

Royal Borough of  
Windsor and Maidenhead

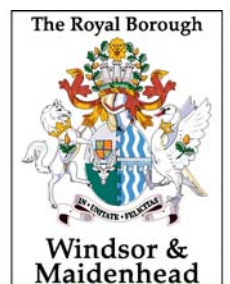


# Parking Strategy



Planning Policy Unit

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**planning &  
environment**



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## Parking Strategy

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### Executive Summary

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Many of the roads in the Borough of Windsor and Maidenhead are subject to congestion, mainly during peak hours, but also increasingly at off-peak times. Such high levels of traffic result in pollution and other adverse effects on the environment and economy. Since it is not possible to provide enough road space to accommodate all the private cars that would seek to use the Borough's roads, particularly in the town centres, ways have to be found to increase usage of alternatives to the car, including public transport, cycling and walking.

At the national level, legislation and policy guidance, including the Planning Policy Guidance Note on Transport (PPG13) set out a number of initiatives to seek to influence the demand for travel. At the local level, the Council has produced a Local Transport Plan, which sets out its own initiatives. These initiatives focus in particular on providing alternatives to the use of the car. Alongside this, however, one of the main ways of gaining some control over the use of the car is the management of parking. The Council has therefore responded to its own, and to wider public, concerns by preparing a Parking Strategy for the Borough.

The Strategy covers all aspects of parking across the Borough. Its overall aim is to manage the stock of public parking subject to public control in a manner that is consistent with, and contributory to, the objectives of the Local Transport Plan. This is especially important because of the high expectations that Government places on the range of strategies that are contained within this document. Particular concerns are to reduce congestion and aid traffic movement, improve road safety and balance the supply of car parking with the needs and priorities of users.



The Strategy seeks to achieve its objectives by means of several mechanisms, as follows:

1) Parking Provision. A key element of the management of parking supply is ensuring that spaces are available at locations that maximise the potential for achieving wider transportation, social, economic and environmental goals. Additionally, the cost of parking at point of use contributes to achieving a balance between supply and demand, both for on and off street parking.

2) Parking Enforcement. The police and the Council currently share responsibility for parking enforcement, which is required to ensure that parking supply is managed

effectively to limit congestion and dangers for other road users. The Strategy will provide the policy and strategic framework needed to progress with decriminalised parking enforcement throughout the Borough.

3) Parking Quality. The Borough's parking stock needs to be designed and maintained to ensure high standards in the following areas: personal safety, property security, accessibility, highway safety, environmental impact and traffic management.

4) Parking Standards. New and expanded developments will be designed with standards of parking appropriate to the form of development and to the location of that development. This approach should reduce both the amount of land dedicated to parking and the need to travel by car; this will support town centre regeneration objectives and lessen development pressure on the Green Belt.

Although the Strategy is fundamentally a Borough-wide policy document, it also includes strategies for the Borough's two main town centres of Windsor and Maidenhead, which have their particular parking and congestion issues.

All the elements of the Strategy have targets identified whose degree of achievement can be measured by assessment against performance indicators. Annual progress against targets will be reported in the Annual Progress Report on the Local Transport Plan.

For the Parking Strategy to remain a useful document in the light of future changes to policy at national and local level, it may prove necessary to review it from time to time.

# Introduction

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- 0.1 The Royal Borough's Community Strategy has identified 'getting about', 'being safe and secure', and the Borough as being 'a good place to live, work and visit' as key themes. These priorities have informed the development of the Local Transport Plan. Residents and visitors want to move about the Borough easily and safely with access to parking in a congestion-free environment. To help achieve these aspirations, which are particularly significant in this area of high rates of car ownership, the effective management of the Borough's parking stock and parking standards will form the basis of the Parking Strategy, which applies to the whole of the Royal Borough. Principles to guide decision making are also included to enable a consistent and transparent approach to parking management in the Borough.
- 0.2 A strategic approach to parking management is fundamental to the achievement of the Borough's wider social, economic and environmental goals. It is also one of the main ways of achieving the objectives set out in the Local Transport Plan, and one of the few tools available to the Council to assist in the management of demand for travel by the private car and facilitate the effective and efficient movement of traffic. The strategy aims to integrate transport policies, land use policies and business practices to establish a co-ordinated and consistent approach within the Borough. This will be achieved through the following mechanisms:
1. **Parking provision:** The Borough will make better use of the parking stock through a strategic approach to parking management. A key element of managing parking supply is ensuring that spaces are available at locations that maximise the potential for achieving transport, social, economic and environmental goals. The cost of parking contributes to achieving a balance between supply and demand, both for on-street and off-street parking. One of the aims of the strategy is to ensure that the Council-owned car park stock is self-financing overall, with any surpluses being reinvested in improvements to parking facilities, roads and other transport modes.
  2. **Parking enforcement:** The Police and the Borough share responsibility for parking enforcement. Enforcement is a vital function that will ensure that the parking supply is managed effectively, and that inappropriate parking does not create congestion and increase dangers for other road users.
  3. **Parking quality:** The Borough's parking stock needs to be 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.
  4. **Parking standards:** Parking standards for new developments will be designed to ensure parking levels are appropriate to the development and to the location. This approach will support town centre regeneration objectives and reduce development pressure on the Green Belt.
- 0.3 The parking strategy will address issues identified through public consultation over the past three years. This includes consultation undertaken for the Local Transport Plan (1999), the Borough's Household Survey (2002), the Community Strategy consultation (2002) and the Community Safety Strategy.
- 0.4 There are several further incentives to support the development of a parking strategy for the Borough. These are:

1. There is a commitment in the Local Transport Plan to produce a parking strategy. The Government Office of the South East (GOSE) has requested this be produced as part of an integrated approach to transport. They also state that any application for Windsor Park and Ride would need to be accompanied with a parking strategy for the Borough.
2. Parking standards in the current Local Plan are in need of revision to bring them into line with recent changes in regional and national policy. The Parking Strategy, together with the Council's Interim Transport Planning Statement, would help inform the review of this element of the Local Plan. The part of the Parking Strategy relating to standards could be developed as a Supplementary Planning Document in the context of the replacement Local Plan to guide parking provision in new and expanded developments. This would be subject to more detailed consultation and approval processes.
3. The District Audit Review of Car Parking and Income Generation report (2002) recommended the Royal Borough prepare a parking strategy that includes overarching principles for the provision of parking; tailored strategies for Windsor and Maidenhead; links to other strategies; the establishment of a basis for parking concessions; a review of car parks for which no charges are made; the establishment of criteria for setting parking charges; and the application of parking charges to manage car park use.



# 1 Statutory Framework

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## **1.1 National and Regional Planning Policy Framework**

- 1.1.1 The parking strategy is guided by national policies including the Integrated Transport White Paper, A New Deal for Transport: Better for Everyone (1997), Planning Policy Guidance Notes (PPG 3 Housing, PPG 6 town centres, PPG 13 Transport), South East England Regional Assembly Draft Regional Transport Strategy, the Traffic Regulation Act 1997 and the Transport Act 2000. All of these documents recognise the need to move away from the current dependence upon the car and the importance of promoting alternative modes of travel, particularly walking, cycling and public transport. Parking management is recognised as an important mechanism for achieving these broader objectives.
- 1.1.2 National Planning Policy Guidance Note 6: Town Centres recommends local authorities ‘produce a comprehensive strategy and set of policies for the provision and management of parking designed to reinforce the attractiveness and competitiveness of the town centre and to support the location policies in PPG13’.
- 1.1.3 National and regional policies provide the principles and standards for the parking strategy. Parking standards and policies are set out in Planning Policy Guidance Note 13: Transport (PPG13) and Planning Policy Guidance Note 3: Housing. PPG13 sets out maximum allowable provision and states that there should be no minimum parking requirements.
- 1.1.4 The principles for parking standards in the South East England Regional Assembly Draft Regional Transport Strategy (2003) support urban renaissance and concentrate development in locations that are highly accessible with parking provision for all users. The Regional Transport Strategy supports increasing the proportion of parking managed by the Local Authority as well as increasing the proportion of car parking available for general use, especially at rail stations. The RTS states that generally long stay public parking provision is not appropriate in town centres except at rail stations.
- 1.1.5 The Draft Regional Transport Strategy suggests that parking charges be increased according to the level of demand and in comparison with equivalent town centres. Additional revenue from increased charges should be used to support measures to increase overall accessibility. It also recommends that priority should be given to non-car modes before permitting an increase in parking provision.
- 1.1.6 The Road Traffic Reduction Act 1991 requires local authorities to reduce traffic or traffic growth levels using a range of measures. A strategic approach to car parking management is one of the mechanisms that can be used to achieve this objective.
- 1.1.7 Section 17 of the Crime and Disorder Act 1998 requires local authorities to exercise their functions with due regard to the need to do all that they can to prevent crime and disorder in the area.

## **1.2 Local Planning Policy Framework**

- 1.2.1 The Berkshire Structure Plan 1991-2006 provides a broad long-term guidance on development and land use changes in Berkshire to 2006. The Royal Borough of Windsor and Maidenhead Local Plan was adopted in July 1999. These documents form part of the development plan for the Royal Borough under Section 54a of the Town and Country Planning Act 1990.

- 1.2.2 The Berkshire Structure Plan is currently under review and its replacement, which rolls forward policy coverage to 2016, is expected to be adopted before the end of 2004. The Royal Borough of Windsor and Maidenhead Local Plan is also currently being reviewed; this will have the same end date as the Structure Plan and be in the Local Development Framework format in accordance with new legislation. Thus, within the local context, the Council will follow the policy guidance set out in the new Structure Plan. This Strategy, together with the Council's Interim Transport Planning Statement will inform the review of the Local Plan.
- 1.2.3 When assessing planning applications for new developments, the Berkshire Structure Plan 2001 - 2016 recommends significantly lower levels of off-street parking provision in town centre locations and for developments where car use will be less such as housing for elderly people and educational establishments. It also recommends that off-street parking should be limited but where it is acceptable, it should be well designed into the scheme. This will help ensure more efficient use of land and high quality environments.

### **1.3 Links to other RBWM strategies**

- 1.3.1 Successful implementation of the Parking Strategy will have many benefits that will contribute to the objectives of other Council strategies. These include:

#### **1.3.2 Community Strategy**

The Parking Strategy will contribute to achieving the following objectives in the Community Strategy.

1. Getting about
2. Widen travel choices to improve the quality of life.
3. Make transport accessible to all.
4. Reduce the growth in traffic.
5. Reduce the adverse effects of transport on the environment.
6. Improve road safety.

#### **A good place to live, work and visit**

1. To develop and maintain a high quality infrastructure for the benefit of those living in, working in, and visiting the Borough.
2. To promote the Royal Borough as a prime location for business. To promote the destination and manage visitors effectively in order to derive sustained economic and environmental benefits.
3. To promote awareness of our environment and the adoption of sustainable ways of living and working in people of all ages.
4. To protect and enhance our natural and built environment.
5. To review the Borough Local Plan through to adoption to ensure planning policies remain relevant and up-to-date.
6. To increase awareness among the business community of their environmental responsibilities.

## **Being safe and secure**

1. Tackling crime: To focus on a reduction of all crimes especially vehicle crime and to improve their detection rates.
2. Creating a safer environment: To do all we reasonably can to improve the quality of life for all in the Royal Borough through tackling crime and disorder within our physical environment.

### **1.3.3 Housing Strategy**

1. Ensure that new housing developments provide adequate car parking standards.
2. Promote joint work between Housing Associations and the Council to joint-fund car parking improvements in existing estates.

### **1.3.4 Sustainable Development Strategy**

1. Provide for a more integrated transport network throughout the Borough via better information provision, better links between different modes and increased accessibility.
2. More effective traffic management to reduce congestion in the Borough.
3. Take action to assess the feasibility of new Park and Ride options for Windsor.

### **1.3.5 Promoting Social Inclusion**

1. Ensure services and opportunities are available to all residents regardless of age, gender, race, sexual orientation and disability.

### **1.3.6 Visitor Management Strategy**

1. This strategy emphasises the economic importance of a town centre coach park located in Windsor and promotes a wide range of sustainable travel choices to Windsor. Coach tourism is estimated to bring £22 million to the Borough annually, and the coach parking facilities are quoted as ‘best practice’ within the U.K..

### **1.3.7 Cultural Strategy**

1. Develop new or enhance existing facilities to meet the leisure, cultural and educational aspirations and needs of the community.



## 2 Objectives and principles

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2.1 The objectives are designed to achieve the priorities arising from the Council's Community Strategy, Integrated Transport Strategy, Local Transport Plan and Interim Transport Planning Statement (ITPS).

### 2.2 Objectives

2.2.1 Specific objectives have been developed for each section of the parking strategy. A table summarising the objectives and targets as well as performance indicators are included in section 12:Monitoring.

2.2.2 The objectives are:

1. **Overall parking aim:** To manage the stock of parking subject to public control in a manner that is consistent with, and contributes to, the objectives of the Local Transport Plan, and particularly to reduce congestion, improve road safety and achieve a balance between the supply of car parking and the needs and priorities of users.
2. **On-street parking objectives:** To provide a well-managed and appropriate level of on-street parking and where necessary, protect residents' ability to park near their properties; and to ensure that on street car parking does not create congestion or danger for other road users.
3. **Public car park objectives:** To provide an adequate off-street parking supply for users - where demand exceeds supply, appropriate use of the stock will be achieved according to priorities; and to enable the operation and management of the Council collective car parks to be self-financing overall.
4. **Private non-residential car parking objective:** To make better use of private non-residential car parks through travel plans and other demand management measures.
5. **Special parking provision objective:** To ensure parking provision is made for all users to maximise access, mobility and transport choice.
6. **Parking information, security and design objective:** To ensure high quality design, security and parking information is achieved in all new, expanded or existing parking developments.
7. **Enforcement objective:** To provide parking enforcement to reduce the level of parking infringement, to ensure that traffic flows on important routes are not impeded, and achieve a parking supply that meets demand.
8. **Parking standards objective:** To apply parking standards to all new and expanded developments, to reduce the amount of land dedicated to parking and to reduce the need to travel by motor cars and so assist in safeguarding air quality.
9. **Consultation objective:** To ensure that appropriate consultation is undertaken before changes are made to policies or schemes prior to their implementation.
10. **Monitor and review objective:** To monitor and evaluate all elements of the parking strategy to gauge effectiveness against targets and guide amendments.

## **2.3 Principles to guide decision-making**

2.3.1 Principles to guide decision-making are designed to enable a consistent and transparent approach to parking management in the Borough. The following principles will apply:

1. Local parking policies and standards will be consistent with regional and national guidance.
2. Parking should be managed in a way that contributes to the economic vitality of towns and villages.
3. Parking charges should be set at levels to encourage off-street parking and manage effectively on-street parking.
4. Enforcement mechanisms will be used to help manage the supply of short-stay and long-stay parking in town centres.
5. The provision of free parking should be justified since there is an inherent cost to the Borough.
6. Parking charges will be used in areas of high demand to manage on-street and off-street parking in town centres, subject to the prevailing economic conditions.
7. Local residents' ability to park close to their homes should be supported where appropriate and practicable.
8. In town centres, large commercial, retail and leisure developments should provide some public parking for payment where appropriate.
9. Long-stay parking should be located on the perimeter of, or outside, town centres, in car parks and/or park and ride facilities.
10. The location, supply and pricing of long-stay parking should be designed to encourage commuting by public transport or other modes where there is high accessibility to them.
11. Where locations for new developments cannot be easily accessed without a car, appropriate measures such as travel plans or developer contributions will be required to ensure adequate accessibility with minimal environmental impact.
12. Parking provision for people with disabilities, cycles, motorcycles, servicing and freight vehicles should be considered for all developments.

## 3 On-street parking

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**Objectives: To provide a well-managed and appropriate level of on-street parking and where necessary, protect residents' ability to park near their properties; and to ensure that on street car parking does not create congestion or danger for other road users.**

- 3.1 There is a large stock of on-street car parking in the Borough, particularly in towns and villages. In mixed development areas there can be competition for parking space and this can be managed through residents' parking schemes and other measures. On-street parking in town centres can make a valuable contribution to economic and social vitality when it is well managed. There are two forms of on-street parking requiring different types of management:

### **3.2 On-street short-stay parking**

- 3.2.1 There are a number of principles that should be adhered to in the management of on-street short-stay parking. These are:
1. On-street short-stay parking should be located and priced (including pay and display) (where applicable) to achieve or maintain economic and social vitality in town centres and villages and cater for the needs of local commercial activity.
  2. Where applied, short-stay on-street parking charges are to be normally higher than short-stay public car park charges to encourage motorists to use off-street car parks wherever possible. This is to prevent traffic circulating unnecessarily in town centres in search of on-street car parks. In some circumstances on-street parking charges will be implemented on a site-specific basis to take into consideration economic, social and environmental factors. There will be no charge where it is considered that charges would threaten economic viability or cause significant displacement into other areas, such as residential streets where this could not be effectively managed.
  3. The length of stay will be based upon the local needs of the commercial and social activity for which the provision is intended in order to maintain an appropriate level of turnover. Enforcement measures are essential to ensure the proper management of short-stay on-street parking.
  4. The hours of operation of on-street short-term parking will be based upon local circumstances and will be determined on a scheme specific basis.
  5. The introduction of pay and display parking to replace existing limited waiting, or as part of the development of any on-street parking scheme, is given consideration where feasible. Where pay and display has been introduced, levels of compliance have improved and enforcement has been made much easier than with conventional limited waiting. Improved enforcement leads to much higher levels of turnover, which in turn leads to the availability of more parking spaces and, provided that tariff levels are set appropriately, less circulatory traffic. The introduction of pay and display has complemented existing policies relating to off-street car parking and used to encourage motorists to make more use of off-street facilities. Income generated from on-street pay and display can be used to offset the costs involved in providing enforcement.

### **3.3 On-street long-stay parking**

- 3.3.1 On-street long-stay parking includes several groups of users – residents, visitors and commuters. In residential areas, local residents' ability to park close to their homes should

be supported wherever possible. Parking schemes will need to take into consideration the needs of each user and ensure that schemes make the best possible use of the on-street parking stock. For instance, this could include on-street long-stay chargeable parking schemes to use parking spaces left vacant by local residents commuting to other places during the day. In some circumstances interventions may be necessary to protect residents long-stay on-street parking.

3.3.2 There are a number of principles that should be adhered to when developing residents parking schemes. These are:

1. The provision of an on-street residential parking scheme may be considered where there exists a conflict in demand for on-street parking spaces between local residents and non-residents and where there is inadequate provision of off-street parking spaces for local residents.
2. On-street long-stay chargeable parking schemes may be considered to encourage commuters to use long-stay off-street parking areas rather than park in residential streets. If there is a cost associated with long-stay on-street parking (for non-residents), it will help reduce parking levels and unnecessary traffic circulation.
3. Where there is also a demand for on-street parking from other local activities (either commercial or non-commercial), the needs of these local activities will also be considered and short-term parking may be provided within a residents parking scheme if necessary.
4. The maximum number of permits issued to a premises included within a residents parking scheme shall be decided on the basis of whether off-street facilities exist for vehicles and the level of need. A range of resident on-street car park charges may be developed to manage parking demand. However, where off-street facilities exist for two or more vehicles, generally no permits will be issued to the premises.
5. Where there is a change of use from commercial to residential use in a town centre area that results in no parking being provided as part of that scheme, the residents will not be eligible for inclusion in any existing residents' parking scheme for as long as is considered appropriate by the Council.
6. The provision of permits for other user groups (businesses, carers, tradespeople etc) shall be determined on an individual basis in order to cater for a local need, where off-street facilities do not exist for these user groups.
7. The cost of permits and their renewal will be based on the need to ensure that the cost burden on the Council of managing the parking scheme is minimised and will be determined using a financial appraisal on an area-wide basis.
8. Visitor permits will be provided wherever there is likely to be spare capacity within a residents parking scheme. The cost of such provision will be based on the need to ensure that the cost burden on the Council of managing distribution of visitor permits is minimised and will be determined on a scheme specific basis.
9. The hours of operation of a residents' parking scheme will be based upon local circumstances and will be determined on a scheme specific basis.
10. In order to better manage parking on residential estates, where indiscriminate parking currently causes road safety dangers, obstructs access by emergency vehicles and causes excessive damage to verges, formal parking bays and/or deterrents to inappropriate parking may be provided.



## 4 Public car parks

**Objectives: To provide an adequate off-street parking supply for users (where demand exceeds supply, appropriate use of the stock will be achieved according to priorities); and to enable the operation and management of the Council's collective car park stock to be self-financing overall.**

- 4.1 Public car parks are off-street public parking areas with charges related to the length of the stay. They are either Council or privately owned. The duration of stay is primarily controlled through car park charges and location. In public car parks, more than four hours is considered long-stay for off-street parking.
- 4.2 Continued regard will be taken of Government advice to pursue 'Secured Car Park' status in all parking areas, including parking managed by other organisations.
- 4.3 There are four types of public car parks, as set out in the following paragraphs.

### **4.4 Short-stay car parks**

- 4.4.1 It is desirable to have short-stay public car parks in town centres where a high turn-over of shoppers and visitors contribute to economic viability and social vitality. Short-stay parking should be conveniently located near to shops and services.
- 4.4.2 Charging levels will be used to control the length of stay and car park demand. That is, short-stay car park charges will be appropriate to encourage shoppers/visitors and high charges for long-stay parking to discourage commuters parking in prime town centre locations. The reason for this is to maximise the economic and social benefits short-stay parking users bring to town centres. This policy will also help reduce pressure for parking at certain town centre car parks by making alternative locations more attractive on the basis of cost.

### **4.5 Long-stay car parks**

- 4.5.1 Long-stay parking is best located on the town centre periphery and ideally within walking distance (or transfer by Park and Ride) of the main business areas or transport hubs. Parking charges will be set to encourage long-stay users to choose car parks away from town centres and villages and ideally encourage them onto other forms of transport. Parking charges should be set at a level to encourage long-stay users to use alternatives to the car for their journey to work. This approach will help reduce congestion and improve town centre environments for all.

### **4.6 Privately owned public car parks**

- 4.6.1 There are a number of privately owned public car parks including rail station car parks. The Council will work with the owners to co-ordinate parking charges, manage space availability and encourage high standards in design, management and security. Wherever possible a consistent approach to parking charges will be sought. An appropriate provision of parking facilities will be encouraged at or near rail stations and interchanges to encourage motorists to use public transport for part of their journeys.

### **4.7 Park and Ride**

- 4.7.1 Park and Ride sites should be located on town centre periphery or out-of-town sites where there is adequate road and environmental capacity to accommodate increased levels of traffic. Selection and development of sites should comply with the policies for park and ride set out in the Deposit Draft Berkshire Structure Plan 2001-2016 and Planning Policy

Guidance 13: Transport. Park and Ride sites should be well signed, widely promoted, provide waiting facilities (including toilets where possible) and timetable information on transfer services. Where possible, real time information should be used.

- 4.7.2 Management of Park and Ride sites should ensure pricing of car parks and bus/rail transfer charges are co-ordinated and attractively competitive with alternative public car parks. Maximum waiting times should be 10-15 minutes at peak times and 20 minutes off-peak between transfer services. Park and Ride sites should also include disabled, motorcycle and cycle parking. Park and Ride buses or rail access must be fully accessible. Particular attention should be given to the provision of adequate security, lighting, CCTV and staffing at park and ride sites in order to reduce the public perception of a higher risk of crime.
- 4.7.3 Park and Ride operations should ideally be developed when the majority of users will be accessing town centres or other specific sites within the Borough. In certain circumstances, the Borough may support a park and ride which serves both the Borough's interests and those of a neighbouring authority. Park and ride should ideally be introduced in parallel with a series of complementary town centre parking measures.

## **4.8 Charging**

- 4.8.1 Royal Borough car park charges are set so that they reflect the 'offer' of the relevant town, taking a range of factors into account, including the level of customer demand, the number and range of shops and other attractions, as well as the quality of the parking experience. The criteria for setting and reviewing Council owned public car parking charges are:
1. To maintain operating levels at 90% capacity (proportion of car park in use while retaining a small amount of available parking).
  2. If a public car park is over-subscribed, with consequent on-street queuing, the Council will seek to encourage people to use under-subscribed car parks, including through the management of the car park charging mechanism.
  3. Charges will be set to ensure the overall car park stock is self-financing. Revenue from car parks will be used to cover the asset values, buildings, equipment, maintenance and operation costs. In the long term, the charging framework should take into consideration major refurbishment and in some cases, replacement, as well as other transport initiatives.
  4. Levels of charges will be set to support other goals of the Council, such as the maintenance of varied and lively town and village centres. Where it is considered that charges would threaten economic viability, no charge will be applied.
  5. Charging levels may also be set to allow subsidised parking in appropriate locations.

## 5 Private non-residential car parks

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**Objective: To make better use of private non-residential car parks through travel plans and other demand management measures.**

- 5.1 There are many private non-residential car parks serving businesses and retail outlets. Car parking supply and location for future developments can be controlled through the planning system. However, the attraction of a large number of private non-residential car parks in town centres and in business parks contribute to traffic congestion on Borough roads. Travel plans, workplace parking levies and dual use are three mechanisms that may be applied to manage the supply, demand and use of non-residential car parks.
1. Travel plans are a package of measures designed to reduce car use for the commute to work or school and may include car-sharing, teleworking and increased walking, cycling and public transport use. In the Royal Borough, travel plans are required for new and expanded developments through planning obligations in order to encourage employers/employees to make better use of the car and reduce the number of car trips to, or in the vicinity of, workplaces. This reduces the demand for off-street parking as well as encouraging commuters to avoid using on-street parking (in both residential areas and town centres). Where a school or other education establishment submits a planning application, a School Travel Plan is required to address parking for staff, students and visitors.
  2. Legislation allows local authorities to charge workplace parking levies to limit the number of vehicles parked at a site and impose charges using a licensing scheme. Revenue raised from workplace parking levies is returned to local authorities. The Royal Borough currently has no plans to impose this system on workplace car parks.
  3. The Council will seek to maximise the use of car parking space through shared public and private use at suitable times of the day, or week, or year, as appropriate.



## 6 Special parking provision

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**Objective: To ensure parking provision is made for all users to maximise access, mobility and transport choice.**

6.1 There are a number of special parking requirements that require specific locations, design, access arrangements or charging mechanisms. These include parent and child parking bays, and parking for people with disabilities, taxis, motorcycles, cycles, servicing and freight.

### 6.2 Accessible parking for people with disabilities

6.2.1 Parking should be well-designed and in appropriate locations for people to access buildings, services, workplaces and social activities. Parking bays should be located at suitably convenient points, e.g. close to lifts or ramps.

6.2.2 The number of accessible parking bays that should be provided will depend on the type of development, as follows:

Type	Provision for Employees	Provision for Visitors
<b>Workplaces</b> (number of employees known)	One bay for each employee who is a disabled motorist	1 space or 2% of total capacity (whichever is the greater)
<b>Workplaces</b> (number of employees unknown)	One bay for each employee who is a disabled motorist	1 space or 5% of total capacity (whichever is the greater)
<b>Shopping, recreation and leisure</b>	One bay for each employee who is a disabled motorist	6% of total capacity
<b>Railway car parks</b>	One bay for each employee who is a disabled motorist	5% of total capacity
<b>Churches</b>	One bay for each employee who is a disabled motorist	At least 2 spaces

The above guidance is considered best practice and is taken from BS 8300. The numbers of designated spaces may need to be greater at buildings that specialise in accommodating groups of disabled people.

6.2.3 The Blue Badge Parking Scheme is a European scheme for people with limited mobility. The badge is allocated to individuals and not to vehicles. It can only be used when the named badge holder is either the motorist or travelling with a carer. People displaying a Blue Badge are allowed to park on double yellow lines for a limited period where their vehicle does not obstruct traffic or other road users. Such parking is prohibited where there are additional yellow road markings that restrict parking or where local parking restrictions apply.

6.2.4 Guidance in Parking for Disabled People (Traffic Advisory Leaflet 5/95 Department for Transport) should be followed when designing parking spaces for people with disabilities. Proper account will be taken of the Disabled Access Guidelines when considering matters relating to disabled parking. The European Badge parking scheme allows disabled people

accessible parking in locations that enable access to shops and services. In town centres where shopmobility services are available, accessible parking in pedestrianised areas will not be permitted. However, accessible parking provision should be made available as close as possible to pedestrianised areas and Shopmobility centres, to serve the needs both of those who wish to make use of Shopmobility and those who prefer to make their own arrangements.

- 6.2.5 Provision of on-street accessible parking spaces outside individuals' homes will be considered only where there are no accessible off-street parking facilities at the applicant's address, where there is conflict in demand for on-street parking spaces and where the Social Services Department or the applicant's GP approves the application.

### **6.3 Taxi parking**

- 6.3.1 Parking should be visibly located at key locations such as shopping areas and public transport interchanges. Ranks should be marked out to avoid random parking. Accessibility to the parking location is a priority and a road safety audit should be carried out to ensure taxi movement will not conflict with other users. The level of taxi parking will be assessed on a case-by-case basis.

### **6.4 Motorcycle parking**

- 6.4.1 Secure motorcycle parking should be supplied in every off street public car park location and at centres of employment. It should be provided at a ratio of 1 to every 20 car park spaces but with a minimum of two stands. Further guidance on secure motorcycle parking provision is available in DTLR Traffic Advisory Leaflet 2/02 (March 2002). Where possible, motorcycle parking should be covered, well lit and include extra security such as CCTV or sited at locations where security is high.

### **6.5 Cycle parking**

- 6.5.1 Cycle parking in town centres, villages, public transport interchanges, schools, business and other key destinations is encouraged by the Council. It should generally be provided at a ratio of 1 to every 20 car park spaces with a minimum of two stands provided. Commercial sites require a ratio of at least 1 cycle park per 10 employees. With certain forms of residential development, cycle parking provision may be required; residential standards are set at one cycle parking place per dwelling. The Council recommends the London Cycle Network Design Guide be followed for cycle parking specifications. As with motorcycle parking, cycle parking should, wherever possible, be covered, well lit and include extra security such as CCTV or sited at locations where security is high.

### **6.6 Coach parking (designated coach parks)**

- 6.6.1 Designated parking for coaches is necessary for areas that have tourist attractions or facilities that generate recreational activities, such as sports grounds. Parking provision should include a charging mechanism, facilities for drivers and passengers, waste disposal, travel and route information. Long-stay (including overnight) and short-stay coach parking may need to be accommodated and could require additional security requirements. Coach parking should be sited at locations that have both the highway and environmental capacity to withstand coach movements. Route signage is essential and should advise drivers of any height limitations; it must be to the Council's Design Guide standards and approved by the Highway Authority. It may also be necessary to design coach pick-up and set-down bays at specific locations where coach parking is not available, and these too must be provided to Design Guide standards.

### **6.7 Servicing and freight**

- 6.7.1 Parking and loading spaces for delivery vehicles should be allocated at all commercial and other developments requiring deliveries, to the Council's Design Guide standards. Key considerations in parking space design are access, movement, visibility and safety of other road users. On-street loading facilities will be considered only where there exists a conflict in demand for on-street parking spaces between goods vehicles servicing commercial establishments and other road users, and where there is no provision for off-street loading facilities. In some 'sensitive' cases there will be time restrictions applied for delivery; in pedestrianised areas, for example, access may be restricted to certain times during the day or evening.





## 7 Parking information, security and design

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**Objective: To ensure high quality parking information, security and design is achieved in all new, expanded or upgraded parking developments.**

### **7.1 Information, charging and signage**

- 7.1.1 Technology systems, information and marketing techniques will also be employed to improve access and make better use of the parking stock. Car parking information will be provided on the Royal Borough website and on town centre maps. This will include car park location and type, number of spaces and charges. Information on various types of parking (coach, visitor, shopping, business, commuter, residents, on-street, disabled, cycle, freight) will be available.
- 7.1.2 The Borough is introducing variable message signing for its public car parks. Variable message signing will be encouraged as part of any parking development (private or publicly owned public car parks) in town centres or park and ride provision to inform motorists of space availability at the major car parks. This will help reduce queues and unnecessary traffic circulation. Within car park buildings, operators must ensure that both vehicle and pedestrian access and circulation is well designed to maximise ease of thoroughfare, security and road safety. This includes provision of stair shafts, pedestrian walk ways, signage, surface markings and lighting.
- 7.1.3 Charging arrangements at public car parks, on-street parking and residential parking should be made as easy as possible for residents and visitors to use. Payment using a variety of methods (cards, coins, discount cards) should be available wherever possible and information must be legible to all users. Payment systems should be selected on the basis of ease of use, accessibility for users and maintenance requirements. In the case of on-street or residential parking charging systems should also be selected to minimise intrusion in the environment and to avoid cluttering footways.
- 7.1.4 There is ability, in conjunction with the Highways Agency, to indicate on trunk route signage the presence of ‘Secured Car Parks’ on the approach to retail/leisure destinations to inform visitors as appropriate.

### **7.2 Security**

- 7.2.1 The Borough will continue to make its car parks safer using security measures such as CCTV cameras, ‘Help points’, good lighting and regular patrols. Due regard will be taken of Government advice to pursue ‘Secured Car Park’ status in all local authority parking, through the scheme administered by the Association of Chief Police Officers and the British Parking Association. This status should be sought for all car parks. The Council will seek to maintain the quality of its car parks through capital investment and possible revenue from car park charging.

### **7.3 Parking design**

- 7.3.1 Parking in new and expanded developments, on-street parking design, residents’ parking schemes, parking buildings and park and ride schemes should be of the highest quality design to minimise environmental intrusion. Design of parking must be to the Borough Design Guide and DB32 ‘Places, Streets and Movements’ and any subsequent revisions. All schemes should consider landscape design, environmental quality (including noise), personal and property security, reducing community severance, minimising highway

clutter, road safety, economic use of space, measures to reduce footway parking, and vehicle, cycle and pedestrian access to and from car parks/parking spaces. Specific designs for disabled parking, motorcycle and cycle parking should be followed (see Section 6 of this Strategy). Tandem parking should only be provided where there is no other suitable arrangement possible. Account should be taken of the 'Secured Car Park' status criteria to ensure parking is safe and secure; additionally, free, site-specific, risk assessment and crime prevention design advice is available from Thames Valley Police.

7.3.2 The detailed requirements for specifications are set out in the Council's Design Guide. However, for further clarification, the following minimum specifications for parking spaces will apply:

1. Minimum sizes for a car space is 2.4m x 4.8m.
2. Car space within a garage is 3m x 6m.
3. Where the space is located in front of a garage, the distance from the face of the garage to the highway boundary shall be a minimum of 6m..
4. Minimum sizes for lorry spaces are 16m x 3.5m. This may be relaxed where the unit of development is unlikely to attract long vehicles.

## 8 Enforcement

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***Objective:* To provide parking enforcement to reduce the level of parking infringement , to ensure that traffic flows on important routes are not impeded, and achieve a parking supply that meets demand.**

- 8.1 Responsibility for parking enforcement is shared between the police and the Council, although it is the latter's responsibility to enforce off-street parking. Consistent and regular parking enforcement is essential to ensure proper management of the parking supply. Illegal parking causes many problems for other road users. It can lead to congestion, low turnover of parking spaces (especially short-stay), lead to a reduced parking supply and increase in traffic movements as drivers circulate to find available spaces. Illegal parking near junctions, on footways or near pedestrian crossings, and at bus stops are just some examples of where parked vehicles can be a serious road safety hazard for other road and footway users. Enforcement measures may be necessary to ensure appropriate use of car parks in rural areas.
- 8.2 The police are responsible for Fixed Penalty Notices, cautioning or directing drivers, and the removal of illegally parked vehicles or those causing an obstruction. These penalties are applied to on-street parking, vehicles obstructing the public highway (including footways), parking on double yellow lines, parking on pedestrian crossings and zig-zags outside schools. The Council's parking wardens are responsible for enforcement at Council operated off-street car parks and the Windsor Residents Parking scheme. Penalty Charge Notices are issued instead of Fixed Penalty Notices and are enforceable under civil law. The Council is continuing to investigate possible schemes that could lead to further improvements in enforcement, particularly with regard to on-street parking.
- 8.3 Local authorities are being encouraged to consider introducing Decriminalised Parking Enforcement (DPE). This is one of the powers conferred by the Road Traffic Act 1991 and will be considered by the Council to more effectively manage parking enforcement across the Borough. DPE will also enable better co-ordination of on and off-street charges to better manage parking demand and supply. Further benefits from decriminalisation are reduced congestion through better parking management and income generated can be returned to the community in the form of parking and transport improvements. If Decriminalised Parking Enforcement was adopted it would need to apply across the Borough so that waiting and parking controls in rural areas can be given appropriate levels of enforcement. Revenue from Penalty Charge Notices could be used by the Council to operate the enforcement system, parking management and transport related services or schemes. Financially, introducing DPE may have some risks associated with it, so a thorough feasibility study will be undertaken to evaluate the costs and benefits before proceeding.



## 9 New developments and parking standards

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*Objective:* **To apply parking standards on all new and expanded developments, to reduce the amount of land dedicated to parking and to reduce the need to travel by motor cars.**

- 9.1 The Borough is constrained by the amount of land available for new developments so efficient land use is essential. The Royal Borough of Windsor and Maidenhead Local Plan (Adopted 1999) sets parking standards for new developments (Appendix 7 of the Adopted Local Plan through the implementation of Policy P4). It sets out the maximum amount of parking to be provided in different circumstances as well as the planning obligations and developer contributions that may be obtained as part of the planning application process. This section of the Parking Strategy will feed into the review of the Local Plan. Alongside the Council's parking standards, the location, amount, design, type and access to parking are additional factors in deciding the appropriate parking requirements for a site.
- 9.2 Parking standards are set at a level that should achieve reductions in traffic and congestion in the Borough. Royal Borough Highways Development Control is responsible for ensuring that developers comply with the Borough's parking standards and so assist in the achievement of the appropriate level of parking.

### **9.3 Accessibility**

- 9.3.1 Accessibility criteria for parking in town centres or areas where there are good public transport services will be applied to reduce the amount of land used for car parking and so reduce the number of vehicles travelling to the area.
- 9.3.2 The criteria are consistent with the proposed Local Plan housing density accessibility zones. This is set to an 800- metre distance from a rail station with regular (half hourly or better) train services. Where locations for new or expanded residential and non-residential developments cannot be easily accessed without a car, developers will be expected to provide appropriate measures or contributions to ensure adequate accessibility.
- 9.3.3 In most circumstances, parking standards for developments deemed to have adequate accessibility will be set to a percentage of the maximum permitted standard for non-accessible locations. The accessibility reductions are calculated to recognise economic viability objectives for each development category. The level of accessibility should be one of the considerations in the transport assessment.
- 9.3.4 Another factor that may influence parking levels is the capacity of the local environment to withstand the traffic impacts of the development. If the impacts are considered significant by the Council, additional parking restrictions may be applied. Travel plans will be a feature of appropriate new developments to help reduce reliance on the car and promote sustainable transport choices.

### **9.4 Transport assessments**

- 9.4.1 Transport assessments should be submitted alongside applications for new developments that have significant transport implications for the highway network, environmental impacts from increased traffic levels or road safety implications.
- 9.4.2 Developers will be required to submit Transport Assessments on schemes likely to require planning obligations using the thresholds agreed with the local authority, and in accordance

with the guidance contained within Planning Policy Guidance Note (PPG) 13 *Transport* (April 2001), PPG3 *Housing* (March 2000) and PPG6 *Town Centres and Retail Development* (June 1996), as well as the Council's Design Guide and Supplementary Planning Guidance on Planning Obligations (which is available as a paper document and on the Council's website).

- 9.4.3 The purpose of the transport assessment is to assess the travel characteristics of the proposal, provide a range of measures to influence travel to the site and assess the transport impacts of the proposal. The supply of parking will need to be clarified and justified according to the level of accessibility to alternative transport modes to the car.

## **9.5 Travel plans**

- 9.5.1 Travel plans are required for most new and expanded developments including offices, schools and tertiary institutions, health and medical, conference centres, leisure facilities etc. The exception is private residential developments, which will not be required to produce travel plans unless there are special circumstances, such as in the case of a private nursing home. Responsibility for travel plans is shared between the developer and the occupier. The developer is responsible for the parking provision (for all transport modes) and access arrangements on the site to facilitate the successful implementation of a travel plan. Within the context of travel plans, planning obligations may be used to prevent on-street parking by employees in residential or town centre areas. The occupier is responsible for meeting targets to reduce single occupancy car trips to the site or vicinity of the site. Arrangements will be reviewed on an annual basis. More information is available in the Council's Supplementary Planning Guidance on Planning Obligations.

## **9.6 Parking Standards**

- 9.6.1 The Royal Borough of Windsor and Maidenhead follows the parking standards and guidance set out in Government Planning Guidance: PPG 13 Transport; PPG 3 Housing; PPG 6 Town Centres and Retail Development. Parking policies and standards in the South East England Regional Assembly Regional Transport Strategy and Berkshire Structure Plan are also followed and reflect the standards set out in PPG13. Parking standards from councils in the south-east have also been evaluated and the Royal Borough's standards reflect these to help provide consistency across the region. Parking standards are set out for each development category and are maximum parking levels, both for areas of good accessibility and of poor accessibility. The Council's Planning Obligations guidance should also be referred to.

## **9.7 Residential parking standards**

- 9.7.1 Residential parking standards incorporates dwellings, hostels, hotels and older people's housing.
- 9.7.2 Residential parking allocation is specified in Planning Policy Guidance 3 (Housing). PPG 3 emphasises the need to limit parking spaces in new residential developments to achieve an average of 1.5 spaces per dwelling unit across the Borough. This policy is designed to achieve higher residential densities in urban areas. However, this standard may be flexibly applied to recognise local circumstances. Planning applications will be expected to comply with the standards set out in the tables that follow. In town centres, standards may be expected to be lower because of the high accessibility to public transport. Travel plans are required to cover staff and visitors to hotels, hostels and older peoples housing.
- 9.7.3 With certain forms of residential development, cycle parking provision may be required; secure cycle parking should be allocated for all new dwellings or within the overall development site. Purpose-made cycle cages should normally be provided, rather than

freestanding sheds or lean-tos, which tend to become the focus for the theft of bicycles and parts. In blocks of flats, a proportion of secure cycle parking will be required and will be calculated on a case specific basis. A proportion of secure motorcycle parking may also be required in the case of larger residential developments.

- 9.7.4 On-street parking spill from residential properties will need to be weighed against the potential harm to environmental amenity and road safety. In the case of communal parking areas, a percentage of all parking spaces within a development must be unassigned for visitor use; the Design Guide provides further guidance.

**Note on the tables:** Unless otherwise specified, ‘spaces’ refer to car spaces in the parking standard tables and square metre area is gross floor area. The ‘Maximum Parking Standard’ is applied to developments in areas outside the 800 metre zone, and the proportionate Standard to developments in areas within it (see paragraph 9.3.2 above).

<b>RESIDENTIAL PARKING</b>			
<b>Use Class Order</b>	<b>Use</b>	<b>Maximum Parking Standard (Areas of Poor Accessibility)</b>	<b>Maximum Parking Standard (Areas of Good Accessibility) (percentage of maximum permitted standard)</b>
<b>General Residents</b>			
C3	1 bedroom units	1 space per unit	0.5 space per unit
	2-3 bedroom units	2 spaces per unit	1 space per unit
	4 or more bedroom units	3 spaces per unit	2 spaces per unit
	Flats with communal spaces	1 space per bedroom	0.5 space per bedroom
<b>Hostels and Hotels</b>			
C2	Hostels	1 space per 3 residents	1 space per 6 residents
C1	Hotels/guest houses	1 space per bedroom	1 space per 2 bedrooms
<b>Older peoples housing</b>			
C3	Active elderly with warden control (sheltered housing)	1 space per unit	0.5 space per unit
C2	Nursing and rest homes	1 space per 4 residents and 1 space per full-time staff	1 space per 8 residents and 0.5 space full-time staff

## **9.8 General commercial developments**

9.8.1 Commercial developments in town centres well served by public transport can sustain new development with lower levels of parking. On this basis, commercial development with high public transport accessibility will have reduced maximum parking standards. In these circumstances, the occupier of the commercial site will be responsible for restraining staff parking in adjacent areas through implementation of a travel plan. The provision of on-street parking controls may be considered where resident parking is severely affected by commercial developments.



9.8.2 Peripheral or out-of-centre sites with low public transport provision may benefit from a higher standard of parking per unit of floor space but the scale will be limited to ensure excessive levels of parking are not provided in unsuitable locations. Travel plans will be an important element in managing parking at these sites.

9.8.3 In most circumstances, cycle parking should be allocated at not less than 1 space per 10 staff. Parking for disabled drivers, motorcycles and arrangements for service/freight vehicles (if appropriate) will also be required.

<b>COMMERCIAL</b>			
<b>Use Class Order</b>	<b>Use</b>	<b>Maximum Parking Standard (Areas of Poor Accessibility)</b>	<b>Maximum Parking Standard (Areas of Good Accessibility) (percentage of maximum permitted standard)</b>
B1	Business	1 space per 35sqm*	1 space per 100sqm
B2-B7	Industrial	1 space per 35sqm	1 space per 100sqm
B8	Warehouse	1 space plus 1 lorry space per 90sqm plus 1 space plus 1 lorry space per every 200sqm	1 space per 303sqm plus 1 lorry space per 200sqm
Travel plan required to cover staff and visitors for all categories			

*\*This standard is set by the Deposit Draft Structure Plan and is lower than PPG13*

## **9.9 Retail parking standards**

9.9.1 Parking provision for servicing and deliveries will be required as shown in the Table. for most retail developments. Cycle, motorcycle and disabled driver parking will also be required for developments with parking provisions. Where appropriate, an amount of parking available for shared public use should be allocated within the site, especially in town centre locations.

## RETAIL

Use Class Order	Use	Maximum Parking Standard (Areas of Poor Accessibility)	Maximum Parking Standard (Areas of Good Accessibility) (percentage of the maximum permitted standard)
A1 - A2	Individual shop units, financial and professional services up to 550sqm	1 space per 30sqm (4 spaces per 120 sq m)	1.5 spaces per 60sqm (3 spaces per 120 sq m)
A1 - A2	Individual shop units, financial and professional services between 550sqm and 2500sqm	1 space per 30sqm plus 1 lorry space per unit	1.5 spaces per 60sqm
A3	Food and drink (restaurants, public houses, cafes, wine bars, licensed clubs)	1 space per 6sqm dining/bar/dance area	1.5 spaces per 12sqm
A1	Non-food general retail – floor area less than 2,500	1 space per 30sqm plus 1 lorry space per 1000sqm	1.5 spaces per 60sqm
A1	Food retail	1 space per 14sqm covered area plus 1 lorry space per 500sqm	1.5 spaces per 28sqm
	Vehicle service/MoT stations	3 spaces per vehicle bay	1.5 spaces per vehicle bay
	Petrol Service Station (with or without car sales)	1 space per 30 sq m plus one lorry space per unit	1.5 spaces per 60 sq m
A1	DIY stores, garden centres	1 space per 25sqm open and covered display area plus 1 lorry space per 500sqm	1.5 spaces per 50sqm
When a travel plan is requested, a Travel plan is required to cover staff and visitors for all categories			

## 9.10 Educational establishment parking standards

9.10.1 Standards for parking at schools has been set to limit the amount of space within the school grounds dedicated to parking provision. The parking allocation covers staff, visitors and parents. The allocation does not cover pupil parking as this is discouraged at Borough schools. Only in exceptional circumstances, including school buses, where road safety is the prime consideration, should pupil drop off and pick up points be within school premises (a full justification must be submitted to the Council along with a travel plan and arrangements for managing the on-site parking). All new or expanded educational establishments of more than 50sqm will require a transport assessment. Identification of parking areas, access and anticipated users should be included.

9.10.2 Bus/coach loading and waiting areas either on the premises or on the highway will be required for most new schools and tertiary education facilities. Sufficient space should be reserved to allow buses to enter and leave the site safely.

9.10.3 Secure cycle parking of at least 1 space per 5 students at all schools and higher education establishments must be provided.

9.10.4 All new or expanded educational establishments that are likely to generate more traffic movement or/and parking requirements will be required to implement a travel plan. The school travel plan will make provision for the appropriate management of overspill parking and the enforcement of any provisions relating thereto.

<b>EDUCATIONAL ESTABLISHMENTS</b>			
<b>Use Class Order</b>	<b>Use</b>	<b>Maximum Parking Standard (Areas of Poor Accessibility)</b>	<b>Maximum Parking Standard (Areas of Good Accessibility) (percentage of the maximum permitted standard)</b>
D1	Day nurseries, playgroups, creches	1space per 1 full-time equivalent staff	1.5 spaces per 4 full time equivalent staff
D1	Schools	1space per 1 full-time equivalent staff	1.5 spaces per 4 full time equivalent staff
D1	Higher and further education	1 space per 2 full-time equivalent staff plus 1 space per 15 students	1 space per 4 full-time equivalent staff + 1 space per 30 students
C2	Halls of residence, residential schools and children's homes	1 space per 1 full-time equivalent staff	1 space per 4 full-time equivalent staff
Travel plan is required to cover staff, pupils/students and visitors for all categories			

### 9.11 Health and medical establishments

9.11.1 All new health establishments or major expansions of more than 2,500sqm will require a transport assessment. Developments with expansions over 500sqm or expansions which require modifications to parking levels will require a travel plan. The maximum car park limit for visitors will be based on the transport assessment and the travel plan.

<b>HEALTH AND MEDICAL ESTABLISHMENTS</b>			
<b>Use Class Order</b>	<b>Use</b>	<b>Maximum Parking Standard</b>	<b>Maximum Parking Standard (Areas of Good Accessibility) (percentage of the maximum permitted standard)</b>
C2	Hospitals	1 space per 4 full time staff plus 1 space per 3 daily visitors	1.5 spaces per 6 full time staff plus 1 space per 6 daily visitors
D1	Doctors, dentists, veterinary surgeries, health centres	3 spaces per consulting room (incl. staff)	1.5 spaces per consulting room
Travel plan required to cover staff and visitors for all categories			

### 9.12 Leisure and conference centres parking standards

9.12.1 This is a broad category which includes a wide range of uses. Not all forms of leisure facility are covered and individual assessments will be required. However, the categories listed here provide an indication of the level of parking the Council would expect to see associated with similar developments. Transport assessments will be required for leisure and conference developments to establish parking levels and access. Where developments are mixed, for instance incorporating a café, the parking standards for this use will apply alongside those required for the primary use.

## LEISURE AND CONFERENCE CENTRES

Use Class Order	Use	Maximum Parking Standard (Areas of Poor Accessibility)	Maximum Parking Standard (Areas of Good Accessibility) (percentage of the maximum permitted standard)
D1	Libraries, museums, art galleries	1 space per 30sqm	nil space
D2	Halls, sports halls and community centres	1 space per 30sqm	1 space per 60sqm
D2	Cinemas, theatres and conference centres	1 space per 5 fixed seats	1 space per 10 fixed seats
D2	Bowling alleys	4 spaces per lane	nil spaces
D2	Sports fields	12 spaces per hectare of pitch	6 spaces per hectare of pitch
D1	Places of worship/churches	1 space per 5 fixed seats and 1 space per 10sqm open hall	1 space per 10 fixed seats and 0.5 space per 10sqm open hall
D2	Tennis courts, squash courts, swimming pools, golf courses, marinas, health clubs, equestrian uses or other undefined uses	Individual assessment	Individual assessment
Travel plan required to cover staff and visitors for all categories for developments of 500 sq. m. or above			



# 10 Windsor and Maidenhead Town Centre Parking Strategies

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10.1 The Royal Borough's two main centres (Windsor and Maidenhead) have very different parking issues and levels of congestion. In order to establish an effective, integrated approach to parking management it is essential to adopt a distinct parking strategy for both town centres that supports the principles of the overarching strategy.

## 10.2 WINDSOR

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

10.2.2 The need to effectively control parking stock as a tool to manage demand is therefore very important. The Royal Borough's Local Transport plan summarises the main parking issues for Windsor as follows:

1. The town centre parking stock is fully utilised at peak periods
2. Parking demand for residents and visitors is forecast to continue to grow
3. The location of car parks creates a large volume of circulating traffic trying to find a space
4. There is inadequate enforcement of on-street controls.

10.2.3 In order to address these issues a parking strategy based around short, medium and long-term measures is required.

10.2.4 The guiding principles are to manage demand for on-street parking; secure space close to the town centre for short-stay use and encourage long-stay parking to the outer edge of the town. A key tool in delivering this will be the introduction of effective Park and Ride facilities.

10.2.5 Summarised below are the fundamental elements of the strategy:

### Short-Term

1. Introduction of on-street controls to improve the opportunity for residents to park near their homes; to encourage visitors to use the car parks and to assist the business community by the provision of short-term parking close to the town centre
2. Direct RBWM enforcement of on-street parking controls (except yellow lines)
3. Adoption of a supporting Park and Ride strategy
4. Continuing support for Park and Ride at Home Park and Legoland.

### Medium-Term

1. Extension of the on-street parking scheme to outer areas including Clewer Village, Springfield Road and Bolton Road areas
2. Introduction of a Variable Message Signing System
3. Zoning of the car parks into short and long-stay areas supported by appropriate tariff structures.

### Long-Term

1. Introduction of a major park and ride facility on the Windsor Relief Road corridor
2. Introduction of town centre restraint measures complementary to the introduction of the above Park and Ride.

## **10.3 MAIDENHEAD**

10.3.1 An effective and integrated approach to parking management is required in Maidenhead to balance the needs of people travelling into the town with the environmental impact of private traffic on the town centre and its immediate environs.

10.3.2 The provision and effective management of parking stock is fundamental in achieving economic and social vitality of the town and catering for the needs of business and the wider local community.

10.3.3 The combination of future forecast traffic growth and proposed developments within the town centre are likely to result in a deterioration of traffic conditions in terms of increased congestion and delays. In order to manage these predicted future conditions an effective parking strategy must be developed as a demand management tool.

10.3.4 The guiding principles are:

1. To ensure that parking and loading restrictions are effectively introduced to ensure an effective turnover of spaces for short-stay parking
2. To use a pricing mechanism to reduce the demand for long-stay parking within the town centre and increase utilisation of spaces for short-stay parking to ensure availability for shoppers
3. To direct demand for long-stay parking to locations on the outer edge of the town centre.

10.3.5 Summarised below are the fundamental elements of the strategy:

1. Introduce effective enforcement of on-street parking controls
2. Introduce tariff structures that support the objective of redistributing long-stay parkers to edge of town car parks
3. Introduce residential parking schemes on the edge of the town centre to manage the potential effects of displacement.



## 11 Consultation

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**Objective: To ensure that appropriate consultation is undertaken before changes are made to policies or schemes prior to their implementation.**

11.1 A key purpose of the strategy will be to ensure the process of managing the parking stock is transparent and founded on the principles in the Community Strategy. It will provide guidelines to the public and developers on the basis for Council decision-making. Consultation will be guided by three principles in the Community Strategy. These are:

**1. Working Together** by communicating across agencies, working to shared agendas, introducing shared information systems across the partnership and sharing resources – people and funds.

**2. Leaving no one behind** – dealing with social inclusion, access for everyone, help for those most in need, equality of access and valuing diversity.

**3. Involving people** – developing communities, encouraging participation, acting on consultation and engaging all sectors of the community. Keeping people fully informed will be a priority of consultation associated with parking schemes and changes.

11.2 It is essential to undertake consultation on the individual schemes that flow from the Parking Strategy in order to inform and engage customers. Results from consultations will be used to guide amendments and adjustments to policies, schemes and other parking considerations. There are three forms of consultation associated with the parking strategy. These are as set out below:

### **11.3 Consultation on the Parking Strategy**

11.3.1 Appendix 1 to this Strategy summarises the broad extent of the consultation that has been carried out on the document to date. Available separately is a Statement of Consultation, which gives a fuller picture of the consultation methodology, the responses received and how the draft document was amended to meet the concerns of respondents. A consultation of similar scale and extent would be required were it proposed to review the Strategy.

### **11.4 Consultation on parking schemes**

11.4.1 Appropriate consultation is undertaken on proposed parking schemes that will affect the public. This approach will be applied to new residents' parking schemes, changes to on-street and off-street parking arrangements, verge parking improvements, and other schemes. A large-scale parking scheme may require more extensive consultation and this will be developed individually to respond to the particular local circumstances.

### **11.5 Consultation on Traffic Regulation Orders**

11.5.1 Consultation procedures on Traffic Regulation Orders is set out in the Local Authorities Traffic Orders ((procedure) England and Wales) regulations 1996. This requires the Council to consult with statutory consultees and advertise the proposal in the local press.



## 12 Monitoring

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***Objective: To monitor and evaluate all elements of the parking strategy to gauge effectiveness against targets and to guide amendments.***

### **12.1 Monitoring**

- 12.1.1 A range of different monitoring methods will be required to collect data that can be used to evaluate the progress of the many elements contained in the parking strategy. A series of performance indicators will be developed to measure whether the Council is achieving its targets. Monitoring methods will be selected according to the ease and quality of data collection while at the same time, keeping monitoring costs to a minimum.
- 12.1.2 Council public car park use is monitored on a daily basis and assists the Borough in balancing use across its total car park supply. This may include developing pricing structures to encourage car park use on the perimeter of town centres to reduce traffic congestion. Less traffic in towns will contribute to improved road safety and a high quality urban environment.
- 12.1.3 Responsibility for parking enforcement is shared between the police and the Council. The effectiveness of on-street parking for short-stays is monitored through the enforcement process to determine whether the system is being abused. Enforcement could be increased to ensure turn-over of short-stay on-street parking happens at a rate necessary to ensure economic viability and access to services is maintained. This is particularly relevant for ensuring disabled parking is protected for those users.
- 12.1.4 Income from public car parks can be monitored through the Royal Borough Public Car park business plan finance structure. This will guide decisions on charging and management in order to make the collective public car park stock self-financing overall.
- 12.1.5 Travel plans will be monitored to ensure businesses are achieving targets to reduce traffic. Where they are not, sanctions will be applied. A fuller explanation is set out in the Council's Supplementary Planning Guidance on Planning Obligations.
- 12.1.6 Progress against targets will be reported annually in the Annual Progress Report on the Local Transport Plan.

Objective	Target	Performance Indicator
<b>Overall parking aim:</b> To manage the stock of parking subject to public control in a manner that is consistent with, and contributes, towards, the objectives of the Local Transport Plan, and particularly to reduce congestion, improve road safety and achieve a balance between the supply of car parking and the needs and priorities of users.		
<b>On-street parking objectives:</b> To provide a well-managed and appropriate level of on-street parking and where necessary, protect residents ability to park near their properties; and to ensure that on street car parking does not create congestion or danger for other users.	All on-street car parking is managed to provide appropriate level of parking by the end of 2004.	Number of penalty charge notices.
<b>Public car park objectives:</b> To provide an adequate parking supply for users –where demand exceeds supply, appropriate use of the stock will be achieved according to priority; and to enable the operation and management of the Council’s collective car parks to be self-financing overall (including on and off street parking stock).	The collective Council owned car park stock is self financing.	Income from Council owned car parking balanced against costs.
<b>Private non-residential car parking objective:</b> To make better use of private non-residential car parks through travel plans and other demand management measures.	Travel plan target to reduce travel by car to 70% of employees and visitors to the site or vicinity of the site, with ongoing reductions over time.	Number of people driving to sites with travel plans.
<b>Special parking provision objective:</b> To ensure parking provision is made for all users to maximise access, mobility and transport choice.	Parking provision for these groups are accommodated in new, expanded or existing developments.	Number of special parking provision arrangements introduced in the Borough <i>Or</i> Number of disabled parking bays.
<b>Parking information, security and design objective:</b> To ensure high quality design, security and parking information is achieved in all new, expanded or existing parking developments.	Variable message signing for all Council owned public car parks in town centres by 2006. Secure Car Park status for all Council owned car parks by 2006.	Provision of signage and achievement of Secure Car Park status
<b>Enforcement objective:</b> To provide parking enforcement to reduce the level of parking infringement, to ensure that traffic flows on important routes are not impeded, and achieve a parking supply that meets demand.	20% reduction in the number of penalty charge notices by 2005 will show less illicit parking. (A reduction in the number of yellow line infringements recorded will show less illegal parking)	Number of penalty charge notices issued. (Additionally, carry out a one-day survey of number of infringements of single/double yellow line restrictions.)
<b>Parking standards objective:</b> To apply parking standards to all new and expanded developments, to reduce the amount of land dedicated to parking and to reduce the need to travel by motor cars and so assist in safeguarding air quality.	Application of the Borough parking standards to 100% of planning applications.	Number of planning consents with Borough parking standards applied.
<b>Consultation objective:</b> To ensure that appropriate consultation is undertaken before changes are made to policies or schemes prior to their implementation.	Consult on all schemes that have social, economic or environmental impacts.	Number of schemes requiring consultation, and which are consulted on.

## **12.2 Review**

The Parking Strategy may need to be reviewed from time to time to take account of changes in legislation, national or regional standards or to respond to changing local circumstances.



## **Appendix 1**

### **Public Consultation**

**Internal consultation: Method: E-mail out Draft Parking Strategy; meetings with staff.**

Traffic and transportation  
Corporate Policy  
Economic development  
Education  
Leisure  
Tourism  
Town Centre Managers  
Planning  
Legal  
Finance  
Press Office  
Parking team  
Highways  
CCTV security  
Community Safety  
Operations team  
Traffic team  
Social services

**Elected Members: Method: Mail out Draft Parking Strategy with covering letter**

Lead member for transport  
Lead member for planning  
Lead member for public protection  
Members of the private cabinet meeting

**External consultees: Methods for external consultation: Distribution of draft Parking Strategy to consultees, user forum meetings and mail-outs.**

Police  
Private public car park owners  
Chambers of Commerce  
User Forums (Transport, Cycle, Access, Business, Old people's forum, others?)  
Housing Associations  
Parish Councils  
Health Trusts  
Major educational establishments  
Local authorities  
Environment Agency  
National Trust  
AA  
RAC  
Joint Strategic Planning Unit  
South East England Regional Assembly  
Government Office for the South East  
MP's  
Residents' Associations

**Public consultation:**

**Methods: Public press notices, media release, publish document on the RBWM website; copies of document at libraries and made available on request.**





## **Appendix 2**

### **Background Papers**

Planning Policy Guidance Note 1: General Policy and Principles;  
Planning Policy Guidance Note 3: Housing;  
Planning Policy Guidance Note 13: Transportation;  
Draft Regional Transport Strategy for the South East.  
Surrey Parking Strategy  
Hampshire Parking Strategy

