

North Melbourne Neighbourhood Parking Review

Engagement Summary Report

11-Dec-2025



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Prepared for

City of Melbourne

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We recognise and respect their cultural heritage, beliefs and relationship with the land. We also extend that respect to visitors of other Aboriginal Language Groups and other First Nations.

Quality Information

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Table of Contents

1.0	Purpose and Context	4
	Who We Are	5
2.0	Engagement Approach	6
	Who We Reached	6
3.0	What We Heard	8
	Key Challenges	9
	1. Accessibility and Equity	9
	2. Demand and Supply Balance	10
	3. Safety and Infrastructure Issues	10
4.0	Ideas and Opportunities	11
	1. Flexible Parking Solutions	11
	2. Community-centric Approaches	12
5.0	Next steps	13
	Limitations	14

1.0 Purpose and Context

The North Melbourne Neighbourhood Parking Review is being undertaken as part of the City of Melbourne's Parking and Kerbside Management Plan (PKMP), which establishes a framework for the ongoing review and management of kerbside parking.

Kerbside space accommodates a wide range of uses such as short-stay and long-stay parking, loading and servicing needs, public transport operations and space for pedestrians and cyclists. As demand for these various uses has increased and competing uses have intensified, the City of Melbourne has developed the PKMP to provide a clear strategic framework to support how these spaces should be allocated, prioritised and managed. The PKMP is founded on proactive community engagement within neighbourhoods and the transparent sharing of data that informs decision-making. As part of this framework, the City has committed to undertaking regular reviews to guide kerbside management actions that reflect local community needs.

A range of pressures will impact future on-street parking use and demand across North Melbourne, such as continued population growth, significant urban regeneration projects, residential and commercial property developments, employment densification, and transport network changes. Therefore, it is crucial that the City of Melbourne continues to review parking conditions across the suburb to ensure both present and future needs are met.

The North Melbourne Neighbourhood Parking Review is being delivered in stages. The first stage focuses on data collection, community engagement and the development of initial recommendations for improving parking management. These inputs will inform the next stage where detailed changes will be prepared. After implementation, annual reviews will be undertaken to evaluate performance and update recommendations based on community feedback and observed outcomes.

This report presents a summary of community feedback collected from North Melbourne between July and October 2025, as part of the initial phase of the North Melbourne Neighbourhood Parking Review. The insights gathered from businesses, residents, and visitors have been instrumental in identifying the parking needs specific to the area. These findings are guiding improvements to on-street parking and will shape the broader PKMP, ensuring a fair, data-driven, and customer-focused approach to managing the City of Melbourne's limited kerbside space in North Melbourne.

Who We Are



Residents

An estimated 19,221 residents make up North Melbourne

Source: ABS ERP 2024



Businesses

A total of 864 Businesses were found to be operating in North Melbourne

Source: CLUE 2023



Median age

The median age is 31 in North Melbourne, compared to 30 for the City of Melbourne

Source: ABS Census 2021



Renting

59% of households are renters, compared with 63% of households in the City of Melbourne.

Source: ABS Census 2021



Car Ownership

45.6% of households own at least one car, with 14% of households having access to two or more vehicles

Source: ABS Census 2021



Work From Home

On the day of the census 39% of employed residents worked from home.

Source: ABS Census 2021

Data is sourced from 2021 Australian Bureau of Statistics (ABS) Census of Population and Housing, ABS Estimated Resident Population 2024, and 2022 Census of Land and Employment (CLUE).

2.0 Engagement Approach



Who We Reached

We heard from residents, businesses, organisations and visitors from across North Melbourne via three separate engagement methods:



Community workshops

Two interactive workshops were held on 14 and 25 August 2025. Registration was open to all interested North Melbourne residents, and workshops were attended by a range of stakeholders including local residents, business owners, and workers.

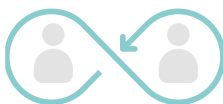
Feedback was gathered from 40 workshop participants via an anonymous survey that captured participants' understanding and sentiments before and after each session.



Intercept Survey

A short survey of six questions relating to local parking and kerbside use was developed and presented in-person to business owners, employees, delivery drivers, and tradespeople providing services across North Melbourne. Survey collection occurred on Errol Street and Flemington Road on October 2025.

120 anonymous responses were collected from the following sectors: hospitality (39), professional services (30), retail (26), entertainment / recreation (3), and other (22).



Stakeholder interviews

One-on-one interviews with the following key stakeholders were conducted:

- Saints College (North Melbourne Campus)
- North & West Melbourne Neighbourhood Centre
- North Melbourne Primary School
- North Melbourne Football Club
- North & West Melbourne Precinct Association.



Always On Survey

The Always-On Survey is an online tool hosted on Participate Melbourne, the City of Melbourne online engagement portal. The survey allows community members to share their views on parking at any time, rather than only during formal consultation stages. It provides a way to capture both ongoing issues and new challenges as they arise, complementing formal consultation activities.

Up to October 2025, 613 responses were received for North Melbourne. Key demographics include :

- 48% female
- 46% male
- 20% born overseas
- 4% person with a disability
- 7% carer.

3.0 What We Heard



The engagement highlighted persistent parking challenges in North Melbourne, including residential pressure, visitor access, and safety concerns. A clear message emerged: the need to better balance the competing demands of residents, businesses, and visitors.

Overall, the community is keen for practical changes to improve parking conditions and to address issues like congestion, low turnover, misuse, and unclear signage, such as:

- Adjusting time limits to support turnover and access
- Improving parking permit arrangements to reduce misuse and enhance accessibility
- Implementing tiered pricing to manage demand and encourage short stays.

The key challenges identified through the engagement program were:

- 1. Accessibility and equity**
- 2. Demand and supply balance**
- 3. Safety and infrastructure issues**

These challenges are discussed in more detail below.

Key Challenges



1. Accessibility and Equity

Permit eligibility

The parking permit system is seen as exclusionary and mismanaged. Renters struggle to access parking permits, while long-term renewals do not require ongoing proof of residency.

Inconsistent enforcement of restrictions

Parking restrictions are not consistently enforced, resulting in misuse of parking and congestion, particularly in loading bays.

Staff parking

Workers who require longer-stay parking such as retail, school and hospital staff, reported difficulties finding suitable spaces close to their workspaces, often resulting in fines or needing to leave their workplace recurringly to relocate their vehicle.

"People who aren't on leases, e.g. share houses, find it difficult or impossible to access parking permits."

● "Workshop Attendee"

"Current parking permit system is not working... in 15 years of permit renewal I have never been asked for proof of residency."

"Workshop Attendee" ●

"Construction workers stay all day and there is no or little enforcement."

"Workshop Attendee" ●

2. Demand and Supply Balance

Increased competition

Growing density has intensified competition for parking among residents, businesses, schools, hospitals, churches, and sports stadiums, especially on weekends and evenings.

Feedback identified specific areas, including: Purcell, Glass, Errol, Queensbury, Curzon and Brougham streets. This challenge is further impacted by overflow from neighbouring suburbs.

Visitor parking challenges

Finding parking for visitors to the area is challenging and discouraging, especially on weekends.

Restrictions do not meet needs

Current time limit restrictions do not match the time needed for services and business visits, particularly in shopping areas.

"Friends visiting during the day is impossible."

"Workshop Attendee" ●

"Worst during the week due to school start and let out."

● "Workshop Attendee"

"There are situations where some parking needs are affecting others, such as the Victoria market, which adversely impacts residents."

"Workshop Attendee" ●

3. Safety and Infrastructure Issues

Safety issues arising from parking pressure

High parking demand in certain areas has been observed to result in illegal parking, traffic disruptions, and safety issues, particularly around schools and in loading zones.

Poor line marking and conflicting signage

Cars are often parked in cycle lanes because of poorly marked parking bays. Conflicting or overlapping time restrictions also caused confusion among users.

Safety and perceptions of safety at night

Desire for convenient, close-by parking for group users such as shift workers, local residents and evening visitors to minimise late-night walking.

"I don't feel safe coming home at night."

● "Workshop Attendee"

"Residents complain about congestion and illegal parking during school pick-up times as drop-off zones are insufficient to cater to all parents."

● "Stakeholder Interview"

"How many accidents since the Arden Street bike lanes? I have safety concerns."

"Workshop Attendee" ●

4.0 Ideas and Opportunities



To address the key challenges, a series of ideas and opportunities related to **flexible parking solutions** and **community-centric approaches** have been identified for further investigation.

1. Flexible Parking Solutions

Adjusted time limits

Time restrictions should be based on usage and demand, such as longer durations near shopping areas and shorter limits in high turnover zones. Adjustments may also include increased restrictions during weekends and evenings to manage peak demand, while providing exemptions for residents.

Clearer markings and consistent rules

Support for clearer line markings, consistent bay lengths, and rules that better match real use patterns.

Tiered pricing models

There is mixed support for tiered pricing for parking permits to improve access while managing demand. However, some raised that this may put financial pressure on visitors and workers.

"15-minute free parking to help quick stops for businesses."

● "Workshop Attendee"

"Increased metered parking overnight and weekends."

"Intercept Survey" ●

"Improve signage clarity and reduce overlapping restrictions."

● "Stakeholder Interview"

2. Community-centric Approaches

Balancing needs

More flexible and responsive parking policies that balance the needs of residents, businesses, and visitors.

Management and design changes

Reassess role of underutilised parking bays to better prioritise space and respond to parking demand, and stricter enforcement of time-limited locations in high demand areas.

Behaviour-change initiatives

Encouragement of active transport through increased cycle paths, greenery, and cycle parking, could also reduce vehicle parking demand.

"Less asphalt, more trees, more parks, more bike parking."

● "Workshop Attendee"

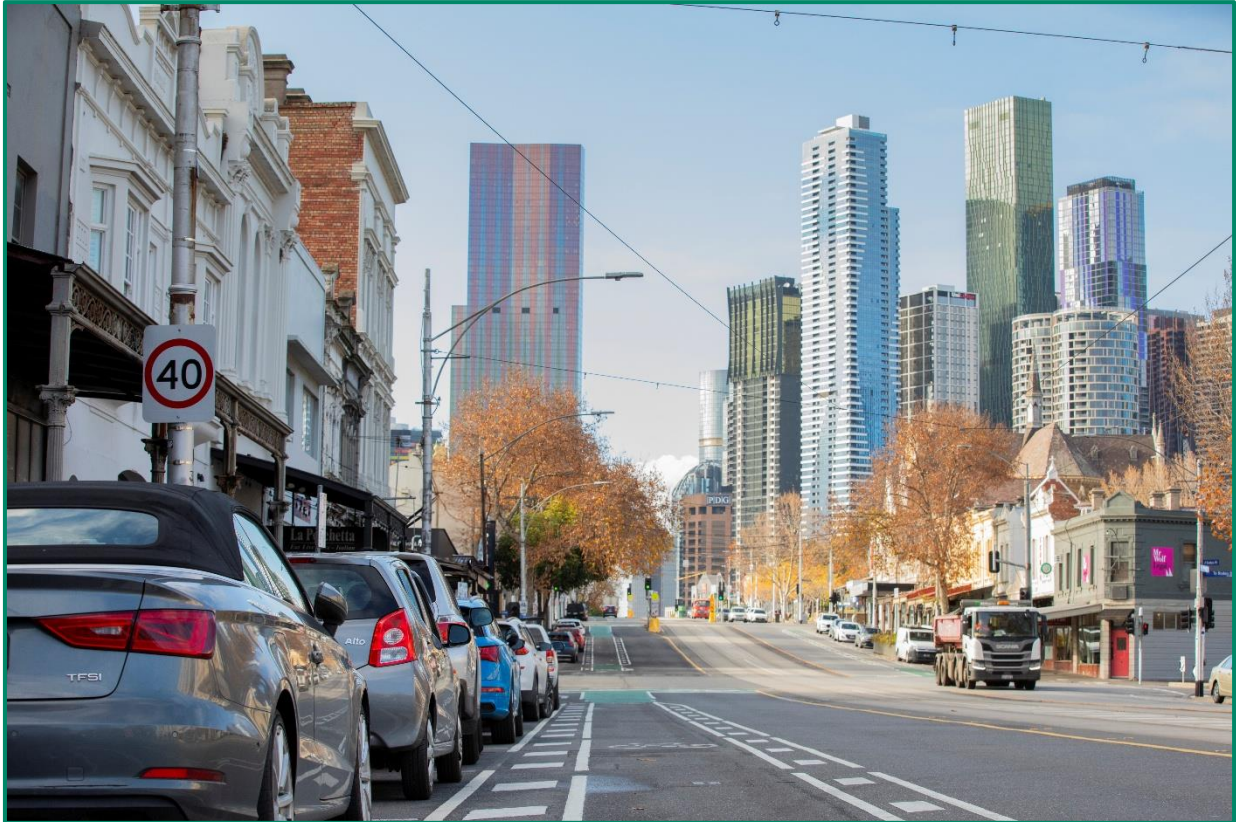
"Review loading bays not in the industrial area anymore."

"Workshop Attendee" ●

"I would love maybe five days a year when I can buy a 24-hour permit for a visitor."

● "Workshop Attendee"

5.0 Next steps



Community feedback will help inform parking recommendation for changes in North Melbourne, ensuring they reflect local needs and priorities.

These recommendations will be supported by the parking data collected during the North Melbourne Neighbourhood Parking Review to ensure the proposed recommendations are reflective of community feedback, based on parking data evidence, and aligned with the Parking and Kerbside Management Strategy.

This approach will enable effective evaluation of the use of existing parking areas and kerbside space, and support better prioritisation and management of parking resources.

Limitations

While this report provides an overview of engagement outcomes, it is important to acknowledge certain limitations when interpreting the findings:

- Community workshops were attended by a relatively small number of participants. As such, the views expressed during these sessions may not fully reflect the broader community's perspectives or experiences
- The business intercept survey received 120 responses, providing valuable insights into local parking and kerbside usage. However, the sample size may not fully represent the views or behaviours of all users across North Melbourne
- All stakeholder interviews were conducted online, which may have constrained the level of interaction and discussion compared with in-person engagement
- While the qualitative feedback gathered through engagement has been analysed thematically, it should not be interpreted as a statistically representative sample of all residents within North Melbourne.