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ADVERTISED PLAN

Green Travel Plan

Proposed Commercial Development
101 Cremorne Street, Cremorne

Prepared for
Case Meallin & Associates

August, 2024

G32978R-02D (GTP)

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1. Introduction

Traffix Group has been engaged by Case Meallin & Associates to prepare a Green Travel Plan for the proposed commercial development at 101 Cremorne Street, Cremorne.

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/Property Manager to encourage sustainable travel choices and reduce car dependency by staff, 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 development 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 Property Manager will be responsible for the implementation of the GTP and reporting of Travel Demand Patterns to the City of Yarra (to be provided on request).

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2. Background

2.1. Subject Site

The subject site has frontages to both Cremorne Street and Kelso Street, in Cremorne. The site is located within a Commercial 2 Zone under the Yarra Planning Scheme and within the Principal Public Transport Network Area (PPTN). The site is also located within the Cremorne commercial core and 400m of the Swan Street Major Activity Centre, which provides a variety of everyday services, retail services and places of employment.

Other significant nearby land uses in the nearby area include:

- **Kangan Institute** located directly north of the site.
- **Gosch's Paddock** located approximately 450m north-west.
- **Richmond Station** located approximately 500m north.
- **Church Street retail & commercial corridor** located approximately 750m west.
- **East Richmond Station** located approximately 800m north-east.

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.

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3. Proposal

The proposal is for a multi-storey commercial development on the site as set out in the following table.

Table 1: Development Summary

Characteristics		Description	
Uses	Size/No.	Car Parking	Notes
Office	10,917m ²	94	0.86 spaces/100m ²
Retail	596m ²	0	Shop tenancies located on ground level.
Car Parking Provision		94 car spaces	Located in a 2-level basement carpark.
Bicycle Parking Provision		136 bicycle spaces	136 within a secure room on ground level accessed via Cremorne Street

Key features of the development which support sustainable travel behaviour include:

- the site’s access to efficient public transport services and alternative transport modes including Richmond Station,
- the site’s location within the Cremorne commercial core and nearby to the Swan Street Major Activity Centre and Church Street retail & commercial corridor,
- the site is highly walkable,
- the high level of bicycle parking provision and end of trip facilities, exceeding the requirements of Clause 52.34 of the Planning Scheme.

Whilst not changing transport mode, the proposal does imbed electric vehicle charging facilities into the design of the carpark.

4. Information for Staff

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

A notice board will be provided within the entry lobby area, which will provide Green Travel information (maps/timetables). The applicant could also include relevant information (including a copy of this plan) electronically via the owner’s corporation intranet or webpage.

New tenants will be provided with a tour of the End of Trip facilities, shown how to use the bicycle repair station and how to access the lockers.

4.1. Public Transport Accessibility

The site is located within the Principal Public Transport Network Area (PPTN) and as such is well served by a number of efficient public transport services including train, tram and bus located within walking distance from the site. The extent of the public transport services ensures that staff will be able to readily utilise public transport in preference to 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 the Table 2.

Figure 2 shows the pedestrian linkages between the site and the nearby public transport services and the distance required to walk by staff accessing these services. A map similar to this could be displayed within the entry lobby to inform staff 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/>).

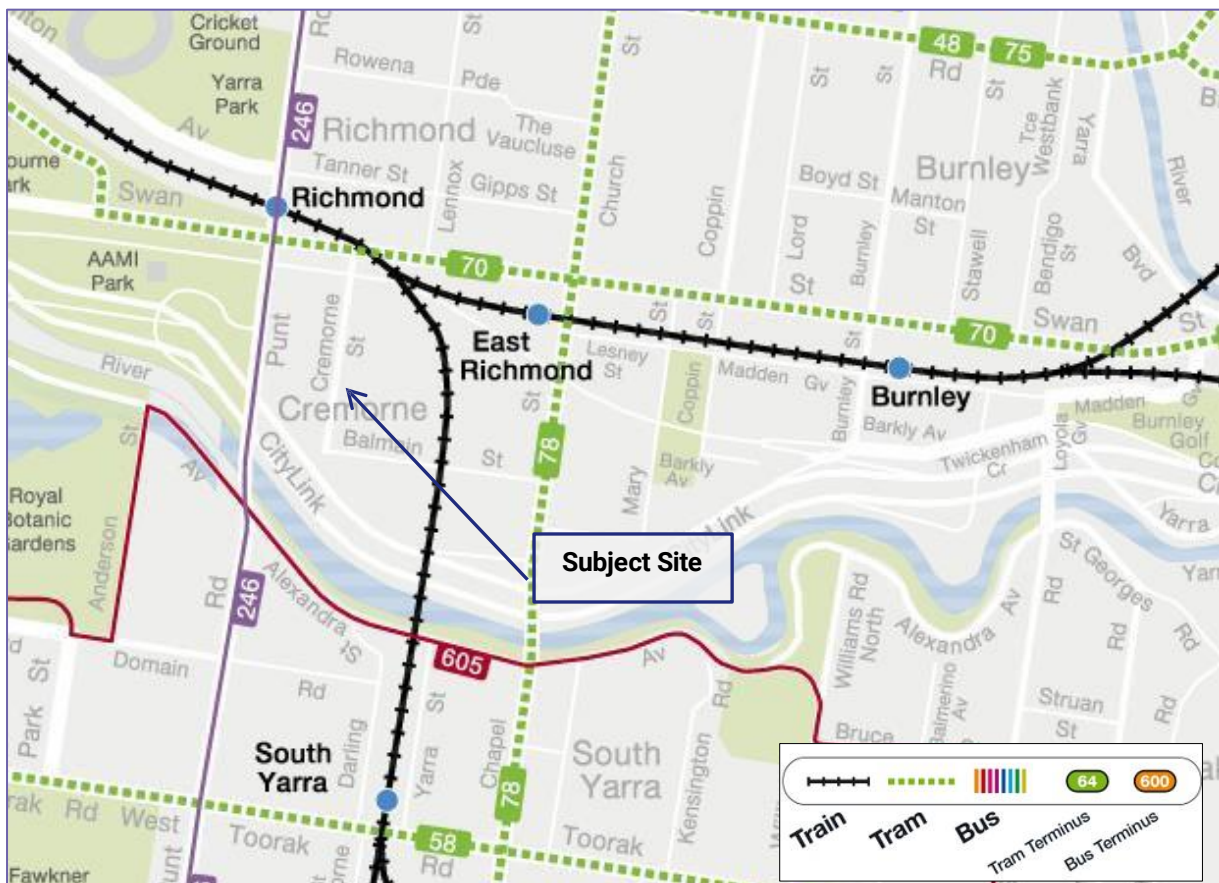


Figure 1: Public Transport Map

Source: ptv.vic.gov.au

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Table 2: Summary of public transport services

Service	Between	Via
Richmond Railway Station – located approximately 500m walking distance north-west of the site		
Cranbourne, Frankston, Pakenham, Sandringham, Bairnsdale, Traralgon, Alamein, Glen Waverley, Lilydale & Belgrave Lines	Cranbourne, Frankston, Pakenham, Sandringham, Bairnsdale, Traralgon, Alamein, Glen Waverley, Lilydale & Belgrave Lines	CBD and various destinations in the south and east of Melbourne
Swan Street/Huckberry Street – located approximately 600m walking distance north-west of the site		
Tram Route 70	Waterfront City Docklands & Wattle Park	Camberwell, Hawthorn & CBD
Punt Road/Swan Street – located approximately 600m walking distance north-west of the site		
Bus Route 246	Elsternwick & Clifton Hill	St Kilda, CBD & Abbotsford
Balmain Street/Church Street – located approximately 750m walking distance south-east of the site		
Tram Route 78	North Richmond & Balaclava	St Kilda, South Yarra & Richmond
East Richmond Railway Station – located approximately 800m walking distance north-east of the site		
Lilydale/Belgrave/Alamein/Glen Waverley Lines	Lilydale/Belgrave/Alamein/Glen Waverley & City	Various eastern suburbs through Melbourne

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Figure 2: Public Transport - Pedestrian Access Map

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4.2. Cycling

The site has access to bicycle infrastructure with on-road bicycle lanes and informal bicycle facilities on many major and minor roads such as Cremorne Street and Balmain Street, in the immediate vicinity of the subject site. An off-road shared path is provided along both sides of the Yarra River (Main Yarra Trail and Capital City Trail), located approximately 600m south of the site, as shown in the excerpt from the City of Yarra TravelSmart Map shown in Figure 5.

A total of 136 bicycle spaces provided at ground level within a secure room via horizontal Cora Bike Racks (E3DT series) as part of the proposed development for use by staff and visitors of the development as detailed at Figure 3.

A total of 11 end of trip shower facilities are provided for staff of the development (along with associated lockers), with 5 shower facilities being provided for both males and females, respectively and 1 accessible shower facility, located adjacent to the bike room, behind the entry lobby area. These facilities will ensure staff who ride to the site will have an appropriate place to change into and out of riding clothes. A total of 68 locker facilities are also provided.

Access to the bicycle spaces will be via Cremorne Street. Overall, the bicycle parking will be easily identified and used by staff visitors of the development. Accordingly, we are satisfied that additional signage to identify its location is not deemed to be warranted.

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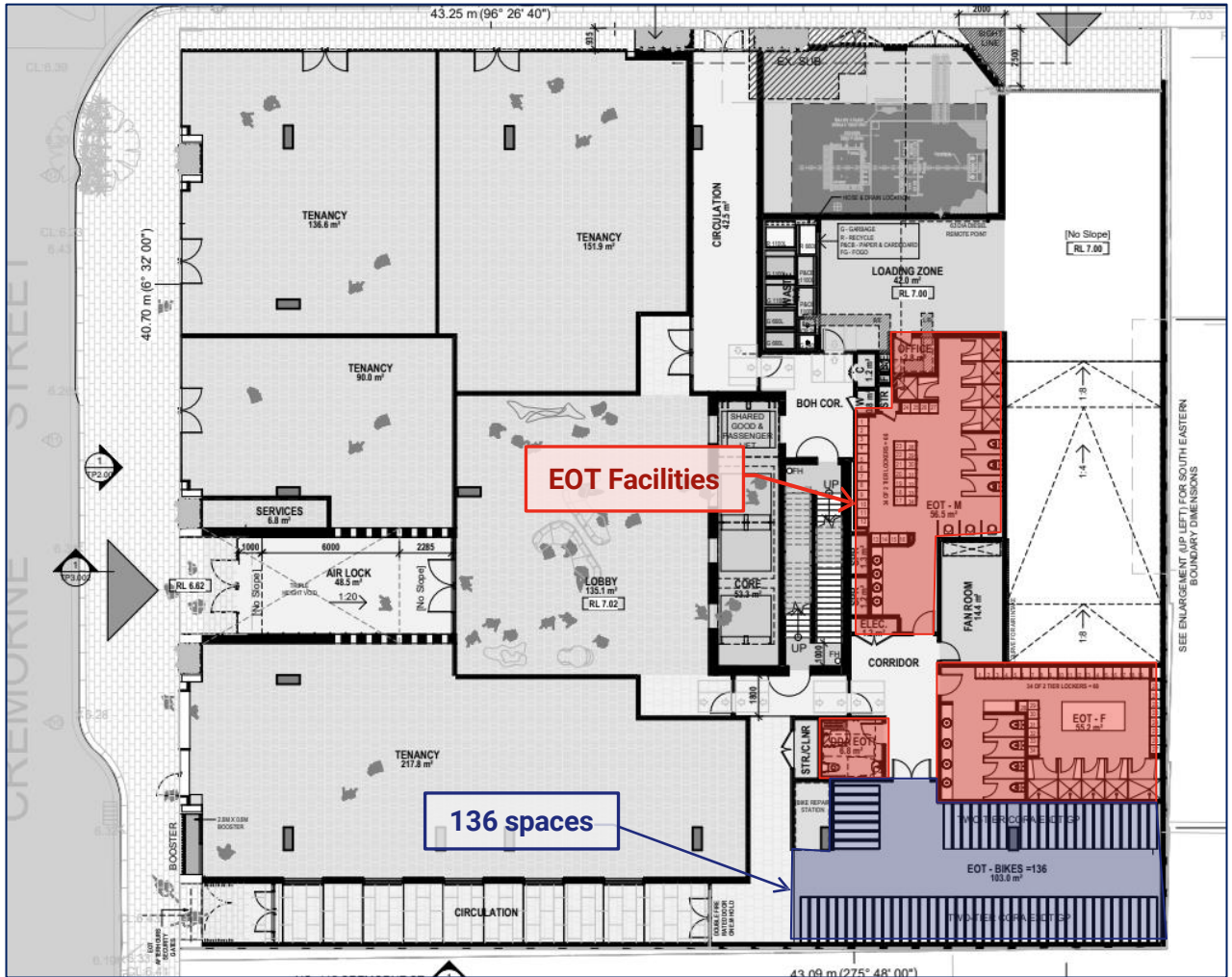


Figure 3: Bicycle Parking Areas and End of Trip Facilities (Ground Level)

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4.3. Walking

The site is located in an inner-city area, within close proximity to the Melbourne CBD, within the Cremorne commercial core and nearby to the Swan Street Major Activity Centre and Church Street retail & commercial corridor. Accordingly, the site has access to a range of everyday services within comfortable walking distance of the site such as retail shops, post office and specialty shops.

Figure 4 below indicates the area that is within a 20-minute walk of the site.

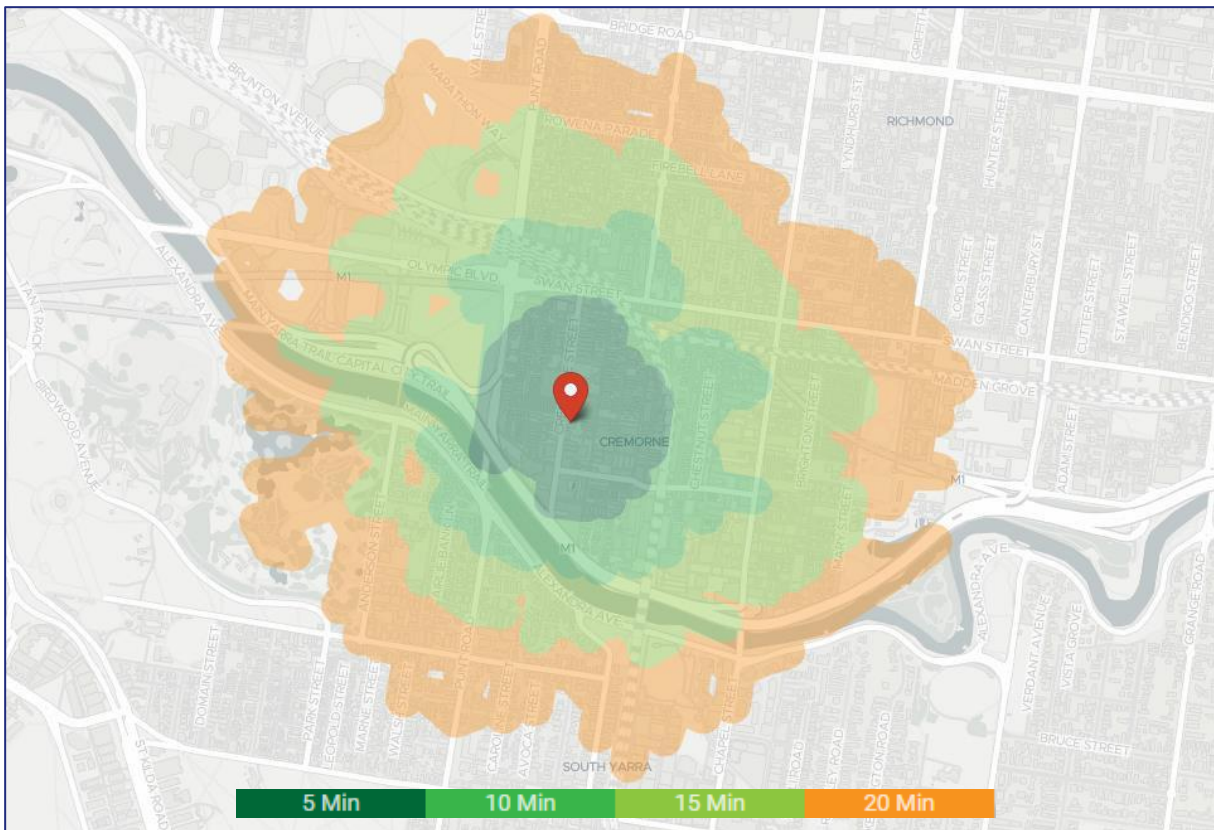


Figure 4: Map of 20-minute walking distance (Source: Targomo.com)

4.4. Car Share Vehicles

Yarra City Council supports 'car sharing' schemes by allocating spaces within private developments and Council operated off-street carparks for the purposes of accommodating 'car share' cars operated by Flexicar, Go Get and Green Share Car.

There are 6 car share pods located within approximately 500m walking distance of the site with the nearest on Cremorne Street, approximately 50m south of the subject site.

The nearest existing car share pods (spaces) are shown in Figure 5.

The existing car share schemes in the immediate area provide a safety net (and fill a mobility gap) for staff without a dedicated on-site car space, by providing convenient access to a car

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to cater for the limited number of times that they may require a car. This car access is both convenient and cost-effective as they can hire the car on an hourly or daily basis.

Car sharing schemes provide an alternative to driving to work for staff and actively encourage the use of alternate transport modes. If required, a car can be available by joining the local 'car share' schemes, which allows for work-based business trips by car. The use of a non-private car for these trips allows staff to avoid drive their own car to work during the commuter peak hours, because they do not need it for business trips during the day.

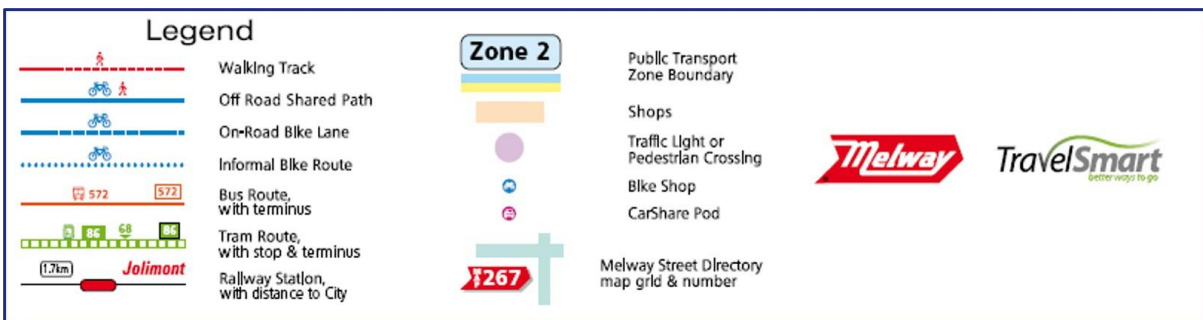
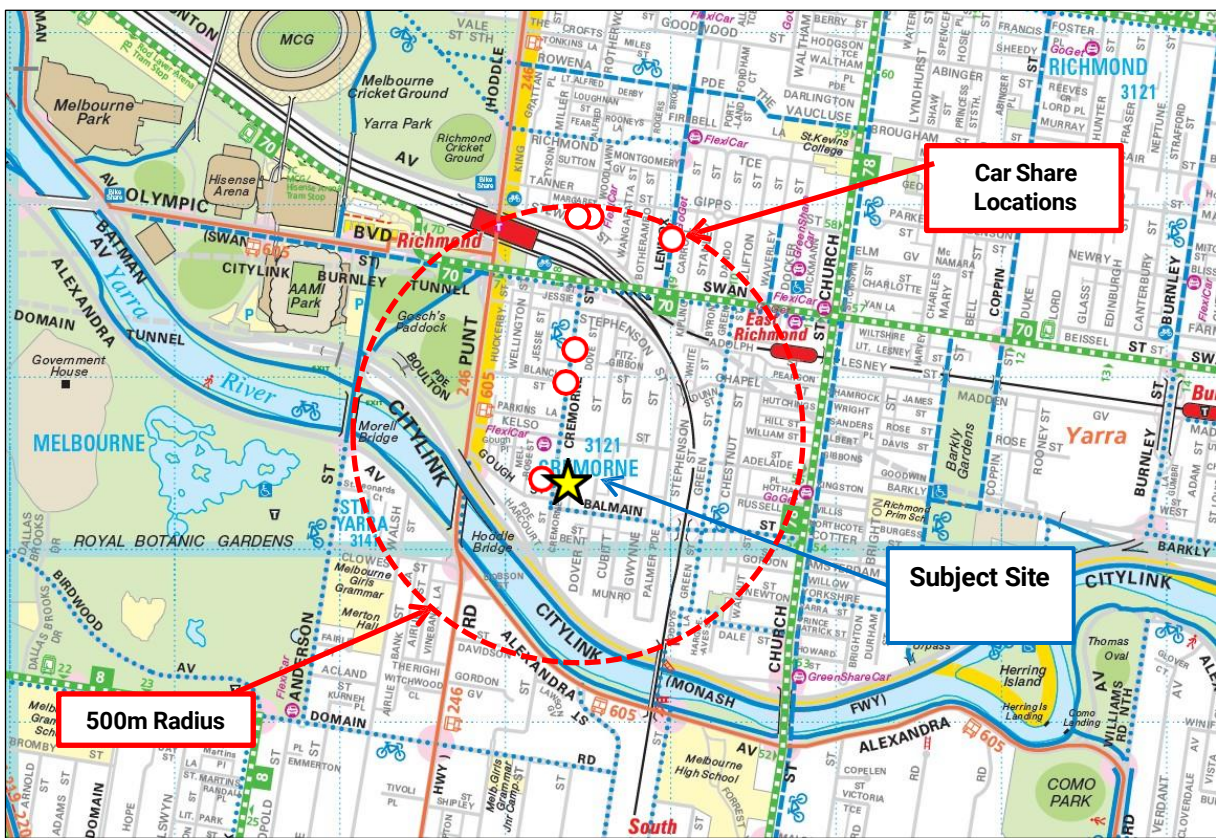


Figure 5: Yarra City Council travel smart map

Source: Yarra City Council

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 and proximity to the Melbourne CBD, the proposed development is adequately supported by public transport to serve staff 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, public transport use and bicycle infrastructure are available in close walking distance to the site.

5.1. Staff Targets

Table 3 summaries a comparison of the ABS 2016 census 'journey to work' data between Yarra – Richmond SA2 area and the Greater Melbourne average. Richmond was used as a suitable comparison for Cremorne as no SA2 data has been obtained for the area and Richmond is close in the vicinity of Cremorne and are similar in amenities.

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

% Mode of Travel for 'Journey to Work' trips	Work within Yarra - Richmond SA2 Area	Live within Greater Melbourne Area
Car as driver	56%	70%
Public Transport	28%	18%
Walking	7%	4%
Cycling	4%	2%
Other transport modes (car passenger, motorcycle, taxi and other)	5%	6%

The above data identifies that existing persons working within Yarra – Richmond SA2 area have a higher utilisation of alternate transport modes and lower reliance on private cars in comparison to the Greater Melbourne average.

Based on the existing journey to work data available, the site's access to public transport and current objectives, it is suggested that the following target is set for this development as follows:

- 80% of commuter trips are undertaken by sustainable modes, i.e. all modes other than single occupant motor vehicle.

The targets identified above ensure that private car usage for this development is below the existing mode share for staff of Richmond. Individual rates for various mode shares are not considered warranted as staff will be in the best position to choose which alternate transport mode that best suits them (i.e. walking, cycling, public transport, etc.).

Providing a lower rate of on-site car parking for the development will assist in encouraging staff to utilise alternate transport modes as unrestricted or long-term parking is not available in the vicinity of the site.

The Property Manager of the development will need to distribute a questionnaire survey to staff of the development once the development is complete and the majority of tenancies are occupied. An example questionnaire survey which could be distributed to tenancies for completion is attached at Appendix B.

6. Actions

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

In general, the Property Manager/Champion will be responsible for the ongoing implementation of the actions identified within the Green Travel Plan.

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

Table 4: Green Travel Plan Actions

Actions	Responsibility	Implementation
Information and Promotion		
1. Display information regarding alternate sustainable travel modes within a public area, i.e. notice boards in entry lobby areas, or alternately provide relevant information via the Manager’s webpage or intranet. Minimum information required includes: <ul style="list-style-type: none"> • Map(s) indicating the location of the most proximate train, tram and bus stops to the facility, and bicycle facilities (e.g. Travel Smart Map of Yarra is available from https://www.yarracity.vic.gov.au › media › files › the-area › getting-around) • Information on public transport fares and nearby outlets selling public transport tickets. Information is available from Public Transport Victoria (ph: 1800 800 007, http://ptv.vic.gov.au/). • Provision of train, tram, and bus timetable information (or relevant links). • The board/webpage should display an overview of frequencies and service times, and 	Property Manager/ Champion	On-going

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Actions	Responsibility	Implementation
<p>provide relevant phone numbers and web links to PTV timetabling services.</p> <ul style="list-style-type: none"> Provision of information promoting useful smartphone apps such as Public Transport Victoria, Tramtracker or Traintracker, etc. Provision of car-pooling database information to display trip information for staff. 		
2. Provide directional signage on the site for nearby public transport services and on-site bicycle parking areas.	Developer	Prior to occupation
3. Provide commercial tenancies 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.	Property Manager/ Champion	On-going
<p>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 2021 these dates were/are:</p> <ul style="list-style-type: none"> Walk to Work Day – 1st September, 2023 Ride to Work Day – 19th October, 2023 World Environment Day – 5th June, 2023 <p>Further details regarding the dates of environmental dates which may be promoted is available at: http://www.environment.gov.au/topics/about-us/media-centre/events/</p>	Property Manager/ Champion	On-going
Cycling		
5. Bicycle facilities should be secure, easily accessible and clearly visible to employees and visitors to assist in promoting this mode. The location and details of access to the bicycle parking should be detailed to employees as part of the welcome pack.	Developer	Development stage

Actions	Responsibility	Implementation
6. Provide an on-site bicycle repair toolkit available for staff within the secure bicycle parking areas. Toolkit could include puncture repair equipment, bicycle pump, spanner, Allen keys etc.	Property Manager/ Champion	On-going
7. Consider establishing an electric bicycle sharing scheme to allow staff and visitors to borrow bicycles at no cost for work related trips.	Property Manager/ Champion	On-going
Walking		
8. Provide an umbrella for staff use in times of inclement weather to aid walking to nearby public transport services.	Property Manager/ Champion	On-going
Car Pooling		
9. Create a car-pooling database to encourage staff to car pool and plan trips together to reduce the amount of car modal trips.	Individual tenancies	On-going

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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 owner(s) of the building.

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 Property Manager 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 Property 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 employees.

Table 5: Monitoring and Review Program

Monitoring/Review Actions	Purpose
Undertake a questionnaire survey of staff	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.
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.
Investigate implementation of end-of-trip facilities for staff.	Additional end-of-trip facilities may be required if additional bicycle parking is required.

Monitoring/Review Actions	Purpose
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.
- Facilitate a car-share scheme within the development and provide car share vehicles with priority to car parking.
- Promote cycling by loaning out bicycles for free and providing helmets, bicycle lights, bicycle locks and bicycle repair kits for staff.
- Promote organised events to increase staff 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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Appendix A

Example Questionnaire Surveys

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Questionnaire Surveys - Staff

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

Business Name & Type:								
Staff Initials:								
Mode of Travel Details:								
	Mode of travel in a typical working week						What influence employee's travel choice? i.e. travel time, convenience, cost, health/fitness, dropping-off/picking-up others.	Feedback/suggestions to reduce reliance on motor vehicles
	Car as driver	Car as passenger	Public Transport	Walking	Bicycle	Other (Specify)		
Typical no. of trips in a working week								
Distance travelled								





Appendix B

Welcome Pack

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Welcome Pack

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

Welcome Pack Items
Public Transport timetables for the following key public transport routes: <ul style="list-style-type: none">• Richmond Railway Station• East Richmond Railway Station• Tram Route 70• Tram Route 78• Bus Route 246 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.
A single Myki Pass with a weekly Zone 1 & 2 value for each tenancy in the development as an introduction for using public transport services in the nearby area. Tickets are available from Myki, www.myki.com.au
Information regarding smartphone apps such as the PTV app, Tramtracker and similar applications.
A TravelSmart Map for the Yarra 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.
Introductory information to car share services

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