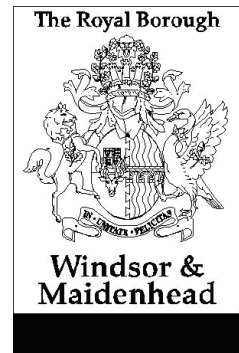


Report for: ACTION



Contains Confidential or Exempt Information	No - Part I
Title	Parking Strategy
Responsible Officer(s)	Simon Fletcher, Strategic Director of Operations, 01628 796484
Contact officer, job title and phone number	Craig Miller, Head of Community Protection & Enforcement, 01628 683598
Member reporting	Cllr Cox, Lead Member for Environmental Services & Parking
For Consideration By	Cabinet
Date to be Considered	October 2016
Implementation Date if Not Called In	Immediately
Affected Wards	All
Key Words	Parking, strategy, permit, enforcement

REPORT SUMMARY

This report introduces a new document setting out the policy principles the Royal Borough of Windsor & Maidenhead will use in planning, maintaining, expanding and enforcing its on and off street car parking over the next 20+ years.

Cabinet's steer on parking provision has been clear for some time; the Council will seek to prioritise the parking needs of local residents and businesses through the operation of its parking services and in doing so will remain an owner of public parking and in control of pricing levied for the activity. These features are a key foundation to the strategy document.

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit.	Dates by which they can expect to notice a difference.
Residents will benefit because parking availability, and the conditions that apply to parking will be improved.	Short term additional parking will be found which will benefit residents during peak times. Initial changes will be made in early 2017

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That Cabinet:

- i) **Approves the Parking Strategy, including the revised Parking Enforcement Strategy and authorise implementation.**

2. REASON FOR RECOMMENDATION AND OPTIONS CONSIDERED

- 2.1. A parking strategy needs to resolve difficult and potentially controversial choices, so must be both technically and procedurally robust. It should:
 - Be consistent with and respond to national and regional guidance and objectives.
 - Reflect and contribute to the vision for the area, for example, as expressed in the Council's Corporate Plan.
 - Be well rooted in relevant local policies and contribute to wider community objectives, both transport and non-transport related.
 - Respond to local circumstances and public concerns with clear objectives.
 - Make the right connections with related strategies, for example, for economic regeneration, crime prevention, streetscape enhancement.
 - Show how adequate levels of parking enforcement will be provided; and
 - Have a realistic implementation timetable.
 - 2.2. It is important that as the strategy is developed key elements receive strong political and local support. Gaining support should be easier if proposals focus on locally acknowledged problems and it should be accepted that support for the principles of the strategy will not necessarily, and should not need to translate into support for individual schemes or policies. Nevertheless, support for the strategy is vital to facilitate the approval of contentious local details (such as driving long-stay parkers out of central off-street car parks).
 - 2.3. Our Borough is at an exciting period of change as regeneration and development plans start to become a reality and the Council looks to build a Borough for everyone. In Maidenhead in particular, real progress is being made and is plain to see with Chapel Arches, Maidenhead Waterways and the demolition of the council offices in the York Road Opportunity Area. Alongside this, development of The Landings, Nicholsons shopping centre and key sites in and around the town centre are all at exciting stages of planning.
 - 2.4. The town is already well connected by road, rail, river and air but the arrival of the new Elizabeth Line (Crossrail) in 2019, increasing connectivity to London's business centre and increasing the potential for businesses to relocate from London to Maidenhead – will further benefit all parts of the Borough.
 - 2.5. Replacement, additional and improved parking provision is essential to maintaining the attractiveness of the Royal Borough, our retail centres and tourist attractions; and our ability to support the regeneration of Maidenhead town centre in particular.
- Background**
- 2.6. Our previous Parking Strategy (2004) set the Council's objectives and vision for parking within the borough for a period of 10 years and was revised

following the Decriminalisation of Parking in 2008. Prior to 2008, RBWM directly operated and maintained 52 off street car parks throughout the Borough and delivered on-street parking (paid for) in Windsor, Eton and Datchet. Since then, the Royal Borough has had responsibility for all on and off Street parking in the Borough.

- 2.7. Over the last 10 years the parking situation in Windsor has changed very little. There still remains a need for additional residential parking at peak times and a significant unmet demand for visitor parking as the town's reputation and quality as a tourist destination continues to grow. The proposals set out in the attached Statement of Parking Principles address these issues, and others.
- 2.8. Contrary to Windsor the parking situation in Maidenhead has changed significantly over that period, with more significant change expected over the next five years, which a refreshed look at parking needs to address. A number of existing car parks are identified in the Area Action Plan (AAP) for development including Hines Meadow, Grove Road and West Street. The Elizabeth Line (Crossrail) is due to commence in 2019 and will have a significant impact on long-stay parking around Maidenhead Station.
- 2.9. Office space in Maidenhead is growing as we become a location of choice for big brand businesses and with it the demand for public parking is also increasing, thus reducing the available day time spaces available in the town centre, to virtually zero. The capacity of short-stay parking too is under real pressure, with a number of short stay car parks now identified as key parts of sites to be developed over the next 3-5 years.
- 2.10. In addition, the council reviews approx. 150 parking schemes every year with the number of new permits schemes increasing from four in 2008, to 23 in 2016. It is envisaged the number of schemes will continue to grow over the next five years, with each new scheme creating additional pressure on public parking in the surrounding areas.

Parking Strategy

- 2.11. The new Parking Strategy for the Royal Borough of Windsor and Maidenhead. will guide the development of parking across the Borough over the next 20+ years, albeit it will be reviewed again annually during that time to ensure it continues to do so.
- 2.12. The strategy seeks to address a number of key parking issues such as:
 - short and long term parking provision across the Borough,
 - regeneration and development impact on parking,
 - our approach to pricing,
 - parking hierarchy and,
 - our approach to enforcement.
- 2.13. It also provides the option to explore innovative and alternative service delivery models and facilitates potential opportunities to enhance services by working with private sector service providers. We do this through three distinct strategic aims; a) Commercial Viability, b) Parking provision and c) Parking quality and a series of supporting objectives.

- 2.14 The background and definition for each of the strategic aims is set out in section 5, of appendix A: Parking Strategy. From our understanding of the key features and issues associated with parking across the Borough, we have developed a series of 20 Policy Principles, each of which should assist us to achieve our strategic aims.
- 2.13. Finally, our Policy Principles are converted into actions, and these are set out in the action plan in section 6 of the document.

Option	Comments
(a) adopt the Parking Strategy This option is recommended	(a) Adoption of the strategy will provide clear objectives for parking within the borough, taking into consideration current and future requirements
(b) reject the Parking Strategy. This option is not recommended	(b) This is not recommended because without it, there will continue to be no strategic, agreed approach to responding to parking issues across the Royal Borough.

3. KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Urgent priority actions (from the strategy) achieved	Not Achieved	April 2017	March 2017	January 2017	April 2017
High priority actions achieved	Not Achieved	October 2019	October 2018	October 2017	October 2019

4. FINANCIAL DETAILS

Financial impact on the budget

4.1. Revenue Funding

	2015/16	2016/17	2017/18
	Revenue £'000	Revenue £'000	Revenue £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

4.2. Capital Funding

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

4.3. Approval of the Parking Strategy itself requires no additional funding, however, individual actions set out in Section 6 may require some funding, which will be requested, if necessary, before implemented.

5. LEGAL IMPLICATIONS

5.1. The Parking Strategy has no legal implications however a number of the options and the method of delivering them may require significant legal and procurement advice.

6. VALUE FOR MONEY

6.1. Efficient use of the councils parking stock will ensure the maximum level of income from existing and future parking can be realised.

7. SUSTAINABILITY IMPACT APPRAISAL

7.1. Additional parking will reduce the levels of congestion and will support and promote sustainable transport and integrate with air quality policies.

8. RISK MANAGEMENT

Risk	Uncontrolled Risk	Controls	Controlled Risk
Proposals for improving and increasing parking in the short, medium and long term are not met	High	Securing a Commercial Partner will greatly reduce the financial implication of the proposed options, therefore enabling short, medium and long term options to be met	Low
Failure to provide the additional parking spaces (225) as part of The Landings	High	Securing a Commercial Partner will greatly reduce the financial implication of the proposed options, therefore enabling short, medium and long term options to be met	Low

9. LINKS TO STRATEGIC OBJECTIVES

- 9.1 One of the key strands of the “Residents First” strategic objective in the corporate strategy is to improve the environment, economy and transport. The council’s ambition is “To continue investing in infrastructure and support the regeneration of our towns while protecting the character of the Royal Borough.”
- 9.2 Adopting the Parking Strategy will set the framework against which we are able to improve parking infrastructure required to deliver important aspects of this strategic objective. Without an adopted Parking Strategy, our ability to meet the short, medium and long term opportunities and challenges would be severely inhibited.

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

- 10.1. An updated Parking Strategy benefits all those wishing to park.

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

- 11.1. None.

12. PROPERTY AND ASSETS

- 12.1. The approach set out within this report seeks to improve the current Parking stock and maintain the parking asset in accordance with good practice.

13. ANY OTHER IMPLICATIONS

- 13.1. N/A

14. CONSULTATION

- 14.1. The report will be considered at the Highways & Transport Overview & Scrutiny Panel meeting on 25th October with comments reported to Cabinet for consideration.
- 14.2. The draft strategy was circulated to all Members, Windsor and Maidenhead Town Partnerships, Chambers of Commerce, PROM and Thames Valley Police, as well as officers in Planning and Regeneration and CMT. Comments received, with a response are set out in full in Appendix B.

15. TIMETABLE FOR IMPLEMENTATION

October 2016	Cabinet decision
April 2017	Temporary (additional) short/long-stay car parking capacity introduced in Windsor and Maidenhead
January 2019	Commercial Partner appointed

16. APPENDICES

Appendix A – Statement of Parking Principles - Parking Strategy

Appendix B – Responses to Consultation

17. BACKGROUND INFORMATION

None.

18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Cox	Cabinet Member for Environmental Services (including Parking)	27/09/16	28/09/16	Some amends policies agreed.
Simon Fletcher	Strategic Director of Operations	28/09/16	29/09/16	Re-write
Alison Alexander	Managing Director/ Strategic Director Adults, Children and Health	29/9/16	1/10/16	Questions throughout
Russell O'Keefe	Strategic Director Corporate and Community Services			
Mark Lampard	Finance Partner			

REPORT HISTORY

Decision type:	Urgency item?
For information	No

Report author	Job title	Full contact no:
Neil Walter	Parking Principal	01628 796485



THE ROYAL BOROUGH OF
WINDSOR AND
MAIDENHEAD

Royal Borough Windsor & Maidenhead Statement of Parking Principles – Parking Policy

September 2016

“The Royal Borough of Windsor & Maidenhead is a great place to live, work, play and do business supported by a modern, dynamic and successful Council”

Our vision is underpinned by four principles:

Putting residents first

Delivering value for money

Delivering together with our partners

Equipping ourselves for the future

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- 1 Introduction
 - 2 Policy Context
 - Why we need a plan, a parking strategy
 - The Royal Borough Context
 - 3 Managing Parking in the Royal Borough
 - Hierarchy of Parking
 - Pricing of Parking
 - Length of Stay
 - Enforcement of Parking
 - 4 Strategic Aims
 - 5 Parking Policy Principles
 - 6 Action Plan
- Appendices

Frequently used acronyms / Definitions

RBWM:	Royal Borough of Windsor and Maidenhead (Royal Borough)
Short stay parking:	Defined as less than 2 hours in duration.
Public parking:	That which is available to any member of the public to use on a first come, first served basis.
Commuter parking:	Defined as over 5 hours in duration.
Private Non Residential (PNR) parking:	Associated with a specific development such as an office, and as such only available to employees or visitors to that development.
Residential parking:	A mixture of on-street and off-street, depending on the nature of the properties. While the Council does not have a duty to provide on-street parking, in some residential areas it may prioritise this through resident permit schemes.

1. INTRODUCTION

- 1.1 Car travel is possibly the most prevalent form of transport in the Royal Borough. The attractiveness of the Royal Borough, our retail centres and tourist attractions; and our ability to support the regeneration of Maidenhead town centre in particular, are all impacted by the competing demands for a sufficient supply of parking for residents, commuters, retail, leisure, tourist and business needs - whilst keeping congestion and its related problems in check.
- 1.2 Around 8,000 cars per day use the Royal Borough's public car parks, equating to around 3 million visits a year. We know that parking issues are different in different parts of the borough but a constant theme is an increasing pressure on parking and parking capacity. This document seeks to tackle parking matters of most importance to residents and businesses based on a comprehensive investigation of parking issues in the borough, incorporating consultation undertaken with Councillors in January this year and the latest parking research and best practice. It sets out our overarching strategic aims for parking, supported by objectives and detailed parking principles with an action plan for the next three years.
- 1.3 The document does not seek to cover all aspects of parking in detail or to report on specific operational matters or performance. A full picture of how the Council manages its parking assets, its income streams, enforcement performance etc. is provided through the quarterly Integrated Performance Management Report and other sources.
- 1.4 Likewise, the document does not seek to address the complex issue of parking standards – that is the maximum levels of car parking the council will permit for various types of development in different areas across the borough. This is an issue which will be addressed through a Supplementary Planning Document as part of the Local Borough Plan. This strategy sets the future development of parking in the borough, ensuring a consistent and well-founded approach which meets the needs of visitors, local residents and businesses.

2. POLICY CONTEXT

Why we need a plan, a parking strategy

- 2.1 There are various influences that have a material impact on the level of parking provision for the public and residents. The Council has to seek to comply with relevant national, regional and local statutory duties and look to manage any parking provision proposed in order to ensure sustainability improvements across the authority and limit exposure to potential risks associated with the provision and design of parking.
- 2.2 There is a significant amount of anecdotal evidence, opinion and speculation over the relationship between car parking provision and town centre prosperity. This ranges from arguments suggesting that 'greater accessibility for cars on the high street will increase the viability of town centres by improving trading for businesses' to 'restricting accessibility for cars will increase the viability of town centres by cutting congestion and pollution whilst making the high street more pedestrian friendly and increasing dwell time'.
- 2.3 The Royal Borough of Windsor and Maidenhead is a unique borough, made up of two major urban conurbations Windsor and Maidenhead, smaller urban areas such as Ascot, Sunningdale and Sunninghill, small villages or hamlets and a significant area of the borough which could be defined as rural. We have both vibrant visitor destinations, where congestion is a live issue and demand for parking is unmet and growing towns, with

excellent transport links to London, so significantly attractive to commuters; where town centre regeneration is a key strategic priority and avoiding congestion is a must.

- 2.4 Shaping parking provision can contribute to achieving many objectives including economic and environmental objectives but parking policy can be a stimulant or brake on local economic activity as places seek a competitive advantage. A strategic approach to parking provision and management in the Royal Borough is needed but must recognise the unique nature of the Borough and should be flexible enough to consider those differing requirements across it. This strategy recognises that parking here is a service to the public, residents and visitors alike, as well as being a mechanism to support businesses as part of our economic regeneration strategy but that it also has a role to raise revenue for and to protect our local services.

The Royal Borough Context

- 2.5 The Royal Borough's supply of parking includes both on-street and off-street parking. On-street spaces are controlled by the council, and off-street parking is provided by a combination of private operators, company car parks and council operated car parks.

Table 1: shows the extent of the council's control over the borough's parking stock.

Category	RBWM responsibility	Means of control
On-street: regulated by Traffic Regulation Order	Yes	Civil Enforcement Officers (plus Community Wardens) – TRO
On-street: not regulated by Traffic Regulation Order	N/A	Obstruction offence notices can be issued by the police.
Council car parks (Inc. multi storey car parks)	Yes	Civil Enforcement Officer – enforcement of pay and display
Private car parks	No	Private operators
Private non-residential	No	Private
Residential off-street	No	N/A

3. Managing parking in the Royal Borough

- 3.1 The Council has a number of ways to manage its on-street and off-street parking. These include are set out in table 2:

Table 2

- **Hierarchy of Parking** - what type of parking is prioritised at each location
- **Pricing of Parking** – how much people pay for parking at a given location for a given period
- **Length of Stay** – how long people are permitted to park at a given location
- **Enforcement of Parking** - ensuring that people park both safely and legally

Hierarchy of Parking

- 3.2 The Council's user hierarchy for parking is presented in Table 3 below. This hierarchy is the starting point for considering how parking is managed across different areas of the borough. However, it is not meant to be prescriptive in nature and the way it is applied in a particular part of the borough will generally be influenced by the characteristics of an area and the nature of parking demand and pressures/issues present.

- 3.3 For example, Maidenhead town centre has a very different set of parking requirements compared with residential areas in Ascot and the Sunnings. It is therefore not practical to define a single parking hierarchy across the whole borough. The hierarchy needs to be applied with regard to evidence of demand and pressures in specific areas; consideration of the potential impacts of different control mechanisms on users in an area (e.g. residents and businesses); and more widely upon local travel patterns and travel choices.

Table 3

On-street hierarchy	Off-street hierarchy
<ul style="list-style-type: none"> • Blue Badge Holders • Residents • Essential Business Users • Short-Stay Shoppers & Visitors • Long-Stay Shoppers & Visitors • Commuter Parking • Employee Parking 	<ul style="list-style-type: none"> • Blue Badge Holders • Short-Stay Shoppers & Visitors • Long-Stay Shoppers & Visitors • Commuter parking • Employee Parking

Pricing of Parking

- 3.4 Pricing of parking can significantly influence demand. So, changes in parking tariffs can act as a powerful tool in managing parking. The Council has reviewed the pricing of its parking stock in different locations in order to understand the relationship between pricing and the availability and turnover of spaces. The evidence gathered through this review has informed the actions in this strategy.

Length of stay

- 3.5 How long somebody is able to park in a particular location can be a powerful tool in influencing how parking is used and for what purpose. In areas where there is need to support shoppers, such as town centres and areas immediately adjacent to the centre, restricting the time that people are allowed to park before they have to vacate a parking space or pay a charge, or a higher tariff, can help keep spaces turning over and be available to shoppers over the course of the day. This can be helpful to businesses which rely on a steady flow of customers during core trading hours.
- 3.6 Restricting the length of stay to a period that is less than a typical working day also reduces the amount of long stay parking available to commuters. This encourages travellers to consider sustainable modes for daily travel, helps reduce congestion and pollution.
- 3.7 Controlling the length of time people can park can be used in conjunction with pricing parking to encourage a greater turnover of short stay parking in areas where there may be both long stay and short stay demand. This may also facilitate occasional longer stay parking by non-commuters such as visitors, long stay shopping trips and occasional business use.

Enforcement of parking

- 3.8 Illegal parking creates problems with the operation of the highway network including impacting on the ability of public transport to run smoothly and for people to be able to use 'active modes' such as walking and cycling safely and confidently. It affects the safety of other road users, and causes a nuisance for local residents and businesses. Illegal parking can affect the enjoyment and facility of local areas and detract from them as good places to live and work.

- 3.9 Enforcement is used to ensure compliance with regulations in order to keep the highway network and public transport working, tackle dangers to other road users from illegal parking and ensure parking bays are used for parking and not for other purposes e.g. for illegal trading.
- 3.10 The Council's mobile teams of Civil Enforcement Officers (CEO) and Community Wardens (CW) provide a responsive service to deal with parking problems on the highway or Council-owned land. The role of CEO / CW is a key one in ensuring the borough remains accessible, and that parking on our streets is undertaken both legally and safely.
- 3.11 CEOs and CWs also have a unique advantage in being 'on-street' and are important ambassadors for the delivery of efficient parking across the borough, working alongside technology to deliver a high quality parking service for both residents and people who visit the Royal Borough.
- 3.12 The Council's approach to civil parking enforcement is set out in detail in Appendix 1.

4. STRATEGIC AIMS

- 4.1 This document sets out how parking management in the Royal Borough should progress over the short to longer term. In particular the strategy addresses the following issues:
- 1. Commercial Viability:** How we achieve a commercial approach to parking provision and promote appropriate arrangements with the private sector to ensure adequate provision and enable the Council-owned car park stock to become self-financing and/or reinvestment in improvements to parking facilities, roads and other transport modes.
 - 2. Parking provision:** How the Borough will make better use of the parking stock and ensure adequate provision, ensuring that spaces are available at locations that maximise the potential for achieving transport, social, economic and environmental goals, while also achieving a balance between supply and demand for both on-street and off-street parking.
 - 3. Parking quality:** How we ensure the borough's parking stock is designed to ensure personal and property security, accessibility by all users, better road safety and traffic management and the physical impact of parking areas and buildings is minimised. This quality approach will extend to routes to and from parking areas and the major defined destinations in urban areas.
- 4.2 Our strategy also has the following objectives:
1. To seek to ensure, as far as possible, the needs of local residents and businesses are prioritised over other parking requirements.
 2. To provide a consistent and clear approach for different types of parking permits and priority users.
 3. To be comprehensive, including consideration of charging regimes, on-street controls and parking guidelines.
 4. To support the economic viability of the towns and local centres.
 5. To provide a clear policy for enforcement, ensuring the Council deals with parking issues fairly and consistently and ensuring an efficient and effective enforcement function.
 6. To be co-ordinated and compatible with our neighbouring authorities where necessary.
 7. To consider parking management's contribution to environmental agendas.

8. To ensure parking policy is consistent with the Council's overarching strategic policies and where appropriate highlights potential linkages with other policies.

5. PARKING POLICY PRINCIPLES

Table 4: sets out RBWM's parking policy principles.

Strategic Aims	Background / Key features / Issues	Policy Principles
<p>Commercial Viability</p>	<p>The demand for parking within the Royal Borough will continue to increase as the Council implements its regeneration programme and work to enhance the economic viability of the area.</p> <p>Improving existing parking provision and developing new car parks requires significant investment. The Council recognises that opportunities exist to work in partnership with the private sector and to access private capital funds to reduce the impact of future development and improvements in parking infrastructure on the public purse. Current market intelligence suggests that the Council would be in a strong position should it wish to procure a commercial partner to operate, manage (and extend if necessary) its parking portfolio.</p> <p>Tariff setting and location of the parking offer are important factors in creating successful and prosperous towns and villages. It is important therefore that the Council retains control of this function. Developing a commercial approach to tariff setting including benchmarking will enable the Council to ensure town centres and villages have competitive and relevant tariffs that reflect the parking demands and needs of an area and place them well against the offer of competing destinations.</p>	<p>PP1: The Council will remain an owner of public parking and will seek to maximise the effectiveness of the parking service, while ensuring value for money for council tax payers, in the short and long term by:</p>
		<p>(Across the borough)</p> <ul style="list-style-type: none"> a) Considering entering into a commercial partnership with the private sector for the long term (>25 years) management, operation, development and extension of car parking across the borough; b) Continuing to maintain control over tariff setting for all car parks, including those potentially operated on our behalf by private sector, to ensure we can maintain advantage card and other offers to residents and shoppers across the borough. c) Undertaking and financing the redevelopment and extension of Nicholsons Multi-Storey Car Park ourselves, in keeping with the Landings and Nicholsons shopping centre development plans;
		<p>PP2: In considering the level of parking charges across the borough, the Council will have regard to changes in the retail price index, rises in the cost of public transport, the charges made by private parking operators and those levied in other LA areas and vibrancy of town centres where appropriate.</p>

<p>Parking provision</p> <p>The Council owns and operates 46 car parks (both surface and multi-storey) across the Royal Borough. The car parks cater for both long and short stay uses. Charges are applied in 26 of the 46; in Maidenhead (8), Windsor (14), Eton (2) and Datchet (2).</p> <p>We also manage a substantial on street parking provision much of which is controlled by permit parking for residents, businesses, specials (Inc. Disabled) etc., currently provided at no charge, but enforced.</p> <p>Discount schemes (Advantage card holders) obviously have a major impact on the level of revenue return that any car park provides, especially in Maidenhead which is currently “local” dominant.</p> <p>The Council’s Advantage Card Scheme has been in place for more than 10 years and we are aware of intermittent issues with cards being recognised. The Council is committed to maintaining this scheme for residents going forward.</p> <p>The concentration of development and nature of our main town centres means that it is difficult to accommodate all of the demands for parking. Housing numbers are expected to increase over the lifetime of the emerging Local Borough Plan, adding to this pressure.</p> <p>It is important for the Council to continue to ensure that a level of provision is maintained for those who need it most.</p> <p>Maidenhead The town has between 3000 and 3100 spaces in the Councils control across the weekday and weekend. In addition to these there are around another 200 and 350 spaces in private control across the weekday and weekend. Parking requirement in the town is for Commuter / Business / Shopping uses.</p> <p>The car parks in the Councils control are assessed to be occupied 89% of the time on weekdays and 61% at weekends and generate approximately</p>	<p>PP3: The Council will ensure it meets the statutory requirements, in undertaking its parking functions, in the most efficient and effective way, and contribute to the Council’s objectives, by:</p>
	<ul style="list-style-type: none"> a) Considering the consequences of changes in the operation of parking on the Council’s statutory duties; b) Ensuring, where possible, that any adverse impacts are addressed through changes in proposed projects and initiatives, and; c) Taking steps to ensure an appropriate balance is struck between competing objectives when conflicts arise; d) Periodically reviewing enforcement deployment plans for non-town centre locations e.g. Cookham, the Sunnings etc. to ensure they remain proportionate and adequately reflect the need of the area; e) Reviewing resource deployment plans for major events (e.g. Royal Ascot) in order to ensure appropriate resource is maintained for the event and for normal operations across the remaining parts of the Borough.
	<p>PP4: The Council will seek to prioritise the parking needs of local residents and businesses through:</p>
	<ul style="list-style-type: none"> a) The nature and operation of its parking charges and services; b) The approach it takes to the allocation of parking facilities and the creation of new or modification of existing; parking restrictions; c) Ensuring the right mix of both long and short stay parking, at all times; d) The management of public and privately operated public parking where appropriate.
	<p>(In Maidenhead)</p>
	<p>PP5: The Council will continue to ensure the appropriate provision of secure, high quality, publicly available off-street parking in the town centre, local centres, and at other appropriate destinations which meet priority needs, by:</p>
<ul style="list-style-type: none"> a) Introducing temporary steel framed parking structures in Maidenhead 	

	<p>£2 million a year in Maidenhead.</p> <p>Features of parking in Maidenhead are:</p> <p>Weekday</p> <ol style="list-style-type: none"> 1. Dominance of Weekday Commuter Based parking; 2. Significant level of contract parking limits public spaces; 3. Conflict created by demand for public parking and contract parking both being for town centre spaces; 4. Future permanent loss of some short term parking spaces to town centre development and regeneration; 5. Loss of small amounts of long term parking controlled by Network Rail; 6. Significant loss of parking during redevelopment / regeneration. <p>Weekend</p> <ol style="list-style-type: none"> 7. Town centre primary location for retail parking demand - not edge of town; 8. Surplus parking and heavily underutilised car parks; 9. Less demand at weekend, so any weekday replacement may be over provision. <p>Over the next 2-3 years, and as development and regeneration activities are forthcoming, it is predicted we will lose between 800 and 1000 spaces across the town. This equates to approx. 25% of weekday provision.</p> <p>Car Parks fully or partially removed include:</p> <ul style="list-style-type: none"> • Hines Meadow, • West Street, • Grove Road, • Railway Station, • Magnet Centre • Town Hall • Nicholsons (redevelopment) <p>On-street parking in the town centre is not charged, but uses limited waiting restrictions. Many of the streets outside the immediate town centre experience issues with commuters,</p>	<p>town centre to counter the anticipated loss of short stay car parking spaces to regeneration and redevelopment plans for the town (< the next 36 months);</p> <ol style="list-style-type: none"> b) Considering making it a requirement of town centre development sites in Maidenhead to include public parking spaces as part of their design; c) Working with private sector commercial partner(s) to extend the provision of off-street parking in Maidenhead, sufficient to respond to the extension of Crossrail to Reading by 2019, ensuring Maidenhead can become the location of choice for commuter parkers. <p>PP6: The Council will consider updating / replacing systems to enable discounted parking for Advantage Card holders.</p> <p>PP7: The Council will continue to protect access to time limited 'free' parking in our town centres.</p> <p>PP8: The Council will use town centre off-street car parking charges to discourage long-stay parking but encourage its use over on-street spaces where appropriate.</p> <p>PP9: The Council will look at innovative schemes to discourage on-street commuter parking (i.e. to address the impact of commuter 'long-stay' parking in town centres and on residential streets). This will be subject to wide consultation before any decision is taken to implement.</p>
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	<p>parking to avoid charges in long stay car parks.</p> <p>Maidenhead is currently at capacity for long stay parking with over 1,000 season tickets issued. New office development and the approach of Crossrail will increase the demand for additional long stay parking.</p> <p>Windsor</p> <p>Windsor has around 1800 and 2400 spaces in the councils control across the weekday and weekend. In addition to these there are around another 750 to 1000 spaces in private control across the weekday and weekend. Parking requirement in the town is for Visitor / Leisure / Shopping uses.</p> <p>The car parks in the Councils control are assessed to be at 95% capacity across peak weekday and at weekends and generate approximately £3 million a year of income for the Council.</p> <p>Windsor is not predicted to witness any major loss in parking due to development and regeneration activities. However, the Council has extensive knowledge of parking issues including the demand for parking and pressures on parking space in different areas of the town, often in residential areas, built up over many years.</p> <p>The Council must consider the future of its own assets such as the Coach Park and other town centre high value sites. Taxi ranks and waiting bays, both during the daytime and in the night time economy are issues which must be addressed.</p> <p>Features of parking in Windsor are:</p> <p>Weekday</p> <ol style="list-style-type: none"> 1. Dominance of tourist based parking creates yearly demand; 2. Demand exceeds provision at key 	<p>PP10: The Council will consider the (temporary) use of cleared development sites for parking in town centres, where it offers a viable, value for money solution to short term loss of off-street spaces.</p> <p>(In Windsor)</p> <p>PP11: The Council will continue to ensure the appropriate provision of secure, high quality, publicly available off-street parking in the town centre, local centres, and at other appropriate destinations which meet priority needs, by:</p> <ol style="list-style-type: none"> a) Introducing temporary steel framed parking structures in Windsor town centre to extend supply and ensure demand for parking can be met in the short term (< the next 36 months); b) Working with private sector commercial partner(s) to maximise opportunities to permanently extend the provision of long and short-stay parking in Windsor, sufficient to respond to demand; c) Considering innovative schemes, including the potential for underground parking in the extension of parking provision in the town; d) Continuing to support the provision of high quality taxi / private hire vehicle facilities at locations where there is a justifiable demand; e) Considering alternative proposals for taxi ranking in Windsor, including the potential to relocate it to the Coach Park, to tackle congestion associated with on-street waiting; f) Exploring opportunities to provide appropriate on and off street coach parking to support tourism and the wider economy; <p>PP12: The Council will keep the need to introduce / extend on-street charging in residential areas of Windsor under review, taking account of other transport and land use policies and the environmental impact.</p>
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	<p>car parks;</p> <p>3. Significant business / contract parking limits public spaces in outer car parks;</p> <p>4. Demand is for access to town centre, castle, river, shopping, Eton etc.</p> <p>5. Use of public car parks by Borough residents due to lack of on street parking;</p> <p>6. Weather / Seasonal peaks create unmanageable demand on town.</p> <p>Weekend (Weekday plus)</p> <p>7. Reduction in business / contract parking demand, but car parks switch to leisure, so do not increase weekend provision;</p> <p>Outside of provision in Maidenhead and Windsor, the Council has an additional 20 car park (free) locations and other related land assets around the Borough. Options for the future of these assets range from a retention of them as is, to potentially seeking to devolve them to local Parishes.</p>	<p></p> <p>PP13: The Council will seek to use its powers as planning authority to ensure that off-street parking levels are at an appropriate level to reflect parking and other transport policies, particularly any impacts for on-street parking demand.</p> <p></p> <p>PP14: The Council will review, monitor and adjust its business parking (permit) schemes in car parks as appropriate and will consider the provision and costs of these where they are installed across the borough in accordance with its policies.</p> <p></p> <p>PP15: The Council will review our surface car park provision, outside of town centres, and consult with Parishes over options for their devolution.</p> <p></p>
<p>Parking Quality</p>	<p>Access - It is essential that access to parking both on and off street is as easy as possible for all users. This includes:-</p>	<p>PP16: The Council will use its powers to ensure the right type, quantity, cost and quality of parking is provided in its facilities, as resources allow, and as part of any new developments by:</p>

	<p>a) Signage – All signage should be in plain English and where necessary illuminated.</p> <p>b) Entries & Exits – where entry and exit are controlled the systems in place must be simple to use and monitored at all times</p> <p>c) Lining – all lining should be clear and of a good condition</p> <p>d) Lifts – where applicable lifts should be well maintained and serviced regularly</p> <p>e) Walkways – should be well marked and kept clear of debris</p> <p>f) Lighting – all lights should be well maintained and service regularly</p> <p>Environment - It is essential the parking environment is as safe and well maintained as possible for users. This includes:-</p> <p>a) Lighting – lighting levels must be maintained to a an adequate standard for the area. Particular attention will be paid to stairwells, lifts and pedestrian areas.</p> <p>b) Cleaning – both on and off street parking must be cleaned to a high standard on a regular basis. Particular attention should be paid to stairwells, lifts and pedestrian areas.</p> <p>c) CCTV – where applicable CCTV must be kept in working order at all times with regular maintenance and servicing.</p> <p>d) Planting – areas of planting must be regularly maintained to ensure areas do not become overgrown and untidy.</p> <p>Security - The council is committed to maintaining safe and secure car parks and on street parking. As part of this commitment the council participates in the British Parking Associations Park Mark Scheme that is fully endorsed by The Association of Chief Police Officers.</p> <p>The council currently has Park Marks for the following car parks:-</p> <ul style="list-style-type: none"> • Alexandra Gardens • Hines Meadow • King Edward VII Avenue • Magnet Leisure Centre • Meadow Lane • Nicholsons • River Street 	<p>a) Taking into account the Royal Borough's current and future characteristics in terms of public transport accessibility, car usage and ownership, parking capacity, patterns of land uses and resulting travel behaviour;</p> <p>b) Having regard to other parking approaches within the borough and in neighbouring authorities to ensure that individual areas and the borough as a whole remains competitive and imbalances or inconsistencies do not have harmful consequences;</p> <p>c) Requiring high standards of design to ensure parking is safe, convenient and accessible.</p> <p>PP17: The Council will introduce, where necessary, parking restrictions for safety, capacity or environmental reasons.</p> <p>PP18: In allocating road space for parking, the Council will take account of the parking hierarchy as set out in table 3.</p> <p>PP19: The Council will continue to seek to ensure that accurate information is available on parking availability both pre and in trip via a range of channels.</p> <p>PP20: The Council will monitor and adjust residents parking schemes where appropriate in accordance with its policies. The criteria and operational features of these policies / schemes will be reviews and approved.</p>
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- Stafferton Way
- The Avenue
- Windsor Leisure Centre

Charging

MAIDENHEAD - Due to the current portfolio of retail outlets that support the town, the level of charging is suppressed across the week; however even with this the level of uptake at the weekend is low – albeit growing in 2016.

The town has two charging profiles, 1) short and long stay for the public and 2) commuter / contract for the private users across the car parks.

WINDSOR - The town has a partial zonal approach with the central car parks having higher charging rates, which reduce the further out of the town you travel.

However certain charging rates are comparable to Maidenhead and as such there is scope to consider higher rates in support of car parks. This would be a key aspect of any investors due diligence and they would seek to capitalise on the demand at Windsor, in part to maybe off set Maidenhead.

REST OF BOROUGH - Charging also takes place in Datchet and Eton and this includes pay and display as well as business permits.

Reviews - The Council currently reviews up to 150 existing and new parking restrictions every year. We will continue with these reviews and enable residents of a specific road to decide what parking restrictions, if any are required, in the road in which they live.

The procedure for review is:-

- a) Add to the Phased Review of parking
- b) Agree to review with Ward Councillors
- c) Observe problem
- d) Draw up a scheme (if possible)
- e) Consult with residents
- f) Implement if majority agree to change
- g) Advertise change

	<p>In many cases it will not be possible for residents to agree on a proposed change and in these cases further review based on the comments received will take place. In a small minority of cases it is likely that the council will recommend no action is taken. This decision will be based on local knowledge of a specific issue.</p>	
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6. ACTION PLAN

6.1 To deliver the strategic aims of parking, its associated objectives and policy principles as introduced through this document, an Action Plan has been developed (table 6). The objectives referenced in the Action Plan are set out in table 5, as follows;

Table 5

Objectives	
1	To seek to ensure, as far as possible, the needs of local residents and businesses are prioritised over other parking requirements.
2	To provide a consistent and clear approach for different types of parking permits and priority users.
3	To be comprehensive, including consideration of charging regimes, on-street controls and parking guidelines.
4	To support the economic viability of the towns and local centres.
5	To provide a clear policy for enforcement, ensuring the Council deals with parking issues fairly and consistently and ensuring an efficient and effective enforcement function.
6	To be co-ordinated and compatible with our neighbouring authorities where necessary.
7	To consider parking management's contribution to environmental agendas.
8	To ensure parking policy is consistent with the Council's overarching strategic policies and where appropriate highlights potential linkages with other policies.

Table 6: Policy Principle	Action	Support of Objectives								Priority	Timescales for delivery	
		1	2	3	4	5	6	7	8			
PP1: The Council will remain an owner of public parking.	We will continue our ownership of the parking estate, to maximise the effectiveness of the parking service, provide value for money.	✓		✓	✓	✓		✓	✓	High	Ongoing	
PP2: The Council will consider key factors as part of any proposals to change parking charge levels.	We will review parking charges annually.	✓	✓	✓	✓	✓	✓		✓	High	Annually	
PP3: The Council will ensure it meets all statutory requirements in the provision of parking.	a) We will consider the consequences of changes in the operation of parking on the Council's statutory duties.	✓							✓	✓	Medium	Ongoing
	b) We will ensure, where possible, that any adverse impacts are addressed through changes in proposed projects and initiatives.	✓	✓	✓	✓	✓				✓	Medium	Ongoing
	c) We will take steps to ensure an appropriate balance is struck between competing objectives when conflicts arise.	✓	✓	✓	✓	✓			✓	✓	Medium	Ongoing
	d) We will review enforcement deployment plans for non-town centre locations e.g. Cookham, the Sunnings	✓	✓	✓	✓	✓			✓	✓	Medium	Annually

	etc. to ensure they remain proportionate and adequately reflect the need of the area;											
	e) We will review resource deployment plans for major events (e.g. Royal Ascot) in order to ensure appropriate resource is maintained for the event and normal operations across the remaining parts of the Borough.	✓	✓	✓	✓	✓		✓	✓	High	Ongoing	
PP4: The Council will seek to prioritise the needs of local residents and businesses.	a) We will review the nature and operation of its parking charges and services annually.	✓	✓	✓	✓	✓			✓	High	Annually	
	b) We will ensure the right mix of both long and short stay parking, at all times.	✓	✓	✓		✓				High	Ongoing	
PP5/PP11: The Council will ensure appropriate provision of parking.	MAIDENHEAD											
	a) We will introduce temporary steel framed parking structures in Maidenhead town centre to counter the loss of short stay car parking spaces.	✓			✓				✓		Urgent	April 2017
	b) We will consider making it a requirement of town centre development sites in Maidenhead to include public parking spaces as part of their design.	✓	✓		✓					✓	High	April 2020

c) We will work with private sector commercial partner(s) to extend the provision of off-street parking in Maidenhead.	✓		✓	✓						High	October 2019
WINDSOR											
a) We will introduce temporary steel framed parking structures in Windsor town centre to extend supply and ensure demand for parking can be met in the short term.	✓			✓				✓		Urgent	April 2017
b) We will work with private sector commercial partner(s) to maximise opportunities to permanently extend the provision of long and short-stay parking in Windsor.	✓		✓	✓						High	October 2019
c) We will consider innovative schemes, including the potential for underground parking in the extension of parking provision in Windsor.	✓			✓				✓		Medium	October 2020
d) We will continue to support the provision of high quality taxi / private hire vehicle facilities at locations where there is a justifiable demand.	✓	✓	✓	✓	✓			✓		Medium	Ongoing

	e) We will consider alternative proposals for taxi ranking in Windsor.	✓	✓	✓	✓	✓		✓		High	October 2017
	f) We will explore opportunities to provide appropriate on and off street coach parking to support tourism and the wider economy.	✓	✓	✓	✓	✓		✓	✓	High	October 2017
PP6: The Council will consider updating systems to enable discounted parking.	We will review our parking ticket machines with a view to introducing an improved, easier to use system for Advantage Card holders.	✓		✓	✓	✓			✓	Medium	September 2017
PP7: The Council will continue to protect access to 'free' parking in town centres.	No action required.										
PP8: The Council will use off street charges to discourage long stay parking.	We will review charges for long and short stay car parks, annually.	✓	✓	✓	✓	✓				High	Annually
PP9: The Council will look at innovative schemes to discourage on-street commuter parking.	We will develop schemes and undertake wide consultation on proposals to address the impact of commuter 'long-stay' parking on residential streets.	✓	✓	✓	✓	✓				High	October 2017
PP10: The Council will consider use of cleared development sites.	We will work with developers in Maidenhead to try to identify opportunities for the temporary use of development sites for parking in Town.	✓	✓	✓	✓	✓		✓	✓	High	April 2017
PP12: The Council will continue to review on-street charging in Windsor.	On-street parking charges will be reviewed annually as part of the on and off-street	✓	✓	✓	✓	✓			✓	High	Annually

	Parking Charges Review.											
PP13: The Council will seek to ensure off-street parking levels are at an appropriate level.	We will maintain parking standards taking account of national, regional and local policies.	✓	✓	✓	✓	✓	✓	✓	✓	High	Ongoing	
PP14: The Council will review its business parking permit schemes.	We will undertake a review to understand demand for business parking permit schemes and bring forward proposals to ensure, where possible, adequate supply.	✓	✓	✓	✓	✓			✓	Medium	Ongoing	
PP15: The Council will review surface car park provision outside of town centres.	We will consult with local Parishes over options for the future of surface parks; including their devolution to Parishes.	✓	✓		✓				✓	Medium	October 2017	
PP16: The Council will ensure the right type, quality and quantity of parking is provided.	We will require high standards of design to ensure parking is safe, convenient and accessible.	✓	✓	✓	✓	✓			✓	Medium	Ongoing	
PP17: The Council will introduce parking restrictions where necessary.	We will undertake health & safety audits across our parking estate to ensure the environment is as safe and well maintained as possible for users.	✓				✓	✓	✓	✓	High	Annually	
PP18: The Council will use a hierarchy in allocating space for parking.	We will review CPZs (Controlled Parking Zones – i.e. control of type of vehicle, parking where, when) in order to monitor the impact on local residents and businesses and to assess the impact of displaced parking activity in the surrounding area.	✓	✓	✓	✓	✓			✓	Medium	Reviewed Annually	
PP19: The Council will	We will explore opportunities	✓	✓	✓	✓	✓			✓	Medium	Ongoing	

provide live information on parking availability.	to provide parking information through a range of channels.											
PP20: The Council will monitor residents' parking schemes.	a) We will continue the programme of CPZ / Residents Schemes by identifying principal areas likely to benefit from parking controls	✓	✓	✓	✓	✓		✓	✓	Medium	Ongoing	
	b) CPZs/Residents' Schemes will be reviewed at agreed periods to ensure that they are continuing to achieve their objectives.	✓	✓	✓	✓	✓		✓	✓	Medium	Ongoing	

Appendices

Appendix 1: RBWM Parking Enforcement Strategy.

Document Name	Statement of Parking Principles – Parking Strategy for the Royal Borough of Windsor & Maidenhead		
Document Author	Simon Fletcher (Strategic Director of Operations & Customer Services)		
Document owner	Simon Fletcher (Strategic Director of Operations & Customer Services)		
Accessibility			
File location			
Destruction date	N/A		
How this document was created	Version 1		
	Version 2		
	Version 3		
Circulation restrictions	None		
Review date	October 2021		

Appendix B – Responses to Consultation

Commentator	Comment received	Response
<p>Chris Hilton, Director of Regeneration (RBWM)</p>	<p>From a Maidenhead Regen perspective we need to understand the likely impact of the regen programme on car parking – so if we are currently 89% full weekdays, and if we are about to lose 800 to 1000 spaces (25%) then that leaves us with a 14% shortfall presumably. If we then build 2000+ flats, then what impact will that have? How much parking demand will 2000+ flats generate and how many parking spaces will we then be short of? If we build say 300,000 sq ft of offices in the town then what impact will that have? We need some advice on this either from your team or from an appropriate consultant.</p> <p>To answer the above we need to consider what parking standards we want. As you say, this is the job of the SPD and I have no doubt there will be tension between the Green arguments (low car ownership because of Crossrail) and the non-Green arguments (The Thames Valley is car-orientated and always will be, and people want to be able to park). This will need to play out at Cabinet in the prep and sign-off of the SPD, and the outcome will help provide the answer to the question above.</p> <p>Viability is also an issue. In Maidenhead land assembly is expensive and digging basements is even more expensive. If we expect all schemes to deliver say 1.5 spaces per apartment on site then this would probably impact viability. 0.7 spaces is probably more acceptable in viability terms and is more “normal” for town centre development, but this won’t satisfy the non-Green lobby. If the sums don’t add up then the only answer is to provide additional public parking in the town. If this is the case then we need a strategy to identify suitable sites.</p> <p>So I’d suggest that we need to:</p> <ol style="list-style-type: none"> 1. Develop the SPD 2. With either your team’s help or with a consultant’s help, answer the question in my first paragraph above. 3. Depending on the outcome, 	<p>Agree with comments made and three point suggestion below. A timeframe needs to be confirmed for SPD to be brought forward.</p> <p>The strategy assumes the onus on identification of appropriate sites for parking, along with parking standards, as a Planning issue.</p> <p>Long term identification of additional, permanent sites for parking are assumed to be provided by a mixture of a) the Local Borough Plan, and b) expertise from the commercial partner we are seeking to procure.</p>

	<p>identify further sites for development.</p> <p>Should your strategy be setting out the above steps as a way forward? Also should it be suggesting where additional car parking <u>might</u> be built subject to demand being proven? We have limited options, but perhaps we should suggest what they might be.</p>	
<p>Maidenhead Thames Rotary Club Member</p>	<p>Thank you so much for sharing your promised draft Enforcement and Parking Strategies with PRoM. It reads well, and I am very much in support. I, and I am sure many residents however would anticipate to see few other aspects of parking in the Parking Strategy paper, as follows:</p> <ul style="list-style-type: none"> - Under paragraph 3.3, one should add 'commuters' to on street & off street hierarchy, which will become even more significant in numbers as Crossrail extends its service to Maidenhead. - Under item 3.4 is a bit misleading. Pricing does not necessarily influence demand, but will influence usage of car park spaces. - Under item 3.5 - the length of time somebody is able to park before vacating must not only be balanced by the need to offer the spaces to other shoppers but also by the additional street congestion (& pollution) caused that may be created with drivers having to move on to find another vacant car parking space to park in Town for a further period. - Under item 3 generally - the focus of further improved public transport across the town would reduce the demand on parking and also relieve traffic congestion. This would include live and reliable information management system / display screens at bus stops to provide more confidence (presently it is bus timetable register only!) and encourage more public transport usage, better connectivity with trains and other busses to encourage more usage, better printed information provision to encourage more public participation. - The paper is silent on: 	<p>Accepted / amended.</p> <p>Accepted – usage / demand refer to the same thing.</p> <p>Accepted – reflected in additional text at para 3.6.</p> <p>The strategy concedes that car travel is the most prevalent form of transport in the Royal Borough and therefore is deliberately targeted at ensuring parking issues are addressed effectively. These include:</p> <ul style="list-style-type: none"> • short and long term parking provision across the Borough, • regeneration and development impact on parking, • our approach to pricing, • parking hierarchy and, • our approach to enforcement. <p>For this reason, there is limited coverage of, albeit they are recognised as important issues, public transport, which will need to be looked at separately.</p> <p>Likewise, with acceptance of</p>

	<ul style="list-style-type: none"> • Level of parking occupancy and historic trend over recent months & years predictions to cater for • Level of use during the Free charge periods in December. <p>- The paper does not address the parking landscape. It shows current levels of parking provisions in terms of numbers and % occupancy at weekdays & weekends, but does not address the predicted provision and anticipated demand for car park spaces, nor outlines any plans on how it intends to achieve and to what timescales.</p> <p>- The paper appears to ignore the connectivity of parking to road access, and does not address how to minimise traffic congestion arising out of vehicle movements to secure parking. one such issue, for example, is how to cater for parking adequately west of Braywick Road (spine ring road) to avoid commuters and residents coming from the west of going into Braywick Road to get to the east side for parking.</p> <p>- As a general observation, one needs, for clarity and ease of reference, to label each table with a reference number so that one can look at these easily when making references to such tables in the text.</p>	<p>the strategic parking issues the borough faces, and to reduce the length of the document, historic trends / use levels for different types of parking are not included.</p> <p>The strategy does attempt to recognise the current landscape (lack of supply of visitor parking / pressures on on-street capacity in Windsor, loss of short-stay parking and need to address increased long-stay needs as consequence of Crossrail etc in Maidenhead). Our strategic approach to these issues acknowledges the Council's limited abilities in these areas and proposes we work with a commercial partner to help understand and respond to them in a timely manner.</p> <p>Accepted. A comprehensive access and movement study is underway to address issues of congestion, including that associated with vehicle movements to secure parking.</p> <p>Accepted – amended in final version.</p>
<p>PROM Member</p>	<p>Thank you for sharing this with PRoM members for comment. I have read and support the comments already submitted.</p> <p>Ample and reasonably priced town centre parking are an essential adjunct to Maidenhead's USP, its location and accessibility. Together these give the town a distinct advantage over its competitors. In this respect para 2.4 is key. But, as I understand it, the last remaining contract spaces have already been allocated to corporate tenants. So with the amount of development envisaged in future, we clearly need to extend and enhance the parking provision just to maintain our position. Moreover those improvements have to begin soon to maintain our appeal during the</p>	<p>Accepted – extension of provision of long/short stay parking in Maidenhead (and Windsor) is recognised as 'urgent' in the action plan at PP5/PP11, where we set a target for introducing temporary steel framed parking structures to counter loss of parking (but equally to respond to reduced numbers of contract spaces left) by April 2017. By this we mean, a solution in place and implemented by that time.</p>

	<p>inevitable disruption caused by regeneration projects.</p> <p>The document states that a subsequent SPD will spell out parking standards requirements but it would be good to see this Parking Policy setting out an overarching requirement for any new town centre development to be self-sufficient in terms of off-street parking.</p> <p>In addition, PP5 which ensures the provision of secure, high quality, off-street town centre parking by the council could usefully add "which are attractive and easy to use".</p>	<p>Accepted – see PP5/PP11 b) – we will consider making it a requirement of town centre development sites in Maidenhead to include public parking spaces as part of their design. This policy proposes going further than requiring self-sufficiency, to provide additional public parking spaces.</p> <p>Accepted – these principles (attractive and easy to use) are implicit in PP16 "...to ensure the right type, quantity, cost and quality of parking..."</p>
<p>PROM Member</p>	<p>Thanks for the opportunity to comment on the draft Parking Strategy, it is well written and has clearly had a lot of thought put into it. The comments below reflect my views from two perspectives – as an early member of PRoM when the AAP was developed and as a long term Maidenhead resident very familiar with our own and also competing nearby town centres.</p> <p>I was pleased to see the draft policy recognise the reality of car ownership and dependence hereabouts. Vehicle availability in Maidenhead is high at 1.4 per household (2011 census), with even the town centre NE sub area 005G averaging 0.8 per household. Other parts of the town have on average up to 1.9 vehicles per household. Public transport alternatives are limited and slow, with better options in the E-W direction than N-S, NE/SW, NW/SE etc. Realistically, they will never match the convenience of direct door to door, safe, dry and warm private transport, without huge investments and ongoing subsidy.</p> <p>Planned growth in Maidenhead town centre residential under the AAP and emerging BLP should be in my view be welcomed (helping support trade, reduce journeys, protect green belt, etc.), but planning policy must ensure adequate provision of off road parking, or we will not keep up with growth and aggravate existing problems. The new office developments must also be required to fully self-provide - not rely</p>	

	<p>on leasing/taking away existing public parking capacity, as recent new corporate tenants in Maidenhead town centre have done. I look forward to seeing the upcoming SPD on this.</p> <p>Turning to the draft parking strategy and policies themselves as they affect Maidenhead in particular:</p> <p><u>Parking Hierarchy and mix</u> – Agree. Keeping or even increasing short term on-street parking is an important part of the overall mix. Some one-way roads in the town centre such as Bridge Avenue are much wider than needed (a legacy of prior uses) and could easily accommodate more short term on street spaces as well as improved pavement widths and landscaping.</p> <p><u>Pricing</u> – Agree this is an important factor influencing demand and turnover of spaces. As a user I am though surprised by the apparent inconsistency of pricing (with and without an Advantage card) for what are often seemingly the same thing. For example Victoria Street multi storey in Windsor is cheaper for short term parking than Maidenhead's Hines Meadow and Nicholson Centre, and with the most generous Advantage card discount anywhere... why?</p> <p><u>Strategy aims</u> – Agree the priorities and general aims. On the quality aims, the use of information signage (No. of spaces available) is very useful and helps avoid motorists joining a queue when there are alternative spaces elsewhere. We should through planning policy require any privately provided and run car parks to join the RBWM signage systems (e.g. the station car park).</p> <p>I would also suggest an additional parking policy of standardising and ensuring minimum <u>car park space sizes</u> are provided, including in the borough's older car parks. The external width of modern cars has grown over the years due to increasing side impact protection measures, making it hard to open doors and enter/leave some car park spaces. Apart from the damage risk to doors, narrow spaces make parking slower,</p>	<p>The strategy commits to a review of parking pricing on an annual basis. The Council will look at these issues as part of its next review.</p> <p>Comment noted. This will be reviewed under PP16.</p>
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	<p>cause congestion and slow the turnover of spaces. Repainting of lines to increase the width of older spaces would lose a proportion of the car park capacity, but allow all drivers to use any car RBWM car parks with equal confidence.</p> <p><u>Parking Policy Principles:</u> PP1 – Agree, provided RBWM maintains control of capacity decisions (including their timing), pricing policy, payment methods and standards through any outsourcing of activities to commercial operators. PP2 – Agree PP3 – Agree, including the importance of the Advantage Card scheme, but with perhaps a more consistent/transparent discount policy? Advantage Card discounts currently vary by location and duration, ranging from 0% (King Edward) to 24%, 50%, or up to 67% (Victoria Street).. why? PP4 – Agree PP5 – Agree. The use of temporary steel framed parking structures to offset the loss of short stay car parking spaces during redevelopments makes sense, ideally set inside areas such as The Landing where space is already being acquired and consolidated ready for redevelopment. Double decking the existing hill-side station car park could also utilise a similar solution to increase commuter parking capacity there longer term. Having other town centre development sites include public parking spaces as part of their design would also be helpful, e.g. by having office space capacity available for residents/shoppers' use at night and weekends, in the way the Town Hall car park is used today. PP6 – Agree PP7 – Agree, but potentially increase time limited free spaces (as above). PP8 – Partially agree. For simple short visits such as the bank, post office or a haircut, the on-street option is simpler/cheaper for residents than using a multi storey, ticketed option. PP9 – Agree. Two hour (e.g. 9-11am) bans on non-resident parking in the side streets are often used elsewhere to prevent day long on-street commuter parking in residential roads just beyond the central controlled zones.</p>	<p>Accepted - The majority of parking spaces already meet the minimum dimensions of 2.4m wide; however some older multi storey car parks are closer to the old standard of 2.1m.</p> <p>Any change to wider bays will result in the reduction of spaces available and would have to be linked to an increase in parking stock prior to implementation.</p>
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	<p>PP10 – Agree PP11 – Agree PP12 – Agree PP13 – Agree. Realistic car parking ratios in all new developments are essential, if we are to avoid growth clogging up the town and making the side roads more dangerous for other drivers and especially pedestrians. PP14 – Agree PP15 – Agree PP16 – Agree. Attention is also needed on space standards in older car parks, to make them fit for purpose with today's car sizes. PP17 – Agree PP18 – Agree PP19 – Agree. Private car parks to also be included in signage (vacancy) information displays. PP20 – Agree</p> <p>Objectives: Objective 4 – I absolutely agree that supporting the overall economic viability of the town centre(s) should be the policy priority... i.e. prioritising footfall and trade above maximising profit from parking operations per se.</p> <p><u>Parking Enforcement Strategy - Appendix 1:</u> Looks very comprehensive, firm but fair. It is important residents and visitors do not see enforcement as simply a revenue raising area. I think I recall the previous council leader publicly announcing a 10 minute grace period on all parking limits, before PCNs are issued. If still applicable, should this not be specifically included here?</p>	
<p>Cllr David Evans, RBWM</p>	<p>1. Para 3.3 the hierarchy table makes no reference to commuters - should it and also do residents need to be considered in off-street hierarchy? 2.PP2 - factors in considering level of parking charges. Makes no mention of potential effect of tariff increases on footfall in town centres - should this be a consideration? 3. Parking Provision issues in Maidenhead. There is a para which states we will lose 25 per cent spaces. This section to me raises a number of questions; - is this a permanent loss or just during redevelopment? -in either case how do we make up the shortfall?</p>	<p>Commuters – now included. Residents are included in each element of the hierarchy.</p> <p>Vibrancy of town centres now included as additional element.</p> <p>Losses in Maidenhead will be a mixture of permanent (where car parks are incorporated in regeneration areas) and temporary (where Nicholsons is lost to refurbishment for 12-18 months).</p> <p>PP5 addresses options to make up the shortfall. Additional parking in Stafferton Way (if</p>

	<p>- dont we have a plan for a new car park in Stafferton Way? how many spaces would this add? If this is what is meant in PP5 (c) maybe it could be more specific with details of number of spaces</p> <p>- I am concerned that this section reads we are going to be reducing parking at a time when the demand will increase, more shoppers, more commuters.</p> <p>4. PP5 (a) temporary steel structures. It might be worth indicating what potential number of spaces might be possible.</p>	<p>viable) and other options will be considered.</p> <p>This policy responds to the loss of parking and sets out principles for how this may be addressed.</p> <p>With temporary steel structures, we are currently identifying the potential number of spaces this, and other options will create – and this will be reported in detail to Cabinet in December 2016.</p>
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