

Warwick District Council Car Park Strategy 2018-2028 (Draft)

Key Principles and Priorities

Warwick District Council's corporate vision is to make Warwick District 'A Great Place to Live Work and Visit'. Our car parking strategy for 2018-2028 aims to support this vision by adopting 5 key principles to how we run our car park service. These 5 key principles are:

1. Ensuring sufficient car parking capacity is provided across Warwick District's town centres to meet current and future demand for parking. (Hyperlink - Click link for full details)
2. Ensuring safe, quality car parking options are provided, that are well managed and effectively promoted to meet the demands of our residents, visitors and stakeholders. (Hyperlink- Click link for full details)
3. Ensuring sufficient car parking to support Warwick District Council's key facilities and premises. (Hyperlink - Click link for full details))
4. Pursuing opportunities to reduce the environmental impact of car parking in existing car parks and new developments. (Hyperlink - Click link for full details)
5. Considering opportunities to support regeneration projects and development within our town centres through alternative use of our car parking assets. (Hyperlink - Click link for full details)

Key Principle 1 - Ensuring sufficient car parking capacity across Warwick District's town centres to meet the current and future demand for parking.

Why?

The appropriate level of parking within the town centre has a crucial part to play in its economic vitality. However, an overabundance of parking will detract from the attractiveness of the respective town centres from an investment perspective as well as being detrimental to the urban environment. Adequate parking capacity currently exists across Warwick District to meet existing demand however this will come under increasing pressure as traffic growth is forecast to increase by approximately 17% by 2027. A partnership approach to parking management will be essential to ensure on-street and off-street parking remains effective across the District.

The location of parking has a crucial part to play in the economic vitality of town centres. Shoppers in particular want to park as close to their final destination as possible whilst long-stay car park users, residents and workers also need to be provided for. Meeting the needs of these different user groups are will need to be considered.

Studies suggest that additional parking capacity will need to be considered across the District as population and traffic increases and the most effective and efficient way of providing this additional capacity will need to be addressed as the need arises.

How?

Priority 1.1

We will continually review the current demand for daytime and evening parking in our town centres against the supply and look for opportunities to increase capacity for short-stay off street parking in the town centre whilst still meeting the needs of long-stay users.

Priority 1.2

We will consider the provision of new car parks in town centres to ensure sufficient parking capacity is provided to meet the public demand. Where a need to provide additional capacity is identified, an appropriate solution will be sought that meets the needs of the town and customer whilst also being affordable and cost-effective for Warwick District Council.

Priority 1.3

We will seek to minimise disruption to our town centres in the event of car park redevelopment by working with key stakeholders to implement effective car park displacement plans as required.

Priority 1.4

We will endeavour to implement an effective approach to pricing in off-street car parks to ensure short-stay parking is given priority in central town centre locations without discouraging long-stay users.

Priority 1.5

We will develop existing relationships with colleagues at Warwickshire County Council and in key partner organisations to deliver a partnership approach of data sharing and joint decision making in areas of car park charging and future parking management.

Priority 1.6

We will work with partners to ensure that the potential impacts of any decisions taken on town centre parking does not adversely impact on residential areas adjoining the town centres and will work with Warwickshire County Council to consider the potential need for future changes to residential parking permit schemes.

Key Principle 2 - Ensuring safe, good quality car parking options are provided, that are well-managed and effectively promoted to meet the demands of our residents, visitors and stakeholders.

Why?

Parking quality, safety and ease of use have a direct impact on people's choice of where they park and how much they are prepared to pay. The provision of safe, good quality car parking and the promotion of these facilities is fundamental to retaining customers and maintaining high levels of customer satisfaction within the parking service.

Customer satisfaction with the service is currently good and a recent independent study of our off-street car parks rated the overall quality of the provision to be good where measured against industry standards. This needs to be maintained as a minimum and opportunities to improve quality and customer satisfaction should be sought.

Developments in technology offer new ways of communicating to customers and opportunities to make parking easier and to ease congestion in town centres through the use of mobile and online communications should be explored.

How?

Priority 2.1

We will identify opportunities to improve the quality and safety of our existing off-street car parking stock and implement robust management plans to ensure off-street car parks are well maintained and cost-effective.

Priority 2.2

We will be proactive in looking for opportunities to bring forward technological solutions that will help residents and visitors navigate our town centres and access available on-street and off-street parking to reduce traffic congestion and improve the user experience. Consideration will be given to the benefits of parking apps and opportunities to improve on existing technology such as the Variable Message Signs in Leamington Spa and Warwick.

Priority 2.3

We will listen to our customers and work with our internal and external stakeholders to identify opportunities to improve the promotion of parking availability and options, utilising all available channels including Twitter, social media and other online channels including the websites of Warwick District Council, Shakespeare's England and other relevant partners.

Key Principle 3 - Ensuring sufficient car parking to support Warwick District Council's key facilities and premises

Why?

Parking plays a crucial role in supporting a range of key facilities and premises including our leisure centres, parks and open spaces, cultural spaces and commercial premises. It is important that users of these facilities are able to access them easily with car parking playing an essential role in the transport strategy for these sites.

Capacity and appropriate fees and charges need to be monitored and there be the need to work in partnership with Warwickshire County Council where on-street parking provides key capacity for any of our facilities.

How?

Priority 3.1

We will monitor and manage the quality and effectiveness of the parking facilities and parking management at our operational and non-operational sites.

Key Principle 4 - Pursuing opportunities to reduce the environmental impact of car parking in existing car parks and new developments

Why?

This objective broadly considers the environmental impact of the District Council's operations. In the context of car parking, the environmental impact concerns the means of affecting the behaviour of road users to reduce congestion and emissions arising from vehicle use alongside opportunities to reduce the environmental impact of parking infrastructure.

How?

Priority 4.1

We will explore opportunities to work with external partners on emerging low emission vehicle, autonomous vehicle and intelligent mobility technologies, areas of acknowledged sectoral strength within the Coventry & Warwickshire economy and will actively seek opportunities to pilot development projects within the district.

Priority 4.2

We will investigate means of encouraging the use of low emission vehicles through the expansion of electric vehicle charging infrastructure across the district.

Priority 4.3

We will ensure that environmental sustainability a key consideration as part of the car park services ongoing approach to planned preventative maintenance and procurement. This will be considered when procuring lighting and parking meters and will be a fundamental consideration for any future development.

Key Principle 5 - Considering opportunities to support regeneration projects and development within our town centres through alternative use of our car parking assets

Why?

In the broader context of asset management, Warwick District Council, through its multi-storey and surface car park stock, owns a several sites in town centre

and wider town locations across the District. The car parking sites should be considered strategic assets in the context of regeneration project and development opportunities and consideration should be given to consolidating car parking where the opportunities arise to use sites for more lucrative or strategic purposes.

How?

Priority 5.1

We will continuously monitor and review the District Council's off-street car park stock as part of the asset management plan with a view to identifying opportunities to consolidate car parking and release land for regeneration and development purposes.

Priority 5.2

We will assess any development opportunities against the car park capacity baseline and include re-provision of car parking with any new development as required.