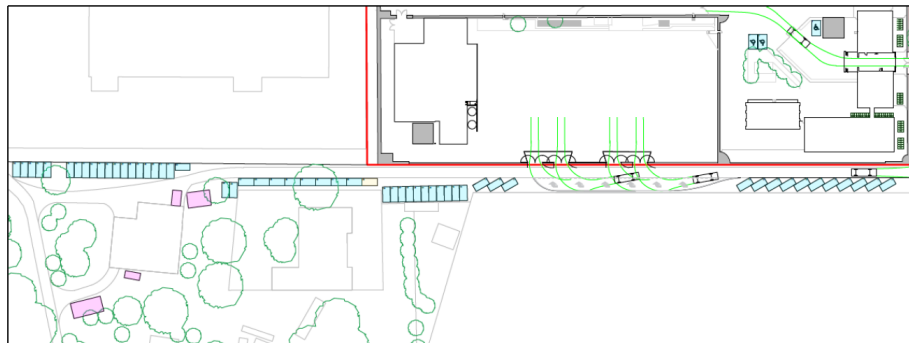
The proposed pick up/drop off location in the Parramatta CBD is an existing P5 – 5 minute and bus zone located at 1 Smith Street.

The DLALC support improvements on directional signage in the CBD that may assist in identifying additional short term parking locations that can be utilised by the proposed shuttle bus service. Improvements on signage will assist the establishment of the shuttle bus service which will provide transport for attendees of events held at the Gaol including markets and concerts.

Further to this, we recommend that Council consider improving directional signage to pick up/drop off locations for pedestrians. This will help reduce congestion in these short term parking areas by waiting cars and allow attendees for events at the Gaol to easily identify the pick up/drop off area used by shuttle service.

- *Progress discussions with key private parking owners to identify any spare parking capacity that could be used as an overflow option; and investigate secondary sites outside of the CBD that could provide supplementary parking.*

The Application proposes the provision of informal parking bays on the Subject Site to facilitate the change of use of the Gaol. **Figure 2** below shows the location of these parking areas.



**Figure 2** - Proposed Parramatta Gaol informal parking areas (Design Collaborative; February 2021)

The Application proposes a total of 55 informal parking spaces (blue), 3 formal disability parking spaces inside the Gaol and 1 informal car share space (yellow).

In addition to the informal parking areas that serve the Gaol's change of use, informal parking areas (magenta) are also proposed for the change of use of an existing warehouse building to an art gallery on the Subject Site.

The DLALC supports discussions with Council on utilising the proposed informal parking areas on the Subject Site as a supplementary option for overflow parking. This could benefit events held in the Parramatta CBD at locations such as Parramatta Park, Bankwest Stadium and Prince Alfred Square. Additionally, the use of the Subject Site for supplementary parking can benefit events that are held at the Gaol in collaboration with Council and the wider precinct.

The proposed shuttle bus service between the Gaol and the Parramatta CBD could be further developed in collaboration with Council for pedestrians using the Subject Site for supplementary parking. The DLALC is open for discussions with Council regarding this potential collaboration.

Notwithstanding the proposed shuttle bus service, the DLALC also recommends further discussion with Council on strategies that would improve connections between the Subject Site and the Parramatta CBD. **Figure 3** below shows potential public domain improvements that can assist with the use of the Subject Site for supplementary parking.



**Figure 3** – Potential improvements to public domain to assist with the use of the Subject Site for supplementary parking for the Parramatta CBD (Source: NearMap)

The potential public domain improvements are detailed below:

1. Improving vehicular access connections between the Subject Site and Dunlop Street;
2. Upgrading footpaths along New Street and Fleet Street to improve pedestrian accessibility to the Parramatta CBD and the Cumberland Hospital Light Rail Stop;
3. Conversion of Northcote Lane into a safe, through-site link for pedestrians; and,

4. Developing a potential link between Buttons Bridge and Eels Place for connection to Parramatta Park.

Through these public domain improvements and establishment of through-site links, pedestrian accessibility and safety will be enhanced between the Subject Site as a supplementary parking option and the Parramatta CBD. The DLALC will also benefit from these improvements by improving the access for attendees of events at the Gaol including those held in collaboration with Council.

#### Medium Term Actions

- *Increase, with a staged approach, on-street metered parking on the City fringe to create additional all day parking capacity.*

As stated earlier, the Application proposes a change of use from a correctional facility to a community facility with supporting community activities such as events with a capacity of up to 2000 persons. The Subject Site is conveniently located near various public transport options and pedestrian and cycle networks. While the Application proposes the provision of informal parking spaces, on-street parking facilities are likely to also be used by those that attend events at the Gaol.

The DLALC supports the medium term action for on-street metered parking for additional all day parking capacity however does recommend Council consider the implications of metered parking on the surrounding streets near the Subject Site. The DLALC recommend that Council consider potential short term and pick-up/drop-off areas near the Gaol to allow for ride share services to collect passengers. The DLALC also recommend consideration be given as to the timing for metered parking areas on streets near the Subject Site so that they correlate with the proposed events as part of the change of use.

#### Long Term Actions

- *Develop a feasibility study for the redevelopment of the former Fennell Street car park site as a commercial development that includes public parking.*

The DLALC supports the long term action to develop the former Fennell Street car park site as a commercial development with public parking. **Figure 4** below shows the proximity of the Fennell Street site to the Subject Site.





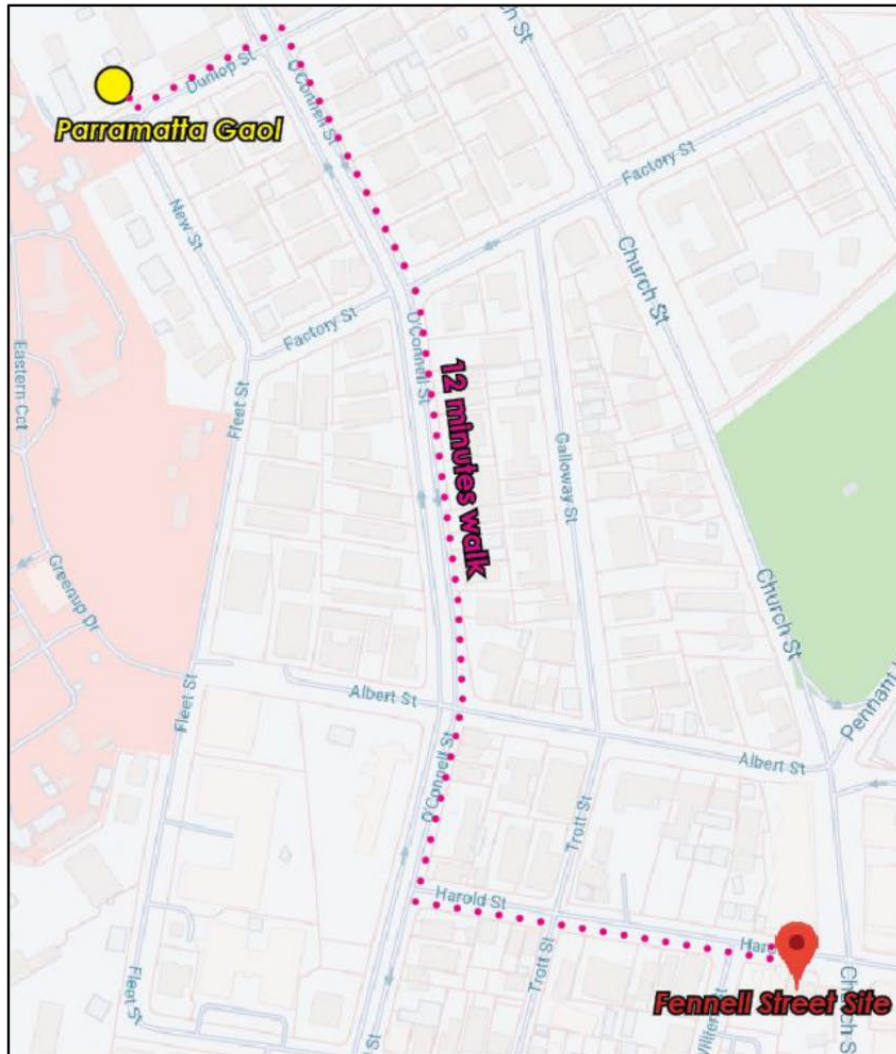


Figure 4 – Location of the former Fennell Street car parking site in relation to the Gaol (Source: SnazzyMaps)

The former Fennell Street car park site is located approximately 12 minutes walk from the Subject Site. The development of this site for public parking will assist in the parking demand for events held at the Gaol as part of the Application.

To assist with facilitating the use of the Fennell Street site for car parking for events associated with the Gaol, we request Council to review public domain improvements that would improve pedestrian connectivity between both sites. Additionally, the DLALC request Council to review other potential sites near the Gaol that could be developed with the provision of public parking to assist with the operation of the proposed community facility.

### Conclusion

In conclusion:

- The DLALC support the City of Parramatta Council's short, medium and long term actions under the *Parramatta CBD Parking Strategy*. The relevant actions will assist in the proposed change of use of the Gaol to a community facility with related community activities such as markets and concerts.
- The DLALC recommend additional improvements to parking signage in the CBD that would allow easier access for the proposed shuttle bus services to the Gaol including signage for pedestrians to be directed to relevant pick up/drop off areas. The DLALC is also open to collaboration with Council on further developing the shuttle bus service to allow for transport of pedestrians to the Subject Site as a supplementary parking option.
- Public domain improvements are recommended for the use of the Subject Site as a supplementary parking option for the Parramatta CBD. These improvements will assist in the use of the Subject Site as a supplementary parking option by upgrading vehicle access from Dunlop Street, footpath upgrades on New Street and Fleet Street, the conversion of the Northcote Lane for a through-site link and establishing a pedestrian link between Parramatta Park and Eels Place.
- The DLALC supports the medium term action for on-street metered parking for additional all day parking capacity. The DLALC recommends Council consider the implications of metered parking on the surrounding streets near the Subject Site. This may include potential short term and pick up/drop off areas near the Gaol and timing for metered parking areas on streets near the Subject Site that correlate with the events proposed to be held at the community facility.
- The DLALC supports the long term action to develop the former Fennell Street car park site for public parking which can assist in the parking demand for events held at the Gaol as part of the Application. The DLALC also request Council to review public domain improvements between the Fennell Street site and the Subject Site as a way of assisting pedestrian connectivity between the sites.

Should you have any questions, please do not hesitate to contact the writer.

Yours sincerely,

DESIGN COLLABORATIVE



James Lidis

Managing Director



Design Collaborative | 304/105 Pitt Street, Sydney NSW 2000

**SUBMISSION 6**

**NOTES**

**From:** XXXXXXX XXXX <X.XXXX@coronation.com.au>  
**Sent:** Thursday, 23 September 2021 11:23 AM  
**To:** Parra Parking <ParraParking@cityofparramatta.nsw.gov.au>  
**Subject:** Submission to Parramatta CBD Parking Strategy  
|

**\*\*\*[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. \*\*\***

To Parramatta Project Team,

Please see the attached submission relating to Draft Parramatta CBD Car Parking Strategy. If you require any clarification to the content of this submission, please do not hesitate to contact me on the number below.

Regards,

**XXXXXXXX XXXX**  
**ASSISTANT DEVELOPMENT MANAGER**



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Negative  
  
(Priority:  
Address  
the loss of  
long stay  
commuter  
parking)



19 September 2021

Mr. Brett Newman  
Chief Executive Officer  
City of Parramatta  
126 Church Street  
Parramatta  
NSW 2150

**RE: Submission to the Draft Parramatta CBD Parking Strategy**

Dear Brett,

Coronation welcomes the opportunity to prepare a written submission to the Draft Parramatta CBD Parking Strategy ('the Strategy') that is currently on public exhibition between the dates of the 23 August 2021 to the 22 September 2021. Coronation are the project developers for a number of city-shaping projects within the Parramatta CBD including '8 Phillips Street', a 56 storey mixed use tower comprising 314 residential apartments and 253 hotel/serviced apartments at 2-10 Phillips Street, Parramatta and 'Charlie Parker', a 22 storey mixed use development consisting of 102 residential apartments at 122A Parkes Street, Harris Park – both of which are currently under construction.

In review of the Draft Parramatta CBD Parking Strategy, Coronation commends the objectives of this strategy in taking a 'whole of CBD' approach to guide the future supply and demand of car parking within the Parramatta CBD. The strategy provides clear short-, medium- and long-term directions on the distribution of car parking and the availability of future supply up to 2024. However, there are genuine concerns that the strategy does not adequately address or consider the availability of long-stay commuter car parking within the Parramatta CBD. The Strategy exacerbates these concerns by further reducing the publicly available 540 long stay car spaces within the Eat Street Car Park over the course of the next 12 months.

***Reduction in the quantum of long stay commuter public car parking***

The Strategy anticipates the removal of up to 1,523 long stay car parking spaces as a result of closures of multi-level car parks over the short term. This includes closure of the Fennell Street car park (121 spaces); closure of the Riverbank multi-deck car park (596 spaces), closure of the City Centre Multi Deck car park (805 spaces) and removal of up to 400 on-street car parking spaces (as a result of the Parramatta Light Rail) which provides a mixture of short and long-term car parking spaces.

The Strategy also proposes to convert the Eat Street car park to short-stay car parking spaces only and effectively removes a further 560 long stay car parking spaces. The closure of a number of multi-level car parks and the removal of long stay car spaces within the Eat Street car park will remove up to 2,483 long-stay car parking within the Parramatta CBD. Whilst the Strategy seeks to reintroduce a total of 795 car spaces with the opening of no. 189 Macquarie Street and 3 Parramatta Square, this leaves a significant shortfall of up to 1,688 of available long stay commuter car parking spaces within the Parramatta CBD over the short-to-medium term.

***Increase demand for car parking spaces***

The Strategy also identifies greater take up rates of long stay car parking spaces over the long term

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(+24months). The Parramatta CBD is expected to increase to a total of 1,149,879sqm of commercial office gross floor area and a worker population of 72,380 workers in 2024. In a post-Covid-19 scenario (assumed 70% office vacancy rate), it is anticipated that more than 33,589 CBD workers will commute to the Parramatta CBD by car per day with a large percentage of workers relying upon the use of long-stay car parking. This model forecasts an increase in private vehicle usage in commuting to the CBD and reduction in public transport usage as a method of travel. Tourism-related and general weekday daytime visitations will add a further 9,391 trips per day (albeit rely mostly on short-stay car spaces) with a total driving population of 38,600 to the Parramatta CBD per person, per day.

The car parking model adopted within the Strategy points to long term impacts to the availability of car parking. By 2024, it is expected that whilst an additional 2,797 car spaces will be introduced through a cumulative increase in commercial office car parking and public car parking this is well below the anticipated demand for carparking within the CBD at 5,757 spaces. This leaves a long-term shortfall of 2,960 car spaces within the Parramatta CBD (based on the post-covid-19 scenario) and will worsen beyond 2024. In considering CBD workers make up approximately 80% of the total driving population this translates to a large deficit in the availability of long stay car parking spaces let alone publicly available long stay car parking spaces.

The Strategy also does not acknowledge other user groups that would utilise long stay public car parking spaces. For example, tertiary students are not identified as a user group that contributes to car parking demand even with almost 60,000sqm of educational floor space across three Western Sydney University campuses within the Parramatta CBD. Transitory workers including construction and trade workers are also not taken into account in light of the extensive amount of building and infrastructure work that is occurring on a day-to-day basis within the Parramatta CBD.

#### **Conversion of Eat Street Car Park**

There is little justification to support the removal of long stay commuter car parking within the Eat Street car park. Although the Strategy outlines that 72% of its weekday usage is short stay visitor car parking there is no indication when these car spaces are utilised or evidence to suggest that it cannot work in tandem with long stay car parking. Better utilisation of the car park could see increased car parking take up for long stay commuter car parking during traditional business hours and short-term visitor car parking to support the growing night-time economy including food and beverage and restaurants within the immediate surrounds outside of business hours. Vacancies for long stay car parking during business hours can be replaced with short stay visitor car parking. Appropriate parking pricing mechanisms can also be applied to provide an equitable balance between the use of long and short stay car parking within the Eat Street car park.

The Strategy also outlines that any shortfall of long stay commuter car parking can be accommodated within both Justice Street and Parramatta Station multi-level car parks. However, this statement appears to be short-sighted as the Strategy acknowledges a long-term shortfall in the availability of public and private car parking spaces within the CBD in a post Covid-19 scenario. Subsequently there is a need to retain as much of the existing supply of long stay commuter car parking as reasonably possible to address growing car parking demands within the CBD.

In summary, Coronation supports the objectives of the Parramatta CBD Parking Strategy. However, the strategic response to prioritise short stay car parking above long stay car parking lacks adequate justification. Removal of long stay car parking will impact the availability for car parking for CBD workers as well as students – whom are the greatest user of car parking within the Parramatta CBD. Greater consideration should be given on better utilising the Eat Street car park for both long stay commuter as well as short stay visitor car parking to support the growing worker community within the Parramatta



CBD.

If you require any further clarification around this submission, please do not hesitate to contact Aras Labutis by email at [al@coronation.com.au](mailto:al@coronation.com.au) or Matthew Choi by email at [m.choi@coronation.com.au](mailto:m.choi@coronation.com.au) or by telephone on 0405 208 001

Yours Sincerely,

Mr. Aras Labutis  
Director of Urban Transformations

CORONATION PROPERTY CO PTY LTD  
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SUBMISSION 7	NOTES
<p><b>From:</b> XXXXX XXXXXX &lt;XXXXXX.XXXXX@businesswesternsydney.com&gt;  <b>Sent:</b> Wednesday, 22 September 2021 1:06 PM  <b>To:</b> Parra Parking &lt;ParraParking@cityofparramatta.nsw.gov.au&gt;  <b>Subject:</b> Submission - Business Western Sydney - Draft Parramatta CBD Parking Strategy</p> <p><b>***[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. ***</b></p> <p>Good afternoon,</p> <p>Please find attached a submission in response to the draft Parramatta CBD Parking Strategy from Business Western Sydney.</p> <p>Regards</p> <p><b>XXXXX XXXXXX</b>  Senior Manager - Advocacy  Business Western Sydney  0423 272 494  <a href="http://www.businesswesternsydney.com">www.businesswesternsydney.com</a>  Suite P2.01, 4 Parramatta Square, Parramatta NSW 2150</p>	<p>Positive with ten (10) proposals/ comments for consideration</p> <p>(Ride share; food pick up zones; future underground carparks; a parking operator taskforce; and others)</p>



21 September 2021

Project Team – Draft Parramatta CBD Car Parking Strategy  
City of Parramatta

Via email - [parraparking@cityofparramatta.nsw.gov.au](mailto:parraparking@cityofparramatta.nsw.gov.au)

**Re: Draft Parramatta CBD Car Parking Strategy Submission**

Business Western Sydney broadly supports the key initiatives and direction of the Draft Parramatta CBD Car Parking Strategy.

Business Western Sydney is a not-for-profit advocacy organisation representing more than 100 of the region's largest organisations in business, government and community. Our policy priorities are to encourage private and public investments that will drive economic growth, create jobs and make our communities better places to live, work, play and learn. Approximately 70% of our membership have an active presence or interest in the growth and success of Parramatta as Sydney's Central City. We are pleased to be able to provide our feedback on the draft CBD Parking Strategy.

According to a recent survey of NRMA Members, Parramatta is the second most frustrating location for parking after the Sydney CBD. It is therefore appropriate that the City of Parramatta develop and adopt this strategy to respond to the challenges of managing parking access in a growing metropolis. We commend the City of Parramatta for providing us with a briefing on this strategy and the rationale that underpins it.

Business Western Sydney has been a strong supporter of Parramatta taking its place as Sydney's Central City providing thousands of new jobs and housing for Western Sydney's growing population. Given the constrained area of the Parramatta CBD, there is a physical limitation to the number of private vehicles that can continue to enter and park in the CBD as the city continues to grow. Business Western Sydney has been a vocal advocate for greater investment in public transport in the Greater Parramatta to Olympic Peninsula (GPOP) region including Parramatta Light Rail Stage 1 and 2 and Sydney Metro West. We have also been vocal in our support for Powerhouse Parramatta which will bring millions of visitors to Parramatta each year. Understandably two of these projects, Powerhouse Parramatta and Sydney Metro West have resulted a significant reduction in parking spaces as the multilevel carparks on these two sites are demolished.

The Productivity Commission has identified that people who work part-time in an office environment are more likely to drive to work than use public transport. Working from home, at least a few days a week, is likely to be a permanent feature following the COVID-19 pandemic. According to the ITLS (2021), even after Australia emerges from the COVID-19 pandemic, 12% of Australians stated that they will no longer use public transport.

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Infrastructure Australia (2020) noted that at the end of 2020, despite low public transport use, road congestion was at near pre-COVID-19 levels. This suggests that a substitution from public transport towards road travel has occurred and may be difficult to shift back to the growth in public transport we saw before the pandemic.

In response to these issues, we broadly endorse Council's position of modernising the City's parking technology to provide real-time data to better inform the management of parking assets; improving and updating signage; increase utilisation of existing car parks; exploring opportunities and partnerships for parking sites on the edges of the city; and significantly improving the amenity and safety of the existing multi-level car parks.

We would like to put forward the following comments and suggestions for consideration in the finalisation of the CBD Parking Strategy:

- 1. CBD Parking Strategy Taskforce** – Council should consider the creation of a CBD Parking Strategy Taskforce of major car park operators in the Parramatta CBD and on the City's edges (Rosehill Gardens etc) to coordinate the response to the demand for car parking and develop a holistic response to better utilise the city's parking assets. This Taskforce would be useful to respond to the challenges of the part-time office worker that might become a permanent feature of the working environment.
- 2. Encouraging greater car share in residential communities in the CBD** – investigate and support opportunities to increase car share in the Parramatta CBD as the residential population continues to increase to manage the demand for new car parking spaces and on-street parking.
- 3. Naming conventions of car parks** – review the naming convention of major council car parks in the CBD to ensure that visitors can find them more easily. I.e. Does Justice Car Park or Eat Street Car Park provide a clear description of where the car parks are in the city or would naming the car parks after streets that they are located on (i.e. Hunter Street) support better wayfinding?
- 4. Food delivery pick up zones** – considering the increasing demand for food delivery services during the COVID-19 pandemic and the likelihood that demand will continue providing designated short-term spaces for food delivery pick up near restaurants precincts (Church Street/Eat Street) should be considered as part of the Council's parking strategy.
- 5. Expand the Pay and Park App to Parramatta** – work with the NSW Government to expand the trial of the Park'n Pay app to include the Parramatta CBD in conjunction with updating parking technology in the city.
- 6. Park & Ride on key routes into Parramatta** – partner with Transport for NSW to assess the main origin points for car travel to Parramatta from surrounding suburbs

and identify opportunities to bolster public transport connection from those areas and/or increase park and ride facilities to support transition to public transport.

7. **Bankwest Stadium Car Park** – identify opportunities to leverage the Bankwest Stadium Car Park to provide additional parking for the Parramatta CBD.
8. **Traffic Management Plan for major events at Bankwest Stadium** – possibly not within the scope of the Parramatta CBD parking strategy but road access around Bankwest Stadium on event days can be difficult and bottlenecks occur. What are the options for improving traffic flow following audience egress from the stadium?
9. **Additional underground or integrated car parking in future developments** – given the removal of several multilevel car parks in the Parramatta CBD are there longer-term opportunities to replace these spaces with new development projects for underground or integrated parking?
10. **Consideration of automated vehicles impact on parking** – electrification and automation of vehicles has the potential to significant change mobility. One potential outcome might be a reduction in the number of road vehicles in the Parramatta CBD if we shift to a car share model for automated vehicles which would require less car spaces and make some parking facilities redundant. Future use of any new car parking should be considered if they are no longer fit for purpose as car parks. The other alternative would see a significant increase in car usage if everyone owns their own automated vehicle which would make congestion worse than currently experienced.

Business Western Sydney appreciates the opportunity to comment and support the Draft Parramatta CBD Car Parking Strategy. Please contact Chris Taylor, Senior Manager -Advocacy at [chris.taylor@businesswesternsydney.com](mailto:chris.taylor@businesswesternsydney.com) if you would like to discuss this submission in further detail.

Yours sincerely



**David Borger**  
Executive Director

SUBMISSION 8

NOTES

To: Parra Parking <ParraParking@cityofparramatta.nsw.gov.au>  
Cc: XXXXXX XXXX <XXXXXXXX.XXXXX@venuesnsw.com>; XXXXXX XXXXX <XXXXXXXX.XXXXX@venuesnsw.com>; XXX XXX <XXX@nsw.venueslive.com.au>  
Subject: Feedback on the Draft Parramatta CBD Parking Strategy

\*\*\*[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. \*\*\*

Dear Sir / Madam

In response to a request regarding the Parramatta CBD Parking Strategy, please see attached for feedback from the Western Sydney (Bankwest) Stadium on behalf of Venues NSW and VenuesLive Management Services (NSW).

Contact details are below if you have any questions or require further information.

Kind regards

XXX XXXXX  
HEAD OF VENUE OPERATIONS  
+61 2 8765 2124  
+61 417 203 936  
venueslive.com.au  
Locked Bag 1999  
Sydney Olympic Park, NSW Australia 2127



Neither positive nor negative  
  
(Describes stadium capacity and recommends future increases in parking capacity and public transport use)

# Parramatta CBD Parking Strategy

## Western Sydney Stadium (Bankwest Stadium) Submission

Western Sydney Stadium – commercially known as Bankwest Stadium is located at 11-13 O’Connell Street, Parramatta and is operated by VenuesLive Management Services (NSW) Pty Ltd as Agent for the NSW Government’s venue operating authority, Venues NSW.

The Stadium is principally a venue for the conduct of mass gathering events’ and in accordance with the approved development consent issued by the State’s Planning Department in December 2019, the venue can host 65 major sporting events and 5 concerts each calendar year. This consent enables the Stadium to receive in excess of ‘one million event patrons’ each year, providing economic and social benefit to the city of Parramatta, its businesses and community.

The Stadium site incorporates a modest amount of vehicle parking within its controlled area, primarily supporting Stadium operations during event days and as a commercial car park supporting local businesses and commuter parking in addition to the on-site business activity parking on non-event days.

The car parks are situated immediately north and west of the Stadium and are both accessible via service road entry / exit points from O’Connell Street. This is an important regional road corridor located just west of the Parramatta central business district connecting the northern and southern fringes of the CBD. The onsite parking provides parking for approximately 500 vehicles including 9 mobility parking and permit compliant spaces. *Note: this excludes the Greater Sydney Parklands Trust O’Connell Street Parking Area to the south of the stadium, which is owned and operated by others.*

On non-event days, the car parks operate on a commercial basis and the current rate of charge is \$3 per hour up to a maximum of \$10 per day per vehicle. These rates compare favourably with other commercial car parks in the City of Parramatta area and provide a viable light vehicle parking option for commuters and local businesses who work in proximity to the Stadium site.

Ongoing planning and consultation with Transport for NSW, indicates that the take-up of public transport for events at the stadium is significant, but not the primary or preferred mode of transport to and from Stadium events. The reduction of vehicle parking capacities within the Parramatta CBD, is of note, given that vehicle parking in the CBD is highly sought after and often in contest by commuters attending competing events. The introduction of the Parramatta Light Rail in 2023 will provide alternative event transport options for Stadium event attendees (as well as other users) and will be a welcome addition to the existing infrastructure and resources.

While the Stadium’s car parks provide some support for regular business-day users, a complete vehicle parking option for day-to-day commuters is subject to scheduled Stadium event activity. Location of the stadium car parks (on the fringe of the Parramatta CBD) provide good access to the western fringe of the CBD and may be seen as a secondary option based on their geographic location (i.e. good option for those that require access to offices and businesses on the western fringe of the city and those who want direct access to the surrounding Parramatta River, Parramatta Park and surrounding facilities like Old Kings Oval). While the Stadium carpark is available to all, we do acknowledge that commuters accessing the ‘Parramatta CBD’, may choose alternate parking options based on business priorities, interlinking transport services and geography.

### Western Sydney Stadium – Venue and Parking Fast Facts

- Accommodates 65 Major Sporting events each calendar year
- Accommodates 5 Concerts each calendar year
- Enables access for in excess of 1 million patrons per year
- Off street parking for approximately 500 vehicles including mobility parking and permit compliant spaces
- Car Parks can be operated 24/7 via an automated, licence plate recognition ticking system
- Payment system is available 24/7 with multiple payment options
- Car Parks are clearly marked and designated
- Precinct parking is well lit with CCTV monitoring

Future planning and proposals to increase vehicle parking capacity in the City of Parramatta area, along with ongoing efforts to encourage the increased use of available public transport (i.e. bus and rail) services is viewed as an important factor in ensuring a positive event experience for Stadium patrons.

BANKWEST STADIUM – WESTERN AND NORTHERN CAR PARKS



SUBMISSION 9	
<p><b>From:</b> XXXXXX XXXXXX &lt;<a href="mailto:XXXXXXXXXXXXXXXXXXXX@bigpond.com">XXXXXXXXXXXXXXXXXXXX@bigpond.com</a>&gt;  <b>Sent:</b> Monday, 4 October 2021 5:04 PM  <b>To:</b> Participate Parramatta &lt;<a href="mailto:participate@cityofparramatta.nsw.gov.au">participate@cityofparramatta.nsw.gov.au</a>&gt;  <b>Subject:</b> Response to CBD Parking Strategy Sept 2021</p> <p><b>***[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. ***</b></p> <p>To Whom it May Concern,</p> <p>Att: Mr J Day</p> <p>From: Mr XXXXXX XXXXXX  <a href="mailto:XXXXXXXXXXXXXXXXXXXX@bigpond.com">XXXXXXXXXXXXXXXXXXXX@bigpond.com</a>  Ph: XXXX XXXX</p> <p>I would like to thank the Council and the officers concerned in preparing this Parking Strategy. It is surely needed given the current difficulties and costs residents and businesses have that frequent the greater CBD area are experiencing. Our (Parramatta City) continued development, diversity and growth relies upon having functional, available, and appropriate parking for the wide variety of citizen activities as they utilize our city and its businesses / services.</p> <p>As a former Councillor for the city in the 1980's, it was a period of significant development / enhancement of the City's Parking stations and the city's parking strategy. I think my name will appear on most of the important parking stations within the CBD. I appreciate the opportunity to contribute to your current Parking Strategy (it's an on-going process).</p> <p>Using your report structure, I will endeavour to offer comments and suggestions that may be of assistance.</p> <p><b>SHORT TERM</b></p> <p>Generally, a good start however I believe that this phase should be significantly upgraded and expanded to significantly move forward the suggested schedule, several identified items and to add additional key items.</p> <p>First, it should be clearly identified that ALL funds obtained by the Council from the sale (or otherwise) from current and previous Parking assets be placed into a dedicated Account (not a consolidated Acc), solely for the anticipated addition parking stations construction, land acquisition and upgrade of the existing parking stations (including additional levels on existing structures).</p> <p>There is a need to temporarily expand the resources for this Strategy, staffing and additional Consultants to move these projects forward at a faster pace. Significantly by the building of additional levels of parking to the existing stations and commence planning for additional Parking station. I do not agree with the proposition that there may be better utilisation (sold) of the sites, as any argue</p>	<p>Both positive and negative:</p> <p>(E.g. prioritise Fennel Street; add levels to existing parking)</p>

does not stack up considering the overall contribution of these facilities provide to the City and Community.

### **Medium Term**

I have concerns, regarding this proposal to increase on-street parking on a couple of grounds, there has not been a study of the impact of previous actions by the council to deliberately expand on street parking and metering. Also, this document has NOT shown those areas that are being considered and a cost / benefits study has not been undertaken. This is a real problem in gaining public support as previous strategies have caused many difficulties to those areas nominated and nearby adjoining localities.

The utilisation of the upper level of the Parking Stations (particularly with additional levels) the top level should be dedicated for Public open spaces and play areas and exercise locations for the residents (this is critically important in the North Parramatta Parking Station) given the Council has failed to acquire the necessary land to handle the proposed growth. The commercialisation of these sites is inappropriate and very short sighted, previous examples of this in Council parking stations, has been less than successful.

The inclusion of photovoltaic cells (solar panels) in my opinion is a trendy fad. If the council wants to pursue this matter the use of Commercial Solar energy sources should be the priority thereby minimising ongoing maintenance and replacement costs. The council should charge the user for the power consumed on a commercial basis. This could be added to the parking charge through the use of smart computer systems and billing methods.

Long-term parking (over 3 hrs) should be located in the upper levels of the Parking stations on all occasions with the lower levels used for rapid rotation of parking station in order to improve the commercial and retail experience in our city. This should NOT be at the discretion of the station leasing agent and the rules must comply with Councils requirements (including public holidays and low trading periods, marketing strategy).

As a former Councillor when we built the Parking Stations their specifications were designed with extra structural footings to allow several additional levels as demand required, surely the Councils has the Plans, and a quick check would verify the above. Also, the Council City Engineer at the time ( Mr Fenwick) the officer in Charge is still around and could also confirm the strategy.

The Parking Stations Pricing strategy needs to be considered in the context of Parramatta's unique demand and commercial requirements. It should not simply mimic other Councils plans.

I would suggest that there is a need to regularly report progress on the CBD Parking Strategy to the Councillors and the Public to gain additional input of ideas.

The Council needs to dramatically review its Planning strategy including the CDPP and other Planning instruments to require developers to increase on site parking for their residential and commercial occupiers. The current plan does not do the

job (e.g bike parking spaces) all this means that the residents park their cars, trailers etc on the street nearby.

The Council should investigate that the sites that fail to comply to those conditions required by a development approval, are being used as required by the approval. Many property developers convert many parking sites functionality into income producing (dedicated to tenants) whilst excluding customers of their services and retail provided by the building. Thereby transferring them to on-street parking sites. If the regulations are not sufficient then the Council must change the regulations. Often many parking sites are used to for additional storage (residential or commercial) whilst the vehicles associated are parked on the street. A number of penalties and fines need to be developed and enforced, if the property owners do not increase there on-site parking as required by the DA and other regulatory requirements which was authorised by Council.

The Council should immediately sort out the situation regarding the Fennell St Carpark in Nth Parramatta. We must continue with the sole ownership and control of the whole land area which we have owned for some considerable time, allowing any other authority's on-going use, must stop and it must not be leased or sold. The site is fundamental to the cities progress and to meet the anticipated demand due to increased development throughout the CBD area. This site will not replace the lost parking sites that the Council has sold to the State Government let alone those lost to the Lite rail project. However, it's a good state and IS A VERY HIGH PRIOPITY.

Given the cost of finance at this time a wise plan would be to borrow the required funding to expedite the necessary projects to quickly address the main difficulties the City faces due to previous poor decision making. The costs of funds to a Council in similar circumstances as Parramatta Council would be very inexpensive and ultimately save massive additional costs if delayed. We cannot apport to do nothing or half heartly.

The Council needs to identify appropriate sites and develop strategies to acquire and develop them. Sites to be considered include the SES site in North Parramatta and others in Camelia and Rosehill area. The council could acquire the land fronting James Ruse Drive and then develop the parking station whilst providing parking usage to patrons of the Racecourse.

The Council could investigate building underground sites for example under the street adjacent to the Parramatta Theatre complex. This could be uses for theatre goers at night and other during the day.

#### **LONG TERM**

I believe that the Council cannot afford to delay tackling the major problem facing the city. Our administration, staff and the Councillors MUST face this major difficulty facing the city, all other plans and strategies should be required to alleviate the demand to additional parking such as reducing development approvals until this lack of parking issue is under control.

Once again thankyou for you for your consideration in accepting this reply, to your CBD Parking Strategy. I hope this is of interest and of assistance.



<p>Does anyone know what is happening to the dedication plates on the Council's carparking station that the Council is or has disposed of? I would hope that are treated as scrap , they record our history.</p> <p>Regards,</p> <p>XXXXXX XXXXXXXX</p>	
<b>ENDS</b>	