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PLAN

# Traffix Group

## Green Travel Plan

Proposed Residential Development

51-53 Hope Street & 66-76 Autumn Street,  
Geelong West

Prepared for  
Hope & Autumn Pty Ltd

February 2025

G34835R-03C (GTP)

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AS/NZS ISO 14001 Environmental Management Systems  
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**Appendix A** Example Questionnaire Surveys

**Appendix B** Welcome Pack

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## 1. Introduction

Traffix Group has been engaged by Hope & Autumn Pty Ltd to prepare a Green Travel Plan for the mixed use development at 51-53 Hope Street & 66-76 Autumn Street, Geelong West.

This Green Travel Plan (GTP) will provide a management tool designed to reduce the reliance on motor vehicles, minimise the negative impacts of transport on the environment, manage car parking demands, improve opportunities for those without access to a car and maximise the benefits associated with 'green travel', i.e. health and financial benefits.

This plan sets out a range of actions to be implemented by the Developer/Owners Corporation to encourage sustainable travel choices and reduce car dependency by residents, identifies 'green travel' targets, and outlines an implementation program as well as monitoring and review requirements of the plan.

The objectives of this GTP are to:

- promote travel alternatives such as public transport, cycling, and walking,
- reduce car dependency and greenhouse gas emissions,
- manage car parking demands,
- improve information and opportunities for those without access to a car, and
- benefit the community by minimising the traffic impacts of the development.

The methodology adopted in the development of the GTP is as follows:

- review existing documentation and transport conditions,
- establish a management strategy,
- identify appropriate GTP actions for the site, and
- develop an implementation plan and monitoring regime.

The Owners Corporation will be responsible for the implementation of the GTP and reporting of Travel Demand Patterns to the Greater Geelong City Council (to be provided on request).

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## 2. Background

### 2.1. Proposed Development

The proposal is for a residential development on the site. A development summary is provided at Table 1.

Table 1: Development Summary and Parking Allocation

Characteristics	Description		
Uses	Size/No.	Car Parking	Notes
Hope Street Building: One-bedroom Apt. Two-bedroom Apt. Three-bedroom Apt.	(16 total) 3 5 8	(25 total) 3 5 17	Parking rates: 1/dwelling 1/dwelling Min. 2/dwelling
Autumn Street Building: One-bedroom Apt. Two-bedroom Apt. Three-bedroom Apt.	(41 total) 6 20 15	(57 total) 6 20 31	Parking rates: 1/dwelling 1/dwelling Min. 2/dwelling
Car Parking Provision		82 car spaces 25 at Hope Street 57 at Autumn Street	Located across two separate basements. Parking is for residents only (i.e. no visitor parking).
Bicycle Parking Provision		20 bicycle spaces	14 spaces across both basements for residents (10 in Autumn Street basement, and 4 in Hope Street basement) 6 at ground level for visitors
Other	Notes		
Vehicle Access	3.6m wide crossover to Hope Street 6.1m wide crossover to Autumn Street		

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Characteristics	Description
Changes to on-street parking	Increase of 1 space along Hope Street frontage (from 2 to 3 spaces post-development) due to removal of one existing crossover. Increase of 4 spaces along Autumn Street frontage (from 4 to 8 spaces post-development) due to removal of 3 existing crossovers.
Loading Provision	Loading within the basement carpark for smaller vehicles and on-street for larger trucks.
Waste Collection	Within both basement carparks by private contractor utilising the 6.4m mini waste truck.

A total of 20 bicycle spaces are provided across the development, with 14 in the basement (10 in the Autumn Street basement and 4 in the Hope Street basement), and 6 spaces are also provided in an open area at ground level for visitors.

Pedestrian access to the development is provided via Hope Street and Autumn Street.

## 2.2. Subject Site

The subject site is located on the south side of Malop Street in Geelong. The site is located partially within a Commercial 1 Zone (C1Z) and partially within a General Residential Zone – Schedule 4 (GRZ4) under the Greater Geelong Planning Scheme.

Land-use in the vicinity of the site is a mixture of residential, and commercial. Significant nearby land uses include:

- **West Park** located 150m west.
- **Geelong West Town Hall** located 200m north-west.
- **Gordon Institute of TAFE** located 400m south-east.
- **Ashby Primary School** located 400m north-west.
- **Geelong Lutheran College** located 450m south.
- **Geelong Railway Station** located 500m east.

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The site is also located within the Pakington Street Activity Centre. Accordingly, the site has access to a variety of everyday services that are readily accessible via a short walk or bicycle ride rather than via private car.

Overall, the site benefits from a large range of everyday and specialised services and places of employment within convenient walking distance or accessed via short public transport trip.

### 3. Information for Residents

Following discussion with the applicant, we understand that the implementation of the GTP will involve providing residents of the development with welcome packs and associated information.

Additionally, a tablet or similar will be provided within the lifts and/or lobby which will have public transport smartphone apps (e.g. Public Transport Victoria) installed, designed to give real time details of the next available services for the nearest public transport routes.

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### 3.1. Public Transport Accessibility

The site is located within Pakington Street Activity Centre and as such is well served by a number of public transport services including train and bus services located within walking distance of the site.

The extent of the public transport services ensures that residents will be able to readily utilise public transport in preference to a private car when commuting to and from the development.

The public transport network surrounding the site is shown in Figure 1. The key facilities located within the nearby area are detailed in Table 2.

A map similar to this could be displayed within the pedestrian entry lobby to inform residents and visitors of the closest and most convenient public transport services.

Additional information on public transport facilities and service times can be obtained from Public Transport Victoria (ph: 1800 800 007, <http://ptv.vic.gov.au/>).

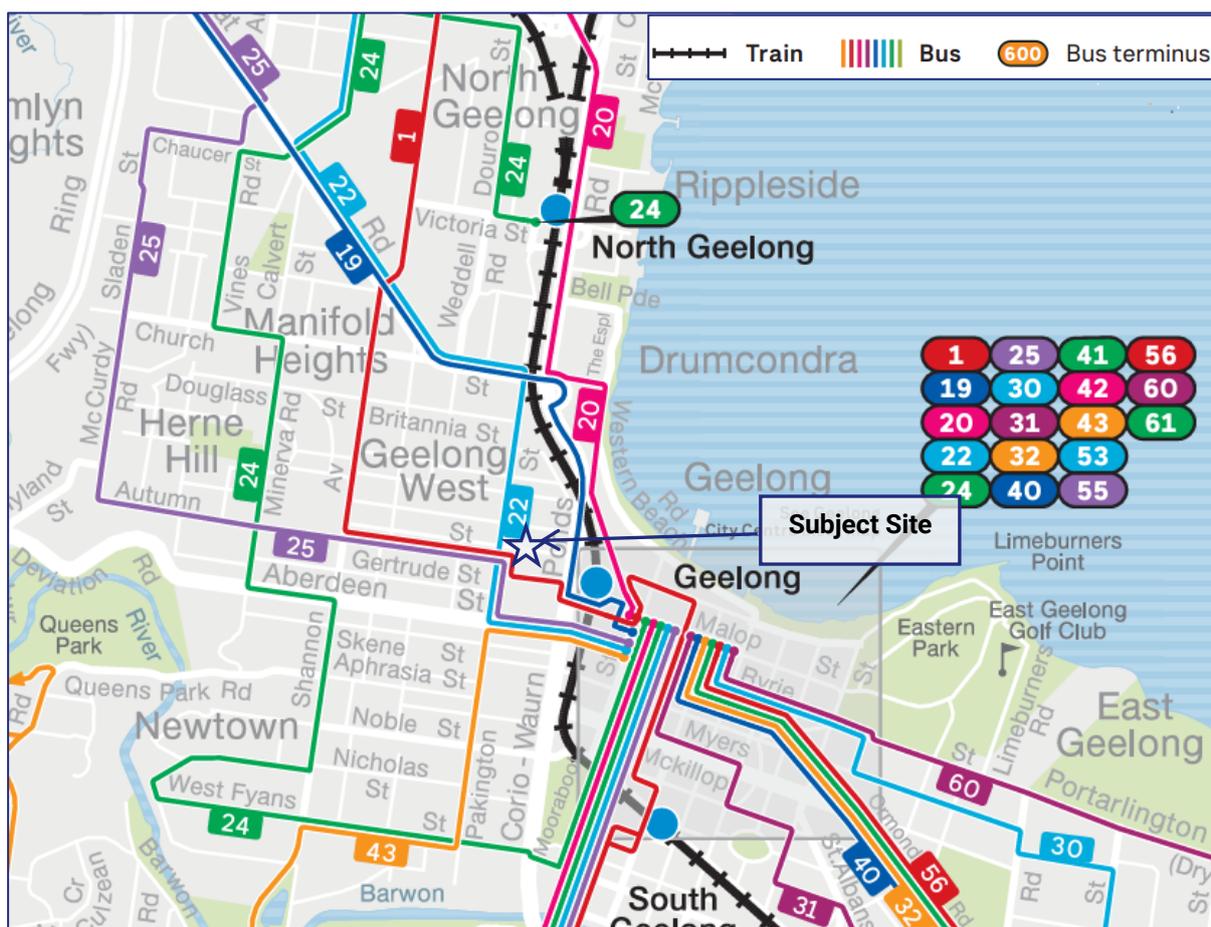


Figure 1: Public Transport Map (Source: PTV)

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Table 2: Summary of Public Transport Services

Service	Between	Via
<b>Autumn Street – approximately 200m west of the site</b>		
Bus Route 1	North Shore & Deakin	City & South Geelong
Bus Route 25	Geelong & Bell Post Hill	Autumn St & McCurdy Rd
<b>Pakington Street – approximately 250m south-west of the site</b>		
Bus Route 22	Geelong & North Shore	Anakie Rd & Corio SC
<b>Geelong Railway Station – approximately 500m walking distance east of the site</b>		
V/Line Service to Warrnambool	City & Warrnambool	Footscray, Sunshine, Geelong & Colac
Bus Route 19	Geelong & Bannockburn	Batesford, Gheringhap
Bus Route 20	Geelong & Corio	Melbourne Road
Bus Route 24	Geelong & North Geelong	Newtown & Herne Hill
Bus Route 30	Geelong & Whittington	Newcomb
Bus Route 31	Geelong & St Albans Park	St Albans Rd
Bus Route 32	Geelong & Leopold	Bellarine Hwy & Gateway Plaza SC
Bus Route 40	Geelong & Deakin University	Breakwater & Marshall
Bus Route 41	Geelong & Deakin University	Grovedale & Waurm Ponds
Bus Route 42	Geelong & Deakin University	South Valley Road & Waurm Ponds
Bus Route 43	Geelong & Deakin University	Highton
Bus Route 53	Geelong & Torquay	Torquay Road
Bus Route 55	Geelong & Ocean Grove	Marshall & Barwon Heads
Bus Route 56	Geelong & Queenscliff	Leopold & Ocean Grove
Bus Route 60	Geelong & St Leonards	Portarlington
Bus Route 61	Geelong & Drysdale	Clifton Springs

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### 3.2. Bicycle Parking Facilities and Bicycle Network

The site is well served by bicycle infrastructure with on-road bicycle lanes surrounding the site, as shown in the excerpt from the City of Greater Geelong Active Travel Map shown in Figure 2.

Autumn Street, Gordon Avenue, Aberdeen Street and Pakington Street all provide on-road cycle lanes. Furthermore, an off-road/shared path is provided along the Eastern Beach foreshore.

The area within a 20 minute bicycle ride of the site is shown at Figure 3.

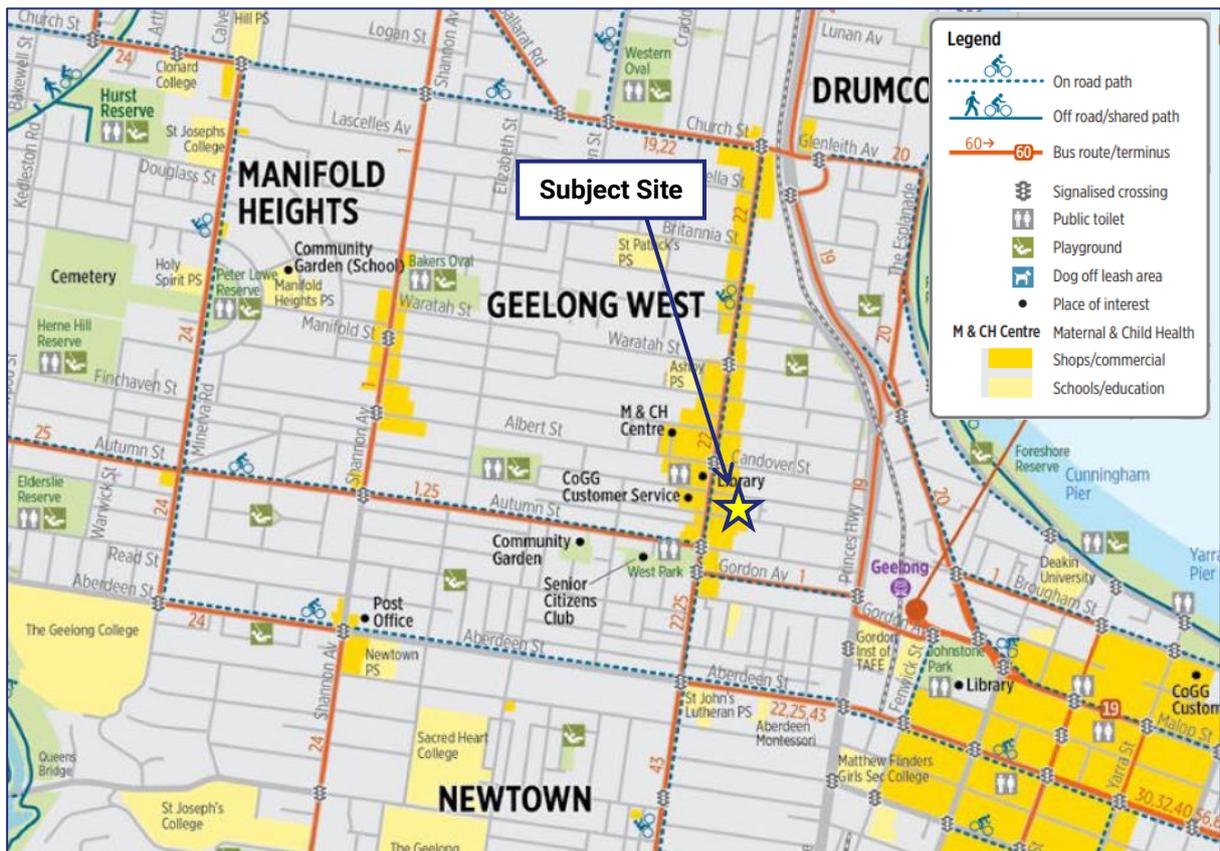


Figure 2: Greater Geelong Active Travel Map (Source: Greater Geelong City Council)

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### 3.3. Walkability

The site is highly walkable, with many everyday services located within walking distance of the site. Figure 4 below indicates the area that is within a 20-minute walk of the site.

The following significant uses are within this 20-minute walk:

- Greater Geelong Activity Centre.
- Geelong Beach.
- Gordon Institute of TAFE.
- Geelong Fresh Foods (a grocery store).
- Woolworths Geelong West.
- Geelong Station.

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The land uses detailed above demonstrate that there is a high level of everyday land uses in close proximity to the site, which would reduce the dependence on vehicular travel within this area.

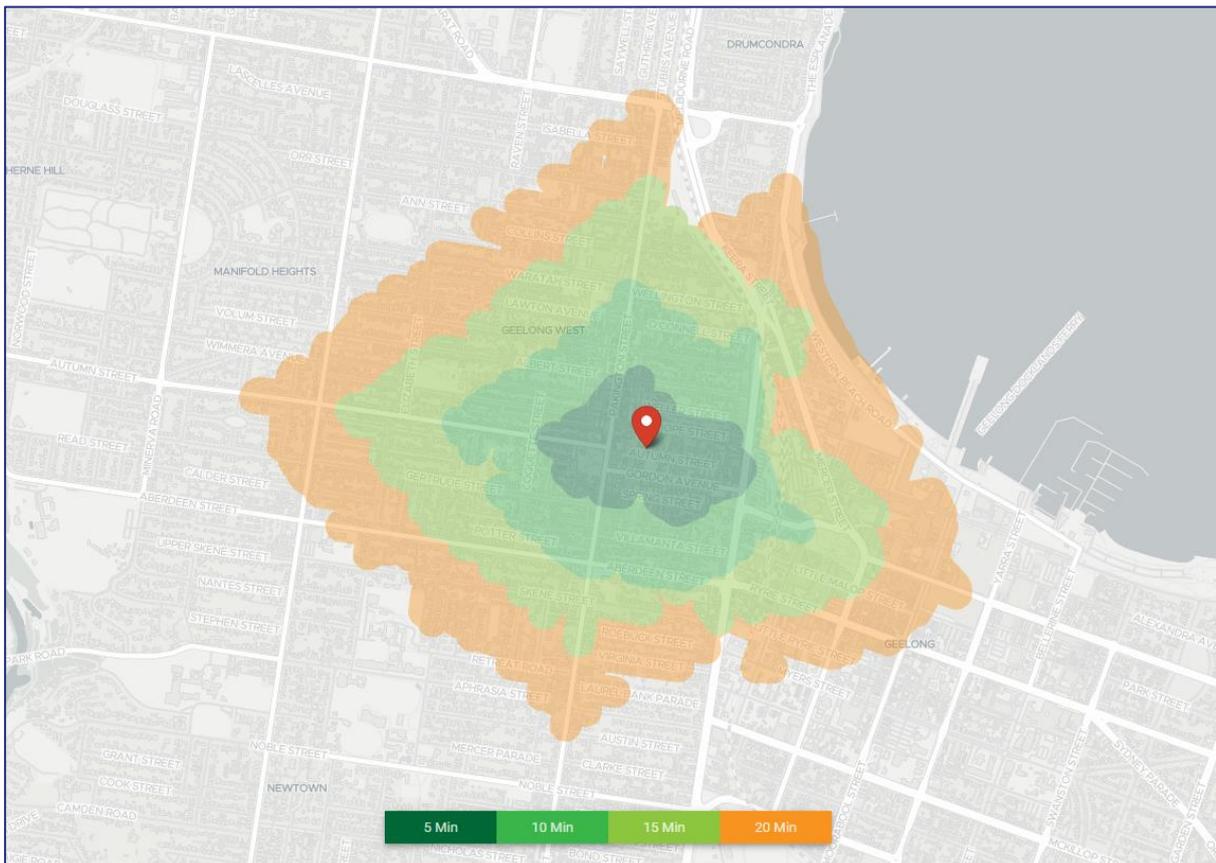


Figure 4: Map of 20-minute walking distance (Source: targomo.com)

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### 3.4. On-Site Sustainable Infrastructure

#### Bicycle Parking Facilities

A total of 20 bicycle spaces are provided across the development, with the following breakdown:

- 14 x 'Flat Top' horizontal rails within the basement carparks for residents, with 10 within the Autumn Street basement, and 4 within the Hope Street basement.
- 6 x 'Flat Top' horizontal rails at ground level for visitors

A map of the bicycle parking facilities is shown in Figure 5 and Figure 6. These maps can be provided within the development in lobbies and can also be provided within the welcome packs issued to residents.

Appropriate way-finding signage will be provided along vehicle accessways to direct bicyclists to the bicycle parking facilities. Signage will be provided at the bicycle parking areas which details the location of bicycle parking.

Overall, the bicycle parking will be easily identified and used by future occupants of the building.

This level of bicycle parking and its convenience will actively encourage its use.



Figure 5: Bicycle Parking Locations (Ground Level)

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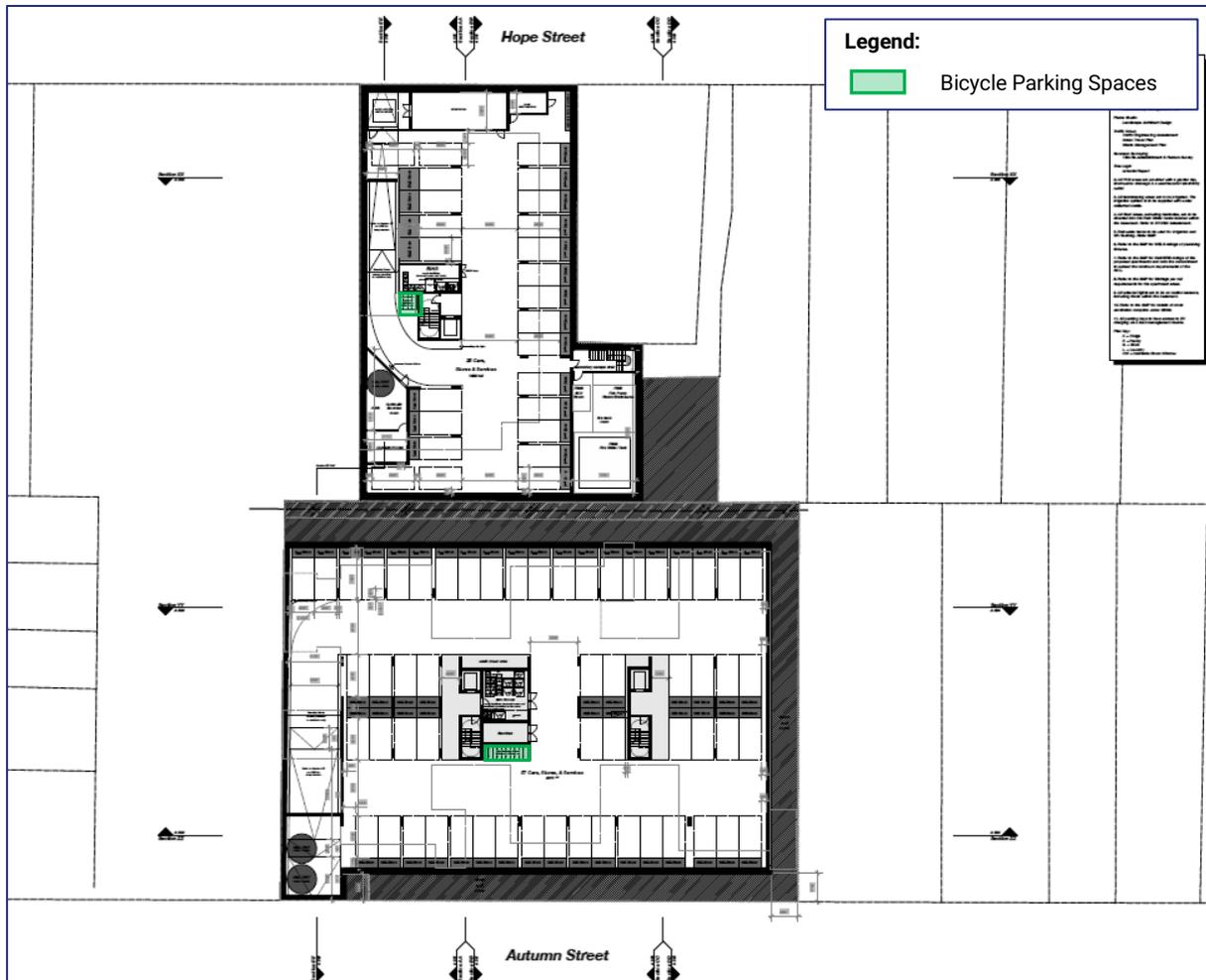


Figure 6: Bicycle Parking Locations (Basement)

### Signage and Wayfinding Information for Bicycle Parking Facilities

Clause 52.34-5 specifies the following requirements in relation to appropriate wayfinding signage for bicycle parking spaces:

*If bicycle facilities are required by this clause, bicycle signage that directs the cyclists to the bicycle facilities must be provided to the satisfaction of the responsible authority.*

*Bicycle signage should:*

- *Be at least 0.3 metres wide and 0.45 metres high.*
- *Display a white bicycle on a blue background on the top half of the sign.*
- *Display information about the direction of facilities on the bottom half of the sign.*

Appropriate way-finding signage will be provided along the vehicle accessways to direct cyclists to the bicycle parking as detailed in the previous section. Signage will be provided nearby to the bicycle parking space which details the location of bicycle parking. Signage in accordance with Figure 2.5 of AS2890.3-2015 (provided below) will be installed within the

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development. The dimensions of these signs accord with the requirements of Clause 52.34-5 of the Planning Scheme.



All signage and line marking will be installed by the applicant prior to occupation of the mixed use development.

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## 4. Security and Access Arrangements

### Vehicle Access

The development is proposed to have a single roller door provided at the entry to each basement carpark.

Residents will be provided a remote control, which can be used to activate the roller doors and access the relevant basement carpark.

### Pedestrian Access

Pedestrian access to the development is via Autumn Street and Hope Street, which will provide access to each building, and the associated lift to the basement carpark.

Low intensity lighting will be provided to ensure that car parking areas and pedestrian accessways are illuminated.

## 5. Targets

It is important to note that when setting targets for the proposed development, consideration should be given to the existing travel patterns for people working within the nearby area.

Given the level of public transport access in this locality, the proposed development is adequately supported by public transport to serve residents of the proposed development and is expected to generate parking at a lower rate than for a similar site in other less accessible, suburban locations. Specifically, shopping facilities, daily services and employment opportunities are available in close walking distance to the site.

### 5.1. Resident Targets

The use of alternate transport for existing residents in the nearby area is highlighted by a comparison of ABS 'journey to work' data for the 2016 Census between the Geelong suburb and the Greater Melbourne average.

This data is summarised in Table 3.

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Table 3: Journey to Work Data (based on place of residence) - 2016 Census

% mode of travel for 'journey to work' trip	Live within Geelong Suburb	Live Within Greater Melbourne
Car as driver	59.6%	60.3%
Public Transport	9.5%	15.8%
Walking	21.8%	3.1%
Cycling	2.0%	1.4%
Other Mode (car passenger, motorcycle, taxi etc.)	7.1%	5.5%

This data highlights that a significant portion of local residents utilise alternative modes of transport to private vehicle.

A target has been set for this development such that private car usage is below the existing mode share for residents of Geelong.

It is suggested that the targets are:

- Residents – 50% of commuter trips are undertaken by sustainable modes, i.e. all modes other than single occupant motor vehicle.
- Residents – 50% of all other trips (i.e. non employment based travel) are undertaken by sustainable modes, i.e. all modes other than single occupant motor vehicle.

In relation to visitors, it is expected that given the site's proximity to public transport services that utilisation of alternate transport modes will be higher than other less accessible locations.

In order to establish modal splits, the Owners Corporation of the development will need to distribute a questionnaire survey to residents of the development once the development is complete and the majority of apartments are occupied. The questionnaire survey should include questions to determine travel patterns and mode splits, distances travelled to/from the site and the origin/destination of trips, as well as seeking feedback on and suggestions for initiatives aimed to reduce reliance on motor vehicles.

An example questionnaire survey which could be distributed to residents for completion is attached at Appendix A.

It is noted that if the proposed targets are not being met by the end of the first 12 month survey period, the building management will take steps to improve the active and public transport travel mode share, including:

- Re-issue dwellings with a 'welcome pack' providing public transport information, car share information and other details regarding sustainable lifestyles,
- Provide more bicycle parking (if deemed required by questionnaire surveys), and
- Promote the green travel initiatives included in the Green Travel Plan.

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## 6. Actions

The Green Travel Plan aims to reduce the number of single occupant vehicle trips undertaken by residents of the proposed development. The following actions aim to improve the overall accessibility of the site and foster sustainable travel behaviour.

In general, the building manager will be responsible for the ongoing implementation of the actions identified within the Green Travel Plan.

Table 4 details the green travel actions for residents of the proposed development and implementation responsibilities.

Table 4: Green Travel Plan Actions

Actions	Responsibility	Implementation
<b>Information and Promotion</b>		
1. Provide information regarding alternate sustainable travel modes, e.g. via a phone app, webpage or intranet. Minimum information required includes: <ul style="list-style-type: none"> <li>Map(s) indicating the location of the most proximate train and bus stops to the facility, and bicycle facilities (e.g. Active Travel Map of Greater Geelong)</li> <li>Information on public transport fares and nearby outlets selling public transport tickets. Information is available from Public Transport Victoria (ph: 1800 800 007, <a href="http://ptv.vic.gov.au/">http://ptv.vic.gov.au/</a>).</li> <li>Provision of train and bus timetable information (or relevant links).</li> <li>Phone app or intranet/webpage which display an overview of frequencies and service times, and provide relevant phone numbers and web links to PTV timetabling services.</li> <li>Provision of information promoting useful smartphone apps such as Public Transport Victoria, etc.</li> </ul>	Owners Corporation	On-going
2. Provide directional signage on the site for nearby public transport services and on-site bicycle parking areas.	Developer	Prior to occupation

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Actions	Responsibility	Implementation
3. Provide new residents with a relevant Green Travel welcome pack, including information on public transport, initiatives and facilities available, i.e. bicycle parking, etc. A summary of the welcome pack is provided at Appendix B.	Owners Corporation	On-going
4. Promote state and national sustainable events such as Ride to Work day, Walk to Work day and World Environment day (via email and intranet). The dates of the days specified here vary but for 2024, these dates were/are: <ul style="list-style-type: none"> <li>Walk to Work Day – 6<sup>th</sup> September, 2024</li> <li>Ride to Work Day – 16<sup>th</sup> October, 2024</li> <li>World Environment Day – 5<sup>th</sup> June, 2024</li> </ul> Further details regarding the dates of environmental dates which may be promoted is available at: <a href="http://www.environment.gov.au/topics/about-us/media-centre/events/">http://www.environment.gov.au/topics/about-us/media-centre/events/</a>	Owners Corporation	On-going
<div style="border: 2px solid red; padding: 10px; color: red; font-weight: bold;"> <p>This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright</p> </div>		
<b>Cycling</b>		
5. Bicycle facilities should be secure, easily accessible and clearly visible to residents and visitors to assist in promoting this mode. The location and details of access to the bicycle parking should be detailed as part of the welcome pack.	Developer	Development stage
6. Consider providing an on-site bicycle repair toolkit available for residents. Toolkit could include puncture repair equipment, bicycle pump, spanner, Allen keys etc.	Owners Corporation	On-going
7. Consider establishing an electric bicycle sharing scheme to allow residents and visitors to borrow bicycles at no cost for work related trips.	Owners Corporation	On-going
<b>Car Parking</b>		
8. Parking spaces on-site should be secure and controlled. Residents should be made aware of their allocation and appropriate signage provided.	Developer	Development Stage
9. Promote the use of electric vehicles by considering providing infrastructure to allow for electric vehicle	Developer	Development Stage

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Actions	Responsibility	Implementation
charging facilities or identify a number of spaces to be converted into electric car charging spaces in the future.		
<b>Walking</b>		
10. Provide an umbrella for residents use in times of inclement weather to aid walking to nearby public transport services.	Owners Corporation	On-going

## 7. Costs

The cost of undertaking each of the proposed actions will not be significant, with a number of actions/initiatives having minimal ongoing costs. All ongoing costs are to be fully met by the Owners Corporation.

## 8. Monitoring and Review

This Green Travel Plan should be monitored and reviewed on a regular basis to ensure that it meets its objectives and has the intended impacts on car use and transport choice.

The Owners Corporation will be responsible for monitoring the Green Travel Plan in accordance with the monitoring program set out in Table 5. The monitoring program should be undertaken annually over a three-year period to confirm travel mode choice patterns for the development. The first review of the program should be conducted immediately after occupation of the building to establish a baseline. Survey results and a monitoring report should be provided to Council's Sustainable Transport Department, to the satisfaction of Council.

The building manager will be responsible for ensuring that the Green Travel Plan is updated not less than every 5 years in order to maintain relevance and accuracy for residents.

Table 5: Monitoring and Review Program

Monitoring/Review Actions	Purpose
Undertake a questionnaire survey of residents	To determine the modal split of trips and determine progress and compliance of the plan.  The questionnaire survey should include questions to determine travel patterns and mode splits, distances travelled to/from the site and the origin/destination of trips, as well as seeking feedback on and suggestions for initiatives aimed to reduce reliance on motor vehicles.

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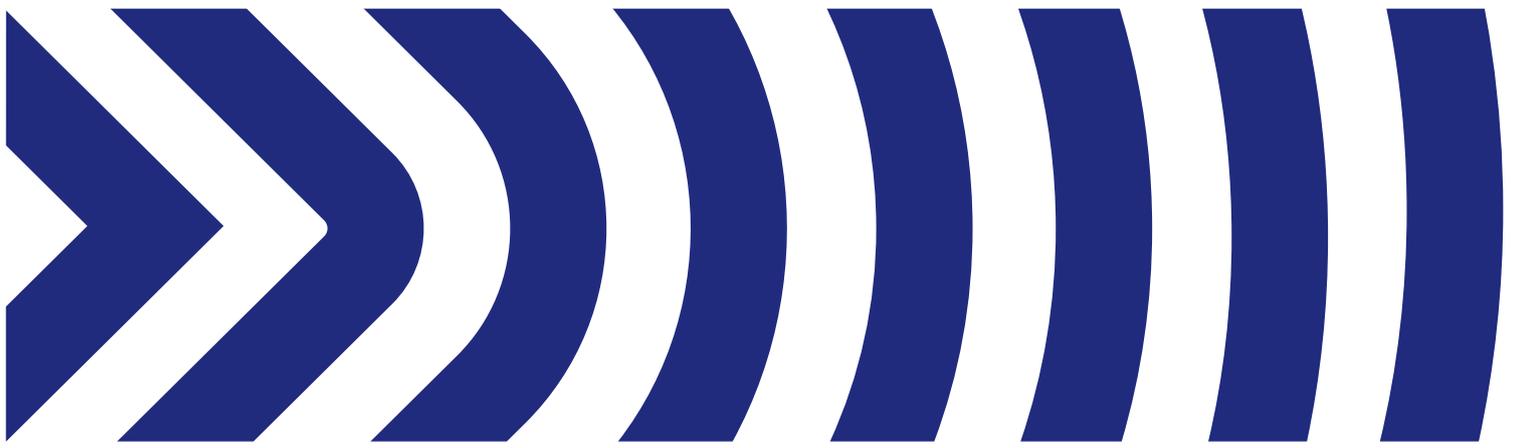
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Monitoring/Review Actions	Purpose
Undertake occupancy survey of bicycle parking provided on the site.	Gauge the level of use of bicycle parking facilities and assess if additional facilities are required.
Undertake an Audit of the actions listed in Section 6 of this document and compile supporting evidence of actions implemented (i.e. notices, photos, etc.).	To document the progress of the plan and ensure viability of the plan.
Review the plan/actions and identify any modifications and/or improvements.	To 'fine tune' the plan and ensure viability of the plan.

In the event that the monitoring program indicates that the Green Travel Plan targets are not being met, further incentives should be implemented in order to increase the uptake of sustainable modes of transport. A range of options include (but not limited to):

- Subsidised Myki costs to promote the uptake of public transport.
- Promote cycling by loaning out bicycles for free and providing helmets, bicycle lights, bicycle locks and bicycle repair kits for residents.
- Run sessions/workshops for residents to teach how to repair minor problems with bicycles. i.e. repair punctures, general servicing etc.
- Promote organised events to increase uptake of travelling to work using sustainable modes of transport (i.e. public transport, walking and cycling), for example Ride to Work Day, Walk to Work Day and World Environment Day.

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## ADVERTISED PLAN

# Appendix A

## Example Questionnaire Surveys

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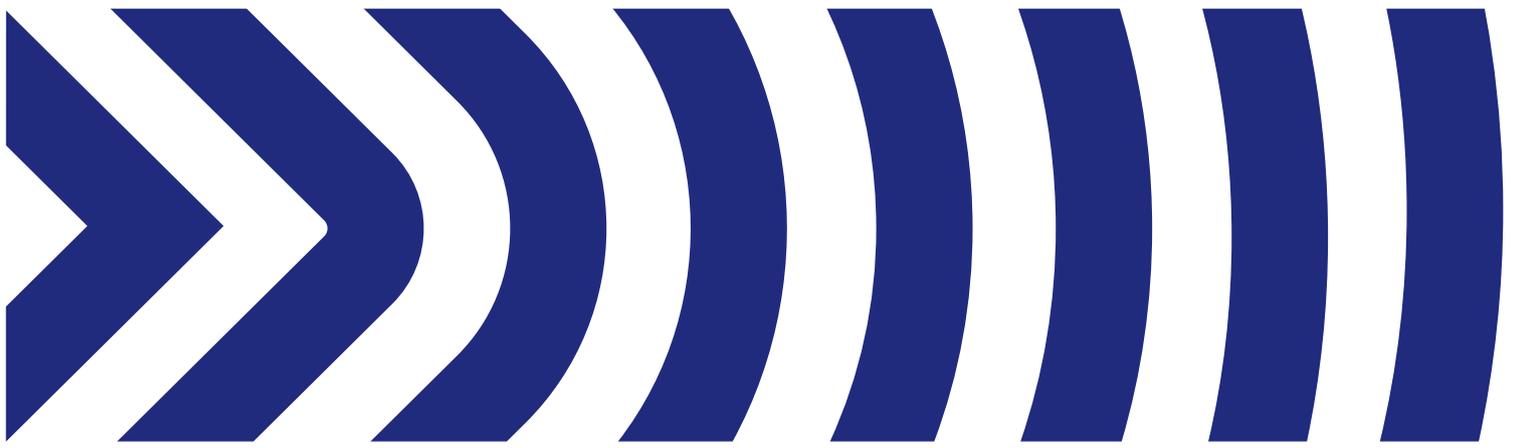
## Questionnaire Surveys

The following table provides an example questionnaire survey which could be completed by residents to collate mode of travel data.

Apartment Number & Resident Initials:																	
No. of Residents living at address:																	
Mode of Travel Details:																	
	Typical number of trips (by mode of travel) in a typical 7-day week												Does resident have a car licence?	Does resident have a privately owned vehicle?	Does resident have access to a bicycle?	Does resident require access to a vehicle during the day (for work related travel)	What influences the residents travel choice? i.e. travel time, convenience, cost, health/fitness, dropping-off/picking-up others.
	Car as driver		Car as passenger		Public Transport		Walking		Bicycle		Other (Specify)						
Time of Travel <sup>1</sup>	CT	OT	CT	OT	CT	OT	CT	OT	CT	OT	CT	OT					
<i>Example</i>	0	0	1	0	2	0	1	0	1	2			Y	Y	N	N	<i>Convenience</i>
<i>Example</i>	1	0	0	0	0	0	2	0	2	2			Y	N	Y	N	<i>Cost</i>

CT (Commuter Travel) = Travel associated with commuting to/from work,  
OT (Other Travel) = Other travel associated with non-commuter trips (e.g. shopping trips, visiting friends, etc).





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# Appendix B

**Welcome Pack**

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# ADVERTISED PLAN

## Green Travel Plan

51-53 Hope Street & 66-76 Autumn Street,  
Geelong West

## Welcome Pack

The following table includes a summary of the items which should be included in a welcome Green Travel Pack issued to all new residents of the proposed development (one pack provided per each dwelling).

### Welcome Pack Items

Public Transport timetables for the following key public transport routes:

- V/Line Service to Warrnambool
- Bus Route 1
- Bus Route 19
- Bus Route 20
- Bus Route 22
- Bus Route 24
- Bus Route 25
- Bus Route 30
- Bus Route 31
- Bus Route 32
- Bus Route 40
- Bus Route 41
- Bus Route 42
- Bus Route 43
- Bus Route 53
- Bus Route 55
- Bus Route 56
- Bus Route 60
- Bus Route 61

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Copies of these timetables are available from Public Transport Victoria.

Timetables for the other extensive bus routes available in the nearby area are available from Public Transport Victoria.

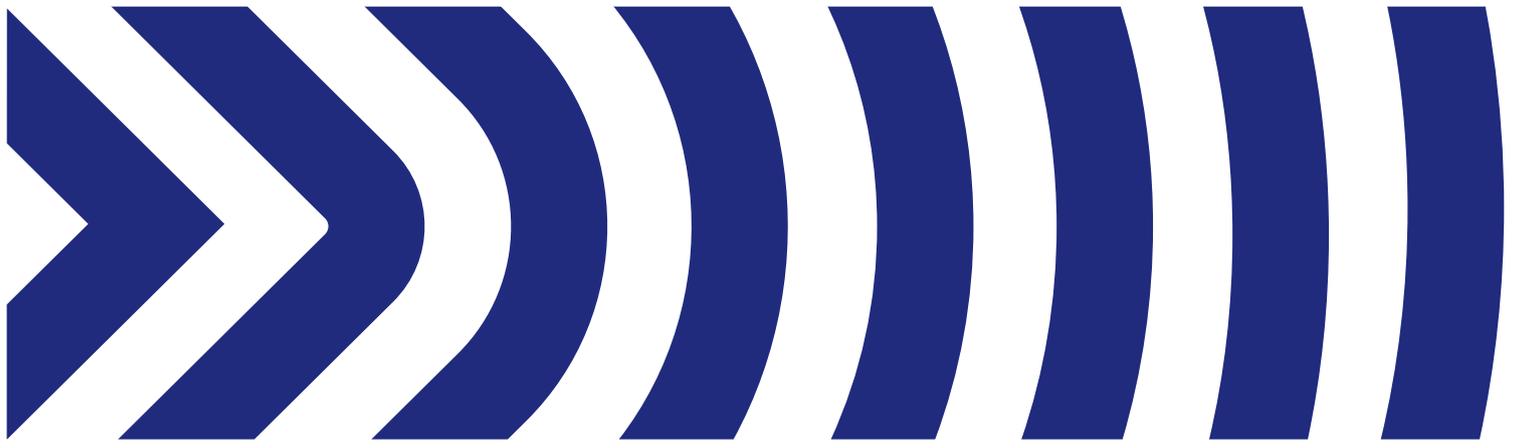
Information regarding smartphone apps such as the PTV app and similar applications.

A TravelSmart Map for the Geelong LGA, which includes all public transport, cycling and walking paths within the local area.

Copies of this map are available from: <http://www.transport.vic.gov.au/projects/travelsmart/maps>

Details regarding the on-site bicycle parking arrangements. Nearby cycling paths shown in TravelSmart Map provided as part of welcome pack.

To be provided by applicant.



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