

Title:	Parking Provision for the Borough
Contains Confidential or Exempt Information?:	Main body of the report –No - Part I / YES – Appendix A & B - Part II - Not for publication by virtue of paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972
Member reporting:	Councillor Carwyn Cox – Lead Member for Environmental Services including Parking Councillor David Evans – Principal Member for Maidenhead Regeneration & Maidenhead
Meeting and Date:	Cabinet - 26 January 2017
Responsible Officer(s):	Russell O’Keefe – Strategic Director of Corporate and Community
Wards affected:	All

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REPORT SUMMARY

1. This report details the output of an initial assessment of future parking demands and needs within the Royal Borough. It highlights that parking provision in Maidenhead and Windsor are at capacity and additional provision is required.
2. A draft parking plan, costing approximately £9,960,000, if fully implemented, has been developed which is fully consistent with projections for need for parking in the Borough.
3. The plan also confirms the overriding principle that parking needed to support new residential development will be provided as part of each these developments.
4. Cabinet is asked to approve the principles of the plan, authorise the use of external expert advisors to undertake detailed feasibility work for all recommended future parking provision options. The parking plan will then be finalised and an investment case provided to full Council on 25 April 2017 for approval.

1. DETAILS OF RECOMMENDATION(S)

RECOMMENDATION: That Cabinet notes the report and:

- i) Approves the direction of the draft future Parking Plan.
- ii) Authorises the completion of detailed feasibility assessments for the eight sites identified in Tables 1 and 2 for potential additional parking provision.
- iii) Delegate authority to the Strategic Director of Corporate and Community Services in conjunction with the Lead Member for Environmental Services including Parking and the Principal Member for Maidenhead Regeneration

and Maidenhead to finalise the Parking Plan and submit an investment case to full Council in April 2017 for approval.

2. REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 The regeneration programme, improved economic development opportunities, improved connectivity, and the borough's status as a major tourism destination does and will continue to generate an increase in parking demand across the borough.
- 2.2 Work has been undertaken taking account of all those areas in point 2.1 to analyse and better understand future parking need against current parking capacity.
- 2.3 A parking model has been developed that tracks the relationship between provision and demand. Tracking has been profiled over a three year period, to reflect the main impacts on provision e.g. business demand, development etc. see point 2.1.

Short stay vs long stay parking provision

- 2.4 There are a small number of locations where parking provision is specific e.g. long stay parking in sections of Hines Meadow car park and Stafferton Way etc. The majority of the council's car parks offer long and short stay options.
- 2.5 Location and tariff structures tend to be the main influences on how a car park is used. In view of this the model developed looks at spaces without reference to long or short stay. The council will have the opportunity through its future tariff setting strategy to drive and influence how particular locations or mitigating options are utilised.

Maidenhead current parking situation

- 2.6 A study completed by Peter Brett Associates in 2015 found that parking in Maidenhead was at 89% capacity and advised that full capacity could be reached or exceeded during 2016/17.
- 2.7 At the end of 2016 the position is that:
 - Long stay parking provision in Maidenhead, season ticket and non-season ticket bays has now reached full capacity during the week.
 - There remains capacity in short stay parking in the town.
 - The council has approximately 400 requests for long stay parking season tickets from businesses in Maidenhead that it is currently unable to accommodate.
- 2.8 Maidenhead is going through a significant period of regeneration that will see the majority of car parking assets within the town centre temporarily removed and developed. The parking plan is based on the principle that parking temporarily affected by regeneration will be immediately replaced during construction and permanently provided within the developer's final scheme.

- 2.9 The principles in 2.8 have not been assumed for the redevelopment of Nicholson's multi storey car park. The council will have to mitigate the temporary loss of 734 town centre car parking spaces whilst the project is implemented.

Windsor current parking situation

- 2.10 Windsor continues to experience extremely high demand during peak holiday periods and at weekends. The two most popular car parks, River Street and Alexandra Gardens reach capacity in the peak season. However, the towns two overflow car park locations, slightly more distant from the centre, Windsor Dials and Alma Road operate effectively.
- 2.11 Residential parking in Windsor is at capacity due in the main to the historical configuration of the town and the constrained road network. Incidents of residents parking on double yellow lines and restricted areas are not uncommon despite certain council car parks being free of charge over night.

Parking Plan and options development

- 2.12 The council has used expert parking consultants to provide preliminary advice on potential options for additional car parking in certain locations across the borough. The Parking Plan, see appendix A, has drawn on the advice, the parking model detailed in 2.3 and seeks to ensure the council fully meets the current unmet parking demand and need and the impact of future development and regeneration plans. The Parking Plan provides and tracks indicative parking capacity, capital cost for implementation and net income potential and is consistent with projections for need for parking in the Borough.
- 2.13 A headline summary of the options for how additional parking is provided for Maidenhead and Windsor respectively is contained in Tables 1 & 2.
- 2.14 Development of the Parking Plan has and will continue to be dynamic as regeneration programmes are progressed and finalised. Elements will be phased alongside the phasing of the regeneration sites. This will be discussed in depth with the chosen Joint Venture Developer for the four town centre sites (York Road, West Street, St Clouds Way and Reform Road), once their appointment has been approved by Council in March.
- 2.15 Some of the options within the current plan are projections based on the principles that expert consultants have used for other sites in the borough. Feasibility work will be required for all options once the direction of the Parking Plan is approved. Work will commence immediately to finalise the plan and the investment case will be reported to full Council for approval in April 2017. Specifications for additional parking solutions will incorporate the provision of electric vehicle charging points in order to support more sustainable transport options.
- 2.16 The option of leasing some or all of the temporary deck solutions is being explored to determine whether this type of arrangement would provide better value for money. This work will inform the final plan and investment case that is taken to Full Council in April.

2.17 The parking plan also confirms the overriding principle that parking needed to support new residential development will be provided as part of each these developments. For example, there are over 4,000 new residential units planned for Maidenhead Town Centre and Maidenhead Golf Club and surrounding land and parking provision for these will be built into these schemes.

2.18 The Parking Plan also incorporates details of two private projects that may deliver new parking provision in Maidenhead. Analysis has shown that the mitigation of the parking pressures and need in Maidenhead is not reliant on this private provision subject to all of the options within the plan being implemented. This provision will however act as contingency should detailed feasibility of any of the other options suggest they are not viable.

Maidenhead

2.19 Options to provide additional car parking will be required immediately and in the short term in Maidenhead. The options highlighted utilise temporary decking solutions at existing car park locations in the main, but also include the implementation of an additional permanent level at the Stafferton Way multi storey car park.

2.20 Many of the existing car parks identified for temporary decks are located within regeneration opportunity areas. This dictates how long each solution can be in place and the period that income can be realised. As such, multiple sites have been identified for temporary parking solutions in order to mitigate the phasing of sites being available for use. Significant capital investment will be required to fully mitigate the parking issues in Maidenhead. Income will be generated during this period but there will not be sufficient time to fully recoup the capital sums invested through parking charges.

2.21 The income projections incorporated within the parking model and subsequent Parking Plan assume an average net income yield per space and 100% occupancy at this stage. The detailed feasibility assessment of each option will refine projections providing more accurate figures for each location.

Table 1: Parking provision options Maidenhead

Location & Option	Spaces
Temporary Solutions	
Town Hall – temporary deck	111
Braywick Park – additional deck	180
Reform Road – 3 or 4 decks	300
St Ives Road – 2 decks	200
Magnet Leisure Centre	125
Stafferton Way – 3 or 4 temporary decks – Nene Overland site	300
Permanent Solutions	
Stafferton Way – additional deck	125
Total spaces	1,341
Estimated capital cost	£8,660,000

- 2.22 The plan currently considers a temporary deck solution at Braywick Park in addition and separate from new parking that will be provided as part of the new leisure facility planned for this location. Similarly, the additional parking spaces delivered by the redevelopment of the Nicholson's Multi Storey Car Park have been factored in the capacity projections within the plan. The capital cost for this project and the new leisure centre car park have not been detailed in the plan as these will be the subject of specific and independent reports.
- 2.23 An option to bring the development of the new leisure centre parking provision forward to assist the mitigation of the short term parking issues in Maidenhead will be worked into the final plan and investment case for Council in April 2017.

Windsor

- 2.19 Analysis of parking demand and provision in Windsor has highlighted that there is sufficient demand to support the implementation of an additional deck at River Street car park. However, the installation of further decks at Alexandra Gardens and Windsor Leisure Centre do not appear to be financially viable based on projected new income generating through parking.
- 2.20 Future development at Windsor Racecourse may provide an opportunity to reconsider current coach parking arrangements in Windsor. This could facilitate the introduction of new car parking capacity on the current coach park site.
- 2.24 Further work is necessary to explore the option of deck solutions on existing car parks to provide new residential parking provision to mitigate the issues highlighted at 2.11. These options would not generate income based on current resident permitting arrangements and have not been included within the Parking Plan. They will be reported as discrete options.

Table 2: Parking provision options Windsor

Location & Option	Spaces	Estimated Capital Cost
Permanent Solution		
River Street	113	£1,300,000

Other parts of the Borough

- 2.25 Options for improving parking provision in other parts of the borough are also being explored including Ascot and will be encompassed in the final version of the plan and investment case for Council.

Table 3: Parking Provision Options Considered

Option	Comments
Develop a Parking Plan and complete a detailed feasibility assessment of all proposed options.	This option will facilitate complete mitigation of the future parking pressures and demands within the Royal Borough.
The recommended option	

Option	Comments
Do nothing. Not recommended	Parking provision in both Maidenhead and Windsor is at capacity. Failure to provide further parking provision may result in parking being displaced onto residential roads and/or people choosing not to visit the Royal Borough due to poor parking provision.
Develop a Parking Plan and complete a detailed feasibility assessment of selected parking provision options. Not recommended	This option would not fully mitigate the parking pressures and demands within the Royal Borough. It may however facilitate a decision that balances the risk of reduced provision against the impact on the public purse of capital investment for short term solutions. This option is worthy of further consideration once detailed feasibility work has been completed.

3. KEY IMPLICATIONS

3.1 Table 4: Parking provision defined outcomes

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
Detailed feasibility assessment for all parking options completed and investment case presented to full Council.	31/03/17	25/04/17	-	-	25/04/17

4. DETAILS / VALUE FOR MONEY

- 4.1 Initial estimates indicate a capital investment of approximately £9,960,000 to mitigate all parking need and pressures. More detailed analysis is provided at Appendix B in the Part 2 element of the report.
- 4.2 Whilst the capital investment required for the proposed temporary parking options is significant, this does however support delivery of the Maidenhead regeneration programme. This programme will generate a significant capital receipt for the Council.

5. LEGAL IMPLICATIONS

- 5.1 The work to identify and determine future parking options itself has no legal implication, however, the options detailed within the Parking Plan are likely to

require significant legal and procurement advice. Details of this will be incorporated in the full Council report April 2017.

6. RISK MANAGEMENT

6.1 Table 5: Parking Provision

Risks	Uncontrolled Risk	Controls	Controlled Risk
Proposals for improving and increasing parking provision in the short and medium term are not met.	Medium	Finalisation of the Parking Plan and implementation of each option as per the timings of the plan will mitigate parking pressures and demand.	Low
Development and regeneration timelines change resulting in the Parking Plan being out of date and offering reduced mitigation of the parking pressure at that time.	High	A working group is in place that reviews regeneration and development plans and the parking plan to ensure both are cross referenced. This risk is however influenced by third party and external factors so can only be mitigated to a certain degree. The parking model is dynamic so can be flexed to reflect any changes.	Medium

7. POTENTIAL IMPACTS

- 7.1 Additional parking will reduce the levels of congestion supporting and promoting sustainable transport and integrate with air quality policies.
- 7.2 The council will need to consider current staff parking arrangements and consider alternative locations for staff parking in order to release prime town centre spaces for resident/visitor use.

7.3 The creation of a dedicated working group may be required should the Parking Plan be approved for implementation as a significant number of the options are scheduled for completion in Q2 2017/18.

8. CONSULTATION

8.1 This report is scheduled to be considered by the Highways & Transport Overview & Scrutiny Committee. Comments from the committee will be provided to Cabinet prior to determination.

9. TIMETABLE FOR IMPLEMENTATION

9.1 **Table 5: Parking provision implementation timeline**

Date	Details
26 January 2017	Cabinet considers Parking Provision paper
27 Jan – 3 Feb 17	Call in period
3 February 2017	Implementation if not called in.
3 Feb – 28 Feb 17	Detailed feasibility of parking provision options
March 2017	Parking Plan finalised
25 April 2017	Full Council considers investment case

10. APPENDICES

Appendix A: Future Parking Plan – Windsor & Maidenhead (Part II)

Appendix B: Parking Options – Financial Analysis (Part II)

11. BACKGROUND DOCUMENTS

None

12. CONSULTATION (MANDATORY)

Name of consultee	Post held	Date sent	Commented & returned
Councillor Carwyn Cox	Lead Member for Environmental Services inc. Parking.	17/01/17	17/01/17
Councillor David Evans	Principal Member for Maidenhead Regeneration & Maidenhead	17/01/17	18/01/17
Alison Alexander	Managing Director	29/12/16	31/12/16 & 04/01/17
Russell O'Keefe	Strategic Director for Corporate & Community Services	27/12/16	04/01/17
Andy Jeffs	Interim Strategic Director for Operations & Customer Services	29/12/16	30/12/16 & 04/01/17
Sean O' Connor	Shared Legal Services	04/01/16	
Rob Stubbs	Head of Finance	29/12/16	04/01/17
Mark Lampard	Finance Partner	29/12/16	29/12/16

Name of consultee	Post held	Date sent	Commented & returned
Terry Baldwin	Head of HR	29/12/16	04/01/17
Neil Walter	Parking Principal	29/12/16	
Lyn Hitchinson	Procurement Manager	04/01/16	

REPORT HISTORY

Decision type: Key decision – Yes Forward plan entry date: Nov 2016	Urgency item? No
Report Author: Craig Miller, Head of Community Protection & Enforcement	