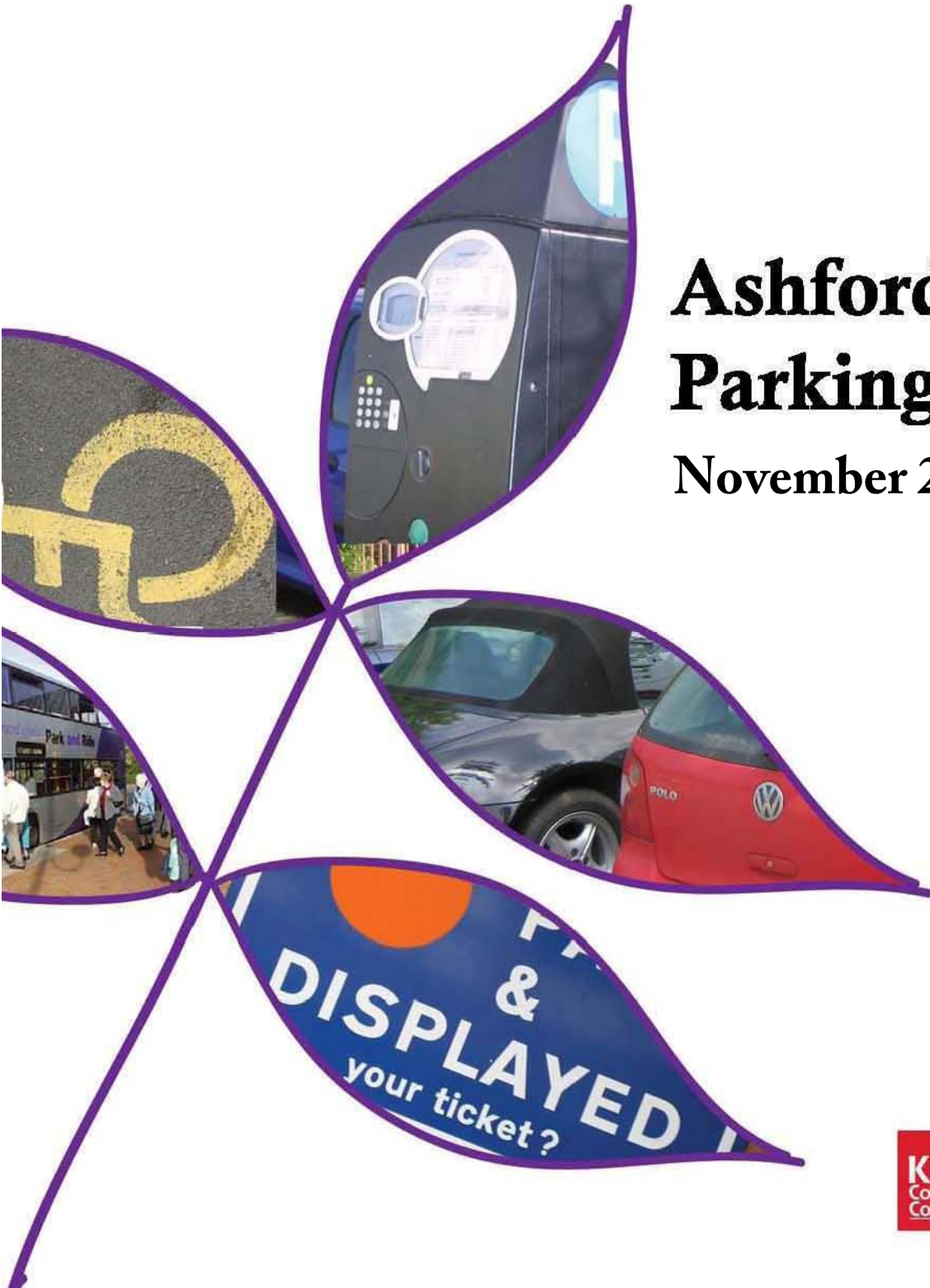




ashfordsfuture.org



Ashford's Future Parking Strategy

November 2006



Scope of this report

This report brings together the key findings of a number of recent studies and reports and recommends a future parking strategy to support the Ashford's Future Masterplan for Growth (GADF), and the Transport Strategy. The report reviews the policies in the current Ashford Borough Council Parking Strategy 2001 and advises the Ashford Town Centre Area Action Plan and the Ashford Local Development Framework (LDF). The report sets out a Parking Action Plan summarising the key actions to be taken and concludes by setting out how the strategy is to be phased and funded during the next 10 years to 2016.

<u>Contents</u>	<u>Page</u>
1. Summary – The Parking Action Plan	3
2. Background	7
3. A Parking Strategy for Ashford Growth	9
a. Objectives	
b. Town Centre Restraint	
c. Demand	
d. Provision	
e. Car Park locations in the town centre	
i. Park and shop	
ii. Park and Walk	
iii. Redeveloping existing car park sites	
f. Park and ride	
g. On street parking	
h. Private non-residential parking (PNR)	
i. Car Parking charges	
4. Parking Standards at new development	21
a. Town centre	
b. Major sites outside the town centre	
c. The Stations	
d. The Designer Outlet village	
e. Residents Parking	
f. Other specific provision	
5. Market testing the Parking Strategy	27
6. Implementation	30
a. Phasing Strategy	
b. Funding	
c. Review	
7. References	33

1. Summary - A Parking Action Plan

- 1. This report recommends that a parking strategy be approved that aims to meet the needs of the proposed Town Centre Development Framework, by providing the future public parking provision for the town centre, mainly in:-**
 - a. 3 new 'Park and shop' car parks with parking provided 'on site' at County Square, Station Road and Park Mall,**
 - b. 3 new strategic multi storey 'Park and Walk' car parks accessible to major approach routes and with high quality direct walking routes into the centre, at Victoria Road, New Street and Mace Lane,**
 - c. 3 new strategic 'Park and ride' sites be constructed at The Warren, Waterbrook, and Chilmington.**

- 2. Land needs to be clearly identified and allocated in the Local Development Framework and Town Centre Area Action Plan for these proposed car parking sites, and initial feasibility and design work needs to be carried out to enable an early and successful response to both public and private funding opportunities.**

- 3. The existing car parks at Vicarage Lane, Edinburgh Road, Henwood, New Street (Farm Foods), Elwick Road (SE Trains), Library should be released for redevelopment as part of the Town Centre Development Framework.**

- 4. The level of increased parking provision will need to be set so as to encourage more sustainable modes of travel to and from the town centre and to enable the ring road to be completely reconfigured to provide a series of 'living streets' that connect with future development. To ensure this a strong parking management strategy will need to be phased in, comprising:-**

- a. Reducing the number of parking spaces to be provided at new developments from approximately half PPG13 rates now, reducing to a quarter PPG13 rates by 2031,
 - b. Commuting parking provision and funding to the overall parking strategy including Park and ride sites,
 - c. Increasing town centre parking charges, particularly for long stay use, in real terms by approximately x1.5 by 2011; x2 by 2021; and x4 by 2031 (which equates to about the same level of increase as in the last 25 years),
 - d. Structuring future parking charges to encourage long stay visitors to the town centre to use public transport and park and ride. For example the cost of using Park and ride should not be higher than one third of the cost of long stay parking in the town centre.
5. Private non residential parking (PNR), that is primarily long stay and non shopping, needs to be minimised in the town centre, to reduce traffic flows, particularly at peak periods. There will be a phased reduction in the parking provision at new developments in favour of use of an improving public transport system. Non-operational demand should be commuted to enable early implementation of the proposed 'Park and walk' and 'Park and ride' car parks recommended in this strategy.
6. Employee and student travel plans should be promoted as part of the planning approval process, to maximise use of public transport, walking, cycling and use of car share clubs, particularly aimed at employees of new businesses and students attending schools and colleges in the town centre. For example, discounted season tickets shall be introduced for those participating in travel plans for use in park and ride, and dedicate space made available for car sharers.

- 7. Residential parking provision should be in keeping with PPG3/PPS3 maximum standards, except in the town centre where standards should be reduced and visitor parking accommodated in town centre car parks. Residents parking schemes will continue to be promoted on street and utilising public car parks at off peak times. Specific reduced car use and car free developments should only be promoted where there is a known market, ie student accommodation.**

- 8. The revenue implications for new park and ride provision needs to be clearly identified, and arrangements made to cross subsidise their operation from the overall parking account. Revenue support for these schemes to cover the costs during the early years should be sought through developer contributions.**

- 9. The future car parking needs of the domestic and international stations has not been considered in this report. The LAs need to work closely with the Southeastern and Southern train franchisees and Network Rail to identify any increased parking demand and make suitable provision, which maximises the use of existing rail land and which does not compromise this strategy and the need to reduce traffic flows in the town centre.**

- 10. The strategy makes specific recommendations for the parking needs of those with impaired mobility, promotes improved cycle parking and notes the need to continue to work with other LAs and the HA to try and resolve both the strategic and local lorry parking problems, along the channel ports corridor.**

- 11. The quality of the overall parking provision should be improved, focussing on the overall 'Welcome to Ashford' message. For example, car park choices should be well signed with use of 'space availability' VMS signing with real time information available on the internet, and 'Pay on foot' should be introduced**

at all new town centre car parks which should be well lit and secure with excellent walking routes connecting with the town.

12. The Parking Strategy and Action Plan should be reviewed every 5 years in line with LDF and Local Transport Plan reviews, to ensure that the aims of the Ashford's Future Transport Strategy are met.

2. Background

Ashford is one of 4 sustainable growth areas in the south east, with headline targets to provide 31,000 new homes and 28,000 new jobs by 2031. The GADF masterplan report recommends a compact land use option and proposes to achieve these targets in 3 phases:-

Phase 1 – 9,070 homes and 7,000 jobs by 2011

Phase 2 – 11,260 homes and 10,500 jobs between 2011-2021

Phase 3 - 11,250 homes and 10,500 jobs between 2021-2031

Table 1 showing the proposed cumulative growth area totals in GADF

Land use	2011	2021	2031
Residential units (no.)	9,070	20,330	31,000
Jobs (no.)	7,000	17,500	28,000
Retail/Leisure (GFA sqm.)	60,000	89,700	153,400

*source GADF final masterplan report – Urban Initiatives April 05

Table 2 showing the overall proposed modal share targets for the Ashford Growth area.

Mode	2003 (base)	2011	2021	2031
Car	65	60	57	55
Public Transport	4	8	10	12
Cycle	3	4	5	5
Walk	28	28	28	28

*source RPS

The overall transport objectives for the Ashford Borough area are set out below:-

- To reduce overall the need for people to travel and encourage non-car based movement, especially cycling, walking and public transport
- Link decisions about the location, scale and mix of land uses with their implications for the patterns and total amount of movement generated

- Improve the integration and interchange facilities of different modes of public transport and provide appropriate levels of car and secure cycle parking taking account of the wider transport strategy
- Provide for the safe movement of all people travelling in the Borough
- Manage traffic effectively to help improve the environment, reduce crashes, decrease congestion and limit pollution.

*source Ashford Borough Local Development Framework Core Strategy- Preferred Options report – May 05

Ashford town centre is set to expand with additional development comprising over 3,000 new dwellings, 12,000 jobs and over 150,000 sq m of gross retail/leisure floorspace by 2031. Even with public transport improvements including a proposed high quality SMARTLINK service, the demand to travel by car to the town centre is forecast to grow significantly. The current ring road is to be completely reconfigured to provide a series of 'living streets' that will knit together the development framework with a higher quality public realm, and will result in reduced traffic capacity. The demand to travel to the town centre by car will therefore have to be restrained to allow the town to expand without it becoming too congested and damaging the environmental and economic conditions that Ashford is seeking.

The parking strategy needs to be flexible in order to adapt to the market and economic conditions, and needs to be implemented in tandem with the proposed development framework and transport strategy.

3. A Parking Strategy for Ashford Growth

3a Objectives

The overall parking strategy objectives for the growth area are set out below:--

- To encourage use of public transport;
- To meet, as far as possible, the aspirations of the market, particularly for short stay parking
- To achieve traffic flows along the ring road such that conditions for pedestrians, cyclists and the environment are improved.

*source RPS

3b Town Centre restraint

In order to serve an expanded town centre and to improve the economic performance of the town, but to restrain travel to and from the town by car, a number of incentives and control measures (or 'carrot and stick' approach), will be needed. More sustainable modes of travel, such as park and ride will need to be promoted, particularly for commuters and long stay visitors to limit the increase in peak hour traffic flows. It is recognised, however, that significant levels of short stay car parking close to the town centre will still be needed to support the existing and expanding commercial centre.

3c Assessing Future Use

Taking account use of existing car parks*, the proposed level of development in the Town Centre Development Framework, and the need to restrain the level of town centre parking to keep traffic flows manageable, the following parking spaces will be needed to serve the level of development set out above:-

Table 3 showing overall potential future need for parking

Future Parking Use/spaces	2005 base*	2011	2021	2031
Long stay 5hours+	2025	3950	4950	5450
Short stay >5 hours	2100	3050	4000	4550
Total	4125	7000	8950	10000

*existing use based on RPS surveys 2005 and Buchanan Transportation County Sq. TA - March 03

The future use table above shows a significant increase in the need for parking between the base year and 2011 (end the first masterplan phase). This reflects the needs of significant development planned in this period (ie County Square, Park Mall, Elwick Road, Victoria Road and others), coupled with reduced restraint applied to encourage momentum in the market. A steadier rate of increase is predicted between 2011-21, as higher quality alternative transport modes are introduced (ie SMARTLINK), and a reducing rate of increase in the final phase is needed. Therefore around 3000 additional parking spaces are needed by 2011; 5000 additional spaces by 2021; and 6000 additional spaces by 2031.

3d Future Provision

When considering new parking provision, there is the opportunity to improve the quality of the parking experience and sense of welcome to Ashford. Issues that affect car park choice and even 'whether to come to town' are - ease of access, location well signed, ease of payment, cleanliness and security. It is important to take account of these issues when designing new car parks. It is proposed to provide additional car parking to serve the town centre in three key ways:-

'Park and Shop'

- By the provision of car parking close to and accessible directly to and from the principle shopping areas. These car parks should also provide high quality accessible facilities for the disabled, with 'shopmobility' schemes served from dedicated spaces.

‘Park and Walk’

- By the provision of additional spaces in the town centre, either publicly accessible or via limited private non residential parking (PNR), easily accessible to the main approach roads to the town but outside of the current Ring Road to reduce circulating traffic. These car parks will be provided with enhanced pedestrian facilities and quality public realm improvements to make the short walk attractive,

‘Park and Ride’

- Through the building of park and ride sites at the edge of the town along key corridors, easily accessible to the motorway junctions, coupled with high quality bus service provision, and integrated with the new SMARTLINK public transport scheme to provide a timetableless high frequency journey to and from the town centre, stations and DOV.

Table 4 showing ‘additional’ parking provision assessed by RPS

Parking provision type	2011	2021	2031
Town centre long stay	500	1500	1500
Town centre short stay	1500	2250	2500
Total (town centre)	2000	3750	4000
Park and ride long stay	1600	1600	2100
Park and ride short stay	200	400	700
Total (Park and ride)	1800	2000	2800
Total additional parking provision	3800	5750	6800

*source RPS

Note – the above figures do not take account of some existing town centre car parking provision included in the overall assessment of future need in table 3 above hence the overall additional parking numbers are higher. The table can be used to gauge the proportion of additional parking space that is needed in the town centre compared to park and ride.

Flexibility of parking provision is needed to take account of changes in economic conditions and the development market. By providing most of the new provision through Park and ride, this will aid flexibility as the sites and numbers of buses serving them can be phased in, and charging regimes can be adjusted to encourage more long or short stay use as required. Also, Park and ride has the flexibility of providing for peak mid week use (higher proportion of commuters) and peak Saturday use (higher proportion of shoppers).

3e Car Park locations in the town centre

The location of car parks in the town centre has been informed by consideration of the emerging Development Framework, the phasing of the expansion plans and the need to possibly limit the restraint measures in the early years to ensure that sufficient momentum is gained in redeveloping the many vacant sites in the town.

3e.i) 'Park and Shop'

County Square

The extension to County Square generates the need for up to an additional 1000 car parking spaces. Through a combination of providing replacement parking as an extension to the current multi storey car park provision on site, utilising some under use elsewhere in the town, and encouraging use of public transport, a further 500 car parking spaces are required off site. The on site provision will be met by a 622 space multi storey car park with access via Apsley Street to Godinton Road, due to open by early 2008. This car park should be charged at premium short stay rates with long stays prohibited.

Park Mall

There are currently 622 spaces in two car parks accessed from Edinburgh Road which could be redeveloped as part of an extension to Park Mall retail site involving the removal of Edinburgh Road itself. This will generate the need for additional town centre short stay parking, some of which can be commuted to New Street and/or park and ride. In line with reducing the impact of additional traffic on the current ring road it is proposed that a new car park be included in the Park Mall development accessed as close as possible to North Street junction. It is anticipated that this 300 space replacement car park could be opened by 2014 with access directly into the Park Mall shopping site. This car park could be charged at premium short stay rate with long stays prohibited.

Station Road

Some additional expansion to the car park off Station Road has been allowed (from 117 to 300 spaces), possibly through additional decking to serve a combination of the parking requirements of a redevelopment of Vicarage Lane car park and a possible small to medium size supermarket in this area. It is anticipated that this 300 space car park could be opened during 2011-2021 and charged at premium short stay rate in conjunction with use of the supermarket.

Core Periphery (SE of station)

A further area of parking will be needed to support the retail/commercial development of the current surface Eurostar car parks to the south east of the station. This area equates to about 300 additional 'on site' spaces being needed in this area. The exact timing of both of these latter sites will depend on progress with the related redevelopment plans but thought to be post 2021. This car park(s) could be charged at short stay rate.

3e.ii) 'Park and Walk'

Locations for 3 strategic multi storey car parks are identified in the development framework providing a total of around 1800 parking spaces in the town centre by 2031. It is planned to locate these car parks close to main radial routes into the town but just outside the area of the current Ring Road. By phasing in these car parks with the redevelopment of existing car parks accessed from the Ring Road, the amount of additional traffic generated on the Ring Road can be limited. High quality pedestrian route facilities will be needed in line with public realm improvements, to enhance the walking part of the journey.

Victoria Way – 800 spaces

The first of these is proposed at land just south of the railway to the north of the planned Victoria Way highway route on the former Powergen site. The construction of a multi storey car park here provides the opportunity to link

directly to the planned 'green bridge' providing access to the proposed front door of the extended County Square development (200m). This car park will provide additional parking for sites in Elwick Road and Victoria Road, and allow the early redevelopment of the current Vicarage Lane car park (192 spaces). It is hoped that the car park can be constructed and open by 2010 and charged at short stay rates with long stays allowed at a rising premium.

New Street – 500 spaces

The second new multi storey car park is proposed to be constructed with a redevelopment of the New Street frontage and both sides of Somerset Road including an extension to the retail offer of Park Mall. This will generate the need for additional town centre short stay parking, and in line with reducing the impact of additional traffic on the current ring road it is proposed that this car park be constructed on land to the south of New Street (behind or as part of redevelopment of the current Lidl store). This car park will serve the Maidstone Road approach to the town. It is hoped that this car park can be constructed and open by 2014 and charged at short stay rates with some long stays allowed at a rising premium.

Mace Lane – 500 spaces

The third new multi storey car park is proposed to be constructed to the north of Mace Lane as part of a mixed use redevelopment of this area. This car park will serve both the Hythe Road and Canterbury Road approaches to the town, but it is more remote from the principle shopping areas, will not be tied to any specific requirement to replace parking from elsewhere, does not therefore need to be as large, and will therefore only be needed later in the phasing. It is hoped that the car park can be constructed and open by 2021 and charged at short stay rates with long stays allowed at a rising premium.

Figure 1 shows a location plan of proposed car parking sites and a phasing strategy in the town centre by 2021.

3e.iii) Redeveloping existing car park sites

The construction of 3 strategic multi storey car parks serving the town centre, together with the existing County Square car park will serve the future mainly short stay needs of the expanding retail/leisure developments in the town. In addition, their construction offers up the opportunity to redevelop existing car park sites for other uses as follows:-

- Vicarage Lane surface car park
- Edinburgh Road car parks (some parking retained)
- New Street (Lidl) (some parking retained)
- Station Road (some parking retained)
- Henwood
- New Street (Farm Foods)
- Library

It is estimated that these valuable town centre sites will generate about 3ha of additional surface area for redevelopment.

3f Park and ride

An extensive study into the potential viability of a Parking Strategy that includes Park and ride has been carried out by RPS*. That report recommends the provision of 3 park and ride sites to be located on the outskirts of the town to be phased in tandem with traffic and parking restraint measures in the town centre to encourage use. A provisional business case for the Park and ride sites is included in this study, which tests a number of scenarios, but further work is needed to support a phased implementation programme, particularly the funding mechanisms needed to provide revenue support for the schemes in the early period.

The report sets out an implementation strategy for park and ride as follows:-

Phase 1 - By 2011

- The Warren Park and ride 500/600 spaces (which shows the highest justification and potential use), be introduced with dedicated bus services to and from the town centre via A292 with capability of expansion in later years to 1000 spaces.
- Increases in parking charges introduced in the town centre to encourage usage (see 3i below)
- Some bus lane provision needed in the town centre and A28 Drivers roundabout area.

Phase 2 - 2011-16

- The Warren Park and ride site be extended to 1000 spaces.
- Waterbrook Park and ride 500/600 spaces be introduced with capability of expansion in later years to 1000 spaces.
- Conventional bus services to The Warren be replaced by early phases of the SMARTLINK high quality public transport scheme. Both sites operate with dedicated buses services operating a through route to connect with DOV and stations via Southern Orbital Road.
- Further Increases in parking charges introduced and reduce long stay provision in the town centre to encourage use.

Phase 3 – 2016-21

- Possible extension of Waterbrook to 1000 spaces.
- SMARTLINK extends to serve the developing areas of Cheesemans Green and Chilmington Green
- Significant step up in parking charges and parking restraint measures in the town centre.

Phase 4 – 2021-31

- Chilmington Park and ride 200/300 spaces be introduced with capability of expansion to around 800 spaces and connected to the SMARTLINK service to the Chilmington Green development area.
- Further increase in parking charges and parking restraint measures in the town centre

Figure 2 shows a plan of new Park and ride locations in 2031 linked to the SMARTLINK public transport scheme.

3g On street parking

The Ashford Borough Council Parking Strategy July 2001, sets out policies to manage and control on street parking as part of a comprehensive strategy as follows:-

- Implement controlled parking zones to control parking in and around the perimeter of the town centre giving priority to local residents via residents parking schemes
- Introduce on street parking charges via pay and display
- Continue to enforce on street parking via the decriminalised regime agreed with KCC

The extent of on street parking controls has been the subject of regular monitoring and reviews during the strategy period. In considering the extent of on street controls it is recommended that these reviews should continue, but that the implementation of extended controls be phased with the programme for Park and ride, increased parking charges and parking restraint measures in the town centre. There is also scope to extend the area of on street parking charging to include areas outside the current Ring Road to enhance the Park and Walk parking stock particularly in areas not well served by public car parks.

3h Private non-residential parking (PNR)

The provision and control of private non residential parking (PNR) will be an important part of the parking strategy. Overall, PNR needs to be minimised as much as possible, particularly in association with employment sites, to keep traffic levels down in peak periods. Currently the Borough Local Plan and

Parking Strategy have policies to redevelop existing PNR sites and 'commute' parking numbers to Park and ride sites. This policy is supported.

When considering the need to encourage momentum to Ashford's growth plans, particularly in the town centre, controls on PNR need to be considered carefully to ensure that developers and employers want to come to Ashford. Thus, a delicate balance needs to be struck. It is likely, therefore, that some additional PNR will be accepted on site during the early years of the plan, prior to the full implementation of Park and ride and SMARTLINK public transport systems which will provide high quality alternatives to use of the car for many. It is intended though, that this can be provided in such a way is to allow 'claw back' in later years through redevelopment plans.

In the town centre, PNR should be restricted to operational uses only as far as possible and further parking needs 'commuted' to the parking strategy car park sites including park and ride, to minimising traffic flows on the Ring Road.

Outside of the town centre, The South of Ashford Transport Study (SATS) suggested that parking on major development sites contained in the current Borough Local Plan (BLP) should be provided at 20% below demand levels, with parking demand calculated on an individual basis depending on the mix of classes/densities etc. This policy is generally supported, but should be clarified to be a more definable '20% below PPG13 maximum standards'.

3i Car Parking charges

Changes to car parking charges will be an important part of managing the number journeys made into the town centre by car. Consistent with the general approach taken in most town centres in the recent past, including Ashford, it is proposed to discourage long stay parking in the town centre in favour of use of Park and ride and to maximise use of other more sustainable modes of travel. This can effectively be done by a combination of increasing long stay parking charges in the town and reducing the number of spaces

signed as 'long stay', to be phased in as alternatives such as Park and ride and improved public transport are implemented.

The RPS work identifies the need to increase car parking charges to help support the SMARTLINK public transport scheme. Increases in town centre charges are recommended at the rate of approximately x1.5 by 2011; x2 by 2021; and x4 by 2031. Historical data shows that car parking charges in key town centre car parks in Ashford have risen by an equivalent rate over the last 25 years. Structuring future parking charges to encourage long stay visitors and commuters to use public transport and park and ride, and releasing space in the town centre for shopping and leisure purposes will continue to benefit the town's economic performance. It is also recommended that to encourage use of Park and ride, the cost of using Park and ride should not be higher than one third of the cost of long stay parking in the town centre. This is broadly consistent with the approach taken by other centres who have introduced successful park and ride schemes.

It is recognised that parking charges in Ashford need to be competitive and not 'out of step' overall with other competing centres. This is borne out by the 'Market testing' work described in chapter 5. Parking charges are reviewed annually by the Borough Council.

Figure 3 shows a table of overall assessed future need and provision in 2005/11/21/31

4. Parking Standards for new development

4a Town centre

In the town centre, in order to meet the restraint targets to reduce traffic, and encourage use of public transport cycling and walking for journeys to and from town, reduced parking standards (below PPG13 maximum) will be needed. The market testing work carried out by Jones Lang LaSalle (see ch.5), shows that generally parking is provided at less than these rates in competing and comparable town centres.

RPS have advised that, taking account of the above new public parking provision and allowing for some increase in PNR particularly in the short term, the overall parking provision in the town centre to meet the restraint targets is:-

Parking type	Ratio of 1 parking space:floor space in sq m			
	2005 base (current BLP)	2011	2021	2031
Long stay (employment)	1:30	1:60	1:85	1:120
Short stay (retail/leisure)	1:20	1:50	1:50	1:75

*Source RPS and ABC Borough Local Plan – June 2000

This shows that half PPG13 maximum parking standards are proposed to be applied for new developments by 2011, after which higher restraint is being applied overall to the long stay sector in order to encourage use of more sustainable modes of travel by employees and to reduce peak hour traffic flows. Some flexibility is needed in this phasing to allow for the completion of provision of these alternative transport modes. It is proposed that the first phase of change is not implemented until after completion of the first two proposed park and ride car parks (one each side of the town), and the first phase of the SMARTLINK bus rapid transit system.

The current Borough Local Plan is supported in that, as far as possible, operational uses only should be provided on site (in PNR car parks), except for specific provision within the 'Park and Shop' car parks at the locations set out above. The balance of parking provision should be commuted to the parking strategy ie mainly long stay uses to 'Park and Ride' and mainly short stay uses to the 'Park and Walk' strategic multi-storey car park sites.

Figure 4 shows a table of example proposed parking standards for new developments in 2005/up to 2011/and post 2011.

4b The major sites outside of the town centre

In accordance with the South of Ashford Transport Study (SATS), and the RPS report Towards and Transport Strategy 2004, parking at the major development sites outside the town centre should be provided at 20% less than demand levels, subject to consideration on a site by site basis depending on the mix of uses and location. This level of parking is generally supported, although the level of parking should be more clearly defined as '20% below PPG13 maximum standards', but will need to take account of specific site characteristics, ie locations such as Newtown Railway Works will be different to Sevington/Waterbrook, and Eureka.

4c The Stations

The figures in the demand and provision table do not include parking at the stations. At the International Station the car parking is provided on sites to the south of the railway including a multi storey car park. Much of the surface car parking is under used and has been included in the proposed development framework as redevelopment sites (Core Periphery).

At the domestic station, the car parking is provided to the north of the railway. The Integrated Kent Rail Franchise (IKF), includes for use of the high speed CTRL for domestic trains to London (in 36.5 minutes) from 2009. The largest of the current car parks is to be reduced in size by the construction of the new

Hitachi High Speed Trains maintenance depot adjacent to it. It is therefore proposed that the Council seeks to work in partnership with Network Rail, Southeastern trains (the IKF train operator), and SEEDA to work up a comprehensive development brief for the redevelopment of the station forecourt area in line with the development framework. This brief should aim to maximise the use of current rail land for new commercial development opportunities and the provision of car parking. The parking provision will need to take account of the overall recommendations for development as above, and the highway capacity constraints of the Station Approach/Station Road/Beaver Road junction. No parking for the station should be provided on sites to the west of Station Road/Beaver Road.

4d The Designer Outlet Village (DOV)

There are currently 1660 pay and display parking spaces within the Designer Outlet Village site. Should the DOV be expanded in the future it is recommended that additional parking demand be provided at, and commuted to, the Park and ride sites. The Park and Ride operations at The Warren and Waterbrook, will be served by a 'through' bus service via the town centre, stations and DOV. This service will replace the current shuttle bus service between the town centre and the DOV.

4e Residents parking

The transport and parking strategies will aim to reduce the need to travel to the town centre, but not to stop people owning cars. It is not, therefore, intended to reduce car parking standards at new residential developments below current levels recommended by PPG3/PPS3, other than within the town centre.

In the town centre parking should generally be provided at maximum 1 per dwelling for 1 or 2 beds, either underground, in small parking courts that are overlooked by the residents they serve, or on street as part of residents parking schemes. Casual parkers to use public car parks. Consideration may

be given to reduced car standards, or car free developments provided that the developer actively promotes them as such, and that sufficient parking controls are in place in neighbouring residentially areas so as to prevent any migration of subsequent parking into those areas.

Within the central town centre area, residents parking schemes shall operate to give preference to residents in on street spaces, and overnight in off street car parks. Developers should also be encouraged to enter into agreements and promote use of PNR sites overnight and at weekends to maximise use of available parking stock and reduce conflicts with business and shoppers use of public spaces. Residents visitors should be required to use off street car parks.

Residents parking in the developing urban village neighbourhoods should be located either within the dwelling boundary, in a mix of small courtyards where these are overlooked, and in on street parking areas set out with a high standard of landscaping, to give an attractive but traditional street scene. The design codes for these developments should reflect this recommended provision.

4f Other specific provision

Cycle parking

The use of cycling should be encouraged. The provision and use of secure accessible cycle parking with shower and changing facilities should be promoted within all employment and educational sites (secondary school age and above), as part of comprehensive employee, student, and school travel plans. Travel plans should become part of the LDF policy in due course. New dwellings should be provided with sufficient space for cycle storage in garages or specific secure storage areas.

Disabled Badge holders

Disabled parking provision should be provided in the town centre within the 'Park and shop' car parks, where spaces should be dedicated close to direct

accessible routes into the town and shops. Consideration should be given to operating 'shopmobility' schemes from one or more of these sites. Elsewhere in the town centre some disabled parking provision should be made on street, particularly in areas not well served by the above. Disabled badge holders are permitted to park for up to 3 hours on waiting restrictions, provided no obstruction is caused and other restrictions such as loading, bus stops, etc don't apply.

Outside of the town centre specific disabled provision should be made close to local shopping and commercial centres, where parking problems are likely to exist.

Car Sharing clubs

Car sharing clubs should be encouraged generally and as part of travel plans for new and existing employment and education sites. Consideration needs to be given to allocating specific provision and offering discounts within park and ride sites for car sharers to encourage use.

Students and Season tickets

A comprehensive travel plan is being sought as part of the proposals for a new higher education Learning Campus, close to the town centre. Sustainable modes of travel will be promoted and parking provision on site limited as part of this travel plan. To encourage those students and staff to use park and ride, special discounts for should be made available. A discounted season ticket should also be offered to other regular users of park and ride to promote its use.

Coach Parking

No specific coach parking needs have been identified and therefore no off street coach parking areas are proposed in this report.

Lorry Parking

The HA and KCC have recently carried out lorry parking studies to try and tackle the issue of overnight lorry parking and to find a solution to 'operation stack' on the M20. Overnight lorry parking, and abuse of restrictions by

foreign drivers continues to be a problem on the business parks close to the motorway junctions.

One of the recommendations being considered is that the proposed Park and ride sites at The Warren and Waterbrook, close to the M20 be utilised for overnight lorry parking. It is considered that the design of the Park and ride sites (in particular where multi-decking is being considered) and possible proximity to residential property, would make this concept unacceptable.

However, if this idea is pursued, the sites will need to be effectively managed and strictly controlled to ensure that lorries are removed from the sites by the start of the park and ride operations. There will be a number of environmental, access and other operational concerns to overcome.

5. 'Market testing' the Parking Strategy

Jones Lang LaSalle, who had earlier been engaged by the Ashford's Future partners to give advice on development partnering and delivery, were asked to give an initial market view of the emerging parking strategy. In particular JLL were asked to comment on:-

- Proposed numbers of short stay parking spaces in the expanded Ashford town centre against comparable centres of a similar size to which Ashford aspires to grow.
- Parking strategy and short stay spaces in the expanded Ashford against Ashford's direct competitors in the existing retail hierarchy.
- New and emerging town centre developments to assess how developers and investors are responding to a general tightening of policy with regard to town centre short stay parking.
- Proposed strategy to increase parking charges in Ashford town centre.

The Market Testing report concluded that:-

- *the level of short stay parking planned for Ashford town centre appears to be restrictive, but not unreasonable in light of the situation in comparable and competing centres and the wider transformation and integrated transport policies planned for Ashford,*
- *the rate of increase proposed for car parking charges in Ashford to 2031 appears reasonable in light of historical data, as well as in the context of other retail centres (with an emphasis on increasing charges for long stay rather than short stay car parks) and the transformation of Ashford planned.*
- *overall, the proposed strategy for parking would not appear radically different from that of other centres which are seeking to reduce car dependency through modal shift and other policies. There is a definite move towards measures in favour of alternatives to the car, maximising*

the use of parking in the town centre for shoppers and short-term users and shifting long stay parking to edge of centre or out of centre sites.

In addition the report comments that commercial property developers will look at the overall policy and provision of parking within the town centre and the extent to which the town as a whole is adequately served. Key issues will include the accessibility of the town from the surrounding areas, the quality of provision and the availability, cost and quality of alternative means of transport. *We see no obvious reason why they should react negatively to the new parking solutions envisaged within the Ashford Town Centre Development Framework and the level of short stay car parking in relation to the quantum of retail floorspace when considered in the wider context, provided these are advanced in conjunction with improvements to public transport provision. However, the strength and depth of occupier demand for the town will have a significant bearing upon a developer's willingness to embrace additional costs and / or reduced levels of parking, and occupiers will need to be assured that their parking needs can still be met and that parking provision is not poorer than the competition. In spite of the alternative modes of transport being encouraged by local authorities, convenient and affordable town centre car parking in proximity to retail will for some time to come remain an important factor for many shoppers. In Ashford, dependence on the car will always remain given the rural catchment area beyond the town.*

Above all, the issue is more than just one of numbers and car parking needs to be viewed as part of the overall offer and appeal of Ashford as a shopping destination and business location. For Ashford to be successful as a retail centre in the future, it will need to provide parking facilities at the very least comparable in terms of quality, location and price to those in competing centres.

The report recommended that a degree of caution is exercised in seeking to restrict parking to the extent proposed and that a flexible and phased approach is adopted with the availability, location, quality and pricing of car parks reviewed on a regular basis. At the same time, investment in alternative means of transport must be maintained and increased. This will help to

ensure that the new Ashford responds to the market and remains an attractive, commercially successful and competitive town centre. The report also set out the following recommendations:-

Key recommendations for Ashford (Critical Success Factors)

- *A flexible and phased approach to change.*
- *Co-ordinate parking strategy with other initiatives, particularly improved public transport.*
- *Review car parking provision – number of spaces, charges etc – on a regular basis, and against other retail centres.*
- *Ensure high quality, accessible and well-managed car parking facilities, closely integrated with other transport nodes.*
- *Ensure partnership with private sector in the development of alternative strategies and ensure their commercial advantage can be demonstrated.*
- *Focus on the factors that will ensure that Ashford's town centre is attractive to shoppers and workers traveling into the town centre, and, therefore retail and office occupiers.*

6. Implementation

6a Phasing Strategy for the next 10 years

A phasing strategy for the next 10 years is set out below that considers the demands for parking of an expanded development framework; the levels of restraint needed to ensure that the ring road can be reconfigured into a series of streets; that more sustainable modes of travel can be actively promoted befitting of a genuinely 'sustainable community', and takes account of the needs of the 'market' in implementing change. The phasing strategy needs to be flexible in reacting to market and economic conditions, and above all needs to encourage momentum in the development of the town centre, and therefore seeks not to be restrictive to development proposals in the early years.

- Park and Shop car park (622 spaces – existing and replacement parking) opens at County Square provided by the developer and coupled with the first phase of the ring road changes – by 2008 funded by developer.
- New Park and Ride car park at The Warren (1000 spaces) provided with enabling development and interim improvements to A28 and M20 J9 – by 2008 funded by developer and DCLG.
Some increase in long stay parking charges to be implemented
Bus priority schemes implemented between The Warren and town centre
- New Park and Walk car park (800 spaces) at Victoria Way, provided with access road link with enabling development in Elwick Road and Victoria Road – by 2010 funded by developers and DCLG.
Vicarage Lane car park closes and is redeveloped
- New Park and Ride car park at Waterbrook (500-600 spaces) provided with enabling development and Phase 1 of SMARTLINK – by 2012 funded by developers and LTP (KCC).

Some further increase in long stay parking charges to be implemented

Further reduction in level of parking provision at new developments

Reduction in long stay parking available in town centre

Bus priority schemes implemented between Waterbrook and town centre.

- New Park and Shop car park at Park Mall and new Park and Walk car park at New Street (about 800 spaces in total), provided with enabling development to Park Mall and Somerset Road frontages and further phases of the ring road works – by 2014 funded by enabling development.

By implementing a mix of Park and Ride provision with new car parks in the town centre, the phasing strategy can react to market needs and development proposals as they come forward, ie Park and ride sites can be provided in phases building up to around 1000 spaces. The above timescales are not finite, but it should be borne in mind that a large town centre car park should not open at the same time as a new park and ride.

6b Funding

The phasing strategy indicates how the new parking provision is to be funded. A combination of public and private funding will be needed to fund the implementation. Public funding sources will include DCLG Growth Area fund GAF and Community Infrastructure fund (CIF) and LTP funded schemes through the Kent County Council (although the costs fall awkwardly between Integrated packages (up to £1m and major scheme bids over £5m). Private funding streams will include s106 planning agreements and/or Strategic Infrastructure Tariff, and possible capital funds accruing from the release of other car park land for redevelopment ie Vicarage Lane. The parking schemes need to be clearly identified as a priority in the infrastructure cost plan and Delivery Plan that will set out the phasing and deliverability of the Ashford's Future programme overall.

Typically, at 2006 prices, Park and rides on green field sites of the order of 500/600 spaces are estimated to cost around £2.5m (~£5,000 per space), and multi storey car parks in town centres in the region of 600/800spaces are estimated to cost around £7m (~£10,000 per space).

The revenue costs of running bus services to and from park and ride sites needs to be carefully considered so as not to be a drain on already hard pressed LA budgets. A business case for each park and ride needs to set out as it is unlikely that schemes will break even in the early years of operation. Revenue funding streams need to be sought through developer contributions to support start up costs of park and rides ideally for at least the first 5 years.

The revenue cost of running park and rides (at 2006 prices) is typically around £300,000 per annum/per site.

6c Timescales for Review

It is recommended that the parking strategy be reviewed in line with LDF and LTP reviews, expected to be every 5 years. The strategy and Action Plan should therefore be formally reviewed in 2011, although due to the need to be responsive to market needs, the strategy and phasing of implementation will need to flexible in the early years.

7. References

The related reports used to inform this technical note are:-

Ashford Borough Local Plan 2000 – ABC 2000

Ashford Borough Parking Strategy 2001-6 – ABC 2001

Towards a Transport Strategy – RPS Feb 04

Greater Ashford Development Framework (GADF) Final Masterplan report -
UI April 2005

Ashford Park and Ride Study – RPS April 05

LDF Core Strategy preferred options report – ABC May 2005

Ashford Town Centre Development Framework – UI August 05

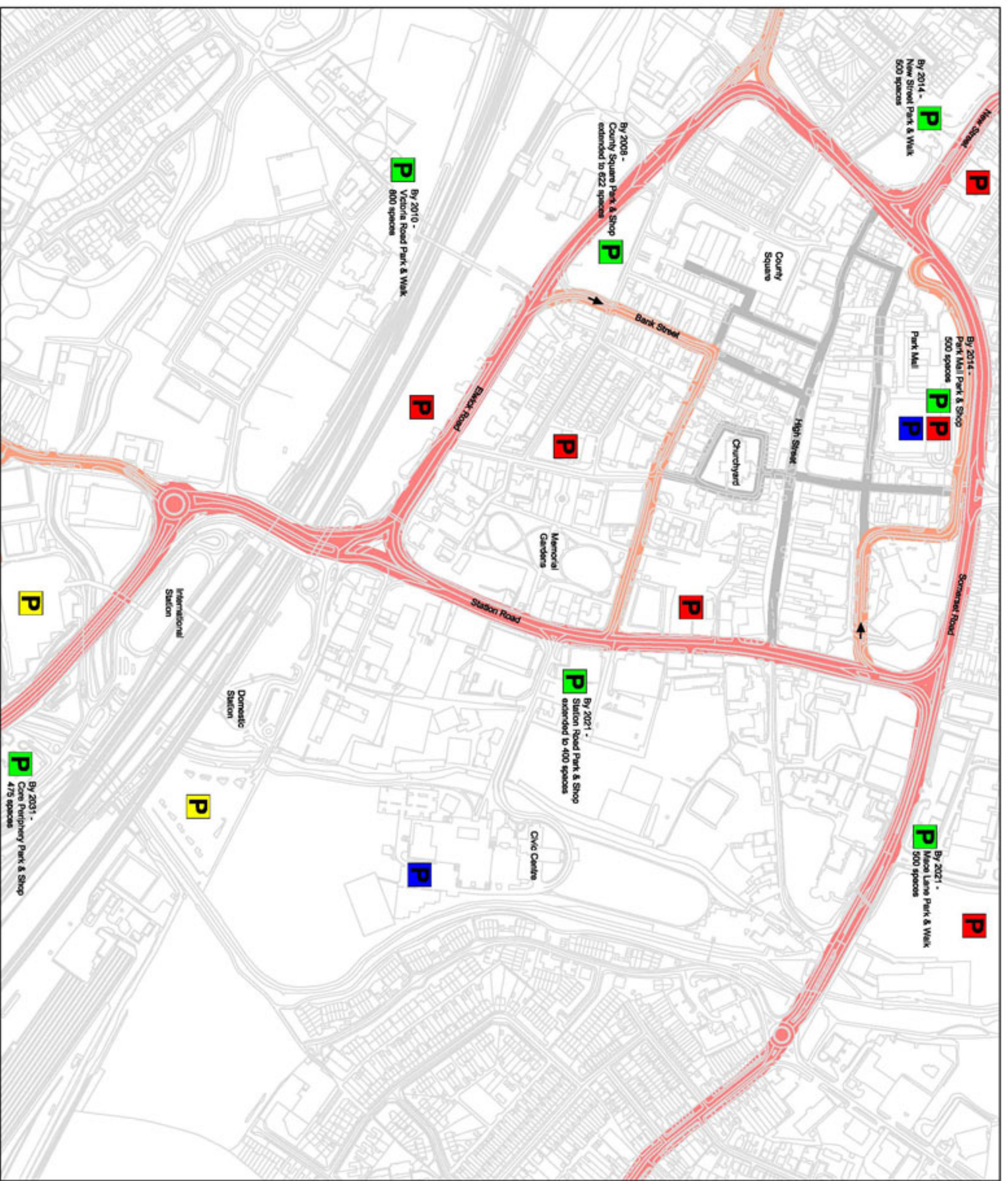
Ashford Parking Strategy Market Testing report – Jones Lang Lasalle Aug 05

Ashford Borough Council Local Development Framework, Core Strategy

Preferred Option - Transport Assessment Tech. note – RPS August 05

Transport Strategy for Ashford – Kent County Council November 05

Ashford Town Centre Area Action Plan Preferred Options report – ABC April
2006



KEY

	Existing Parking
	International Station Parking
	Future Car Park Location
	Existing Car Parks to be redeveloped

NOTE:
 Existing car parks at Edinburgh Road, Vicarage Lane, New Street, Library, Herwood and Elwick Road to be released for development.
 Locations are indicative only.

REV	DESCRIPTION	DATE	DRAWN	AUTHOR/BD

ISSUE PURPOSE
 This drawing is issued solely for the purpose indicated by the original drawing in this box.
 No stamp - reference only.



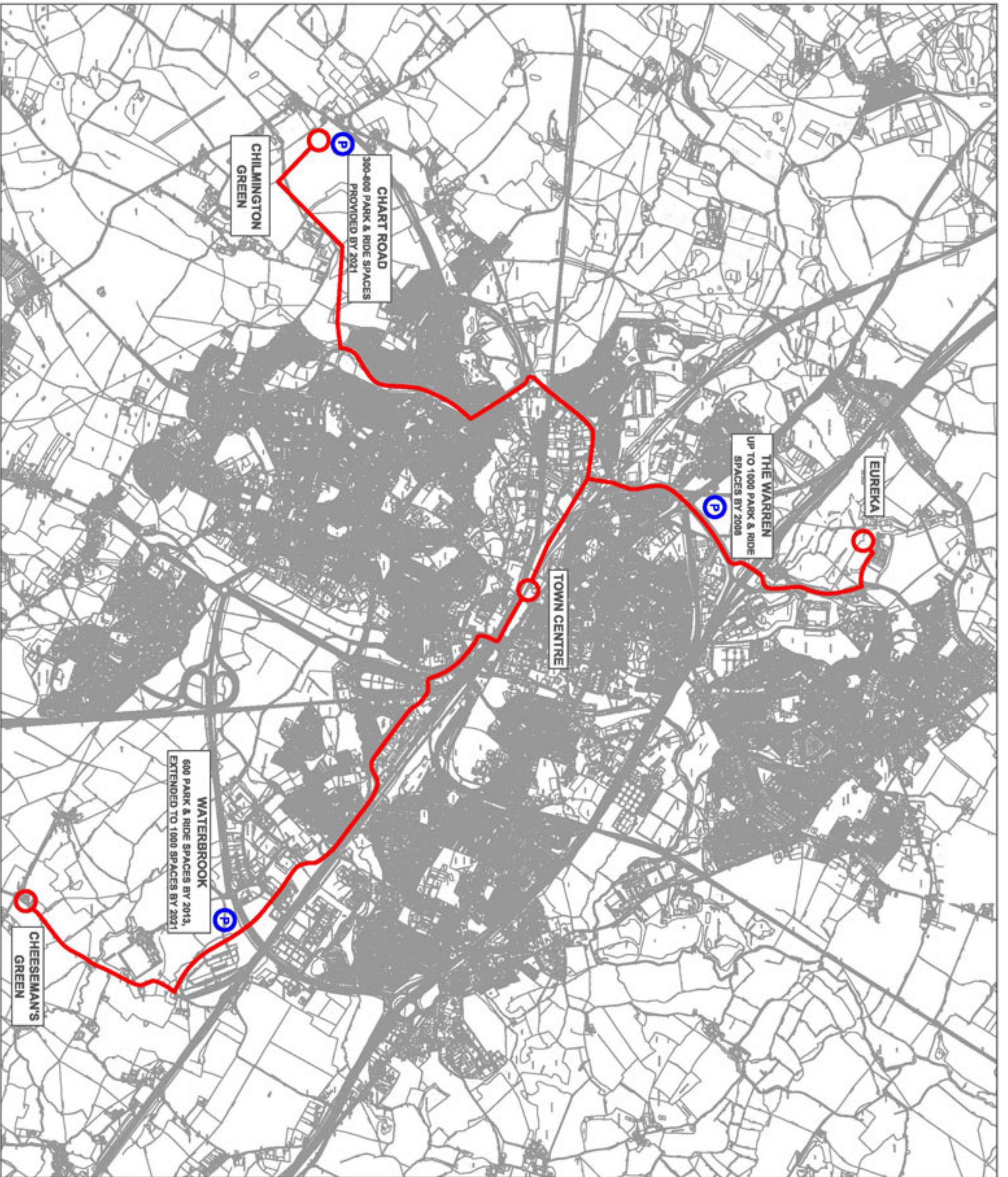
62 Princess Street - Manchester - M1 6LX
 Tel: 0161 237 8658 - Fax: 0161 237 3016
 Email: general@rps.co.uk - Website: www.rps.co.uk

PROJECT
 ASHFORD PARKING STRATEGY

DRAWING TITLE
 PROPOSED FUTURE TOWN CENTRE PUBLIC CAR PARK LOCATIONS AND PHASING STRATEGY

CLIENT ASHFORD'S FUTURE			
SCALE N.T.S.	ORIGINAL DRAWING SIZE A3	DATE 24/11/05	
DRAWN BY MB	CHECKED BY SE	FILE NO DMY5101-00015A Parking Map	REVISION

FIGURE 1



 SMARTLINK
 POTENTIAL PARK & RIDE SITE

Nb: Alignments and Park & Ride Site locations are Indicative.

REV	DESCRIPTION	DRAWN
DATE		AUTHORISED

ISSUE PURPOSE
 AMENDMENTS
 The drawing is issued solely for the purpose indicated by the original title of this work. No liability is accepted for any errors or omissions.

 **RPS** Planning, Transport and Environment
 TRANSPORT

52 Princess Street - Manchester - M1 4JX
 Tel: 0161 237 8658 - Fax: 0161 237 3315 - DX 709203 Manchester 7
 Email: enquiries@rpsgroup.com - Website: www.rpsgroup.com

PROJECT
ASHFORD AREA TRANSPORT STUDY
 DRAWING TITLE
POTENTIAL SMARTLINK SYSTEM

CLIENT
KENT COUNTY COUNCIL

SCALE	DATE	FILE NO
NTS	A3	24/11/05
DRAWN BY	AUTHORISED BY	FILE NO
MB	SE	DMYS101-A-102A

DRAWING NUMBER
FIGURE 2

TABLE SHOWING OVERALL PARKING DEMAND AND PROVISION IN 2005/11/21/31

Nov-06

FIGURE 3

Car parking location	Existing peak usage (demand) 2005			Base - Spaces in 2005		Future Parking provision in 2011		Future Parking provision in 2021		Future Parking provision in 2031		Comments
	Midweek usage											
	Long Stay	Short stay	Sat. usage	Long stay	Short stay	Long Stay	Short Stay	Long stay	Short Stay	Long Stay	Short stay	
Existing Car Parks												
Edinburgh Road ABC	288 (91%)		204 (65%)	315								To be reduced by redevelopment (see Park Mall) with remainder (commuted) to The Warren Park and Ride
Edinburgh Road NCP		249 (78%)	282 (90%)		307							To be redeveloped with extended Park Mall - remainder (commuted) to Park and ride and possibly New Street
Vicarage Lane		178 (93%)	185 (96%)		192							To be redeveloped with extended Park Mall - some on site parking to remain
Godinton Road ABC		62 (95%)	64 (95%)		65							To be removed with redevelopment (commuted) to Victoria Way Multi-storey
Godinton Road County Square NCP		396 (99%)	390 (98%)		400		622		622		622	To be extended with County Square extension currently underway
Stanhay	145 (100%)		132 (91%)	145								To be removed with redevelopment (commuted) to Victoria Way Multi-storey
Station Road	114 (97%)		75 (64%)	117		117						To be extended with possible medium size supermarket development (see below)
Flour Mills	84 (99%)		52 (61%)	85		85		85		85		Unlikely to change
New Street LIDL		115 (64%)	107 (59%)		180							To be extended by redevelopment into M/S car park (see below) - possibly linked to Park Mall extension
New Street Farm Foods		17 (33%)	49 (94%)		52		52		52			To be redeveloped in later phases
Henwood	2 (3%)		0 (0%)	61		61		61				To be redeveloped when Mace Lane multi-storey is complete
Library		10 (67%)	13 (87%)		15							To be redeveloped
Station (2000)												Need to assess future provision after the award of the IKF for CTRL domestic use
Stour Centre/Civic Centre (500)	192(96%)	192(96%)	119(30%)	200	200	200	200	200	200	200	200	Being extended as part of Stour centre extension
Designer Outlet Centre (1660)												Further development will generate additional demand to be commuted to Park and ride
Private non-Residential sites (PNR) (1200)	1200			1200		1200		1200		1200		Need to minimise PNR within ATCDF but parking not restricted in early years
New Car Parks												
New PNR with development						650		850		1000		Some new PNR accepted particularly in the short term to gain development momentum
Park and Walk Multi-storey at Victoria Way						200	600	200	600	200	600	Short/long stay split dependant on office/retail split of ATCDF, reducing to short stay as P+Ride develops.
Park and Walk Multi-storey at New St								100	400		500	To replace New Street Lidl and provide for redeveloped New Street/Somerset Road frontages in later phases
Park and Walk Multi-storey at Mace Lane										250	250	Mace Lane area likely to be later in the phasing - needs to provide for some long stays (Hythe Road/Willesborough)
Park and Shop at Core Periphery (SE of station)											300	Retail/leisure development not well served by town centre car parks - parking provided at front/rear on site
Park and Shop at Station Rd									300		300	Short stay associated with medium size supermarket - minimize due to effect on Ring Road
Park and Shop at Park Mall							300		300		300	Park Mall redevelopment will reduce on site parking - remaining demand commuted to P+Ride and New Street
Park and Ride at The Warren (J9 M20)						750	250	750	250	750	250	The Warren/Sevington are first P+R sites to be expanded in later phases
Park and Ride at A2070 Waterbrook						550	50	750	250	750	250	To be developed with SMARTLINK providing PT anchor - phasing dependant on GADF
Park and Ride at A28 Chilmington								500	100	700	100	To be developed with SMARTLINK providing PT anchor - phasing dependant on GADF
Existing On Street Provision												
On Street Parking zones (190 P&D; 640 Ltd wait)					830		830		830		830	Residents parking schemes to prohibit commuter parking to be extended with phases of P+R implementation
Extended On Street Provision												
Extended P&D short stay zones							50		100		100	Some additional pay and display provision (up to 2 hours)
On street long stay provision						250		250		300		Designated parking bays for long stay may be needed on the town periphery, with extended CPZ controls
TOTAL PROVISION				2123	2241	3946	3071	4946	4004	5435	4602	
TOTAL DEMAND (Restrained) rounded	2025	2100				3950	3050	4950	4000	5450	4550	Based on existing demand + demands of expanded ATCDF with RPS recommended restraint applied
Shortfall of provision over demand (minus figures are surplus)						4	-21	4	-4	15	-52	Demand for parking is met at 2011; 2021; and 2031

New Parking Provision shown above shaded blue

Notes/assumptions

- Short stay is up to 5 hrs duration (prohibits commuter parking)
- Long stay is all day (allows commuter parking)
- Town Centre area (in this spreadsheet) does not include the Stations and Designer Outlet Centre parking, although the figures are shown separately above, but does include Stour/Civic Centre and New Street (Lidl) car parks
- Allowance is needed for short stays in long stay car park provision where charges allow this (ie rising scale)
- Figures for park and ride usage allow for % of users to be short stay - this figure is higher than Maidstone but lower than Canterbury
- Above figures relate to total parking demand in future years - including PNR
- Demand figures for 2011; 2021 and 2031 are based on existing demand from surveys + RPS recommended restraint to make ring road work and allowance for modal shift to public transport/walking/cycling and high town centre parking charges
- Unlikely that major public transport provision (SMARTLINK) will be in place until 2012 onwards - some growth in PNR is allowed
- Current Long Stay provision at the Station could come into use for Town Centre commuters - could conflict with increased use of Station when (CTRL) high speed trains to London come into use (likely from 2009)
- Demand figures shown are based on peak midweek use - (allowance needs to be made for likely increased short stay use/decrease long stay use at weekends as retail offer improves - Park and ride does this)
- Implementation of the new parking provision needs to be flexible to respond to market needs as the town centre expands. The phasing strategy does this in proposing both town centre parking sites and Park and ride.

TABLE OF EXAMPLE PROPOSED PARKING STANDARDS FOR NEW DEVELOPMENTS IN 2005/UP TO 2011/POST 2011

Nov-06

FIGURE 4

Example Land Use class	BLP ref	Current Standards BLP 2000/KCC standard	Standard up to 2011 (or until completion of 2 Park and Rides and phase 1 SMARTLINK)	Standard post 2011	Comments
Town Centre					
Business ie B1 offices	TP12	1 per 30sq m Min. 50% at Park and ride	Current standard to apply reducing to half PPG13 (ie 1 per 60sq m) when 2 Park and ride sites are implemented	Operational use only on site Half PPG13 rates reducing to 1 per 85sq m by 2021 in line with Public Transport (SMARTLINK) implementation	- applicants required to commute non operational use to parking strategy Operational use limited to those that need a car at the work place/not all staff
	TP15	Operational use only on site Remainder on site/car parks			
Retail A1-A3	TP13	1 per 20sq m Min. 25% at Park and ride	Current standard to apply reducing to 1 per 50sq m when 2 Park and rides are implemented	Commuted to parking strategy sites at 1 per 50sq m reducing to 1 per 75sq m beyond 2021 in line with Public Transport (SMARTLINK) implementation	- applicants required to commute non operational use to parking strategy
	TP15	Operational use only on site Remainder on site/car parks			
Leisure D2 Cinemas/Community Centres		1 per 5 seats/4sq m + overflow	Operational use only on site Non operational uses commuted to parking strategy car parks reducing to 1 per 10sq m when 2 Park and rides implemented	As 2011 reduced standard	
Residential - 1 bed 2 or 3 beds 4+ beds		1 + 1 per 3 casual 1 + 1 casual 2 + 1 casual	1 per 1 to 3 bed dwelling casual/visitor parking in public car parks on street residents only parking schemes	1 per 1 to 3 bed dwelling casual/visitor parking in public car parks on street residents only parking schemes	Parking provided either underground, in overlooked courts or on street via residents parking schemes, where limited space permits Reduced car or car free developments to be promoted for specific users
Education D1 (ie proposed Learning Campus) Schools and 6th form colleges Higher/Adult Education inst.		1 per staff/10% extra for casual	Staff and operational uses on site	Staff and operational uses on site	
GADF area outside the town centre					
Business ie B1 offices B8 Storage and Distribution		1 per 20sq m 1 per 11sq m + office	Max. PPG13 standards to apply less 20% (ie SATS rate)	Max. PPG13 standards to apply less 20% (ie SATS rate)	
Retail A1 retail units Non food retail warehouse		1 per 18sq m/10sq m 1 per 25 sq m	Max. PPG13 standards to apply less 20% (ie SATS rate)	Max.PPG13 standards to apply less 20% (ie SATS rate)	
Leisure D2 Cinemas/Community Centres		1 per 5 seats/4sq m + overflow	Current standards to apply	Current standards to apply	
Residential - 1 bed 2 or 3 beds 4+ beds		1 + 1 per 3 casual 1 + 1 casual 2 + 1 casual	Max.PPG3 standards (PPS3 awaited) Parking provided either in overlooked courts or on street or within dwelling boundary (see design code)	Max.PPG3 standards (PPS3 awaited) Parking provided either in overlooked courts or on street or within dwelling boundary (see design code)	Need to consider carefully within design codes Not likely to reduce car 'ownership' outside town centre
Special sites to consider - for example					
Domestic Station (when CTRL domestic services start - 2009)			Southeastern Trains/Network Rail to provide figures of projected usage for 2009> Need to consider M/Storey on existing sites with development brief for whole station area to reduce land take		
Medium sized supermarket (town centre option)			Likely incorporated post 2011 with Vicarage Lane car park disposal 1:50 sq m to apply on the basis of many trips linked with other shopping/work/leisure trips and increased public transport use		
Learning Campus - Victoria Road			Need to minimise on site parking to operational uses - parking needs to be commuted to parking strategy in line with travel plan at half PPG13 Travel Plan will encourage use of Public Transport,cycling, walking, and park and ride use where discounted season tickets should apply		
Cycle Parking provision at office/employment sites			Cycle storage, lockers and showers to be encouraged for emploment/education sites Residential high density sites to have communal secure cycle storage facilities		