



CITY OF VINCENT

AGENDA
Late Report
Council Briefing
12 September 2017

Time: 6pm
Location: Administration and Civic Centre
244 Vincent Street, Leederville

Len Kosova
Chief Executive Officer

Order Of Business

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5 DEVELOPMENT SERVICES**5.11 RELOCATION OF THE LEEDERVILLE TOWN CENTRE TAXI ZONE**

TRIM Ref: D17/114295

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Attachments:

1. Attachment 1 - Existing Taxi Zone and Options Explored During Preliminary Consultation 
2. Attachment 2 - Existing Taxi Zone Restrictions 
3. Attachment 3 - No Parking Pick Up & Set Down Locations 
4. Attachment 4 - Proposed Layout of New Taxi Zone Location and Other Changes 

RECOMMENDATION:

That Council:

1. **SUPPORTS** the proposed trial of the:
 - 1.1. relocation of the Leederville Taxi Rank as shown in Attachment 4;
 - 1.2. Ride Share Pick Up/Set Down locations as shown in Attachments 3; and
 - 1.3. public alfresco area in part of the existing Leederville Taxi Zone as shown in Attachment 4;
2. **ADOPTS** the changes to the parking restrictions shown in Attachments 3 and 4;
3. **REQUIRES** that any outdoor eating area permit issued for the public alfresco area in part of the existing Leederville Taxi Zone, as shown in Attachment 3, be limited to the trial period up until 30 April 2018 and be conditioned to require the area to be open to the public at all times and not be restricted to patrons of the permit holder at any time;
4. **AUTHORISES** the Chief Executive Officer to negotiate and enter into an appropriate written agreement with any:
 - 4.1. ride share operators proposing to fund ride share totems in the road reserve at the Pick Up/Set Down locations identified in Attachment 3; and
 - 4.2. taxi organisations proposing to fund Taxi Zone wayfinding signage in the road reserve for the proposed Taxi Zone location identified in Attachment 4;
5. **NOTIFIES** Leederville Connect, all residents, landowners and businesses within 500 metres of the existing Leederville Taxi Zone of Council's decision;
6. **CONSULTS** with Leederville Connect, all residents, landowners and businesses within 500 metres of the Taxi Zone location on the:
 - 6.1. need for a Taxi Zone in the Leederville Town Centre;
 - 6.2. impact and performance of the relocated Taxi Zone and Ride Share Pick Up/Set Down locations during the trial; and
 - 6.3. future use and design of the existing Leederville Taxi Zone area; and
7. **NOTES** that Administration will prepare a report to Council nine months after the implementation of the changes shown in Attachment 3 and 4 summarising the results of the community consultation and the impact of the trial on the Leederville Town Centre and any subsequent recommendations.

PURPOSE OF REPORT:

To consider the relocation of the existing Taxi Zone on Newcastle Street and implementation of ride share Pick Up/Set Down car bays in the Leederville Town Centre.

BACKGROUND:

The Leederville Town Centre currently has a Taxi Zone on Newcastle Street which has been in place since approximately 2006. The Taxi Zone includes two bays for Taxi' only and three bays that are 15 minute bays between 8am and 6pm and Taxi only bays between 6pm and 8am every day. A map showing the location of the existing Taxi Zone is included as **Attachment 1** and a layout plan of the existing Taxi Zone is included as **Attachment 2**.

Since the Taxi Zone has been in this location the Taxi Industry have faced increasing competition from ride share providers such as Uber and Shofer. Due to the perception of lower demand for a traditional Taxi Zone in the Leederville Town Centre Council adopted a Notice of Motion at its meeting on 9 February 2016 requesting that Administration explore the options and implications for removing or relocating the Taxi Zone to another location within the Leederville Town Centre.

Following from this Notice of Motion, the City reviewed the suitability of a number of locations within the Leederville Town Centre. Council at its meeting on 31 May 2016 agreed to give in-principle support to the relocation or removal of the existing Taxi Zone and consider alternative options for the existing Taxi Zone, subject to consultation with Leederville Connect and local businesses.

After Council's decision at the 31 May 2016 OCM preliminary consultation was undertaken by Administration with key stakeholders regarding the potential to either remove or relocate the Taxi Zone from its current location on Newcastle Street in the Leederville Town Centre. This included:

- Hosting a workshop with Leederville Connect and representatives from Leederville Hotel and Duende;
- Meeting with representatives from Swan Taxis and Black & White Cab's;
- Meeting with representatives from ride share operator Uber; and
- Contacting the Department of Transport for comment.

The purpose of the consultation was to determine if the key stakeholders supported a relocation; to explore possible locations for a Taxi Zone; and to discuss management approaches for ride share companies in the Leederville Town Centre.

DETAILS:

A summary of the two key themes from the preliminary consultation is provided below.

1. Taxi Zone Relocation

The results of the preliminary consultation show that Leederville Connect and representatives from the Leederville Hotel were generally supportive of the relocation of the Taxi Zone.

Two preferred locations were suggested for the new Taxi Zone below:

- Option 1 – Newcastle Street east of Carr Street; and
- Option 2 – Oxford Street adjacent to the Leederville Village site.

A map showing each of these locations is included as **Attachment 1**. It is noted that representatives from Duende were not supportive of the relocation of the Taxi Zone to Option 1.

2. Ride Share Management

Leederville Connect and the businesses that were consulted were supportive of establishing a management approach with ride share companies.

Consultation with Uber indicated that the Leederville Town Centre is the highest generator of Uber trips in the City of Vincent and Uber indicated that this presents an opportunity to formalise a management approach for ride share in the Leederville Town Centre. Uber also indicated that the

Newcastle Street and Oxford Street intersection was the most popular location for pick-up and set-down, especially in the evening.

Uber's approach to manage driver and rider behaviour is to allocate designated pick-up and set-down locations for the Leederville Town Centre via the Uber smart phone application. Uber drivers in the Leederville Town Centre without a rider are sent to a prescribed 'Holding Zone' until they are booked by a rider and sent to one of the allocated Pick Up/Set Down locations. This system removes the need to crowd around pedestrian hotspots waiting for a rider. Uber confirmed that this approach could be applied to the Leederville Town Centre to minimise the impact of Uber vehicles on the movement network and pedestrian safety and comfort. Uber also stated that clear 'on-the-ground' signage is critical to the success of the Pick Up/Set Down locations.

During the consultation five potential Pick Up/Set Down locations and a Holding Zone location were suggested. A map showing these proposed locations is included as **Attachment 3**. There was general support from Leederville Connect, local business owners and Uber for the proposed locations.

The City has also recently observed ongoing unauthorised parking by some taxi drivers that use the existing Taxi Zone on Newcastle Street. This includes "stacking" behind the allocated bays on the Newcastle Street and Oxford Street road carriageways and mounting the kerb and parking on the pedestrian footpath on the north eastern portion of the intersection of Newcastle Street and Oxford Street. These behaviours resulted in extensive congestion and pedestrian safety concerns at the intersection of Newcastle Street and Oxford Street, particularly during peak times on weekend evenings. As an immediate measure to address these issues the City installed bollards along the eastern portion of the path, line marking with 'No Stopping' on the north-eastern portion of the intersection and undertaken targeted monitoring and enforcement through the City's Rangers since August 2017. These measures have reduced the "stacking" on the road and parking on the pedestrian footpath, however there is the need for a more permanent solution to this ongoing issue.

CONSULTATION/ADVERTISING:

Preliminary consultation on this matter was undertaken through workshops and meetings with key stakeholders. It is noted that during this consultation the City contacted the Department of Transport for comment and received no response. The City also attempted to consult with the Taxi Industry Board, however this organisation is not currently convened and could not provide any contribution to the proposed relocation of the taxi rank.

The City met with representatives from Swan Taxi's and Black and White Cab's with both companies supportive of the proposed relocation of the Taxi Zone. They also committed to reinforce appropriate driver behaviours to their employees in an effort to reduce unauthorised parking by taxi driver behaviour in the Leederville Town Centre.

Following Council's decision, it is proposed that Leederville Connect and all residents, landowners and businesses within 500 metres of the existing Taxi Zone be notified in writing of Council's decision and that a community consultation process be commenced to seek the community's input into:

1. The need for a Taxi Zone in the Leederville Town Centre;
2. The impact and performance of any relocated Taxi Zone and any Ride Share Pick Up/Set Down locations during the trial;
3. Recommendations for how the City can better manage Taxi's in the Leederville Town Centre; and
4. The future use and design of the existing Leederville Taxi Zone area.

This community consultation is proposed to be undertaken by way of an online community survey, advertised online and in writing to all homes and businesses within 500 metres of the Leederville Town Centre.

LEGAL/POLICY:

Clause 1.8 of the City's *Parking and Parking Facilities Local Law* requires regulations or prohibitions to vehicle parking to be determined via a resolution of Council.

RISK MANAGEMENT IMPLICATIONS:

Low: Relocating the Taxi Zone could reduce accessibility of taxi services for patrons. Relocating the Taxi Zone could shift the problems generated by Taxi driver behaviour to a different location. This impact will be managed through ongoing observations and enforcement by the City

STRATEGIC IMPLICATIONS:

The relocation of the Taxi Zone will contribute to a number of the 2017/18 Council Priorities including:

- Thriving & Creative Town Centres

Our town centres are vibrant and thriving, each with their own unique character and identity. We want to make sure it stays that way by promoting high quality development outcomes and supporting our town centres and the creativity and culture they offer.

- Meaningful & Smarter Community Engagement

We want everyone in our community to be able to have their say on the things that matter to them. To do this, we need to develop a deeper understanding of what's important to our community, what our community wants the future to look like and the role that we can play.

The project is not currently listed on the City's Corporate Business Plan 2017/18 – 2020/21.

SUSTAINABILITY IMPLICATIONS:

Nil.

FINANCIAL/BUDGET IMPLICATIONS:

An outline of the impact of the proposed Taxi Zone relocation and parking restriction changes will have on the 2017/18 budget is outlined below.

Component	Account and Budget	Estimated Cost
Line marking, signage and way finding installation for proposed Taxi Zone, existing Taxi Zone and Ride Share 'No Parking Pick Up/Set Down'	Budget Name: 'Road works – Newcastle Street, Oxford Street to Carr Place'	\$3,000
Installation of Taxi Zone wayfinding totems	No current budget	<i>Taxi Zone totems may be installed during the trial subject to a written agreement between the City and Taxi companies outlining funding and design conditions.</i>
Installation of Ride Share wayfinding totems	No current budget	<i>Ride share totems may be installed during the trial subject to a written agreement between the City and ride share operators outlining funding and design conditions.</i>
		TOTAL ESTIMATED COST \$3,000

The cost of further consultation will be met through the City's existing operational budget.

COMMENTS:1. Taxi Zone Relocation

As a result of the preliminary consultation the City undertook an analysis of the Leederville Town Centre to determine the location most capable of supporting a Taxi Zone. This analysis included the two options that emerged during the preliminary consultation. A map showing these locations is included as **Attachment 1** and a summary of the suitability of each of these locations is included below.

Option 1 – Newcastle Street East of Carr Street

The proposed Taxi Zone location adjacent to Lot 1 (666) Newcastle Street is occupied by a Loading Zone, 8.00am to 8.00pm (reverting to unrestricted parking outside the designated times) and two (2) ticket parking spaces (8.00am to 8.00pm) Monday to Sunday.

A temporary taxi rank operated from this location in December 2015 during works to the Leederville Hotel's awning. These works required the majority of the existing rank to be closed. This arrangement had limited success as the taxi drivers persisted with trying to queue in front of the Leederville Hotel (in the remaining space) often holding up traffic.

A CCTV camera has been installed near the public artwork in the Newcastle/Carr Junction Open Space, providing a direct view to this location.

Option 2 – Oxford Street adjacent to the Leederville Village Site

Option 2 is located in the car bays on Oxford Street adjacent to the Leederville Village site at Lot 1 (663) Newcastle Street.

This location is currently occupied by six bays with one hour ticketed parking between 8am and 7pm and unrestricted ticketed parking between 7pm and midnight.

This location is centrally located and within easy walking distance for visitors. It was discarded as an option as access into the Leederville Village site was likely to be blocked at peak times.

Although it is acknowledged that Duende was not supportive of the Taxi Zone being relocated to the car bays adjacent to Lot 1 (666) Newcastle Street it is considered to be the most appropriate option given:

1. The lighting, activity and surveillance of this area make it a safer location than other options in the Town Centre;
2. The location does not present any significant impacts for the movement network, pedestrian safety or access to properties; and
3. The location is in direct line of sight from the existing Taxi Zone, reducing the risk of Taxi's continuing to park outside the current Taxi Zone or Taxi users not being aware of the new Taxi Zone location.

It is therefore recommended that the Taxi Zone be relocated adjacent to Lot 1 (666) Newcastle Street, as shown in **Attachment 4**, with Administration to monitor and record the impact of the relocation (especially on Carr Place), while at the same time consulting with the broader community. It is proposed that the existing day time function of the Loading Zone and paid visitor parking at the proposed Taxi Zone location be maintained, with the Taxi Zone to operate between 8:00pm and 8:00am only.

In relation to the existing Taxi Zone adjacent to Lot 30 (742) Newcastle Street, it is recommended that this space be converted into three short term visitor parking bays, with the remaining space directly adjacent to the Leederville Hotel, as shown in **Attachment 4**, proposed to become no stopping to allow the space to be used as a public alfresco area on a trial basis. The Leederville Hotel would be able to apply for an outdoor eating area permit in this space during this trial period. However, it is recommended that such a permit be limited to the trial period and that any permit be conditioned to require the area to be open to the public at all times and not be restricted to patrons of the Leederville Hotel at any time.

The public alfresco area and an outdoor eating permit is desirable because it will make it impossible for Taxi's to park in the former Taxi Zone, encouraging them to use the proposed Taxi Zone location adjacent to Lot 1 (666) Newcastle Street. An outdoor eating area at this location will require a permit and will be required to comply with all of the standard requirements, including (but not limited to) the requirements of the Department of Racing and Gaming and Liquor, the provision of universal access and any other relevant technical and legislative requirements. This outdoor eating area will not be subject to the planned self-assessment outdoor eating area permit process as it would apply to an existing embayed parking area and so the permit application will be required to be lodged separately with the City.

Overall the relocation of the Taxi Zone results in no reduction in car parking bays, with the three car parking bays being lost to the relocated Taxi Zone replaced by three bays in the existing Taxi Zone.

2. Ride Share Management

The City has worked with Uber to identify five Pick Up/Set Down locations within the Leederville Town Centre that will minimise the impact on the movement network and pedestrian safety and make access to ride share services safer, easier, more convenient and less of an impact on the Town Centre. These locations are shown in **Attachment 3**.

In order to achieve this it is recommended that Pick Up/Set Down bays be specified for ride share vehicles on a trial basis in the Leederville Town Centre. The Pick Up/Set Down bays will be restricted as 'no parking' bays from 8pm to 8am. This means vehicles are able to stop and let a passenger alight or board, but does not allow a driver to park and leave the vehicle, therefore maintaining the quick turnover of the bay.

The proposed trial Pick Up/Set Down locations do reduce the number of parking bays available after 8pm by five car bays and two loading zones. However, it is considered that there is sufficient transport options in the Leederville Town Centre and that the temporary loss of five car bays in the evening after 8pm can be absorbed by the overall provision of transport services, particularly the improved ride share service that will be provided to the Town Centre. It is also considered that the positive impact that these changes will have on the Town Centre, as a result of ride share vehicles not cruising or waiting for fares in the Town Centre, and the fact that the restrictions will only apply in the evenings, justifies a trial of these ride share Pick Up/Set Down locations.

Pick Up/Set Down locations are proposed to initially be delineated with standard parking signage. This signage could be upgraded to distinctive 'ride share totems', subject to a written agreement between the City and Ride Share operators. This written agreement would condition matters such as funding and design as well as a commitment to include other ride share logo's if requested.

CONCLUSION:

The preliminary consultation conducted was not extensive and did not involve all businesses in the Leederville Town Centre or explore the views of local residents, landowners and users of the Centre. However, there is an immediate need to address the unauthorised parking of the taxi drivers using the existing Taxi Zone and ensure a permanent solution for pedestrian safety in the Leederville Town Centre. It is therefore recommended that the changes identified in the Comment Section above be undertaken as a trial in order to allow proper consultation with the community on:

1. The need for a Taxi Zone in the Leederville Town Centre;
2. The impact and performance of the relocated Taxi Zone and Ride Share Pick Up/Set Down locations on the Leederville Town Centre during the trial;
3. Recommendations for how the City can better manage Taxi's in the Leederville Town Centre; and
4. The future use and design of the existing Leederville Taxi Zone area.

A report will be presented to Council nine months after the commencement of the changes to consider the results of the community consultation and trial. During this period the City will continue targeted enforcement in the area during peak time and the performance and impact of this new configuration will be monitored closely.