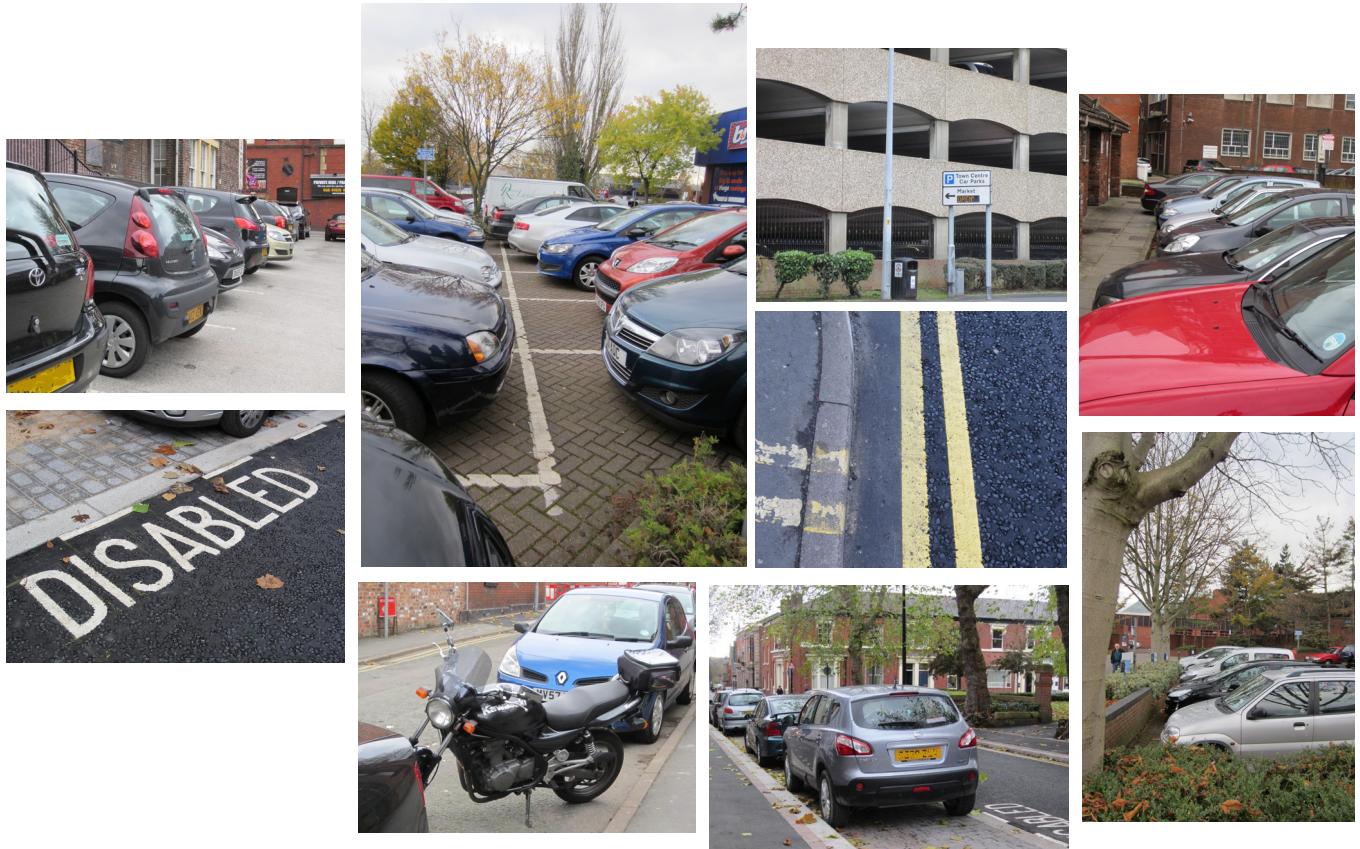


WARRINGTON
Borough Council



Parking Strategy

Approved June 2013



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1. Introduction

- 1.1. This strategy sets out Warrington Borough Council's approach to the provision of parking services. It aims to set out a consistent framework for decisions on future parking operations and investment, which will help support the aspirations for a healthy economy and sustainable environment.
- 1.2. The aim has been to develop a broad strategic approach that will help deliver improvements to parking operations and management in the town centre, district and neighbourhood centres.
- 1.3. It will be used by the council to influence public and private investment in parking, improve delivery of parking operations, and as a structure to support long-term aspirations of the Local Plan Core Strategy, Warrington Strategy for Wellbeing and Council Strategy.
- 1.4. Following adoption of the strategy, detailed local area parking reviews will be undertaken where needed in the rest of the borough (with priority given to district centres and neighbourhood centres with significant parking concerns), to enable the principles set out in this strategy to be successfully applied to the whole borough.

Structure of the parking strategy

- 1.5. The document contains an introduction, and sections describing the context and background information. It includes a set of parking objectives (**chapter 4**) and then contains four main sections on:
 - Off-street public car parks (**chapter 5**)
 - Parking in new developments (**chapter 6**)
 - On-street parking (**chapter 7**)
 - Residents parking (**chapter 8**)
- 1.6. Each chapter then contains a discussion on the topic, headline facts and issues, and key challenges. From these a set of policies for each theme have been developed alongside short- and long-term actions.

Parking functions of the council

- 1.7. As the local highways authority, Warrington Borough Council is responsible for all aspects of on-street parking on the public highway – including assessing the appropriateness of parking on each section of highway, balancing different user needs (e.g. deliveries, residents, taxis, buses etc.), introducing regulations to improve safety and enable turnover of spaces, and enforcement of regulations by Civil Enforcement Officers¹. The on-street parking role also includes introduction and operation of residents parking scheme.
- 1.8. In addition, the council owns a small number of off-street car parks which are operated for the benefit of the wider community.
- 1.9. As the local planning authority, the council is also responsible for developing and implementing detailed parking guidelines, as part of the Local Plan, to ensure new development provides appropriate levels of parking and access.
- 1.10. Finally, the council manages the blue badge scheme on behalf of central government, to enable disabled blue badge holders access to convenient parking locations on- and off-street suitable for people who have difficulty walking.
- 1.11. This parking strategy will set the framework for each of these aspects of the councils parking functions. It will also help deliver the aspirations of the other council strategies outlined in **chapter 2**.

¹ The council introduced decriminalised enforcement operations in 2007 to improve road safety and traffic management (using The Road Traffic Act 1991). Prior to 2007 the police were responsible for all on-street parking enforcement.

2. Policy Context

Warrington Strategy for Wellbeing

- 2.1. Local ambitions for Warrington are identified in the “Warrington Strategy for Wellbeing”. The vision of the Wellbeing Strategy is:

“Warrington: A place where we can all be proud to live, work and do business.”

(Warrington Strategy for Wellbeing 2012-15)

- 2.2. The ambitions of the Wellbeing Strategy are wide ranging and intended to deliver improved quality of life for all residents and visitors to the borough.
- 2.3. Identified priorities are divided into chapters as follows:
- Closing the Gap (an underpinning principle)
 - Building Safe, Sustainable Communities
 - Ensuring the Best Start in Life and Transition to Adulthood
 - Living and Working Well
 - Promoting Wellbeing for Older People

Local Plan - Core Strategy

- 2.4. The Local Plan is the framework by which the council guides spatial planning decisions in the borough and influences the future pattern of land use and regeneration. The plan describes the location, type and level of development expected in different “place making areas” and aims to deliver the ambitions of the Wellbeing Strategy.
- 2.5. The broad implications for parking policy of the Local Plan Core Strategy for town centre, district and neighbourhood areas are outlined below.

Town centre

- 2.6. The delivery of the long-term vision will include a spatial transformation of the town centre with new development containing active street frontages, reinforced pedestrian links and routes, streets and squares, high-quality design and public realm improvements, new destination magnets, street activity and a “colourful place”.
- 2.7. The regeneration and proposed growth of the town centre will have implications for the availability of parking and the distribution of demand for town centre parking.
- 2.8. It is predicted that future demand for parking will be linked to the high quality and diverse range of services, retail, leisure, and employment offered and that sustainable modes of travel will be more widely available as an alternative to car use.

- 2.9. The parking strategy needs to both identify and tackle existing parking problems and issues, and also provide a framework for tackling the parking concerns that will arise in the future.

District and neighbourhood centres

- 2.10. According to Local Plan policies, the role and status of district and neighbourhood centres is to be maintained. This offers the opportunity to tackle parking problems and issues in these areas without needing to accommodate the fluctuations in parking demand seen in locations with large amounts of new development.

Council Strategy 2012 -15

- 2.11. The Council Strategy 2012-15 clearly articulates the council's vision for Warrington. It sets out pledges to the community and the organisational values that help steer delivery. These pledges and values have influenced the approach to delivering the parking strategy:

- Council pledges
 - protect the most vulnerable
 - support the local economy
 - help build strong and active communities for all
- Values
 - closing the gap
 - making the council more open and transparent
 - living within our means

- 2.12. The full Council Strategy can be found on the council's website.

Local Transport Plan

- 2.13. The Local Transport Plan (LTP) complements the Local Plan and supports the delivery of the Wellbeing Strategy, by setting out principles for local transport policies and deciding where to target future investment to improve transport.

- 2.14. The LTP includes a range of policies and actions relating to parking provision and management. Including a commitment to:

- Consider the role of charges and controls in seeking to manage the demand for parking and discourage unnecessary single-occupancy car use (Policy MT1).
- Balance the provision of short-stay and long-stay public parking provided by Warrington Borough Council so that it supports the vitality of retail centres whilst encouraging use of more sustainable travel modes (Policy MT2).
- Deal with requests for the provision of 'Residents Only' parking schemes in accordance with approved council policy for new and existing schemes (Policy MT3).

- 2.15. This parking strategy looks at these issues in greater detail than the LTP, and will identify policy for all aspects of parking provision, both on- and off-street.

3. Background

- 3.1. Parking is an essential element of a journey by private vehicle and is inextricably linked to the journey purpose. The availability, convenience and cost of parking will sometimes be a factor in a persons' choice of destination, along with the attractiveness of the destination, the length of the journey, and the availability of alternative destination options.
- 3.2. Parking is, in itself, unlikely to be the main motivation for travelling – rather it is a secondary factor that can add, or detract, from the journey experience and overall attractiveness of a destination. It facilitates visits to the town centres for a range of different purposes – e.g. retail, leisure, employment, business, deliveries etc. – as such, there are often competing needs and competition for limited space available both in on- and off-street locations.

Needs of different users

- 3.3. Although the parking needs for each individual on any given day can be different, there were a number of themes that arose during the stage 1 consultation:
 - **Visitors to shops and services** (such as the library, solicitors) require short-stay parking that is convenient for their destination. Although it is recognised that some shoppers/visitors may want to spend the whole day.
 - **Commuters and workers** in the town centre require low-cost long-stay parking and are more likely to purchase contract spaces through their employer or from off-street car park providers. This group can be expected to walk for between 5-10 minutes to their destination.
 - **Evening visitors** require car parks with late closing and are more concerned by car park safety. These visitors are also less likely to have a public transport alternative compared to visitors and commuters.
 - **Deliveries and trades** can often be undertaken using off-street facilities, however, where these are not present the availability of on-street loading bays are vital.

Parking facts and figures

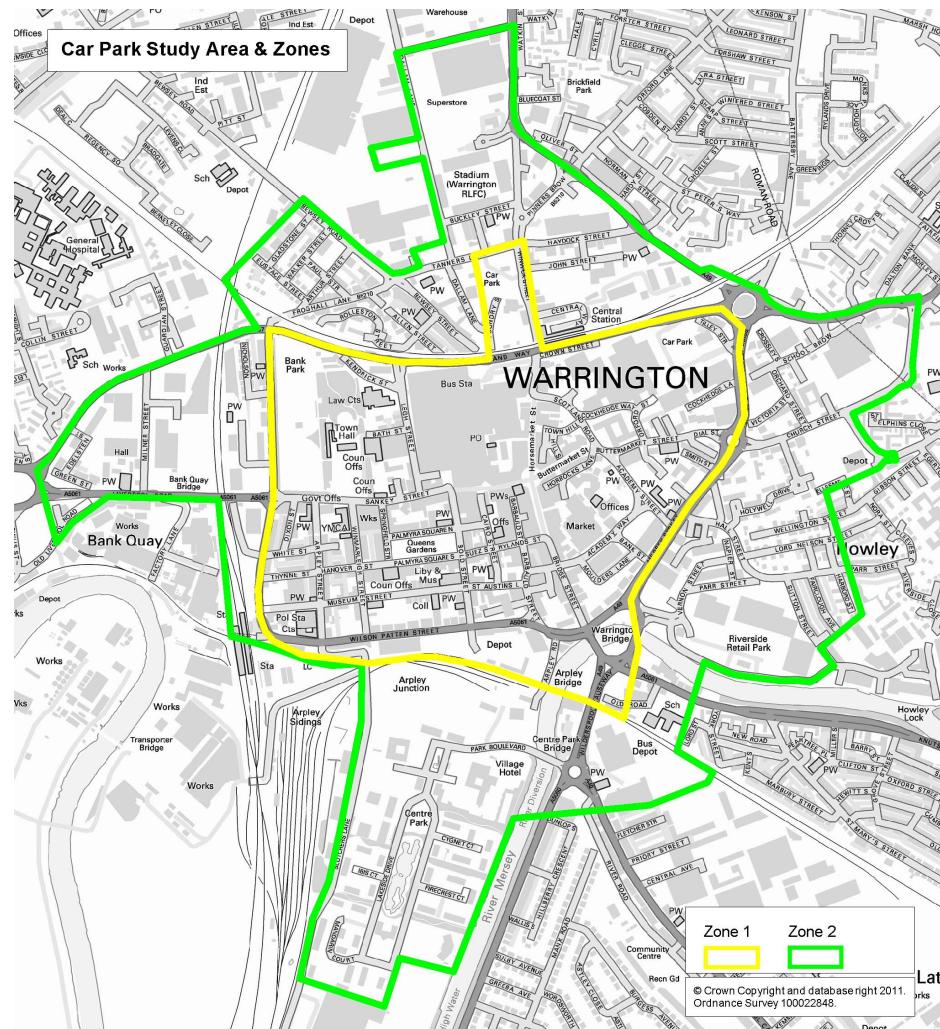
- 3.4. A 'parking strategy evidence base' was collated in 2010/11 to inform the development of this strategy. All facts and figures included in this strategy were accurate as of March 2011 but are subject to rapid change – for example private sector operators may change tariffs and open/close car parks relatively quickly. The intention is that this original survey information, which pertains to the town centre, will be contained within a database. This database will be expanded to cover district and neighbourhood centres and then updated as necessary for monitoring and reporting purposes.

- 3.5. Extracts from the evidence base are included within the sections below, and within the “headline facts & figures” within **chapters 5 to 8**.

Town centre off-street car parks

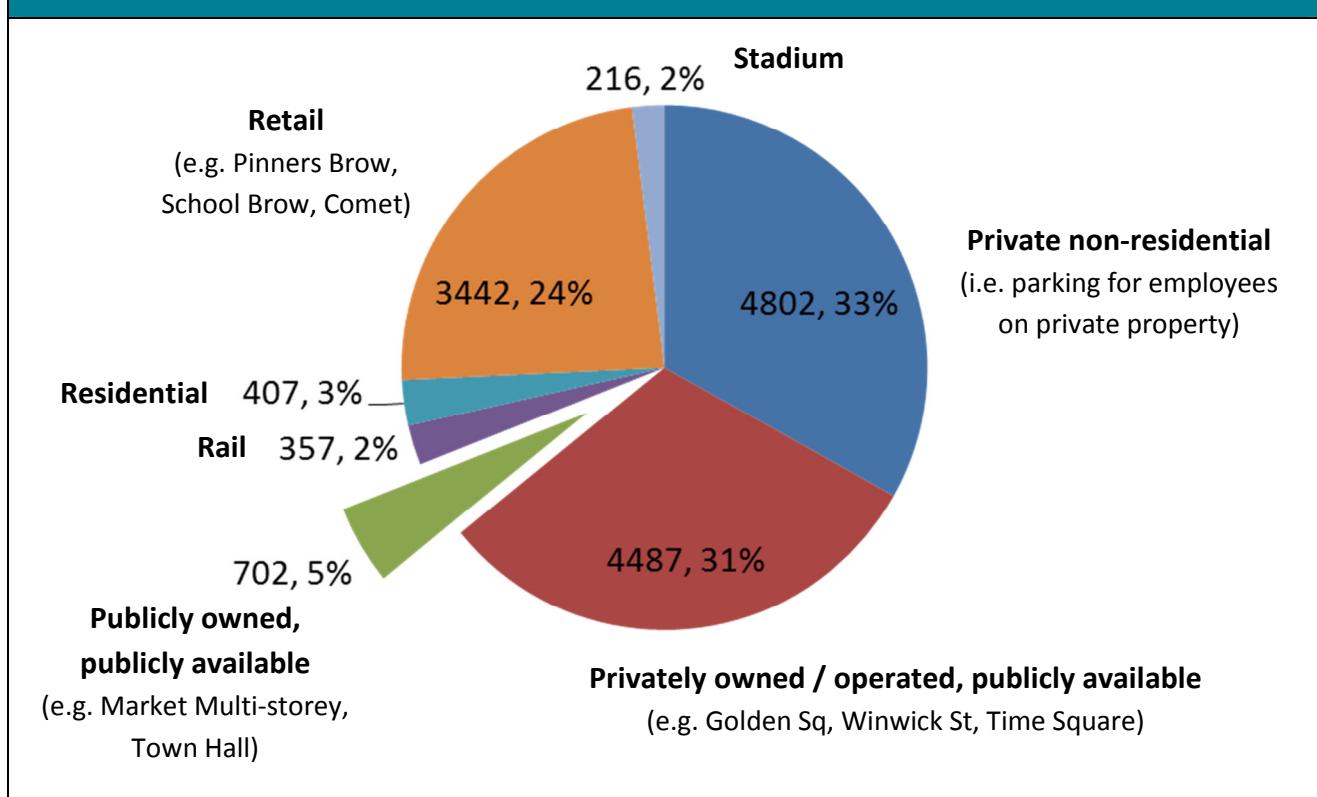
- 3.6. The study area of the town centre is illustrated in **Figure 1** below:

Figure 1: Warrington town centre study area



- 3.7. Town centre parking is dominated by privately owned and operated public car parks, and private non-residential parking. There is also a significant proportion of retail parking. In total, there are approximately 14,413 parking spaces in the town centre (see **Figure 2**).

Figure 2: Off-street parking categories, Warrington town centre, 2011



- 3.8. Short-stay and long-stay classifications for parking type help to understand the pattern of parking use and availability. Short-stay spaces either have a time limit (e.g. 3hrs max) or a tariff structure that encourages short visits (e.g. 0-3 hrs is low cost, but over 4hrs is expensive). Long-stay spaces are free or low-cost for full day of parking.
- 3.9. The detailed definitions used for the survey work to categorise short- and long-stay parking are set out in the glossary.
- 3.10. There are approximately 6848 short-stay spaces and 7158 long-stay spaces in the town centre (not including residential). Many of these are retail or private non-residential spaces, so are not openly available to the general public.
- 3.11. Of the 5189 publicly available spaces, approximately 3250 are short-stay (63%) and 1939 are long-stay (37%).
- 3.12. Occupancy surveys have shown that 44% of long-stay car parks are heavily used with limited spare capacity on a typical mid-week day. Whereas, short-stay car parks are effectively providing for the demand for short visits, with ample spare capacity in most short-stay car parks. Seasonal variations (e.g. pre-Christmas) cause demand for short-stay parking to peak in the most popular car parks, however, there are only very rarely problems linked with insufficient availability of short-stay parking.

3.13. The quality and design of car parks varies (from multi-storey design to simple gravel surfaced areas), although the majority have at least 4% of spaces allocated for disabled parking.

On-street parking

3.14. The council is responsible for parking regulations and parking enforcement in the town centre and across the borough.

3.15. On-street regulations and enforcement are needed to make most effective use of highways to:

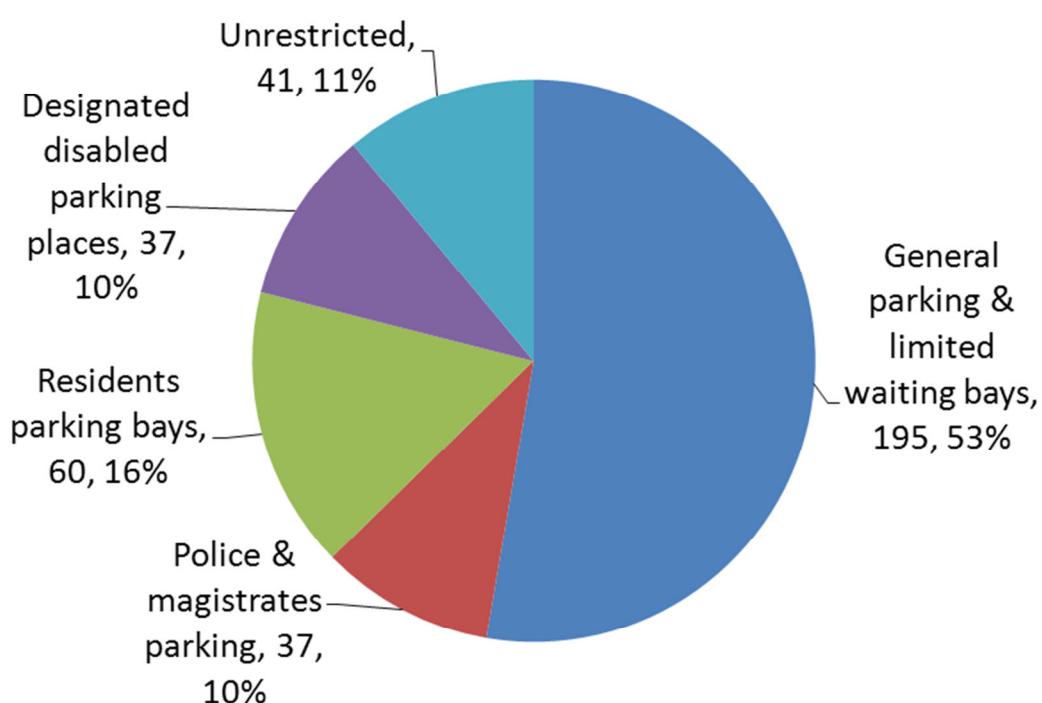
- Ensure road safety, promote traffic flow and reduce congestion
- Ensure sufficient spaces are available for deliveries, buses, taxis etc.
- Ensure turnover and availability of spaces for visitors and residents

3.16. Prior to the decriminalisation of parking offences in 2007, the police were only able to provide a very low level of enforcement. This resulted in high levels of inappropriate parking, congestion incidents, poor road safety, and insufficient spaces available for essential deliveries, taxis, buses, etc.

Town centre on-street parking

3.17. In the town centre inner zone (bounded by Midland Way, A49 Mersey St, Arpley railway sidings, Parker St and Crosfield St), there are approximately 333 on-street parking spaces. The majority of these are general parking or limited waiting bays.

Figure 3: On-street parking categories, Warrington town centre*, 2011



* inner zone only, full details available in the 'parking strategy evidence base' background paper

- 3.18. **Figure 3** does not include taxi, bus or delivery bays, and it should be noted that disabled blue badge holders are permitted to park on-street, on single or double yellow lines, in addition to the spaces specifically designated for disabled users.

District and neighbourhood centres

- 3.19. As previously described, most data collection and survey work has focused on the pressing issues within the town centre and residential parking zones. As a result, further research will be necessary in district and neighbourhood centres to help inform the implementation of policies across the borough.
- 3.20. This research will form part of a programme of ‘local area parking reviews’ to be rolled out to district and neighbourhood centres.

Stakeholder and public opinion

Stage 1 consultation – pre-draft

- 3.21. The development of this strategy was supported by stakeholder and member workshops and a town centre parking questionnaire. A summary of the engagement process and results of the questionnaire are available as a background paper.
- 3.22. The stakeholder workshops and questionnaire suggested that parking in Warrington town centre is, by comparison with other town centres, relatively easily accessed and cheap. Nonetheless, there is a perception that easier and cheaper parking could improve the prospects of the town centre economy and support businesses.
- 3.23. Engagement with local councillors supported this perception and suggested that it was equally relevant in the town centre, district and neighbourhood centres. They also suggested that district and neighbourhood centres often suffered from more constrained parking availability and lower levels of enforcement.
- 3.24. Feedback from the workshops and questionnaire is included within the “headline facts & figures” in **chapters 5 to 8**.

Stage 2 public consultation on draft strategy

- 3.25. A draft version of the strategy was open for consultation for 6 weeks between the 14 January and the 22 February 2013.
- 3.26. The consultation was publicised within the local press, libraries and leisure facilities, and an information leaflet was distributed to all homes in a residents parking scheme. A number of afternoon & evening “drop-in” sessions were held in libraries (Orford, Birchwood, Penketh, Culcheth, Stockton Heath and Lymm libraries) during the consultation period to enable members of the public to ask any questions and give feedback on the draft strategy. “Drop-in” sessions were also held on two weekdays and a Saturday in Golden Square shopping centre, and there was an on-going display in the market.
- 3.27. Copies of the strategy and questionnaire were available in libraries, on-line and by post upon request.

- 3.28. A total of 254 questionnaires were received, with 54 respondents living in a residents parking scheme and 18 respondents stating that they had a disability.
- 3.29. Respondents could answer as many or as few questions as they liked and were encouraged to comment on the detail of the strategy as well as just the strategic questions within the questionnaire. The majority of questions took the form of statements that respondents could select from the following options:
- Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree
- 3.30. Feedback from the consultation is included within the “headline facts & figures” in **chapters 5 to 8**.

4. Parking strategy objectives

- 4.1. The vision of the Wellbeing Strategy is:
- 4.2. "Warrington: A place where we can all be proud to live, work and do business."
(Warrington Strategy for Wellbeing 2012-15)
- 4.3. The parking strategy objectives need to help to deliver this vision – as well as the aspirations expressed in the Local Plan and LTP.
- 4.4. The current economic climate suggests that in the short-term our priorities should focus on the need to support the town, district and neighbourhood centres through the economic downturn. Parking needs to be a tool to support visitor access and help businesses compete by ensuring availability of spaces.
- 4.5. The economic situation also impacts on parking operations and the costs incurred by the council in providing parking services significantly outweighs the income received, with the service making a substantial financial loss. There have also been significant recent reductions in the council's overall funding and, as a result, there is now an urgent need for the council to find ways to reduce the financial deficit in the delivery of parking services.
- 4.6. In the development of this strategy, a range of measures have been examined to both enhance the management of parking services but also to bring the provision of parking services back to a "break-even" financial position.
- 4.7. Looking forward, there are significant re-development plans for the town centre and proposed changes in land use patterns across the borough. These changes will need to be anticipated, monitored and managed to ensure appropriate levels of parking are available for both public and private use.
- 4.8. Despite all the difficulties associated with the economic situation and the delivery of cost-effective services, it remains important to adopt an overarching principle of environmental sustainability – whereby we always consider the impact of our actions on the local and global environment, air quality and emissions, and our environmental legacy for future generations.

Figure 4: Warrington Objectives & Parking Strategy Objectives

Council Strategy 2012-15

Council pledges

- protect the most vulnerable
- support the local economy
- help build strong and active communities for all

Values

- closing the gap
- making the council more open and transparent
- living within our means



Parking Strategy Objectives

- 1) **Support sustainable economic growth** of the town centre, district and neighbourhood centres, support residents, attract visitors and help businesses thrive.
- 2) **Council parking operations** should aim to break-even through improved efficiency and generate income where necessary to enable investment in parking facilities.

5. Public car parks

Evidence, issues & challenges

Quantity and location

- 5.1. The majority of publicly available off-street car parking spaces are owned and operated by the private sector. This means that the **quantity, location and cost** of off-street parking are largely driven by commercial demand and the availability of land. Nevertheless, the council does play a small but important role in meeting parking needs and setting tariffs in council owned car parks. The council can also influence future parking provision through its approach to land use planning.
- 5.2. Policies for publicly available off-street parking need to recognise the influence of the private sector and seek to **work in partnership** with developers and operators. Together we need to deliver off-street parking that will help deliver the overall objectives for the borough.
- 5.3. Space available for parking is limited and it is important to deliver the **right type of parking in the right location**. In particular, the provision of long-stay spaces (where one space is occupied by one user all day) should not undermine the availability of spaces for short-stay visitors who are vital to the town centre, neighbourhood centres, and district centres retail and service economy.²

Short-stay

- 5.4. The availability of short-stay spaces is related to the degree of “turnover” occurring within each space. Encouraging turnover of spaces is important for **retailers and services** as it offers parking availability for as many visitors as possible.
- 5.5. The two main tools used to encourage turnover are time-limited parking regulations and short-stay parking tariff structures (e.g. parking is cheap for a short visit but expensive to stay all-day).
- 5.6. Surveys have indicated short-stay car parks in the town centre generally have ample spare capacity and in most instances those who need a space can find one.

Long-stay

- 5.7. **Employers** want cheap all-day parking spaces within a 10 minute walk for their employees. Employers' private staff car parks satisfy a significant amount of the demand for employer car parking. Nevertheless, there remains a clear demand for low cost contract and daily rate parking – indicated by the number of surface level car parks utilising cleared development sites and surveys indicating that many of these car parks are well used and operate close to their capacity.

² Refer to the glossary for the technical definition of short-stay parking and long-stay parking used for this strategy.

Traffic & environmental impact

- 5.8. We also need to recognise that car parks are an “attractor” on the highway network and their presence will **generate traffic** in the vicinity. Greater levels of local traffic can disrupt the operation of key junctions, cause congestion, create road safety concerns and contribute to poor air quality.
- 5.9. Air quality is a particular concern in the town centre and the council is both considering whether town centre should be classified as an Air Quality Management Area (AQMA) and also whether a low emission zone would be appropriate.
- 5.10. One of the long-term objectives is to **support sustainable economic growth**. This can be done by encouraging travel by public transport and avoiding over-provision of parking, in the interests of the environment, air quality and congestion reduction.
- 5.11. Parking policy is also able to facilitate the use of more sustainable vehicles, for example by providing for motorcycles and recharging points for electric vehicles.

Future regeneration in the town centre

- 5.12. **Regeneration of the town centre** will gradually redefine the boundary of the core town centre over the next 20 years and areas that are currently used for surface area car parks will be developed for other uses.
- 5.13. There are three prominent regeneration schemes that will impact on parking availability:
 - the redevelopment of the Bridge St Quarter will entail significant changes to the parking provision in the south eastern part of the town centre, either side of Academy Way
 - the redevelopment of the “Stadium Quarter” to the north will bring active frontages and businesses to the area currently occupied by temporary surface car parks on Winwick St
 - the redevelopment of “Wilson Patten Place” and “Southern Gateway” areas will create stronger links between the existing town centre and Centre Park with changes to the Old Road Car Park.
- 5.14. In addition, important smaller scale redevelopments in the town centre will also inevitably alter parking provision.

Tariffs

- 5.15. Car park location and convenience to destination are the most common reasons for parking location choice; however, parking tariffs are also a factor for many drivers.
- 5.16. Private operators will set tariffs according to market principles to maximise profit. However, in the public sector and within car parks linked to retail outlets, parking charges are generally a mechanism for:
 - regulating the demand for spaces
 - ensuring turn-over of spaces

- raising funds to pay for enforcement and future investment in facilities.

Town centre tariffs

- 5.17. The majority of parking spaces in Warrington town centre are free of charge to their users – including many linked to specific retail outlets or businesses. The results of the parking consultation questionnaire suggest that the majority of drivers to the town centre believe charges represent good or average value.
- 5.18. Nevertheless, around a third of visitors said tariffs were a factor in car park choice, and tariffs are often cited as a barrier to trade by retailers and businesses. Short-stay parking tariff structures encourage turn-over of spaces and are often intentionally expensive for a full day of parking.
- 5.19. There is a perception that free parking is vital for a prosperous town centre and the questionnaire consultation suggests that a small proportion of respondents (for shopping and leisure) were very intolerant of any tariff increases – potentially as a matter of principle.
- 5.20. The council has little influence over the average level of tariff across the town centre due to the small number of council owned car parks – but it does have greater influence in some district and neighbourhood areas. It also has an obligation to make the best use of car park assets in the interest of the tax payer. This obligation means that the council must decide on its priorities for parking services as a whole, and adjust tariffs to help deliver these objectives.
- 5.21. This means that the council off-street car parking operations will (in the short-term at least) cross-subsidise on-street enforcement, traffic management, and provision of residents parking areas. In the longer-term, the implementation of the strategy actions would enable on-street operations to contribute to their own costs.

Quality and information

- 5.22. The key determinant for choice of car park was found to be its location in relation to the eventual destination of the user. Nevertheless, the appearance and safety of car parks both impacts on the quality of the streetscape and potentially offers an important first impression for visitors. Where possible, improvements to quality should be sought and it will be important for the council to address the backlog of maintenance issues within council owned car parks to avoid any issues of liability.
- 5.23. Stakeholder and public consultation suggested that the quality of parking was particularly important in the evenings and at night, but the general feeling of stakeholders was that users were not generally willing to pay for improvements in quality.
- 5.24. The majority of publicly available car parks meet basic quality standards and most have car park markings which are an indicator of basic quality.
- 5.25. Stakeholders expressed a need for car parks to be more closely associated with key destinations and for walking routes to these locations to be clearly marked. They

suggested that this would help users choose the most appropriate car park and would enhance the experience of visitors.

Parking for disabled people/blue badge holders

- 5.26. Parking for disabled people/blue badge holders is available in the majority of off-street car parks close to pedestrian exits. However, as most car parks are privately owned, there are a range of differing rules and provisions for disabled parking within different car parks under different ownership. A consistent approach to signing blue badge policy would be beneficial.
- 5.27. The council needs to consider the needs of disabled users in all public owned car parks and ensure that key destinations have appropriate levels of disabled parking availability either on- or off-street. There is scope to work more closely with private operators to promote the concerns of disabled car park users.
- 5.28. A common concern raised by disabled groups is that some blue badges are being used fraudulently and that this takes spaces away from genuine blue badge holders where spaces are allocated. The enforcement of rules set within private car parks is the domain of individual operators; however, there is again scope to work with the private sector on this issue.

Figure 5: Public car parks - headline facts & issues

- Short-stay parking is either time limited (e.g. 4 hours max) or is deliberately expensive for a full day of parking to encourage turn-over and availability of spaces.
- 90% of questionnaire respondents agreed that a good level of short-stay parking in central areas is important to give easy access for visitors and shoppers.
- 74% of questionnaire respondents agreed that all day commuter parking is more appropriate in slightly further away areas to free up space in the centre for shoppers and visitors.
- 82% of questionnaire respondents agreed that council parking tariffs should remain affordable compared to private operators.
- There are around 11,274 blue badge holders across the whole of Warrington (5.8% of the population).
- Of disabled questionnaire respondents, 50% thought that there were not enough disabled parking spaces in car parks and 56% thought that information in car parks needs to be improved.

Town centre

- Of the 14,413 off-street parking spaces in the town centre [2012 Survey] only 5% (702) are council owned and operated.
- Short-stay car parks dominate the central zone and the average tariff in the town centre is £1.12 for one hour.
- The average all day tariff in charging car parks is £3.18 in a long-stay car park and

£6.43 in a short-stay car park.

- Saturday and Sunday tariffs are often cheaper than mid-week tariffs.
- Some of the most convenient short-stay car parks in the town centre are very busy – however, the majority have around 20-40% available capacity (based on typical mid-week day).
- Long-stay car parks are more likely to be full due to the high demand for cheap all-day parking.
- The average tariff for an adult day return ticket on the bus is £2.85 – this is roughly equivalent to 3-4 hours of town centre parking.
- 9 of the 22 town centre charging car parks are free to blue badge holders.

Figure 6: Public car parks – key challenges

Encouraging turn-over of spaces is important for retailers

Need to maintain availability of short-stay parking, however, some visitors wish to stay a long-period

Employers desire cheap all-day parking

Space in the town centre, districts and neighbourhood centres is limited

Only 14% of respondents to the town centre survey who were visiting for shopping or leisure stayed over 4 hours

Regeneration plans will change the pattern of demand

The private sector is the main provider

Parking availability for motorcycles

Car parks generate traffic

Lack of funding availability for quality improvements

Current proliferation of temporary surface-level car parks on undeveloped sites

Better car park information

Improving safety in car parks in evenings and at night

Encouraging travel by public transport will help tackle congestion and help the environment

Recharging facilities for electric vehicles

Improving pedestrian routes and accessibility

Better information and enforcement of the blue badge scheme

Delivering consistent information for disabled parking provision

Ensuring availability and accessibility of disabled parking provision

Table 1: Policies & actions for publicly available car parks

Ref	Warrington Borough Council will...
Quantity & location	
CP1	Work with private sector operators to help meet the demands of traders and businesses.
CP2	Maintain a level of short-stay parking in central areas that enables easy access by visitors to retail, service and leisure destinations.
CP3	Discourage over-provision of long-stay parking in central areas where land would be better suited for development or short-stay parking.
CP4	Encourage private sector provision of long-stay parking in peripheral areas to intercept traffic and meet demand for long-stay parking.
CP5	Ensure the provision of car parks in new developments is consistent with parking objectives and policy within this strategy.
CP6	<p>Maximise the public availability of centrally located short-stay spaces in council owned car parks by:</p> <ul style="list-style-type: none"> • controlling the issue of contract parking permits • controlling use by council employees where practical alternatives are available.
CP7	Review the level of provision needed as areas are redeveloped and regenerated.
CP8	Aim to increase the availability of council owned short-stay parking in town centre and district centres, and long-stay parking provision on the periphery of the town centre, to complement future redevelopment and regeneration initiatives.
CP9	Introduce park and ride when the successful long-term redevelopment of the town centre gives rise to sufficient demand to sustain park and ride provision (subject to affordability and suitable land availability).
CP10	Aim to provide motorcycle parking provision in council owned car parks and encourage provision in privately operated car parks.
CP11	Aim to provide electric vehicle recharge facilities in council owned car parks and encourage provision in privately operated car parks.
Tariffs	
CP12	<p>Adopt a parking tariff structure in each council owned car park that:</p> <ul style="list-style-type: none"> • reflects local circumstances • encourages appropriate turn-over of spaces in relation to location • contributes to the cost of enforcement and provision while remaining competitive with local private operator tariffs

CP13	Offer a limited number of annual permits (where capacity is available) in council owned car parks.
CP14	Seek to review payment methods as appropriate technology becomes affordable (e.g. pay-on-exit).
Quality & information	
CP15	Where any profits are made from parking operations invest these into maintenance, quality improvements, traffic management, enforcement and security of car parks.
CP16	Ensure all car parks are clearly sign-posted and appropriate car park information is available.
Parking for disabled people/blue badge holders	
CP17	Work with the private sector to develop a consistent approach to disabled parking and signing across both public and private sector car parks.
CP18	Aim to allocate a minimum of 5% of parking spaces for disabled users in all new and existing car parks.
CP19	Seek to ensure that key destinations have appropriate levels of disabled parking availability close by either on- or off-street.
CP20	Ensure disabled parking bays are clearly marked, of sufficient width and conveniently located close to pedestrian exit points.

CAR PARKS	
Short-term actions	Longer-term actions
<ul style="list-style-type: none"> Regularly monitor parking availability and overall provision of different types of car parking. 	<ul style="list-style-type: none"> Respond to changing land use patterns to ensure appropriate levels of provision and monitor availability.
<ul style="list-style-type: none"> Prepare guidance for public and private parking provision in new development in line with this strategy. 	<ul style="list-style-type: none"> Investigate options for council owned short-stay in centre areas and long-stay car parks at peripheral locations in the town centre and district centres.
<ul style="list-style-type: none"> Monitor tariff levels and ensure council tariffs remain competitive with the private sector-and contribute to cost of provision and enforcement. 	<ul style="list-style-type: none"> Develop a coordinated approach to disabled parking information in car parks in conjunction with the private sector.

CAR PARKS	
Short-term actions	Longer-term actions
<ul style="list-style-type: none"> Identify space for motorcycle parking within council owned car parks. 	<ul style="list-style-type: none"> Consider introducing a park and ride service if demand for parking becomes great enough for the service to be viable.
<ul style="list-style-type: none"> Review parking charges and payment methods in all council owned car parks 	<ul style="list-style-type: none"> Investigate funding availability, demand and potential locations for recharging facilities for electric vehicles.

6. Private parking in new developments

Evidence, issues & challenges

- 6.1. Private parking for non-residents forms the bulk of parking provision in the town centre and elsewhere. These spaces serve the needs of businesses and employees and are not openly available to the public.
- 6.2. Surveys of car park occupancy have shown that many of these employer owned car parks are close to capacity during a typical mid-week day – this helps drive demand in off-street long-stay car parks.
- 6.3. In Warrington, parking in private non-residential spaces is generally free to users and is provided at no cost to businesses aside from land ownership. Powers do exist (within the Transport Act 2000) that would enable the council to introduce a workplace parking levy – this has been utilised in Nottingham to help tackle congestion and provide investment in local transport improvements (such as tram network, railway station, and bus network improvements).
- 6.4. There are no plans to introduce a workplace parking levy in Warrington. The current approach to tackling congestion and improving air quality is set out in the LTP3 (through workplace travel planning, junction improvements, urban traffic control investment, promotion of public transport, investment in cycling and walking etc.). This approach is seen to be appropriate and the additional burden of a levy on businesses in Warrington would be untenable at the present time.
- 6.5. New developments are required to conform to parking standards and principles set out in the Local Plan Design and Construction Supplementary Planning Document (SPD). An up-dated version of the SPD is due to be produced in 2013/14.
- 6.6. The standards aim to ensure sufficient parking is made available to support the requirements of each development, while also encouraging use of sustainable modes – for example the standards have the potential to encourage car share provision and bicycle use within new development.
- 6.7. More detailed advice for developers on the interpretation of standards is provided within the Design Guide. The Design Guide is also due to be reviewed and updated in 2013/14 and will be available on the council website.
- 6.8. Parking standards for new developments will reflect the objectives for parking set out elsewhere in this document – for example, provision of publicly available long-stay parking should be located in peripheral areas.
- 6.9. The council is also seeking the most efficient use of parking spaces. Often this will mean encouraging shared use between different users and land uses. For example, daytime retail parking may be suitable for night-time economy use, and residential spaces can be shared in higher density development. Ample provision can be offered on a smaller land area if spaces are not allocated to specific land uses or households.

- 6.10. Off-site provision is also generally acceptable to ensure sufficient parking for employees. Developers may need to demonstrate that: off-site provision is, and will remain, available and that provision will be attractive enough to employees such that there will be no impact on local parking alternatives closer to the site (e.g. on-street or public car parks).
- 6.11. Where alternative sustainable modes exist, or are to be provided, for a new development, parking requirements may be lessened – particularly where an active travel plan is in place. The council supports increased use of public transport and sustainable modes across the borough and will encourage new developments to enhance opportunities for access by non-car and more sustainable modes such as car share.

Figure 7: Private parking in new developments - headline facts & issues

- Where commuters do not have access to employer provided parking, they will seek contract or long-stay parking spaces close to their place of work.
- The availability of dedicated parking spaces adds value to a residential or business property – however, unallocated or shared-use parking is generally more efficient in terms of land take. ‘Over-allocation’ is often used in small private car parks to ensure maximum use of space.
- Development close to public transport and suitable for walking/cycling is likely to require fewer parking spaces.

Town centre

- Of the 14,413 off-street parking spaces in the town centre – 33% are private non-residential/employee car parks.
- Private non-residential parking has higher levels of occupancy on a weekday than all other types of car park.

Figure 8: Private parking in new developments – key challenges



Table 2: Policies & actions for private parking in new developments

Ref	Warrington Borough Council will...
DC1	Work with businesses to develop travel plans that minimise car use.
DC2	Review parking standards for new development to ensure consistency with parking objectives and policy.
DC3	Undertake additional consultation on proposed standards as part of Local Plan preparation.

Short-term actions	Longer-term actions
<ul style="list-style-type: none"> Prepare and consult upon parking standards for Local Plan Design and Construction SPD and Design Guide. Work with organisations to deliver travel plans. 	<ul style="list-style-type: none"> Implement and review parking standards.

7. On-street parking

Evidence, issues & challenges

On-street parking

- 7.1. Parking on-street is often seen as the most convenient and attractive location, particularly where the driver is planning a short visit to nearby premises. For this reason, the availability of on-street parking is also often highly valued by businesses and services.
- 7.2. In the inner town centre, there are around 236 on-street parking spaces available to all users during the day – often with a time limit to encourage turnover of spaces. Standard time limits in the town centre are generally 30 mins, 1 hour, 90 mins, or 2 hour maximum duration of stay.
- 7.3. Frequent enforcement of time limit regulations ensures that spaces are regularly vacated for other users and that people are more likely to find a space easily.
- 7.4. It is clear that the introduction and enforcement of on-street parking regulations play a particularly important role in the effective functioning of the town centre, neighbourhood and district centres. It helps ensure: spaces are available for deliveries to businesses; taxi ranks and bus stops are protected for purpose; and that parking does not cause an obstruction to the flow of traffic on the highway or a danger for other road users.
- 7.5. The investigation and introduction of parking regulations require funding for their initial study, implementation and for their on-going administration and enforcement.
 - Initial implementation requires survey and research, public consultation, scheme design, road markings, signs, traffic regulation orders, etc.
 - On-going administration is required to monitor effectiveness and deal with enquiries.
 - Adequate enforcement is needed to ensure the benefits of the regulation are realised – this will include patrolling the area, issuing penalty charge notices for parking infringements, subsequent collection of charges and legal action where necessary.
- 7.6. Unfortunately, the introduction of parking regulations and on-going enforcement is a costly process and the revenue stream from issuing penalty charge notices is insufficient to cover the cost of on-street parking operations.
- 7.7. The availability of on-street spaces is highly valued by users, and also by businesses and retailers, as it allows potential clients/customers to easily access services. Delivery and tradespersons also value on-street provision to enable access.
- 7.8. In order to support the necessary level of regulation and enforcement that ensures turn-over and availability of on-street spaces, it has become necessary for the council to seek to recoup some of the costs from the users of on-street parking

spaces. This means that in some high demand locations, it is proposed to examine the introduction of on-street parking charges.

- 7.9. The council is keen to ensure that on-street provision remains affordable and is proposing to redirect any income from on-street parking charges to improving parking quality and traffic management, and supporting enforcement across the borough.
- 7.10. Parking tariffs will need to vary according to location and traffic management needs, but in most cases, the aim will be to keep tariffs affordable for short visits and where appropriate offer introduce a free initial period and free evening parking. Reduced tariffs for low-emission vehicles will be considered where practical to do so.
- 7.11. The mechanism for on-street parking charges will be investigated in more detail, and both cash (ticket machine and retail outlets) and cashless (payment by card or phone) options will be considered. Although the advantages to the council of cashless payment include minimal street furniture and reduced cash collection cost, there are some users who will prefer cash payment and the council will endeavour to provide payment facilities convenient for all.
- 7.12. In addition, the council will aim to make the current mechanism for enforcement as efficient as possible to minimise the cost of delivery. At present, enforcement is based around a team of eight Civil Enforcement Officers (CEOs) who are contracted to undertake regular walking “beats” in high-demand areas, broad area vehicle patrols and active response to incidents. Scooters are used for efficient travel between dispersed sites and incident locations.
- 7.13. A range of technologies are advancing the efficiency of enforcement. Hand held or vehicle mounted number plate recognition and GPS tracking, automated penalty charge notices, and CCTV use for mobile vehicle enforcement are all in operation in different parts of the country. The council will aim to adopt such technologies when they can be demonstrated to produce efficiency savings.

Bus lane enforcement

- 7.14. Moving bus lane offences are currently the responsibility of the police in Warrington – however, the level of enforcement is low as it is, understandably, not considered to be a police priority. Abuse of bus lane regulations is therefore high, which results in delays for buses, road safety concerns and frustration for law-abiding drivers.
- 7.15. A bus lane review will be required to evaluate bus lane design effectiveness prior to any introduction of decriminalised enforcement of bus lane offences in addition to police enforcement. CCTV technology for the enforcement of bus lane infringements will be introduced if required following assessment.

On-street parking local issues

- 7.16. The parking strategy sets the broad principles for on-street parking; however, there are frequently detailed localised issues that relate to the use and distribution of types of on-street parking spaces - for example, traders may want to remove parking spaces to create out-door dining opportunities, whereas others want to allow

longer parking visits by lengthening parking time restrictions. In such circumstances, a **local area parking review** might be appropriate to help apply the parking strategy principles at a detailed local level, and help balance competing needs.

- 7.17. A programme of local area parking reviews will be commenced to help effectively implement the strategy at a local level. Where appropriate, these will also consider parking availability in local car parks. One of the early reviews will be undertaken in the town centre to help increase the number of available parking spaces and determine the extent of on-street parking charges. The availability and location of specific user spaces such as motorcycle parking, disabled parking and options for on-street recharging facilities for electric vehicles will also be considered. Subsequent reviews are likely to focus on the detailed parking problems caused by the competing demands for parking in areas such as Stockton Heath, Lymm and Culcheth.
- 7.18. Pavement and verge parking is also raised as an area of concern for local residents – with inconsiderate parking blocking footpaths and maintenance problems arising in some locations. This issue is to be dealt with as separate policy that will complement the strategy which will be developed during 2013-14.

On-street parking near schools

- 7.19. There is a particular issue regarding on-street parking near schools whereby a large number of parents and carers aim to park as close to the school gates as possible – even if this means causing an obstruction or is against parking regulations.
- 7.20. This causes great concern for local residents, school authorities, and other parents/carers who face safety concerns when crossing the road or driving past the school. In the past the council has introduced parking restrictions or residents access only regulations; however, the sheer number of schools involved means that regular enforcement by either police or civil enforcement officers is impractical.
- 7.21. It is therefore vital that parents/carers understand their moral and civic responsibility to obey the regulations to avoid road-safety problems and congestion around schools. This can be facilitated through implementing school travel plans and adoption of best practice in enforcement.

On-street parking for blue badge holders

- 7.22. Parking for disabled people/blue badge holders is a vital resource for many people who have severe difficulty walking a short-distance.
- 7.23. Blue badge holders are permitted to park on-street close to their destination on single or double yellow lines for up to three hours (where they do not cause an obstruction and where loading/unloading is permitted). They are also allowed to park at on-street parking meters and pay-and-display machines for free and for as long as they need to.
- 7.24. A common concern raised by disabled groups was that some badges were being used fraudulently and that this was taking spaces away from genuine blue badge holders. Stakeholders felt that improvements to information, more stringent

enforcement and a more consistent approach to off-street parking for disabled people would be valuable. Collaborative fraud enforcement between the council and police is the preferred approach, which has been successful in other areas.

- 7.25. The legislation behind the issuing of blue badges has recently been reviewed. Where previously applicants had their blue badge verified by their personal GP, the new process means that the majority of applicants will be subject to physical mobility assessments conducted by an independent occupational health therapist. As a result, it is likely that fewer blue badges will be issued in the future, and this may mean that the quality of information surrounding the blue badge scheme and parking for disabled people is even more important.

Figure 9: On-street parking - headline facts & issues

- Kerb-side space is limited and a variety of different uses need to be safely accommodated – deliveries, bus stops, bus lanes, taxi ranks, disabled and regular parking.
- Retailers and businesses need spaces to be available close to their building throughout the day – both for essential deliveries and customers.
- Encouraging turnover of spaces is important to ensure parking availability for as many visitors as possible.
- Turnover is only achieved if regulations are adequately enforced; however, cost of enforcement is high.
- On-street parking is currently free for drivers and is in high demand.
- Of the respondents to the question on funding of on-street parking:
 - 24% stated that funding should be through on-street parking charges in a small number of locations,
 - 19% said council tax and business rates and
 - 14% said charges in council car parks.
 - A further 30% said a combination of the above. 13% made other suggestions including that on-street parking should be free.
- The introduction of charges could generate funds to support appropriate levels of enforcement.
- Poor driver behaviour near schools at drop-off/pick-up times causes road safety and congestion. Levels of enforcement are low due to limited enforcement resources and the need to observe vehicle infringements for 5 minutes before enforcing.
- Blue badge holders are permitted to park in some locations prohibited to other drivers (e.g. on double yellow lines which allow loading or unloading).
- Blue badge fraud is considered to be a problem by many stakeholders.
- Enforcement of bus lanes is currently the responsibility of the police, but is not considered to be a high priority by respondents.

Figure 10: On-street parking – key challenges

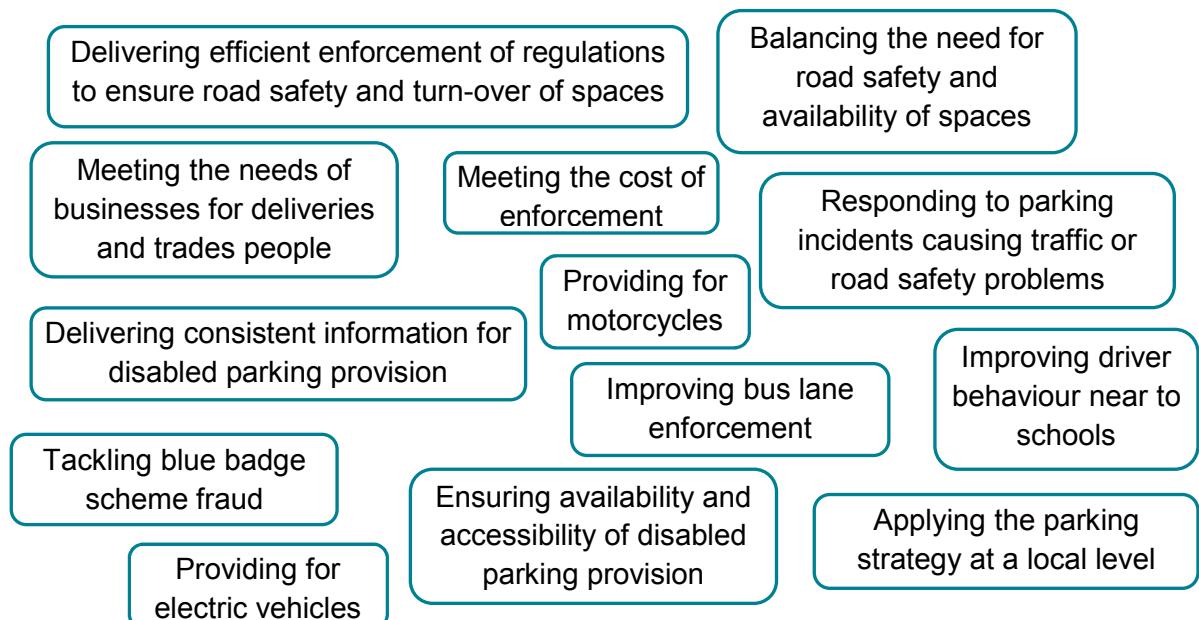


Table 3: Policies & actions for on-street parking

Ref	Warrington Borough Council will...
Enforcement	
OS1	Seek cost saving efficiencies through a flexible enforcement regime that combines regular enforcement routes, broad area vehicle patrols, and active response to incidents.
OS2	Improve bus lane enforcement to enable greater public transport efficiency and reliability, if required following assessment.
OS3	Introduce new technologies for enforcement and on-street parking charging.
OS4	Work to improve driver behaviour near to schools by adopting best practice in education and enforcement.
Availability	
OS5	Maximise the amount of available on-street parking by reviewing signs and lines as part of local area parking reviews and/or when other opportunities arise (e.g. as part of maintenance programme).
OS6	Increase provision of motorcycle parking.
OS7	Introduce on-street recharging facilities for electric vehicles subject to funding availability and demand.

Ref	Warrington Borough Council will...
Tariffs	
OS8	Introduce on-street parking charges in high demand locations to help fund enforcement and complement the management of off-street parking.
OS9	Keep tariffs affordable for short visits to support the local economy.
OS10	Where appropriate introduce free initial parking period and free evening parking.
OS11	Ensure payment mechanism for on-street parking is easy to use for all.
OS12	Consider reduced on-street parking charges for low-emission vehicles where practical to do so.
Parking for disabled people/blue badge holders	
OS13	Work proactively with the police and blue badge improvement service to tackle blue badge fraud.
OS14	Improve quality, consistency and availability of information related to disabled parking.
OS15	Where appropriate, ensure disabled parking spaces are located close to potential destinations, and that routes are level and barrier free.

ON-STREET PARKING	
Short-term actions	Longer-term actions
<ul style="list-style-type: none"> Liaise with the police to develop an action plan to tackle blue badge fraud. 	<ul style="list-style-type: none"> Review and assess the success of parking services operational activities.
<ul style="list-style-type: none"> Include delivery of charging schemes and bus lane enforcement in future contract arrangements of parking services. 	<ul style="list-style-type: none"> Monitor cost / revenue potential of new technologies.
<ul style="list-style-type: none"> Undertake a local area parking review within the town centre to help identify priority locations for on-street parking charges and help balance competing local needs. 	<ul style="list-style-type: none"> Work with schools and police to improve driver behaviour near to schools.
<ul style="list-style-type: none"> Assess whether infringement of bus lane regulations is causing significant delay for buses and enhance enforcement if needed. 	<ul style="list-style-type: none"> Investigate funding availability, demand and potential locations for on-street recharging facilities for electric vehicles.
<ul style="list-style-type: none"> Identify space to increase provision of motorcycle parking. 	

ON-STREET PARKING	
Short-term actions	Longer-term actions
<ul style="list-style-type: none"> Commence a programme of local area parking reviews in district centres to help balance competing local needs. 	
<ul style="list-style-type: none"> Develop a policy for pavement & verge parking. 	

8. Residents parking

Evidence, issues & challenges

- 8.1. A personal vehicle is often one of the most valuable assets of a household, and understandably, residents prefer to park their vehicles close to their home.
- 8.2. Where houses don't have an easily accessible driveway or garage, residents will generally wish to park on-street within easy reach of the front entrance of their house. In many circumstances, this can be accommodated without any safety issues, but occasionally space on-street is limited due to safety or traffic management concerns. In such circumstances residents need to park elsewhere.
- 8.3. Residents may also need to park further from their homes when the demand for on-street parking is significantly higher than the available on-street space. Residents may have difficulty finding a parking space at all in such areas and the introduction of a residents parking scheme may be justified.
- 8.4. The cause of high demand varies – residents parking schemes may be needed near to major employers with limited parking (such as a hospital), near to retail or cultural centres with high visitor numbers (such as within the town centre), or even at specific times to deal with major events (such as around a rugby stadium). Parking problems for residents are also compounded if the area has high car ownership and limited off-road parking.
- 8.5. The introduction of a residents parking scheme enables a degree of regulation to balance the competing parking needs in an area. Schemes often vary in their operation to accommodate the unique needs of an area. However, it should be noted that schemes only ever operate within a general area, and do not preserve individual spaces for individual residents (i.e. residents won't necessarily be able to park in the space outside their front door).
- 8.6. Many residents will use their car mid-week for the commute to work and more spaces will be available 9am-5pm for use by visitors to the area. The most effective schemes will maximise the use of these spaces to ensure enough vacancies for remaining residents while permitting some visitor use during the day. Each area will be unique in its pattern of parking use.
- 8.7. There are four existing residents parking schemes in Warrington:
 - Bank Quay
 - Tesco Stadium
 - Heathfield
 - Whitecross
- 8.8. Residents within these areas are currently eligible for one or two free parking permits (whether for registered vehicles or visitors permits) which allow them to park in the streets near their homes. The streets are then patrolled and enforcement action taken against those who breach the parking regulations of the scheme.

- 8.9. Residents parking schemes require funding for their initial study, implementation and for their on-going administration and enforcement.
- Initial implementation requires survey and research, public consultation, scheme design, road markings, signs, traffic regulation orders, issuing of permits etc.
 - On-going administration is required to issue new or replacement permits, tackle fraud and deal with enquiries.
 - Adequate enforcement is needed to ensure the benefits of the scheme are realised – this will include patrolling the area, issuing penalty charge notices for parking infringements, subsequent collection of charges and legal action where necessary.
- 8.10. Where residents parking schemes are introduced, it means that some drivers are prohibited from parking on the public highway in favour of others – in such circumstances it seems reasonable for those benefiting from the scheme to incur some costs towards the schemes administration.
- 8.11. It is proposed that basic charges are introduced for permits across existing and future schemes. This would be a change to the existing policy where existing schemes are free to residents and future schemes are subject to a charge.
- 8.12. Funds from permit charges would contribute to the costs schemes that deliver benefits to residents. With regard to the level of permit charges, the aim will be to keep charges low and the expectation is that the financial contribution from residents permit charges will not meet the full costs of introducing and operating residents parking schemes.
- 8.13. The policies within the parking strategy need to be considered collectively and the policy proposals in other chapters are needed to ensure parking services as a whole can break-even.
- 8.14. The exact level of charge will vary depending on the type of scheme and the year that the scheme was implemented – schemes that are already in place will be subject to a reduced rate.
- 8.15. In addition, discounted permits may be available where schemes are operational only during events, and a non-standard charge may be adopted where there is a limit on the number of permits issued (because insufficient parking spaces are available to issue second or visitor permits).
- 8.16. A final schedule of charges will be published as a separate document on the council's website and will be annually reviewed.
- 8.17. As discussed above, the cause of parking problems in residential areas is often visitors to a nearby land use – therefore it seems inappropriate to charge only local residents for the cost of residents parking schemes. Where appropriate, parking meters (or similar mechanism) have the potential to be introduced so that visitors unconnected to households also contribute to the cost of residents parking scheme enforcement. The exact details/charges of schemes will be tailored to the needs

identified in each area and will take account of the need to provide access to local businesses.

8.18. Requests for new residents parking schemes are assessed in two stages:

- Stage 1 is a desktop exercise that looks at the type of properties, whether there is off-street parking, the existing parking restrictions, and what the perceived parking problems are.
- Stage 2 includes criteria about the availability of parking kerb space, the amount of off-street parking available, the peak demand from residents, enforcement availability, and the outcome from a residents vote.

8.19. The full process is set out in **Appendix 1**.

Figure 11: Residents parking - headline facts & issues

- Across Warrington, 36% households have access to 2 or more vehicles. 21% of households do not have access to a vehicle.
- Residents prefer to park their vehicle close to their home – in clear view and with easy access.
- Most residential areas have sufficient access to parking to meet their needs.
- There are currently four residents parking schemes designed to make parking easier for residents in areas of high parking demand.
- Residents who live in a permit area would prefer residents parking schemes to be implemented free of charge – 4% of residents in schemes responded that that permit charges for residents who benefit would be appropriate.
- Of respondents to the questionnaire who didn't live in a permit area:
 - 48% said that the cost of resident's parking schemes should be funded by permit charges for residents who benefit,
 - 15% said schemes should be funded through council tax and business rates,
 - 11% said either charges in council car parks or on-street charging should help fund schemes.
 - A further 15% said a combination of funding options should be used, and 11% gave other suggestions.
- In the town centre: 42% of residents parked in either a driveway, garage, or other location linked to the property; 25% parked on-street (in a general parking area); 20% had a residents parking permit, and 3% used public car parks.

Figure 12: Residents parking – key challenges

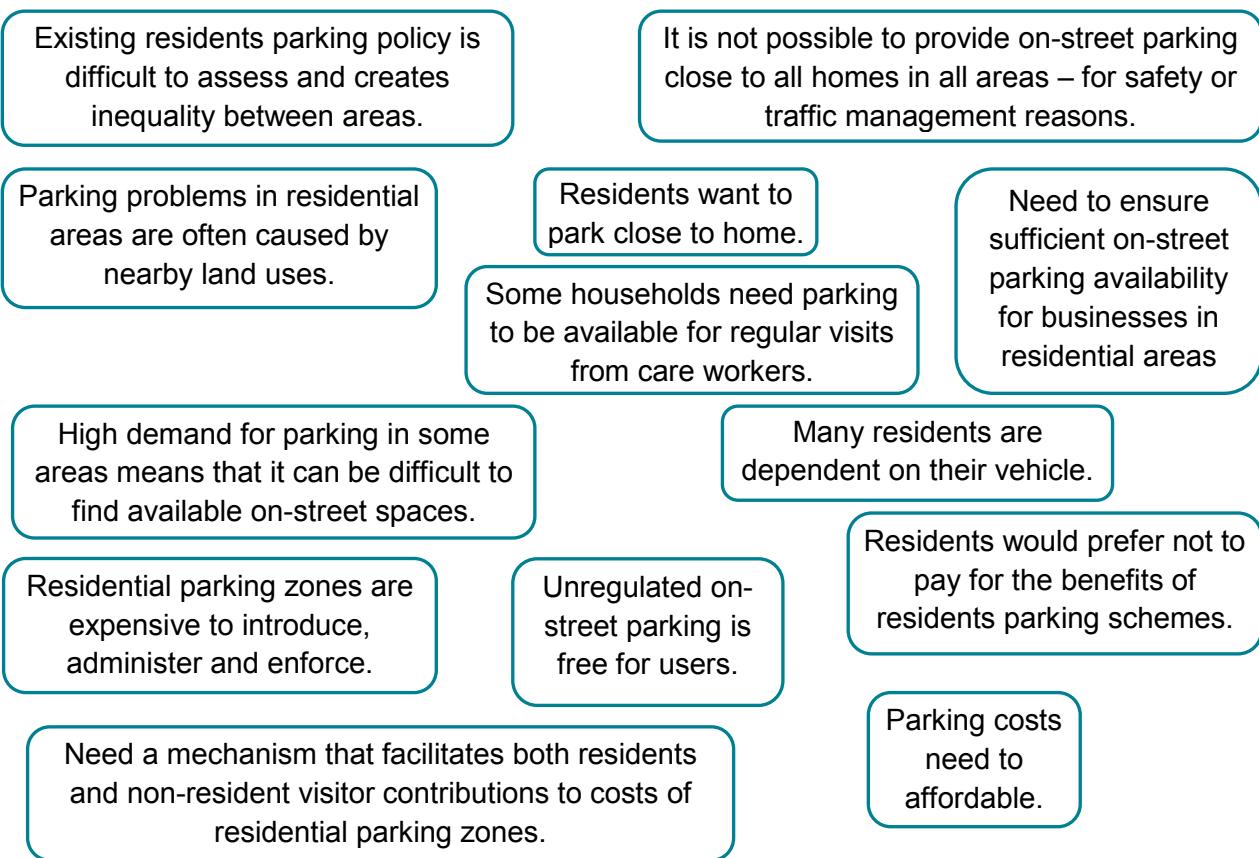


Table 4: Policies & actions for residents parking

Ref	Warrington Borough Council will...
RP1	Design residents parking schemes to make maximum efficient use of available kerb-space for all users.
RP2	Deliver appropriate levels of enforcement to ensure that existing and future residents parking schemes operate effectively and efficiently.
RP3	Introduce affordable charges for residents parking schemes in existing areas to contribute to the cost of administration.
RP4	Introduce affordable charges for future residents parking schemes that will contribute to schemes being implemented on a cost-neutral basis.
RP5	Prepare and annually review a schedule of permit charges setting out charge rates for different permit types for existing and future schemes.
RP6	Consider on-street parking charges (e.g. pay & display) for non-resident visitors, within shared use bays, where such visitors are contributing to parking problems.

Residential Parking	
Short-term actions	Longer-term actions
<ul style="list-style-type: none"> • Prepare an action plan for implementing the new residents parking policy across all existing and any future schemes. 	<ul style="list-style-type: none"> • Following the introduction of the revised residents parking policy, keep under review charging structure, costs and effectiveness, of schemes, to ensure long-term viability.
<ul style="list-style-type: none"> • Prepare schedule of charges and implement changes to residents parking scheme operation. 	<ul style="list-style-type: none"> • Consider minor amendment to assessment process to allow schemes for households without a private driveway in areas of high numbers of driveways.

9. Policy implementation plan

- 9.1. The implementation plan will be a timetabled programme of short- and longer-term actions. It will take into account the detailed priority of each action and the availability of resources and will be prepared following adoption of the strategy.

10. Monitoring and review

- 10.1. The implementation plan will include a series of target dates for key delivery stages. These delivery stages will be monitored.
- 10.2. In addition, there will be a need to monitor changes in parking supply, demand, cost and availability. A baseline database has already been created for the town centre – this will be expanded to cover district and neighbourhood centres and then updated as necessary to monitor trends and help understand the effectiveness of policy.
- 10.3. A detailed monitoring and review plan will be prepared following adoption of the strategy.

Glossary

Short-stay parking

The definition used within the survey work for short-stay parking includes:

- All customer retail car parks (this assumes that most retail parking requires a 3hr turnover of spaces to ensure parking availability for new customers)
- All car parks where the duration of stay is limited to a maximum of 4 hours otherwise users are liable to a penalty
- Car parks that charge more than £5 for all day parking – thereby encouraging visitors to stay a shorter amount of time

Long-stay parking

The definition used within the survey work of long-stay parking includes:

- All private non-residential parking (this is because there is an assumed link to workplaces and these spaces are usually occupied all day)
- Permit or contract spaces
- All rail (based on the pattern of parking at railway stations in Warrington)
- Car parks that charge £5 or less for all day parking

Background papers

- 'Summary of draft parking strategy consultation responses', Warrington Borough Council, April 2013.
- 'Parking strategy evidence base', Warrington Borough Council, March 2011.
- 'Summary of stakeholder and member workshops', Warrington Borough Council, September/November 2011.
- 'Summary of town centre parking questionnaire', Warrington Borough Council, November 2011.
- 'Warrington town centre parking study', JMP Consultants, July 2012.

Appendix 1: Residents parking scheme assessment process

Stage 1 – Initial request, desktop exercise/review

When a request is made to the council a simple but effective desk top exercise / review needs to be undertaken. This review or desk top exercise will assess the location of the request received from the resident or the councillor against four questions:

1) Does the property or properties within the road have access to ‘off street’ parking?

- Greater than 50% of properties which have access to off street parking either directly (vehicle driveway or forecourt) or indirectly via lock up garages within the vicinity of the property should not be considered for a residents parking scheme.
- If the answer to **question 1** is ‘yes’ then the resident / councillor should be informed that the area / street does not conform to the agreed criteria to be considered for a residents parking scheme.

2) What types of properties are located within the road?

- Terraced / Semi / Detached / Flats
- The type of property should also dictate whether a scheme is introduced – houses built before the 1940s when parking was not considered and streets containing terraced properties with limited access to the rear. Multi-occupancy properties converted from large Victorian homes into flats should also be considered and included on the list.
- If the answer to **question 2** is either semi-detached or detached then the resident /councillor should be informed that the area/street does not conform to the agreed criteria to be considered for a residents parking scheme. If there are mixed properties then the street/area should be included on the list but it would be a low priority.

3) Are there any existing prohibitions /restrictions within the road?

- Information obtained from existing records e.g. ParkMap
- Roads with existing waiting restrictions can be reviewed to determine whether or not these could be removed, or reduced, to allow additional on-street parking prior to the introduction of a residents parking scheme.

4) Identify the potential attractor causing the perceived parking problem?

- Shops, services, major employers, hospitals, sports grounds, etc.

Once these questions have been answered a formal response should be made to the recipient informing them of the outcome and also the criteria it has been marked against. If the outcome at this stage is successful, then the stage 2 assessment process would then be undertaken. All requests, whether successful or not, should be recorded within a database so that any additional requests received from the same street/area can be coordinated accordingly.

Stage 2 – Detailed site assessment and consultation

The following criteria should be met prior to the implementation of a residents parking scheme. The assessment will be evidence based on detailed site surveys and parking surveys.

1) Not less than 85% of the available road with kerb side space is occupied on five or more days a week.

- Available kerb space' is defined as the length of unrestricted carriageway where parking could be permitted and would not include junctions, accesses, vehicle driveways and areas which were already subject to existing waiting restrictions (but not limited waiting). If 15% of kerb space is available for parking during peak problem times then residents' parking would not be considered a priority for consideration. This is to ensure that before a scheme is considered, it is shown that the existing spaces are heavily used and the residents have a genuine difficulty in finding on-street parking.

2) Not more than 50% of the car owning residents have parking already available within the frontage of their property.

- An allowance and acknowledgement has to be made that parking will be taking place in residential streets and areas in which the properties do have some form of off-street parking. This is to ensure that schemes are only introduced where a real need can be identified. On-site surveys will establish the exact level of car owning residents.

3) The peak or normal working day demand for residents' spaces should be able to be met.

- It is acknowledged that parking problems caused by non-residents can be specifically at weekends or in the evenings. Schemes should be tailored to specific on-site conditions to cater for this problem. This will be established by undertaking parking beat surveys during the required hours to determine the actual numbers of vehicles parking in any given street.

4) The council is satisfied that a reasonable level of enforcement of the proposed scheme can be maintained by Civil Enforcement Officers.

- Residents parking scheme will only work if they can be adequately enforced. Enforcement has to be seen and is vital to deter the motorist for parking in the restricted zone and to make residents' parking work for residents.

5) The proposals should be acceptable to the greater proportion of the residents. A high response rate from households within a street or area above 50% would be required. If 50% or more of those respondents are in favour of the scheme then detailed proposals will be progressed.

- If the residents feel passionately about its introduction then the rate of response to the initial consultation will be fully endorsed. The actual criteria and charging will be included within the consultation letter issued to the residents explaining the proposals and the need for the high level of support for the scheme to be progressed. If less than 50% respond or more than 50% object then residents' parking in that area or street will not be progressed further.

Illustration of assessment process to be followed

The flow chart below illustrates the process that should be adopted by the council from the initial request for a potential new residents parking scheme through to the eventual rejection or implementation of the scheme.

