

# WINDSOR PARKING STRATEGY

(January 2009)



**This strategy replaces current documentation specifically relating to parking in Windsor embedded in the Local Transport Plan (2006 – 2011) and the Royal Borough of Windsor and Maidenhead – Parking Strategy' (Adopted, May 2004)**

## Background

Windsor is an historic town, which plays a significant role within Berkshire, the Thames Valley and the broader South-East region and is a major visitor destination.

Accessibility to Windsor town centre is critical to its continued economic success. This issue, coupled with the need to preserve the town's historic fabric and importance as a visitor attraction, emphasises the need to balance the provision for travel to the town against the environmental impact of private traffic on the town centre and its surrounding environment.

The need to effectively manage parking stock against increasing demand is very important and needs to be considered in the context of sustainable transport, planning and future management strategies and the needs of the resident community.

## Issues

A thorough and robust evaluation of the key issues facing travel to and from Windsor has established that:

- town centre parking stock is fully utilised at peak periods and demand exceeds capacity;
- Traffic volumes and the demand for parking are forecast to continue to grow;
- The location of the car parks and nature of the historic town create volumes of circulating traffic trying to find a space
- There are particular pressure points for residents at key times
- There is perception and image issue to be addressed

## Previous Strategy (2004 to 2008) – TO BE REPLACED

The previous strategy encompassed a number of short, medium and long-term objectives, which are set out below:

Objective 1: Introduction of on-street controls to improve the opportunity for residents to park near their homes and to encourage visitors to use the car parks and to assist business community by provision of short term parking close to the town centre

Objective 2: Assume direct RBWM enforcement of on-street parking controls

Objective 3: Adopt a supporting Park and Ride Strategy

Objective 4: Continue support for park and ride at Home Park and Legoland

Objective 5: Extension of the on-street parking scheme to outer areas

Objective 6: Introduce a system of variable message signing

Objective 7: zoning of car parks into short and long-stay areas supported by appropriate tariff structures

Objective 8: Introduce a major park and ride facility on Windsor Relief road corridor

In November 2007 the Royal Borough's cabinet resolved not to pursue a major park and ride facility on Windsor and Eton relief Road corridor and to develop an alternative strategy.

# New Strategy (2009 – 2013)

A new strategy has, therefore, been developed that seeks to manage the predicted increased demand to support the vitality of the town centre for residents, visitors and business by:

- maximising use of existing parking stock
- creating additional capacity
- promoting alternative travel choices through the 'Smarter Choices' agenda (eg. public transport, walking and cycling)

The objectives of the new strategy are:

Objective 1: increase on-street parking capacity for residents and their visitors and improve management of the existing residents parking scheme

Objective 2: maximise use of existing parking capacity through enhanced signage; active marketing and promotion

Objective 3: Encourage use of private parking areas for shared public / private use (Business use during the working week and public use at weekends and evenings)

Objective 4: secure the use of East Berkshire College (overflow car park) and King Edward VII Hospital car park for public use outside business hours

Objective 4: construct a new bridge link from Windsor Dials multi-storey car park to the Windsor Royal Shopping area to enhance attractiveness / accessibility of existing car park

Objective 5: introduce travel information signs on the Windsor & Eton Relief Road to provide advance information for motorists and enable informed travel choices to be made

Objective 6: enhance, extend and improve the car park variable message sign network

Objective 7: Introduce edge of town, park and ride facilities at 'Centrica' and 'Windsor Racecourse'

Objective 8: Extend Home Park car park and expand the existing park and ride facility

Objective 9: maintain support for the existing park and ride facility at Legoland

Objective 10: upgrade travel information, maximising the use of technology solutions and real time information

Objective 11: Promote and encourage public transport, walking and cycling as a means of travel to and from Windsor

Objective 12: adopt and implement appropriate planning practices that support the parking strategy

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