

325-341 Victoria Street, West Melbourne Parking Utilisation Study – Review Addendum Report

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for City of Melbourne 23 September 2025

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1 INTRODUCTION

1.1 OVERVIEW

This addendum report presents a review of previous ‘Carpark Usage Assessments’ for the Council-controlled at-grade off-street carpark, located at 325-341 Victoria Street, West Melbourne (the “subject site”).

Four previous assessments had been undertaken for the subject site in:

- 2021 (report dated 17 December 2021 – the “2021 Victoria Street Parking Utilisation Study”) this was the original study for the subject site – undertaken to inform Council investigations of potential affordable housing redevelopment options on the off-street carpark site; and
- 2024 (three addendum reports to the “2021 Victoria Street Parking Utilisation Study” respectively dated 29 April 2024, 7 June 2024 and 13 August 2024) these were undertaken to confirm the original 2021 findings and presented new comprehensive survey data to cover parking utilisation on both the subject site, as well as on-street parking in a defined study in a compact area around the subject site.

1.2 SUMMARY OF PREVIOUS STUDIES

The “2021 Victoria Street Parking Utilisation Study” presented the findings of a package of parking surveys and other analysis aimed at understanding parking usage and occupancy patterns at the subject site. The study concluded that it was feasible to remove the carpark on the subject site and that there was unlikely to be any significant adverse impacts. Specifically, it was found that such action would be consistent with numerous relevant Council and State Government strategies and that there was an abundance of spare on-street parking supply in the catchment surrounding the carpark – to offer convenient alternative parking options.

The April, June and August 2024 Victoria Street addendum reports revisited the parking occupancy in the Victoria Street carpark and the surrounding catchment. The April 2024 addendum report found that the usage pattern of the Victoria Street carpark was fundamentally unchanged from the usage pattern originally identified and reported in December 2021. In this context, the conclusions drawn in the “2021 Victoria Street Parking Utilisation Study” were found to be still valid. The June 2024 addendum report examined, in more detail, the parking demands on various streets surrounding the Victoria Street carparks on two nights (Friday and Saturday) when night-time dining, entertainment and leisure activities are at their highest levels in North and West Melbourne. The August 2024 addendum report examined the parking demands in the same streets surrounding the Victoria Street carpark that were surveyed for the June 2024 Addendum report. However, in August 2024, surveys were conducted to capture parking dynamics on a typical weekday during normal daytime business hours and on a Saturday morning. These are times which generally coincide with the operating hours of many of the parking restrictions in the off-street carpark, as well as surrounding streets.

In summary, the “2021 Victoria Street Parking Utilisation Study” and the subsequent addenda, concluded that a reduction of 47 off-street parking spaces on the subject site can be supported by spare capacity in the on-street parking supply in the broader network.

1.3 FOCUS OF THIS SEPTEMBER 2025 REVIEW

This latest September 2025 addendum report should be read in conjunction with the “2021 Victoria Street Parking Utilisation Study” and the subsequent addenda.

The principal purpose of this September 2025 addendum report is to consider the cumulative impacts of other projects progressing in the precinct (projects that have been initiated/formalised since the earlier reports were prepared). Specifically, this addendum report assesses and accounts for the parking impacts associated with three other projects in the precinct. The projects (which are located in the surrounding areas of North and West Melbourne) include:

- Parking and Kerbside Management Plan (PKMP) Implementation (ongoing)
Gain of 37 parking spaces – in the ‘West Melbourne Parking Review’ component of the PKMP
- Errol Street Open Space project (yet to commence)
Reduction of 4 parking spaces
- Greening Roden Street project (completed)
No Change in parking spaces

The net impact of these initiatives is a gain of 33 additional parking spaces.

Furthermore, there are two other projects where there is currently insufficient detail available and/or designs have not been prepared / finalised to the extent necessary to enable reliable estimates of parking impacts. These projects are:

- Transport Amenity Program (ongoing)
- Tram Route 57 Upgrade (ongoing)

This September 2025 addendum report considers whether the impacts of the known parking changes has a material impact on the recommendations of the “2021 Victoria Street Parking Utilisation Study” and the subsequent addenda.

2 SUMMARY OF PREVIOUS STUDIES & NEW ANALYSIS

2.1 STUDY AREA AROUND VICTORIA STREET CARPARK

The area surveyed around the carpark (in June and August 2024) features 294 publicly available on-street parking spaces and is shown in Figure 1 (the “study area”). A detailed breakdown of the 294 on-street parking spaces is shown in Table 1. The carpark is denoted by the yellow star in Figure 1 and has a capacity of 47 spaces.



Figure 1: Victoria Street Carpark – Survey Area in Surrounding Streets

Table 1: Parking Inventory – Victoria Street Carpark Study Area
(inventory established through on-site assessment of sign-posted parking restrictions in June 2024)

Primary Parking Category	Number of Spaces	Proportion of Spaces
Resident Priority (Time Restrictions apply to Non-permit Holders)	108	34.5%
No Priority for Residents (Unrestricted Spaces)	186	59.4%
Sub-total: Spaces Available to the Public	294	93.9%
Permit Zone Only (for Residents' Exclusive Use)	8	2.6%
Dropoff (2 or 5 minute limit)	2	0.6%
Disabled	1	0.3%
Car Share	5	1.6%
Emergency Services	3	1.0%
Sub-total: Exclusive-Use & Special Purpose Parking Zones	19	6.1%
Total Spaces	313	100%

2.2 PREVIOUS SURVEYS & HIGHEST PARKING DEMAND IDENTIFIED AROUND SUBJECT SITE

Numerous parking surveys were undertaken to inform the original “2021 Victoria Street Parking Utilisation Study” and the subsequent addenda. The June and August 2024 addendum reports analysed not only the utilisation of the off-street carparking on the subject site, but also the utilisation of on-street parking in the surrounding area – as defined in the preceding section 2.1.

The June and August 2024 surveys found that the absolute busiest time in terms of parking utilisation occurred at 8.00pm on Friday (June 2024 parking surveys conducted between 6pm and 2am the following Saturday morning). At that time, 37 of the 47 off-street spaces on the subject site were occupied and 59 of 294 on-street spaces in the study area were also occupied. A summary of these parking dynamics is shown in Figure 2 and the number of unoccupied parking spaces in each street of the study area is shown in Table 2.

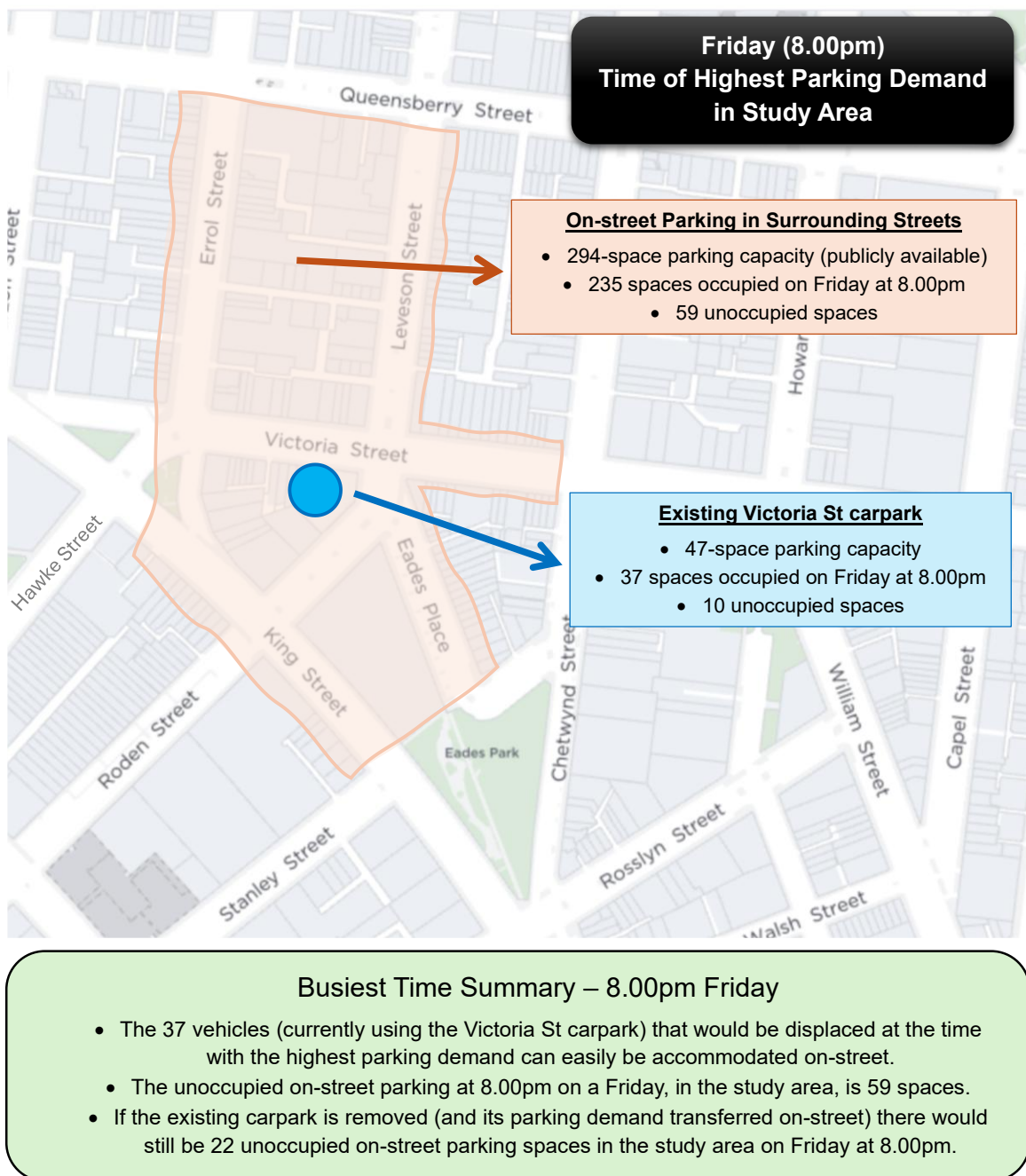


Figure 2: Parking Conditions on Friday 8.00pm at the Subject Site and Surrounding Study Area

Table 2: Number of Unoccupied Publicly Available On-street Parking Spaces at Busiest Time on Friday (8.00pm)

Street	Parking Supply (Capacity)	Unoccupied Spaces (8:00 PM)
Victoria Street (between Errol and Chetwynd Streets)	39	3
Leveson Street (between Victoria and Queensberry Streets)	81	11
King Street (between Hawke and Stanley Streets)	44	35
Roden Street (between King and Victoria Streets)	35	4
Eades Place (between Roden and Stanley Streets)	46	3
Errol Street (between King and Queensberry Streets)	49	3
TOTAL	294	59

The hourly fluctuation in parking utilisation over the full survey hours on Friday – for each street in the study area – is shown in Figure 3. The greatest parking availability in the early evening was found on King Street, whereas after 10.00pm the greatest number of unoccupied parking spaces was found in Leveson Street.

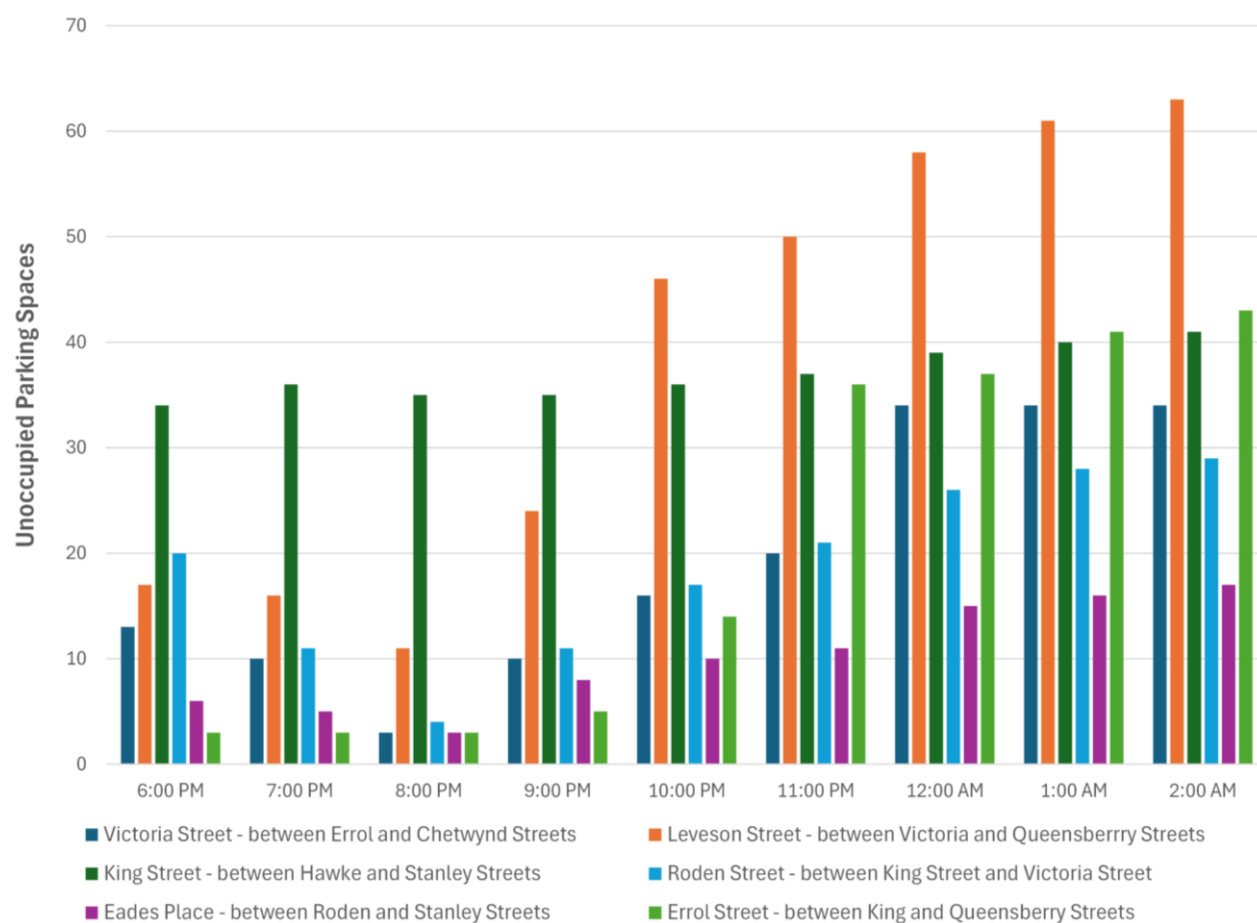


Figure 3: Number of Unoccupied Publicly Available Parking Spaces (by Street in Study Area) on Friday

The next busiest times identified during the 2024 surveys were Thursday (1.00pm) and Saturday (also at 1.00pm). A comparison between the three busiest times is shown in Table 3. The table highlights that even at the absolute busiest time on a Friday at 8.00pm there would still be 22 unoccupied spaces available on surrounding streets, if the carpark on the subject site is removed and its parking demand is transferred to on-street parking spaces. On the second busiest time on a weekday (Thursday 1.00pm) the number of unoccupied spaces available on surrounding streets if the carpark on the subject site is removed would be 43. On the busiest weekend period (Saturday 1.00pm) the unoccupied spaces available on surrounding streets if the carpark on the subject site is removed would be 72.

Table 3: Comparison of Unoccupied Publicly Available On-street Parking Spaces in Study Area at 3 Busiest Times

Day	Parking Spaces Occupied in Carpark	Unoccupied Spaces on Surrounding Streets	Unoccupied Spaces on Surrounding Streets if Carpark is Removed
Friday 8.00pm	37	59	22
Thursday 1.00pm	25	68	43
Saturday 1.00pm	21	93	72

2.3 OTHER PROJECTS TAKEN INTO CONSIDERATION

As indicated in section 1.3, this addendum report focusses on the potential parking impact of several projects committed and/or already occurring around the subject site. These include:

- Parking and Kerbside Management Plan (PKMP) Implementation (ongoing)
Gain of 37 parking spaces – in the ‘West Melbourne Parking Review’ component of the PKMP
- Errol Street Open Space project (yet to commence)
Reduction of 4 parking spaces
- Greening Roden Street project (completed)
No Change in parking spaces

The location and parking impact of these four projects is shown over the page in Figure 4. It is evident from the figure that the projects are, largely, not within the subject site’s study area.

In any event, it is relevant to note that the net impact of these three other projects is a gain of 33 additional on-street parking spaces in the North and West Melbourne area.

A discussion of each project is provided in the sections that follow.

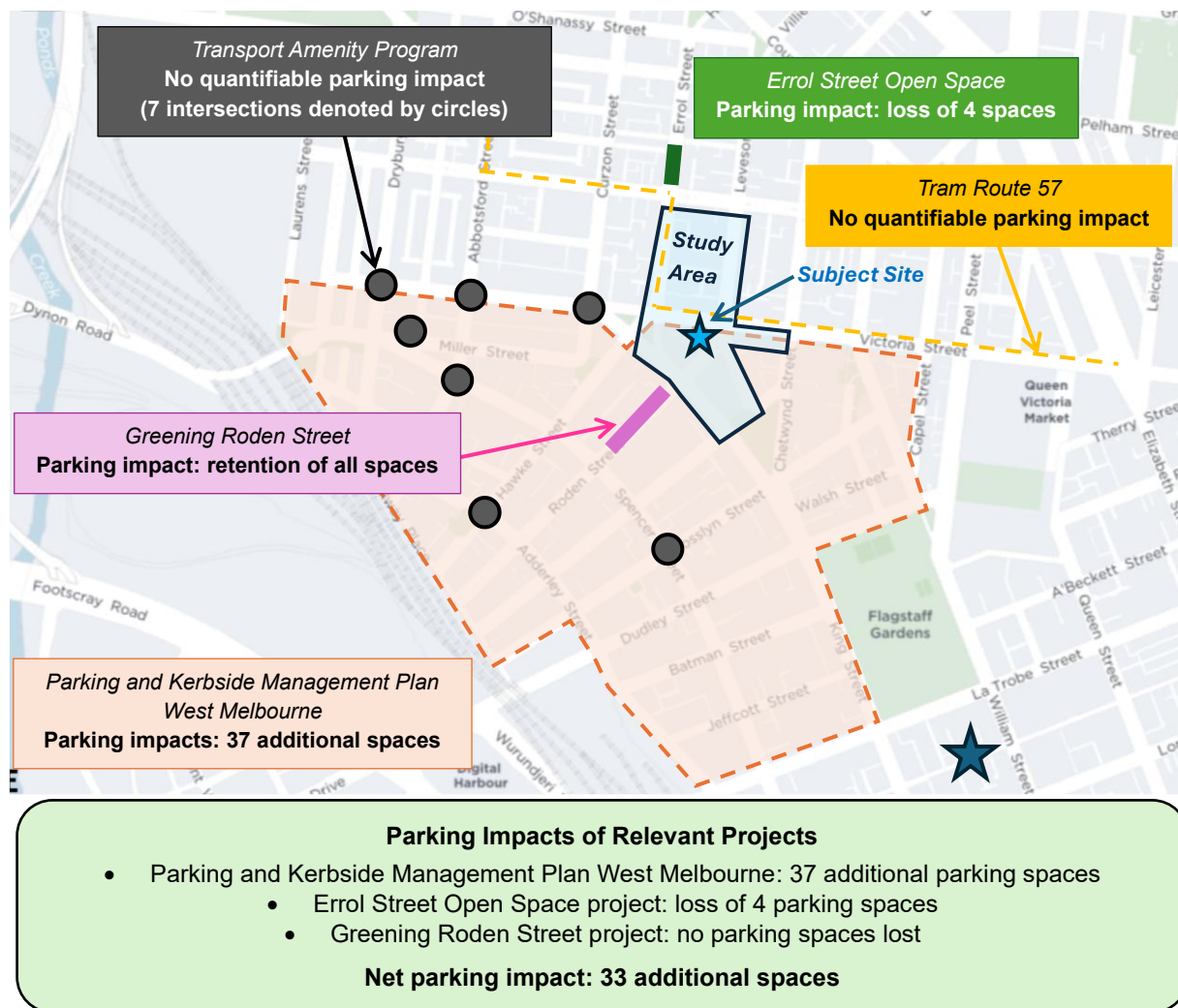


Figure 4: Net Parking Impact of Projects Surrounding the Subject Site

2.3.1 PARKING AND KERBSIDE MANAGEMENT PLAN IMPLEMENTATION

Council endorsed the ‘Parking and Kerbside Management Plan’ (PKMP) on 16 May 2023, committing to manage parking with a data-led, transparent approach that regularly engages with the local community to review and refresh parking conditions. The purpose of the PKMP is to support the City of Melbourne’s role as manager of the city’s kerbside space. It is being used to guide decisions around parking supply, to inform how to manage demand for kerbside space and how to optimise access. The PKMP outlines actions and policies to help Council transition towards a fairer and more transparent, best practice approach to managing the city’s kerbside space. At its heart, the supply of parking and its management is about resource allocation. The PKMP helps Council achieve that fairly, efficiently and with the end user in mind.

There are two PKMP areas that are relevant to the study area – West Melbourne (located south of Victoria Street) and North Melbourne (located north of Victoria Street). These two areas, and their relationship to the subject site, are shown indicatively and schematically in Figure 5. The review of parking in West Melbourne PKMP area has been completed and largely delivered. It is referenced in this report as the “West Melbourne Parking Review”.

It is noted that many streets in the vicinity of the subject site, including Victoria Errol and Leveson Streets have not yet changed, are part of North Melbourne PKMP which is currently underway.

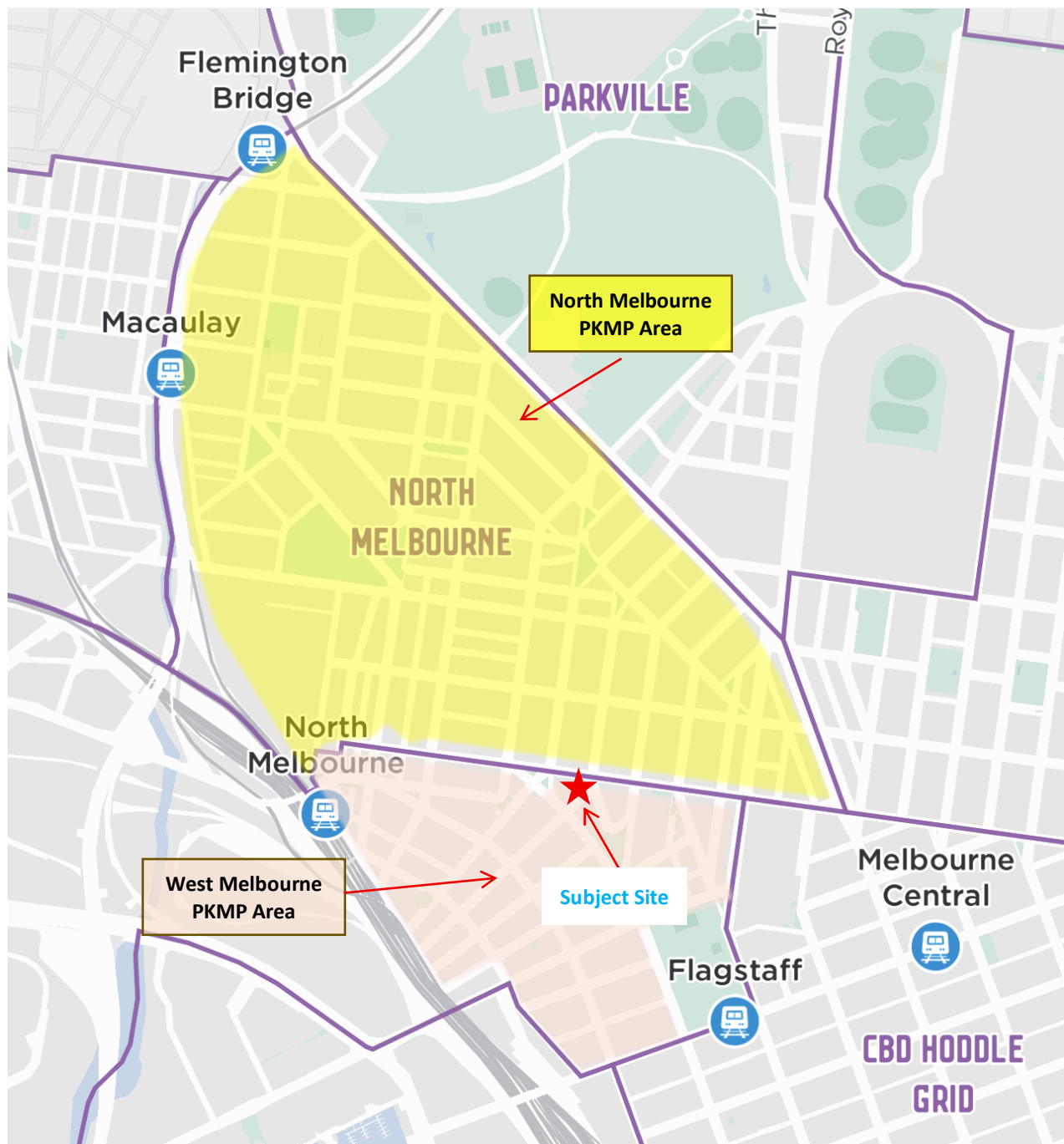


Figure 5: Indicative PKMP Areas & Subject Site

2.3.1.1 WEST MELBOURNE

The West Melbourne Parking Review was developed following extensive engagement with the West Melbourne community that started in April 2024 and continued into the first half of 2025.

As a result of the feedback received, a set of parking changes that aim to improve parking in West Melbourne have been delivered on most streets in the area. Actions taken are discussed over the page.

Summary of Key Parking-Related Actions Completed:

- Parking controls have been adjusted to apply from 7am to 7pm, Monday to Sunday. (previously many restrictions operated 7.30am to 6.30pm Monday to Friday and 7.30am to 12,30pm Saturday)
- Where later controls existed (e.g. until 11pm), they have been retained.
- Where 'paid parking' existed, it has been updated to 3- or 4-hour time limited.
- Where 1-hour free parking existed, it has been maintained.
- Typically, all-day parking (both paid and unpaid) has been maintained.
- On-street 'Keep Clear' spaces have been reviewed and redundant areas have been replaced with additional parking, where this change has not impacted access

Parking Change

The West Melbourne Parking Review resulted in the creation of 37 additional on-street bays, including locations close to the subject site, including:

- 5 parking spaces on Roden Street (between King Street and Eades Place) [note these are in the study area surveyed in June and August 2024 around the Victoria Street carpark]
- 7 parking spaces on Stanley Street (between Spencer Street and King Street)

The remaining 25 parking bays have been delivered on Anderson, Batman and Adderley streets.

Conclusion:

Implementation of the West Melbourne Parking Review has had a beneficial impact in parking availability around the subject site – both within the study area (an increase of 5 parking spaces on Roden Street) as well as the broader surrounding West Melbourne precinct (an increase of a further 32 spaces). Furthermore, the expanded operating hours for parking restrictions will help improve parking availability for short to medium term parking needs, as well as for resident permit holders. Long-term commuter parking opportunities will be contained / discouraged.

In summary, the West Melbourne Parking Review actions are highly likely to have a beneficial impact on car parking availability in the subject site's study area. More broadly, the increase of parking spaces throughout West Melbourne will also be beneficial – in terms of increasing parking supply that supports the viability and vitality of local activities.

2.3.1.2 NORTH MELBOURNE

A similar parking review for North Melbourne is also underway. Engagement has started and formal consultation will commence in November 2025. Parking changes to occur following completion of consultation.

2.3.2 ERROL STREET OPEN SPACE PROJECT

The 'Errol Street Open Space project' was developed following engagement with the local community from November 2024 to January 2025. Following endorsement at Future Melbourne Committee in June 2025, the project is at concept design stage.

The project involves the creation of new open space by extending the Errol Street central median, just north of Queensberry Street. It will yield 1,120 square metres of new green space and result in a reduction of parking spaces.

Summary of Key Parking-Related Actions:

The creation of new green space has been achieved through a reduction in carriageway space (traffic lanes and parking bays). Some of the parking bay areas identified for the creation of new green space include 4 spaces that are currently used for on-street dining parklets. These spaces have not been used for parking for several years and are, effectively, no longer part of the Errol Street parking supply.

Parking Change

The 'Errol Street Open Space project' is anticipated to result in a reduction of 4 current active parking spaces in Errol Street, north of Queensberry Street. There are also 4 currently unutilised parking spaces (that have been used as on-street dining parklets for several years) that are not considered an effective loss, as they have been unavailable to the public for a considerable period of time.

Conclusion:

The reduction of the 4 parking spaces in Errol Street occurs outside the subject site's study area. No material impact or adverse consequences are expected from implementation of the 'Errol Street Open Space project' (as no reliance has been placed on the availability of these parking spaces to support the potential affordable housing development on the subject site at 325-341 Victoria Street, West Melbourne).

2.3.3 GREENING RODEN STREET PROJECT

The 'Greening Roden Street project' was endorsed by the Council in October 2023 and construction was recently completed in mid-2025. It has added around 1,000 square metres of trees and grass to the section of the Roden Street between King and Spencer Streets.

Summary of Key Parking-Related Actions:

The 'Greening Roden Street project' has required a redesign of parking spaces in Roden Street, between King and Spencer Streets, to accommodate the increased green space.

Parking Change

This project is now complete and project records show there was no loss of parking through Greening Roden Street.

Conclusion:

Whilst the 'Greening Roden Street project' has occurred outside the subject site's study area, it is comparatively close. The fact that there are no parking losses associated with this project ensures that it has no material impact or adverse consequences on the availability of parking in the study area.

2.4 OTHER PROJECTS AT DEVELOPMENT STAGE

As indicated in section 1.3, there are two other projects that have not been sufficiently developed to enable potential parking impacts to be assessed. These include:

- Transport Amenity Program (ongoing)
- Tram Route 57 Upgrade (ongoing)

An overview of each project is provided in the sections that follow.

2.4.1 TRANSPORT AMENITY PROGRAM (TAP)

The Transport Amenity Program (TAP) is a joint initiative between the Department of Transport and Planning (DTP) and the City of Melbourne. TAP's purpose is to fund upgrades to manage the changes to traffic and maximise the benefits of the West Gate Tunnel project in North and West Melbourne. Projects targeted by TAP include upgrades to local roads, enhancements to pedestrian and cycling connectivity, as well as beautification of the local area.

In preparation for the opening of the West Gate Tunnel in late 2025, there is an intention to implement some changes at intersections in North and West Melbourne to improve traffic flow. At this stage, seven intersections have been identified by DTP around Spencer, Dryburgh, Abbotsford, Victoria, Curzon, Rosslyn, Adderley, Lothian and Ireland Streets. The stated intent is to improve traffic flow and discourage drivers from using local streets as shortcuts when the West Gate Tunnel opens. The DTP indicates that treatments at these seven intersections are interim measures being delivered under TAP. Local traffic movements will be monitored after the West Gate Tunnel opens. These observations, along with community feedback on the interim measures, will be used to help determine long term arrangements.

However, a 'Notice of Motion' regarding the TAP will be brought to Council in November 2025. That may include consideration not only of the interim and long term arrangements but also on parking changes triggered by TAP treatments throughout North and West Melbourne, as well as around the Victoria Street study area.

Within this context, it is premature to forecast potential parking changes in the study area or the broader catchment in North and West Melbourne.

2.4.2 ROUTE 57 UPGRADE

Tram Route 57 operates from West Maribyrnong to Flinders Street Station via Flemington, North Melbourne and the CBD. It is one of three tram routes in Melbourne's north west that is being made ready for the introduction, in coming years, of the next generation of trams, the G Class. The 25-metre-long G Class trams hold up to 150 passengers and would require lengthening of tram stops – which in turn impacts parking. Essentially, where tram stops are widened / lengthened, it is likely that on-street parking losses will result.

The route runs along Victoria Street, past the subject site and also uses the section of Errol Street that is part of the study area around the subject site and was surveyed June and August 2024.

The DTP has not yet finalised designs and it is thus not possible to forecast parking changes in the study area or the broader catchment in North and West Melbourne.

3 CONCLUSIONS

The analysis presented in this September 2025 addendum report strongly suggests that the cumulative impacts of other projects that have been progressing in the precinct or been committed since August 2024 will not materially impact on the generous on-street parking availability (for residents and non-residents alike) in streets surrounding the Victoria Street carpark. In essence, the other projects that are underway will likely result in a gain of 33 additional parking spaces through North and West Melbourne. However, no reliance has been placed on the availability of these extra 33 parking spaces to support the potential affordable housing development on the subject site at 325-341 Victoria Street, West Melbourne.

The busiest parking demand time within and around the Victoria Street carpark, as identified in previous survey work, occurred at 8.00pm on Friday. No other weekday or weekend periods that were surveyed exhibited higher parking demands.

At 8.00pm on Friday, there were still 59 unoccupied spaces out the 294 publicly available on-street parking spaces in the study area around the carpark at 325-341 Victoria Street. Importantly, the number of unoccupied parking spaces (59) exceeds the number of spaces that may be removed in the Victoria Street carpark (47) and the parking demand on the subject site that is manifested at 8.00pm Friday (37 parking spaces occupied out of 47).

It is relevant to note that 5 of the 33 additional parking spaces identified in this study are in the section of Roden Street, within the study area. This increases the parking supply in the study area from 294 (available during the June and August 2024 parking surveys) to 299 on-street spaces. This increase is likely to have a beneficial impact on car parking availability in the subject site's study area. It is noted that most of the increased on-street parking capacity has arisen from the West Melbourne Parking Review. A similar review for the adjacent North Melbourne neighbourhood is also underway and consultation will commence in November 2025.

Within this context, it is concluded that the removal of 47 parking spaces from the off-street carpark at 325-341 Victoria Street, West Melbourne is feasible. No adverse consequences are expected as a result of other projects currently in progress.