

CABINET

11 SEPTEMBER 2013

WINCHESTER TOWN FORUM

11 September 2013

WINCHESTER DISTRICT CAR PARKING STRATEGY

REPORT OF HEAD OF MAJOR PROJECTS

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RECENT REFERENCES:

None

EXECUTIVE SUMMARY:

This report presents a draft Consultation Paper 'Towards a Winchester District Parking Strategy'.

The paper sets out background information, issues, opportunities and an outline of possible ideas which could be taken forward into a formal strategy which will be considered by Cabinet later in November. The Chairman of The Overview and Scrutiny Committee has asked that the Committee considers the matter at that stage when the formal strategy is available from Cabinet.

It is proposed to consult on this document during September and October. The Winchester Town Forum will have an opportunity at its meeting on 11 September 2013 to consider how it wishes to make an input.

Any other input from Members at this stage will be welcomed and should be made direct to the Head of Major Projects and the Portfolio Holder.

RECOMMENDATIONS:

To Cabinet:

- 1 That the draft document is approved for consultation purposes.

To Winchester Town Forum:

That the Town Forum forward any comments on the Consultation Paper to Cabinet or the Portfolio Holder.

CABINET11 SEPTEMBER 2013WINCHESTER TOWN FORUM11 September 2013WINCHESTER DISTRICT CAR PARKING STRATEGYREPORT OF HEAD OF MAJOR PROJECTSDETAIL:1 Introduction

- 1.1 This report considers the first stage in the development of an off-street parking strategy for the District. It is proposed that the discussion paper, set out in Appendix 1 of this report, once approved, will be used to consult on the findings of detailed car parking occupancy and user surveys and the key conclusions which have been drawn from these. Following this a strategy will be drawn up and brought back to Cabinet for approval in November.
- 1.2 A car parking strategy for the District will help to inform the development of other major projects which are being considered to deliver key corporate objectives together with capital expenditure decisions and related matters such as car parking charges which will be considered early in 2014.
- 1.3 Consultation on the discussion paper will take place with stakeholders and the public which will enable early input to the development of the Car Parking Strategy itself.
- 1.4 The Strategy will need to strike a balance between different objectives including:
 - Environmental issues such as air quality and carbon emissions;
 - Economic factors such as impact on businesses and income;
 - Social factors including how any changes will impact on residents and visitors.
- 1.5 The draft Discussion Paper sets out these issues and suggests some possible elements of a Strategy as set out below to enable respondents to the consultation to comment on these initial ideas.
- 1.6 The Winchester Town Access Plan includes policies which are relevant to the development of a District Parking Strategy with respect to the Town area and these are being considered as part of the development of the draft Strategy.

2.0 Discussion / Key elements to be considered as part of the Strategy.

2.2 The suggested aim of the Council's parking strategy is:

“To provide a sufficient number of suitably located and priced car parking spaces that will sustain the economic, social and environmental well being of Winchester town and district”

2.3 The Guiding Principles of the Strategy are suggested as follows -;

- Effective traffic and parking management
- Maintain economic vitality
- Reinforce business and visitor confidence
- Maintain income levels overall
- Improve air quality and reduce carbon emissions
- Use assets to the best advantage

2.4 Possible Parking Strategy main components

- Parking provision must be ‘Purposeful’ (ie it must be suitable for the need it is trying to meet in order for people to actually use it.)
- Efficient traffic and parking management will be central to the strategy to meet set objectives and will require a sufficient level of investment
- Investment in car park improvements, maintenance and cleaning is essential and will be achieved through an asset management plan approach.
- Car parking needs to be retained at current levels/expanded slightly in certain locations – aiming to achieve 85% operational occupancy levels. In Winchester Town the usage surveys show that current levels of provision may be about right but this makes no allowance for growth in population, retail and commercial usage or the current empty retail space in the town. This level of provision is critical in terms of meeting needs and retaining and encouraging businesses to locate in Winchester.
- Consolidation/expansion of car parks in Winchester Town based on function – ie better quality car parks, sensibly located to reduce impact on central traffic flows, including possible expansion (together with associated car park closures at smaller less well located car parks) at :
 - Railway Station
 - Middle Brook Street
 - Gladstone Street
- Possible expansion of capacity in Market Towns
 - Bishops Waltham and Wickham need additional capacity in central shopping areas together with associated parking management

- Alresford consider future demand in line with residential growth
- Seek to maintain income levels and manage through pricing strategy as well as capacity
 - Maintain current 3 ring pricing approach in Winchester Town ie cheapest all day parking provided in Park and Ride, next cheapest in Outer Central car parks and most expensive in most centrally located car parks. This offers people a choice whilst trying to encourage use of car parks with the least impact on air quality and residential areas.
 - Continue to working with employers to offer incentives to use park and ride where this best suits their needs for both employees, customers and students
 - Possible Sunday and evening charges in some central shopping car parks in order to properly manage all periods of the day/ week.
- Ensure that the car parking provision in Winchester Town is aligned to the Town Access Plan Traffic Management Strategy for the one-way system. Car park locations and the pricing strategy is a key component in order to help support the objective of reducing cross town traffic and improving air quality. Central car parks ie ones accessed from the one-way system are an important factor in terms of achieving this objective. The strategy must ensure that the demands and needs of each quarter of the Town are met in a sensible way and managed accordingly through appropriate pricing.
- Better located coach parking to reduce cross town traffic
- Use of marketing/ promotion and signing to encourage use of most suitable car parks for specific purposes
- Park and Ride expansion and adaption as part of new developments and to cater for needs and resulting changes in parking provision in Town centre

OTHER CONSIDERATIONS:

2 SUSTAINABLE COMMUNITY STRATEGY AND CHANGE PLANS (RELEVANCE TO):

- 2.1 This exercise is relevant to all aspects of the Community Strategy ie High Quality Environment, Communities and Economic needs.

3 RESOURCE IMPLICATIONS:

- 3.1 The consultation can be arranged utilising existing staff resources.

4 RISK MANAGEMENT ISSUES

- 4.1 None.

BACKGROUND DOCUMENTS:

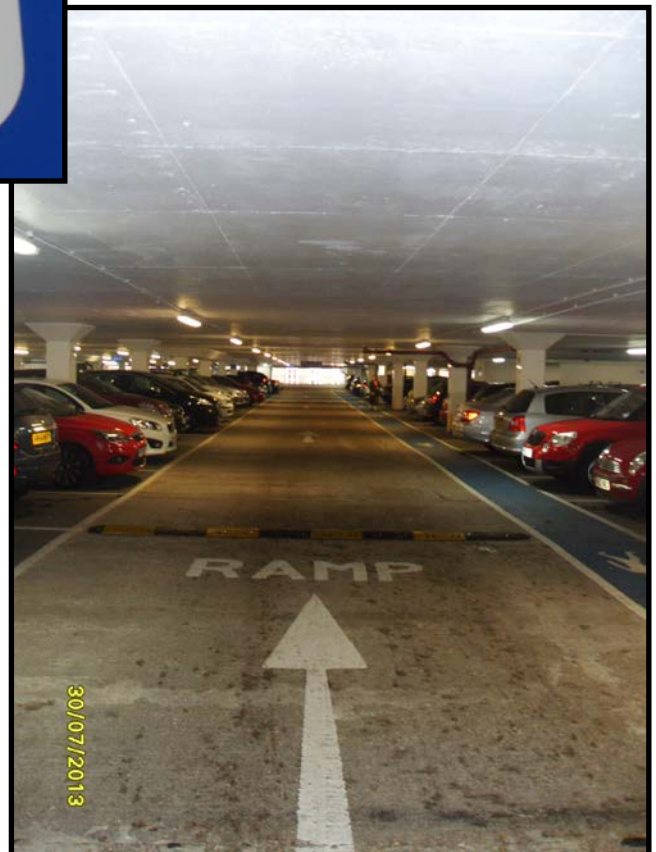
[Winchester Town Access Plan July 2011](#)

APPENDICES:

Draft Discussion paper

Discussion Paper.

Towards a Winchester Town & District Parking Strategy.



September 2013

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Towards a Winchester Town and District Parking Strategy

1.0 Introduction

. This document provides information and ideas based on which the City Council will shortly produce a parking strategy aimed primarily at the management of off-street public car parking provision. On-street parking and private car parking will also have a bearing on how elements of the strategy are implemented. Whilst on-street parking is within the control of local authorities, existing private parking is not without taking powers in relation to work place parking levies. Any implications of elements of the strategy for on-street parking will be highlighted and addressed as necessary through the City Council's responsibilities for on-street parking restrictions. Work place parking levies are not being considered as an element in the strategy but working with employers and business groups to best manage their parking requirements is integral to the City Council's approach.

1.1 Aim

The suggested aim of the Council's parking strategy is:

“To provide a sufficient number of suitably located and priced car parking spaces that will sustain the economic, social and environmental well being of Winchester town and district”

1.2 Guiding Principles -;

- Ensuring efficient parking and traffic management
- Maintain economic vitality
- Reinforce business and visitor confidence
- Maintain income levels overall
- Improve air quality and reduce carbon emissions
- Use assets to the best advantage

It will be necessary to seek and maintain a balance between the aim of the strategy and its guiding principles and it is acknowledged that this is not an easy balance to strike. Within this paper we have been mindful of the need to meet economic, social and environmental needs and have therefore prepared the basis for a strategy which attempts to provide benefits and improvements in all areas without detriment to the others.

2.0 Background Information / Surveys – Winchester Town

Car Park Usage and occupancy surveys have been undertaken over a number of years and refreshed during the spring of 2013. These have been used in drawing up this document.

Details of the surveys undertaken and evaluations carried out are set out below:

- **Car Park Occupation Surveys:** Maximum parking accumulation surveys have been carried out to compare current usage with that in 2007 and 2010. These show the levels of usage expressed as percentages and are based on physical counts undertaken in neutral ie average months. These do not allow for special events and other periods of high demand such as Christmas.
- **User Surveys:** 4000 questionnaires were distributed across 20 public car parks, good response rates were achieved of between 23% and 40%. These were questionnaire based surveys about where people have travelled from, why they have come, how long they stayed etc
- **Financial Evaluation:** Information in relation to car parking income from the City Council's car parks is presented and has been used to help evaluate usage and the efficiency of each car park in terms of income received per space which is a good indication of how effective the car parks are in terms of meeting the needs/ demands placed upon them.

2.1 Summary of Occupancy Surveys - Winchester Town

For the purposes of considering and developing this parking strategy the District has been subdivided so that Winchester Town and the Market Towns are considered separately.

Winchester Town has been considered in terms of quarters serving the shopping, northern, station and Chesil areas and the park and ride.

The table below shows the results of occupancy surveys for car parks in Winchester Town. It should be noted that within the parking industry 85% full is considered to be the figure whereby operational capacity has been reached. This is because at this level of usage people waste time looking for a space and are often put off and therefore leave to look for an alternative elsewhere. There has been a view in the past that Winchester is a difficult place to access and the City and County Councils have worked hard to change this image particularly through the provision of park and ride car parks and bus services. This has enabled much greater scope and opportunity to hold and cater for special events such as the Olympic Torch parade, the Hat Fair and Christmas markets which are a great success and bring much business to the City.

NB 85% represents operational capacity.

Area / 'Quarter'	Car Parks	Spaces	Mon-Fri Max. Occupancy	Sat & Sun Max. Occupancy
Shopping Quarter	Colebrook St, The Brooks, Friarsgate, Middle Brook St, Upper Brook St & Cossack Lane	884	74%	94% & 81%
Station Quarter	Tower Street and Gladstone Street	617	100%	57% & 75%
Chesil Quarter	Chesil MSCP and Chesil Surface	695	58%	43% & 38%
Northern Quarter	Cattle Market, Worthy lane, Coach Park	440	75%	24% & 48%
Park & Ride	Barfield, St Catherine's & 'South'	1623	57%	26% & N/A

2.2 Winchester Town Facts/ Figures

- Overall occupancy rates steady (Neutral months *)
- Income levels have been maintained
- Parking provision increased due to new South of Winchester Park & Ride
- Visitor numbers have increased at peak times such as Christmas

	Max cars parked	Number of spaces	Occupancy Rate
May 2007	3372	3962	85%
Sept 2010	3355	4826	70%
May 2013	3315	4664	71%

- NB additional park and ride spaces provided at South Winchester in April 2010
- * Neutral Months are months defined as being fairly average and not impacted by seasonal factors such as Christmas or the Summer periods.

Income

Income received from off-street car parks in Winchester Town over the last 3 years is set out below. This is for payments made directly at car parks or through pay by phone payment systems.

Overall Income from Town Car parks

<u>2010/11</u>	£4,035,000
<u>2011/12</u>	£4,164,000
<u>2012/13</u>	£4,384,000

This is an important consideration and as the income generated from car parking is important to the City Council not only to fund the parking service and running costs of car parks but because it also helps to pay for other services such as the park and ride buses, dial-a-ride and community transport schemes. The efficient and effective management of traffic and parking is fundamental to the strategy and the wellbeing of residents and the income from car parking charges is vital in ensuring that this takes place. Income from charges is also set aside to ensure that the Council's asset management plan is funded to help improve car parks and to keep them in good working order. Income from car parks over the last three years has shown general and specific trends within certain car parks which helps us to understand how they are used. In general car park income has grown steadily over the last 3 years. Charges are a key component of this and are reviewed on an annual basis. This consultation will feed into that process for 2014 charges.

3.0 Winchester Town Shopping Quarter



Car Parks located in the Shopping quarter.

Middle Brook Street and Cossack Lane Car Park
Friarsgate Multi-storey
The Brooks Multi-storey
Upper Brook Street Car Park
Colebrook Steet Car Park

3.1 Shopping Quarter – Data

Capacity of car parks	884 spaces
Max. occupancy Mon-Fri	654 cars parked - 74% full
Max. occupancy SAT	828 cars parked - 94% full
Max. occupancy SUN	712 cars parked - 81% full
Average car occupancy	1.70 people per vehicle
Average Length of stay	2.70 hours
Average distance travelled	12.0 miles

3.2 Journey purpose Journey Frequency Income

Shopping	48%	Every Day	2%	2012/13, £1,558,000
Social	12%	2-3 times a week	11%	2011/12, £1,580,000
Health	9%	weekly	21%	2010/11, £1,575,000
Leisure	8%	2-3 times month	27%	<u>Income per space</u>
Other	23%	monthly or less	40%	2012/13, £1,762

3.3 Shopping Quarter - Comment

- Heavy usage limited to short term, dominated by shopping, social & leisure uses (68%)
- Good car occupancy, but short stay visits
- High number of 'occasional' visitors
- Used more at weekend than weekday
- Significant Sunday use (close to Saturday figures)
- Relatively low (mon-fri) 74% occupancy possibly due to 'Friarsgate' car park condition/ attractiveness
- But ALL spaces often full, especially peak times

3.4 Shopping Quarter - Opportunities

- Poor distribution and location of some car parks contributes to access problems
- Some car parks identified for potential redevelopment - Upper Brook Street (loss of 52 spaces), Colebrook Street (loss of 81 spaces)
- Friarsgate/ Silverhill redevelopment will temporarily lose 250 spaces, but re-provide 330
- Surveys demonstrate need/ demand so consider retaining current capacity or possibly expand provision
- Possible strategy based on 'consolidation' of spaces with the redevelopment of 'surface' car parks and replacement with improved 'decked' provision on Middle Brook Street site to reduce impact of unnecessary car trips and impact on air quality.

4.0 Winchester Town Northern Quarter



Car Parks located in the Northern quarter.

Cattle Market Car Park
Coach Park Car Park
Worthy Lane Car Park

4.1 Northern Quarter – Data

Capacity of car parks	440 spaces
Max. occupancy Mon-Fri	331 cars parked 75% full*
Max. occupancy SAT	106 cars parked 24% full
Max. occupancy SUN	212 cars parked 48% full
Average car occupancy	1.28 people per vehicle
Average Length of stay	7.76 hours
Average distance travelled	13.1 miles

<u>4.2 Journey purpose</u>		<u>Journey Frequency</u>		<u>Income</u>
Work	57%	Every Day	26%	2012/13 £267,000
Business	17%	2-3 times a week	22%	2011/12 £229,000
Other	17%*	weekly	14%	2010/11 £222,000
Education	3%	2-3 times a month	9%	
Shopping	2%	monthly	15%	<u>Income per space</u>
Leisure	2%	less	14%	2012/13 £607 **
Social	2%			

*mainly rail users

** Income does not include that from season tickets as it is not possible to attribute this to specific car parks as they allow use in a number of car parks.

4.3 Northern Quarter – Comment

- Weekdays dominated by work, business and rail related uses (91%) and long stay visits
- High number of 'regular' users
- Little used at weekend, other than 'car boot' sale
- Recent usage and income increases due to improved ticketing options ie discounted for weekly and monthly purchases.
- Too remote from centre - will never be relevant to retail
- Coach Park location useful but creates trips through one way system
- Strategic location within station approach development area
- Coach Park also provides valuable parking for the Winchester Hotel

4.4 Northern Quarter – Opportunities

- Opportunities for part redevelopment, with some parking on site
- Options for replacing some parking at a Park & Ride 'North' as part of Barton Farm Development (200 spaces)
- Possibility to provide Coach parking elsewhere possibly at P&R sites which would remove need for coaches to travel through the one-way system after drooping off at the Broadway.

5.0 Winchester Town Station Quarter



Car Parks located in the Station quarter.

Tower Street Multi-storey

Gladstone Street Car Park

**Railway station car parks controlled by South West Trains/ Network Rail
(the figures overleaf only relate to City Council car parks)**

5.1 Station & Business Quarter – Data

Capacity of car parks	617 spaces
Max. occupancy Mon-Fri	617 cars parked 100% full
Max. occupancy SAT	348 cars parked 56% full
Max. occupancy SUN	465 cars parked 75% full
Average car occupancy	1.13 people per vehicle
Average Length of stay	9.50 hours
Average distance travelled	14.7 miles

<u>5.2 Journey purpose</u>		<u>Journey Frequency</u>		<u>Income</u>
Work	66%	Every Day	31%	2012/13 £1,109,000
Business	11%	2-3 times a week	20%	2011/12 £1,024,000
Other	14%*	weekly	14%	2010/11 £954,000
Education	1%	2-3 times month	13%	
Shopping	4%	monthly	12%	<u>Income per space</u>
Leisure	1%	less	11%	2012/13 £1,797
Social	1%			

*mainly rail users

5.3 Station & Business Quarter – Comment

- Weekdays dominated by work, business and rail related uses (91%) users who stay for long periods
- High number of 'regular' users
- High priced long stay results in good income levels.
- Weekend use by local residents and from town centre users
- Tower Street is best used Multi-storey car parks in Winchester

5.4 Station & Business Quarter – Opportunities

- Well used car parks in a strategic location
- Opportunities to increase weekend use
- No need or opportunity to redevelop Tower Street car park
- Gladstone Street is well used, but could be part of a development package.
- Replacement of parking provision within a decked car park at Gladstone Street could help reprovide some or all of the lost of spaces in Northern quarter if redevelopment were to go ahead.
- Possible additional car parking at rail station (110 spaces per deck). This is currently being considered by South West Trains/ Network Rail

6.0 Winchester Town Chesil Quarter



Car Parks located in the Chesil quarter.

**Chesil Street Multi-storey
Chesil Street car park**

6.1 Chesil Quarter – Data

Capacity of car parks	695 spaces
Max. occupancy Mon-Fri	402 cars parked 58% full
Max. occupancy SAT	302 cars parked 43% full
Max. occupancy SUN	264 cars parked 38% full
Average car occupancy	1.26 people per vehicle
Average Length of stay	6.94 hours
Average distance travelled	15.5 miles

<u>6.2 Journey purpose</u>		<u>Journey Frequency</u>		<u>Income</u>	
Work	61%	Every Day	44%	2012/13	£359,000
Shopping	10%	2-3 times a week	17%	2011/12	£362,000
Social	10%	weekly	6%	2010/11	£374,000
Business	7%	2-3 times month	6%		
Leisure	5%	monthly	8%	<u>Income per space</u>	
Other	7%	less	19%	2012/13	£517

6.3 Chesil Quarter - Comment

- Easy access on foot to town centre but can be perceived as difficult/ long walk
- Chesil surface car park well used mainly work (60%) and Shopping / Social (20%) trips
- Lowest usage of 'quarters' - 58% weekdays
- Only 40% full at weekends
- Low income per space reflects lower usage
- 'Hidden' location may affect use
- High level of usage by Winchester City Council staff
- Recent 'signing' scheme to encourage use and to direct walkers into town together with better web site information on walking distances.
- Recent lowering of charges compared with shopping quarter to encourage greater use
- Under usage provides useful additional capacity during 'Peak' months to cater for extra demands
- Car parks are used by residents in the evenings due to lack of on-street spaces and by visitors to local public houses and restaurants.

6.4 Chesil Quarter - Opportunities

- Under utilisation provides an opportunity for redevelopment of Chesil Surface car park (loss of 84 car parking spaces)
- Chesil multi story has significant unused capacity
- Displaced parking can be accommodated with the Chesil Multi Storey car park (617 spaces)
- Further improvements to signing may increase awareness and use

7.0 Park & Ride



Park and Ride Car Parks.

**St Catherine's
Barfield
South Winchester**

7.1 Park & Ride – Data

Capacity of car parks	1623 spaces
Max. occupancy Mon-Fri	927 cars parked 57% full
Max. occupancy SAT	422 cars parked 26% full
Max. occupancy SUN	Not in operation
Average car occupancy	1.18 people per vehicle
Average Length of stay	7.53 hours
Average distance travelled	13.3 miles

<u>7.2 Journey purpose</u>		<u>Journey Frequency</u>		<u>Income</u>	
Work	70%	Every Day	48%	2012/13	£614,000
Shopping	6%	2-3 times a week	22%	2011/12	£531,000
Social	6%	weekly	7%	2010/11	£469,000
Education	6%	2-3 times month	4%		
Business	4%	monthly	5%	Income per space	
Health	4%	less	13%	2012/13	£378

7.3 Park & Ride - Comment

- Mainly work (70%) and Shopping / Social (12%) trips
- Weekday use reasonable (57% full) and increasing, low weekend use (26% full)
- Relatively low income reflecting low charges to encourage use of services but significant increases in income in recent years due to increased useage
- High levels of traffic removed from Town Centre
- High degree of satisfaction from users
- Increasing problem of bus capacity at peak times, buses are expensive to provide/ increase capacity.
- Provides essential additional capacity at times of peak demands
- Park and Ride sites are leased from County Council

7.4 Park & Ride - Opportunities

- Possibility of accommodating coach parking to enable development within 'Northern Quarter'
- P&R provides essential extra parking capacity at times of peak demands, although extra bus costs can negate additional income
- Significant opportunities for growth, but this needs investment in additional buses.
- Opportunities for gaining additional parking capacity at development sites ie Pitt Manor (200 spaces) and Barton Farm (200 spaces). The timing of these is not yet determined and is dependent upon the development sites being granted approvals and the development starting.
- Possibility of gaining additional parking capacity at County Council owned P&R car park (250 spaces) at Bar End
- A full review of the Park and Ride services is required in order to take account of changes in parking strategy and the potential new sites provided through new development

8.0 Winchester Town - Other Car Parks/ areas

8.1 River Park – The car park for the leisure centre serves a distinct purpose and has its own specific charges in order to discourage all day and shopping parking in order to leave spaces for users of the leisure centre. The car park is very well used and is often full resulting in leisure centre users having to park at the overspill parking in St Peters car park and walk back to the centre. This will be considered as part of the deliberations on the future of River Park Leisure Centre.

8.2 Jewry Street/ Discovery Centre - Small car park serving mainly the Theatre and Discovery Centre. The Night Shelter is also accessed off the car park and special provision is made for staff.



8.3 Durngate – This is a small car park which is not well used but does provide visitor parking areas to local businesses and charities. It is not owned by the City Council and is on a renewable lease.

8.4 St Peter's Street - Serves a variety of uses, often acting as leisure centre or town centre overspill. But poor access and layout invites opportunities for redevelopment. Recent reduction in spaces due to school expansion.

8.5 Harestock - Small car park serves local shops. Recent lighting improvements.



8.6 Hillier Way – This small car park was previously full with commuters parking there all day. Recent regulation changes restrict stays to 3 hours which has stopped commuter parking thereby allowing parking by leisure users.



8.7 Winnall - No existing off street parking but strong demand for additional provision for Basepoint / Premier Inn, Royal Mail etc. Parking management scheme to be investigated.

9.0 Winchester District - Market Towns

The parking strategy also considers the market towns of -

- New Alresford
- Wickham
- Bishop's Waltham
- Denmead
- Whiteley

9.1 New Alresford



Perins School - 47 Spaces, 91% Occupied

Alresford Station - 124 Spaces, 99% Occupied

Arlebury Park - 84 Spaces, 26% Occupied

- The City Council has been working with the Town Council and in April took over the running of Arlebury Park car park which is now available as public car parking. This follows work undertaken several years ago at Perin's School where further car parking provision was made.
- Season tickets can now be used at all 3 of the Towns car parks. Signing to car parks has been reviewed and amended to make the best use of the car parks.
- Need to consider future car parking demand/ need in line with Local Plan growth.

9.2 Wickham



Wickham Square - 148 Spaces, 84% Occupied

Wickham Station - 29 Spaces, 100% Occupied

- The City Council has been working with the Parish Council to consider options for increasing car parking provision. This work is ongoing.
- A City Council financial provision towards the cost of the scheme has been made in the 2014/15 car parks programme.

9.3 Bishop's Waltham



Basingwell Street - 98 Spaces, 100% Occupied

Lower Lane Car Park - 77 Spaces, 97% Occupied

Potentially Jubilee Hall - could be expanded and used for public parking

- The City Council has been working with the Parish Council to look at a range of options to increase off-street public car parking provision. This exercise concluded that an extension of Jubilee Hall car park offers the most viable and affordable option. A planning application is being prepared jointly with the Parish Council. This will increase provision for Season Ticket holders and all day parkers thus freeing up capacity in the central shopping car parks.
- A City Council financial provision towards the cost of the scheme has been made in the 2014/15 car parks programme

9.4 Denmead



Kidmore Lane - 75 Spaces, 47% Occupied

Parking outside the shops - 100% Occupied. This is privately owned and was improved recently with financial support from the City Council .

Both parking areas are linked in terms of usage with no overall capacity issues. Car parks are free to use.

Local centre functions well and is buoyant.

9.5 Whiteley

Whiteley has no off-street public car parking at present.

The new retail centre includes car parking provision in line with what the County Council's parking standards require, however, there has been some overspill parking from the development onto adjoining streets. A good relationship needs to be maintained with the Centre management and Travel Plan co-ordinator to ensure that staff parking is not displaced onto residential streets.

Parkway, the main distributor road through the commercial areas also experiences high levels of on-street parking as do other neighbouring areas. Some additional on-street parking restrictions are soon to be installed and the effect of these will need to be monitored carefully.

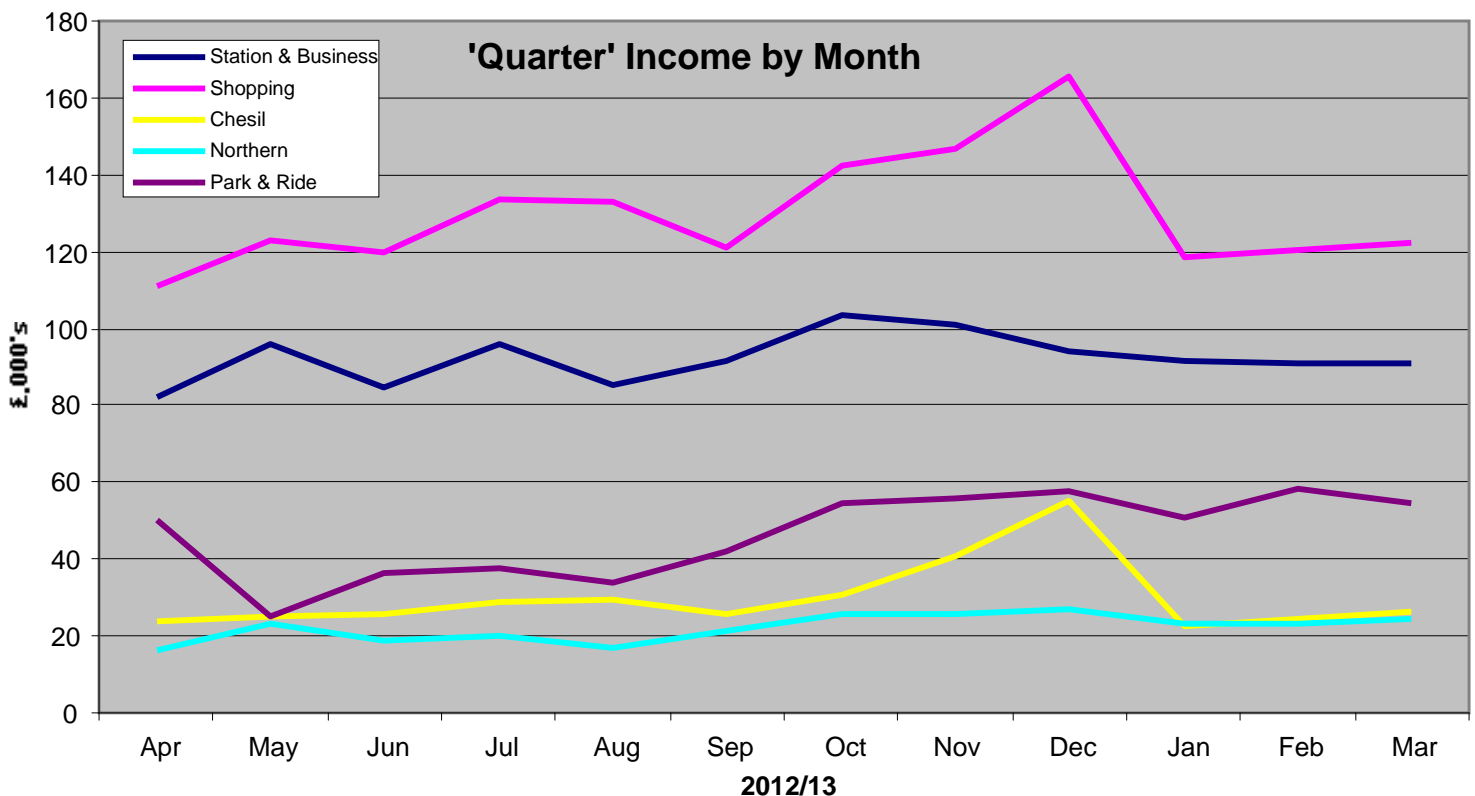


10.0 Financial Considerations

10.1 Key Points

- Income from car parking is crucial to Council's financial health and to fund key services such as park and ride buses, dial-a-ride services, bikeabout and community transport. Car parks also have running and operational costs such as lighting, CCTV and maintenance
- Main income stream comes from the Town car parks
- Steady year on year growth in parking demand Winchester Town and Market Towns
- Growth in Park & Ride use is reducing operating deficit
- Revised pricing arrangements and flexible ticket options (ie weekly and monthly discounted tickets) in Northern 'Quarter' of Winchester Town area has increased usage and reduced impact on nearby areas
- Currently some time periods remain free to park such as evenings and Sundays. Winchester is one of the few Towns of its size which does not charge for all time periods. This has benefits to business but can make parking management difficult.

10.2 Financial Profiling



11.0 Possible Future Changes – Winchester Town

The table below highlights some possible changes in the parking provision in Winchester Town. Some may come forward as part of Development proposals and others are still subject to formal consideration and approval. Indicative timings are shown but these may be subject to change and are dependent upon planning approvals and other factors.

	Loss and likely date	Gain and likely date
Upper Brook Street – new doctors surgery	58 (2014)	
Colebrook Street part of possible redevelopment	81 (2016)	
Chesil Surface possible alternative use	82 (2014)	
Friarsgate / Silverhill	250 (2015)	330 (2017)
Barton Farm P&R		200 (2016)
Pitt Manor P&R subject to full planning approval		200 (2015)
Hampshire County Council relocations/ displacement needs	100 (2014)	
Rail Station car park extra provision by NR/ SWT (per deck)		110 (2014)
Cattlemarket and Worthy Lane potential redevelopment	350 (2016)	
Totals	921	840
20% growth in ‘purposeful’ spaces over short to medium term		600
Totals	921	1440

The above table makes some assumptions about certain car parks which may or may not come to fruition but is a useful way of setting out possible changes and their impact on the overall level of car parking capacity in the Town.

It also suggests that some extra spaces may be needed in the future to meet growth in population and commercial and retail uses. It also recognises that demand and usage is currently high despite the fact that there is a large amount of empty commercial floor space.

The timing of future changes will be a very important factor ie the loss of car parks and the displacement of parking will need to be very carefully considered and planned.

12.0 Key Points / Conclusions

- The efficient and effective management of traffic and parking is vital to ensure that the wider environmental, social and economic objectives are met and to ensure that the safety of all residents is paramount. This will require a level of investment in parking and traffic management across the District which income from car parking can help to provide.
- The location of a car park will permanently define its user base and its impact ie it has to be in the right location for the need it is trying to meet and its location will influence the impact it has on residential areas and environmental issues such as air quality.
- People have strong personal preferences and this is reflected in how car parks are used. For example car parks in the Northern quarter are well used during the week by commuters but not well used at weekends by shoppers as people choose to park closer to the shops.
- In order to encourage parking at locations which fits within the strategy and hence meets the set objectives, car parks will need to be of a high standard in terms of facilities and condition. A continued investment is therefore required in order to maintain and improve facilities (including new facilities like electric charge points) and car park income will be used in order to achieve this.
- 85% occupancy of a car park is considered 'full' in terms of the efficient operation. Once this figure is exceeded people lose confidence and look elsewhere either for a parking place or even a destination!
- Spaces are a 'perishable inventory' (ie must be sold/ used on each day to be efficient).
- Pricing and promotion need to be smart to get the best use out of car parks. Some recent work has been done on this through use of the park and ride services and for special events. More could possibly be done but the effort would have to be sustained in order to continue to encourage people to park sensibly.
- Empty car parking spaces do not benefit anyone. Efficient and effective parking is needed to make the best use of the asset.
- There are some key pressure points in parts of Winchester Town and the market towns where some growth in car parking provision needs to be considered in line with planned car park closures

- Some existing car parks have a disproportionate impact on social and environmental factors due to their location.
- Park and Ride services are performing well and usage is increasing. Working with businesses is crucial to the success of the scheme. There remains some spare car parking spaces but buses at peak time are full and extra bus capacity is expensive to provide. The new developments at Barton Farm and Pitt Manor if approved will provide additional capacity but the timing of this is uncertain. A review of the Park and Ride service is required once the timing of these Developments is more certain and to take account of changes needed as a result of the Parking Strategy.
- Coach parking provision to the south of the Town is needed to help reduce cross town coach travel.
- On street parking issues need to be kept under review and traffic/ parking restrictions used where required. Any changes to off-street parking provision will need to take this into account.
- Marketing/ promotion of car parking needs to continue and be used as a tool to encourage use of the most appropriate parking for different purpose/ needs.
- The timing of any planned changes to parking provision needs to be carefully planned in order to reduce and manage any impacts.
- Traffic signing is a useful tool in order to direct people to car parks but will only influence a small amount of people in terms of choosing a place to park.
- Working with employers is an effective way to help plan and manage parking provision to best suit needs

13.0 Possible Parking Strategy – main components

- Parking provision must be 'Purposeful' (ie it must be suitable for the need it is trying to meet in order for people to actually use it.)
- Efficient traffic and parking management will be central to the strategy to meet set objectives and will require a sufficient level of investment
- Investment in car park improvements, maintenance and cleaning is essential and will be achieved through an asset management plan approach.
- Car parking needs to be retained at current levels/expanded slightly in certain locations – aiming to achieve 85% operational occupancy levels. In Winchester Town the usage surveys show that current levels of provision may be about right but this makes no allowance for growth in population, retail and commercial usage or the current empty retail space in the town. This level of provision is critical in terms of meeting needs and retaining and encouraging businesses to locate in Winchester.
- Consolidation/expansion of car parks in Winchester Town based on function – ie better quality car parks, sensibly located to reduce impact on central traffic flows, including possible expansion (together with associated car park closures at smaller less well located car parks) at :
 - Railway Station
 - Middle Brook Street
 - Gladstone Street
- Possible expansion of capacity in Market Towns
 - Bishops Waltham and Wickham need additional capacity in central shopping areas together with associated parking management
 - Alresford consider future demand in line with residential growth
- Seek to maintain income levels and manage efficient and effective management of traffic and parking through pricing strategy as well as capacity
 - Maintain current 3 ring pricing approach in Winchester Town ie cheapest all day parking provided in Park and Ride, next cheapest in Outer Central car parks and most expensive in most centrally located car parks. This offers people a choice whilst trying to encourage use of car parks with the least impact on air quality and residential areas.
 - Continue to working with employers to offer incentives to use park and ride where this best suits their needs for both employees, customers and students
 - Possible Sunday and evening charges in some central shopping car parks in order to properly manage all periods of the day/ week.

- Ensure that the car parking provision in Winchester Town is aligned to the Town Access Plan Traffic Management Strategy for the one-way system. Car park locations and the pricing strategy is a key component in order to help support the objective of reducing cross town traffic and improving air quality. Central car parks ie ones accessed from the one-way system are an important factor in terms of achieving this objective. The strategy must ensure that the demands and needs of each quarter of the Town are met in a sensible way and managed accordingly through appropriate pricing.
- Better located coach parking to reduce cross town traffic
- Use of marketing/ promotion and signing to encourage use of most suitable car parks for specific purposes
- Park and Ride expansion as part of new developments and to cater for needs and resulting changes in parking provision in Town centre

14.0 Next steps

- Public consultation Sept/ October
- Consult with key stakeholders Sept/ October
- Cabinet/Council approval of final document November
- Target completion of process December 2013

15.0 Consultation Responses

Please send your comments to

Head of Major Projects
Winchester City Council
City Offices
Colebrook Street
Winchester
S023 9LJ

EMAIL xxxxxxxxx

Please send any question/ queries to XXXXXXXX

Please use the questions overleaf to frame your response.

Please submit your response no later than XXXXXXXX

Consultation questions

1. Do you support the suggested Aim for a Parking Strategy as set out in Section 1
2. Do you support the draft guiding principles as set out in Section 1
3. Do you consider that current levels of parking provision in Winchester Town meet current needs?
4. Do you agree that some expansion is required to meet future needs and growth?
5. Do you agree that it would be better to consolidate car parks in Winchester Town onto few sites, including some expansion in capacity with an associated number of closures of smaller car park sites?
6. Do you agree with the current charging/ pricing policy based on three ring approach in Winchester Town?
7. Do you think that all periods should be charged for or that some periods such as Sundays and evenings should remain free?
8. Do you agree with the possible main components of a future parking strategy as set out in section 13