

Melody Potter  
Senior Development Manager, Stockland  
Level 25, 133 Castlereagh Street  
Sydney NSW 2000

3 February 2020

Dear Melody

## 355 and 375 Church Street, Parramatta | Traffic and Parking Advice

### 1. Introduction

---

JMT Consulting has been requested by Stockland to provide traffic and parking advice in relation to the Planning Proposal for a mixed use development at 355 and 375 Church Street, Parramatta. This advice specifically considers the implications of the proposed parking provision for the McDonalds component of the proposal.

### 2. Background

---

Stockland have lodged a Planning Proposal for the site at 355 and 375 Church Street, Parramatta. The site is currently occupied by a McDonalds Restaurant, two office and retail buildings and a large car park. The Planning Proposal involves the retention of the existing McDonalds and a mixed use building, including retail/commercial on the ground and first floor as well as approximately 346 residential apartments. The site location is shown in Figure 1 below



Figure 1 Site location

Source: Ethos Urban, 2019

## 3. Transport Assessment

---

### 3.1 Proposed parking provision

Under the Planning Proposal the McDonalds Restaurant will include approximately 950m<sup>2</sup> of Gross Floor Area (GFA) with 220 seats. 34 car parking spaces are proposed to service the McDonalds which equates to a parking rate of:

- 1 parking space per 6.5 seats; or
- 1 parking space per 28m<sup>2</sup> GFA

### 3.2 Comparison with relevant guidelines

In considering the appropriateness of the proposed parking provision for the McDonalds, a comparison with relevant guidelines has been undertaken. This comparison has considered the recommended parking rates contained in the following documents:

- Parramatta Local Environment Plan (LEP) 2011
- RMS Guide to Traffic Generating Developments
- Development Control Plans (DCPs) for neighbouring Councils, including:
  - City of Ryde Council
  - City of Canada Bay Council
  - Cumberland Council

This comparative assessment is presented in Table 1 below.

Table 1 Comparison of parking rates for drive in take away food restaurants

Document	Parking rate for drive in take away food restaurants	Permissible parking provision for McDonalds Parramatta under relevant document
Parramatta LEP 2011	1 parking space / 10m <sup>2</sup> or 1 parking space / 6 seats (whichever is the lesser)	37
RMS Guide to Traffic Generating Developments	1 parking space per 3 seats	73
City of Ryde Council DCP	1 parking space / 10m <sup>2</sup> or 1 parking space / 5 seats (whichever is greater)	95
City of Canada Bay DCP	1 parking space per 3 seats	73
Cumberland (Holroyd) DCP	1 parking space / 10m <sup>2</sup>	95

As evident in Table 1, the proposed parking provision of 34 spaces in the McDonalds Parramatta is below the maximum rate identified in the Parramatta LEP, and significantly lower than what would be permissible under the controls in adjacent LGAs. Further, the RMS Guide to Traffic Generating Development document recommends a parking rate of 1 space / 3 seats – more than double the parking rate proposed for McDonalds Parramatta.

### 3.3 Comparison to commercial parking rates

It is understood Parramatta City Council have recommended that a parking rate for commercial uses be adopted for the McDonalds component of the site.

It is important to recognise that parking demands associated with fast food take away outlets are not comparable to those for commercial offices (or even general retail), particularly within major employment centres such as Parramatta. For this reason the RMS Guide to Traffic Generating Developments, as well as other documents including the Parramatta LEP 2011, provide separate parking rates for fast food outlets and commercial uses.

Recent surveys<sup>1</sup> conducted by the RMS (now Transport for NSW) for fast food take away outlets in the Sydney Metropolitan Area indicate these sites generate parking demand at a rate of approximately 6.8 spaces / 100m<sup>2</sup> GFA. In comparison, similar surveys<sup>2</sup> undertaken for commercial office buildings across Sydney indicate a far lower rate of parking demand of approximately 1.3 spaces / 100m<sup>2</sup> GFA. This is illustrated in Figure 2 below

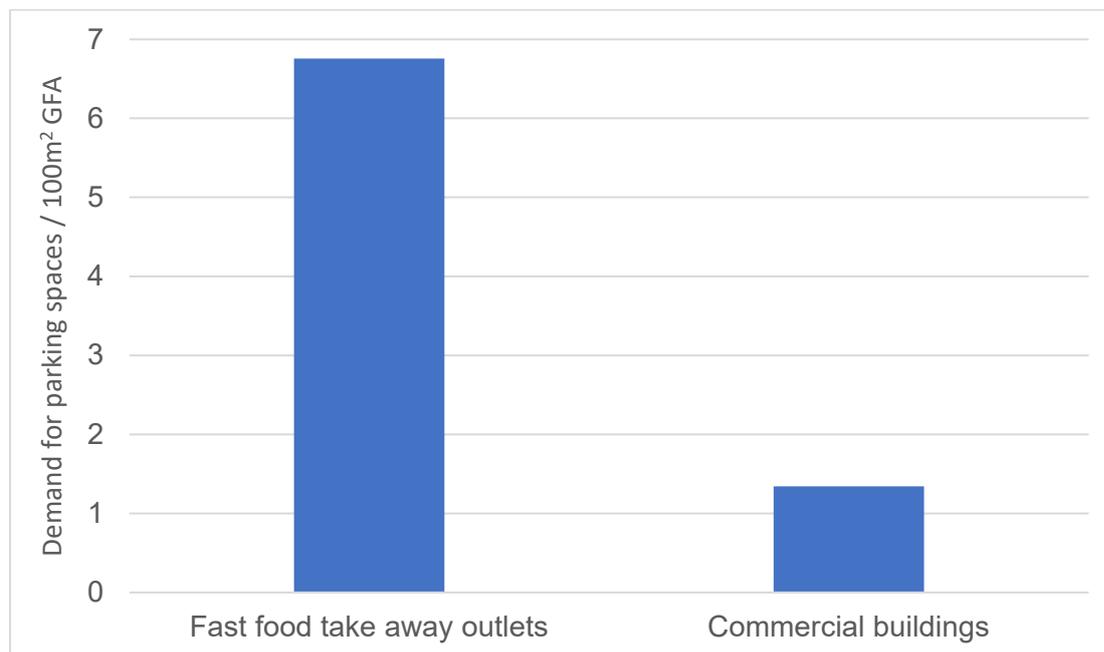


Figure 2 Comparison in parking demand between fast food outlets and commercial buildings

For this reason commercial parking rates should not be utilised to determine the appropriate number of spaces to be provided for the future McDonalds.

<sup>1</sup> Trip generation and parking demand surveys of fast food outlets analysis report, September 2016 (Bitzios Consulting on behalf of Roads and Maritime Services)

<sup>2</sup> Trip Generation and Parking Generation Surveys (Office Blocks) analysis report, September 2010 (GTA Consulting on behalf of Roads and Maritime Services)

### 3.4 Traffic implications of proposed parking provision

The proposed parking provision of 34 spaces for the McDonalds represents a reduction of approximately 43% compared to the existing provision. This reduced parking provision, combined with the reduced exposure of the relocated drive through, will result in a reduction in traffic generation from the McDonalds component of the site by 29% when compared with current traffic movements.

This reduced number of parking spaces proposed for the McDonalds will, even taking into consideration the increase in traffic from the residential and retail/commercial components, result in no net increase in traffic movements on the road network. During the afternoon peak hour there will be a small reduction in traffic movements compared to the current situation.

Therefore the proposed parking provision for the McDonalds component of the site will not result in any increased vehicle delays or congestion on the surrounding road network.

### 3.5 Implications for adopting commercial parking rates

Adopting commercial parking rates for the McDonalds component of the site would result in a total parking provision of three spaces. This provision is substantially lower than that recommended for fast food take away outlets in the current Parramatta LEP and other relevant documents/guidelines.

A parking provision of only three spaces would result in significant overflow parking impacts on local streets, particularly Ross Street and Villiers Street. The demand generated by McDonalds users would limit the available parking supply for other businesses in the area and not result in an optimal transport outcome.

## 4. Summary

---

JMT Consulting has reviewed the appropriateness of the proposed parking provision of 34 spaces for the McDonalds component of the Planning Proposal at 355 and 375 Church Street, Parramatta. Key findings of the review are as follows:

- The proposed parking provision is below the maximum rate identified for fast food outlets in the Parramatta LEP, the RMS Guide to Traffic Generating Development document and significantly lower than what would be permissible under planning controls in adjacent LGAs.
- The proposed parking provision will not result in any increased vehicle delays or congestion on the surrounding road network during the critical peak hour periods.
- Recent surveys undertaken by the RMS indicate that parking demand for fast food take away outlets is far greater than that for commercial uses. For this reason commercial parking rates should not be utilised to determine the appropriate number of spaces to be provided for the future McDonalds.
- Adopting commercial car parking rates for the McDonalds would result in significant overflow parking impacts on local streets - limiting the available parking supply for other businesses and residents in the area.

In this context, it is concluded that the proposed parking provision provides an appropriate balance between managing traffic impacts of the proposal and providing for a sufficient level of on-site parking that will not impact surrounding residents and businesses.

Please don't hesitate to contact the undersigned should you require any clarification to the matters discussed in this document.

Regards



**Josh Milston**

Director | JMT Consulting

MIEAust CPEng