

Ashford's Future

Car Parking Strategy

Technical Note

January 2009

Ashford's Future Car Parking Strategy – Technical Note – January 2009

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Appendix 1: Revised Figure 3 - Table Showing Overall Parking Demand And Provision In 2005/11/21/31

Appendix 2: Revised Figure 4 - Table Of Example Proposed Parking Standards For New Developments In 2005/Up To 2011/Post 2011

Appendix 3: PPG 13 extract – Parking

Appendix 4: PPG 13 Annex D: Maximum Parking Standards

1. Scope

1.1 This technical note has been written to update the Car Parking Strategy report of November 2006, in particular to update on the most recent transport modelling work used to provide revised car parking demand figures for the town centre, to revise the Car Parking Action Plan to take account of sensitivity testing and the likely rate of development coming forward, and to provide an evidence base in support of the Ashford Town Centre Area Action Plan due to be published in March 2009.

2. Revised Car Parking Demand Modelling

2.1 i Transport consultants have been advising both the borough and county councils over the transport modelling of the GADF, the car parking demand figures for the town centre and advice on the Parking Strategy, and the business case work on both the Park and ride and SMARTLINK proposals. i Transport have been commissioned to review the car parking demand numbers resulting from the further transport modelling work undertaken since 2005, provide an evidence base for the Car Parking Strategy in readiness for the Ashford Town Centre AAP, and carry out sensitivity tests reflecting the current market conditions in order to advise on a short term Car Parking Action Plan for the next few years.

2.2 This technical note summarises recent technical reports by i Transport on:-
ITM4088-001 TN Parking Provision and Parking Restraint
ITM4088-002 TN Parking Provision – Sensitivity Tests

2.3 These technical reports and note also make reference to:-
Ashford Local Development Framework Core Strategy – adopted July 2008
Ashford's Future Car Parking Strategy report – Nov. 2006
Ashford Highways and Traffic Study (AHTS) – Highways Agency Sept 2006
Ashford Town Centre Area Action Plan Preferred Options Report - April 2006
Ashford Town Centre Development Framework – Urban Initiatives March 2006
Ashford Transport Strategy – KCC Nov. 2005
Greater Ashford Development Framework (GADF) – Urban Initiatives May 2005
Ashford Area Transport Study – RPS April 2004
Ashford Borough Local Plan 2000
Planning Policy Guidance note 13 – DCLG April 2001

2.4 The results of this further work show changes from the revised modelling outputs from the AHTS model over those advising the previous parking strategy. These can be broadly attributed to:-
Revised quantum and type of development in the draft AAP
Changes to the number of car parks in the town used in previous reports
Changes to the number of town centre bound trips
Latest business case modelling for the SMARTLINK bus rapid transit scheme

2.5 The approach to the revised demand modelling has taken account of the need to restrain car parking demand from existing and new development in the expanding town centre to accord with the capacity of a transformed ring road and town centre streets, and to support modal shift targets and a business case for SMARTLINK.

2.6 The results show that the following demand for town centre parking before any restraint is applied, but taking account of a revised Town Centre AAP development quantum, as:-

Table 1

Year	Parking Type	
	Long Stay	Short Stay
2011	4090	2100
2021	5550	3610
2031	5930	4200

2.7 Following the calculation of parking spaces needed to meet unrestrained demand, the following table shows the maximum parking provision by type that can be accommodated in town centre after capacity restraint has been applied (based on the Ring Road being constrained to the target level of 85% of 2003 traffic levels). (Note* figure of maximum provision (after restraint) is higher than the unrestrained demand).

Table 2

Year	Parking Type	
	Long Stay	Short Stay
2011	2550	2220*
2021	3080	3350
2031	2790	3160

2.8 The table below shows the difference between unrestrained and restrained demand (ie the demand which cannot be met because parking is restrained). The assessment work shows that around half of this restrained demand could be provided for in park and ride sites, but this could increase dependant on issues such as the quality of provision, price differential etc and should therefore be considered as the minimum demand for park and ride.

Table 3

Year	Parking Type	
	Long Stay	Short Stay
2011	1540	0
2021	2479	260
2031	3140	1040

2.9 To obtain the total parking demand for both existing and new development combined, we can use the total unrestrained demand (from table 1), less 50% of that resulting from parking restraint (table 3) that will need to be catered for by modes other than car journeys to either town or park and ride. This will provide the total parking demand to be met by a combination of town centre car parking and park and ride to insert in the revised Figure 3 in the Parking Strategy report.

Table 4

Year	Parking Type		Total
	Long Stay	Short Stay	
2011	3320	2100	5420
2021	4310	3480	7790
2031	4360	3680	8040

2.10 From the above table we can see that the total parking provision to take account of restrained demand for both the existing and proposed developments in

the town centre is now 5420 (7000) spaces in 2011; 7790 (8950) in 2021; and 8040 (10000) in 2031. Previously assessed parking provision numbers in 2005 are shown in brackets.

2.11 As can be seen, the revised parking demand modelling makes a significant difference to the figures used in the Parking Strategy report in 2005. Issues of note though, are that both the previous and current modelling assumes that SMARTLINK is provided by 2011, and the previous modelling with GADF levels of development (60,600 sq m retail/leisure + 3000 jobs), and the current modelling uses the revised AAP town centre levels of development (57,500 sq m retail/leisure + 93,000 sq m commercial offices + 25,000 sq m education/community uses).

3. Revised Parking Strategy - (revised Fig 3 appended)

3.1 The revised Parking Strategy provision to 2031 shows that future parking provision is still needed in line with that set out previously, ie 3 new Park and Ride sites and 3 new Park and Walk car parks, with a car parking relocation plan to phase out some existing town centre surface sites for redevelopment. The main changes to reflect the reduced parking demand from the above revised modelling work are:-

- Future Park and ride provision is reduced from around 2800 spaces previously to around 2400 spaces. This is still broadly in line with the previous Park and ride study work (RPS 2005), and reflects the fact that new long stay parking sites (both public and PNR) in town should be minimised, in keeping with the phased transformation of the former Ring Road.
- PNR provision has been significantly reduced from that previously shown. Some new PNR will be needed to encourage new commercial development replacing existing PNR sites such as Charter House which are due to be redeveloped (reflecting the recent planning permission for conversion to residential), and new PNR has been held at a maximum of 500 spaces by 2031. Thus PNR does not exceed the current levels of around 1200 total spaces.
- A 400 space car park at Mace Lane is shown needed by 2021 but this will only be needed by this time if the sites allocated in this area in the AAP are fully developed.
- Other than the above, generally new Park and ride capacity is shown as needed later in the programme, and on street parking is not as important in provision terms which is consistent with the likelihood that residential parking take up will be higher, due to their being high levels of residential development with lower parking standards.
- The effects of the new high speed domestic train services on the car parking needs at the station have not been fully catered for here. It is likely that the reduced international train services will release sufficient space for the increased take up of the new domestic high speed services in the short term. This situation will be kept under review. By constructing additional capacity at Park and ride, possibly earlier than is shown to be needed together with the development of a Station Travel Plan supported by ATOC, any shortfall in provision should be catered for in the short to medium term.

3.2 By 2021, and taking account of the need to encourage modal shift from car use to public transport, walking and cycling, 5100 new car parking spaces will be needed to serve the expanded town centre, 3100 of these will be for long stays (over 5 hrs) and 2000 of these will be for short stays up to 5 hours. An estimated 400 of these new spaces will be new PNR replacing 400 PNR spaces to be redeveloped (or

lost to change of use). 2400 of these new spaces will be provided by 3 Park and ride sites constructed on the town's outskirts. A total of 1776 (including 400 PNR) of the current spaces are due to be lost through redevelopment proposals. Therefore of the 2700 new car parking spaces to be provided in the town centre (1700 short stay, 1000 long stay), only 924 of these are net additional spaces.

3.3 The locations of these new (and relocated) car parks are also critical to ensure that traffic levels on the former inner ring road are kept within the target capacity levels.

3.4 Thus the 3 proposed new multi storey 'Park and walk' sites are to be located on the approaches to the town centre, rather than accessed off the former ring road, as set out in the strategy report. This will encourage many drivers to park their car on their way into the town centre rather than to circulate the town looking for space.

4. Sensitivity Tests

4.1 The above section sets out the parking provision needed to meet demand on the basis that all of the land set out in the LDF is fully developed out by 2021 and by 2031 in accordance with GADF. However, we know that the rate of development is likely to be affected the current economic conditions.

4.2 i Transport were asked to carry out some assessment of the changes to the car parking demand figures as a sensitivity test, to reflect the current economic downturn and development market conditions. This test is based on:-

- A revised realistic assessment of the completed developments to 2011 ie County Square, Library Plus and some modest housing completions
- only 75%of the commercial and retail/leisure developments proposed for the town centre being completed by 2021, but with the same housing target completions,
- only 75%of the commercial and retail/leisure developments proposed for the town centre being completed by 2031. but with the same housing target completions

4.3 The results of this testing show that, predictably, no further parking provision is needed to 2011. This is consistent with the study into the parking needs of the County Square development, that showed that there is sufficient capacity in other car parks and at Dover Place temporary car park to make up the shortfall, provided that Dover Place car park can remain up to at least 2011.

4.4 In 2021 and 2031, the reduced development scenarios result in the demand for parking being reduced by around 15%.

5. Development Assumptions for the Next Few Years

5.1 In order to advise on a short term Action Plan of parking provision for the next few years, consideration has been given to the likely developments to come forward with an estimation of their phasing. Preliminary discussions are being held with the preferred developers of Elwick Place advising on the future car parking needed for the development scheme, which is likely to be the next major development in the town centre, and results in the following assumptions about phasing.

- i) This assumes that the likely phasing of development at Elwick Place takes place between 2011-16 as follows:-
 - a. to construct the retail /leisure uses on the former cattle market site west of Elwick Place;
 - b. to progress to the office/residential to the east of Elwick Square;
 - c. possible hotel use on the current Elwick Place car park at the eastern end of the site;
 - d. possible residential development if the site is extended west to include the Quintain site;
- ii) The phasing of the completion of other related developments in the town centre also need to be considered. Other developments include:-
 - a. County Square – completed March 2008 - the need to provide a permanent car parking solution (currently provided temporarily in Dover Place car park).
 - b. The Learning Campus – The timescale for LSC funding is uncertain but an assumption has been made that the campus will be completed by 2012.
 - c. Zed Homes development has received planning permission and includes substantial retail elements on the northern site.
 - d. Phasing of developing the Commercial Quarter to the north of the Station.
 - e. The phasing of the release of other car parks for development ie Vicarage Lane.

5.2 From the further work on car parking demand modelling and sensitivity testing we can conclude that there is likely to be a reduced demand for parking overall and a reduced demand for park and ride from that previously envisaged in 2005 (development has not kept pace with predictions).

5.3 When taking these together (likely development phasing and revised predicted demand), it can be shown that provided that Dover Place temporary car park can be used until at least 2012, there is no need to provide additional car parking capacity to 2012. Victoria Way car park and Park and Ride will be needed early in the next decade, and it is recommended that both schemes be progressed in line with an action plan of parking provision to 2015 as shown below.

5.4 The table below shows how the **completion of car parks** needs to relate to the likely timescales for the **completion of developments**, if on site PNR is to be minimised. (the minus numbers show development demand for parking; the plus numbers show parking provision coming on line).

Development timetable	2008	2009	2010	2011	2012	2013	2014	2015	2016
County Square completion/backfill			-361						
Elwick Place west of Square ph 1						-240			
Elwick Place east of Square ph2									-225
Elwick Road north (hotel option?)									-100
Develop South Eastern car park								-161	
Quintain site									>
ZED Homes northern site						-350			
Learning Campus					-300				
Dover Place car park (and lease)	+361					-361		-200	
The Warren Park and ride phase 1					+600				
Victoria Way car park						+800			
Redevelop (close) Vicarage Lane							-162		
Waterbrook Park and ride phase 1								+600	
Station (predicted additional dem.)							-222		
Redevelop Park Mall (initial loss of M/S)									
New PNR at Elwick Place/Dover Place							+100		+100
BALANCE Demand/Provision	+361	+361	0	0	+300	+149	-135	+104	-121

5.5 From the above table it can be seen the parking demand is largely met by the construction of 3 new public car parks over the next few years, 2 new park and rides, and one new town centre multi storey. The only periods when parking is shown potentially in deficit are in 2014 and 2016 resulting from the additional demand predictions created by the new high speed trains to and from London. However, a comprehensive station travel plan is being adopted (supported by ATOC), that will aim to maximise journeys to the station by a combination of improved bus services, cycling and walking routes. The early phase of the SMARTLINK bus rapid transit will also be up and running by 2012 and it is considered fair to halve this potential provision shortfall in 2014 and 2016, which would approximately balance the demand and provision in 2014 and 2016 from that shown in the table.

6. Delivery of Park and Ride Fully Integrated with SMARTLINK

6.1 Previous work shows that without an enabling development scheme providing significant revenue support for Park and Ride, a business case for a stand alone park and ride operation for Ashford will not work in the short term. Park and ride is however needed early in the programme to provide a headroom of car parking provision for the town centre, to provide a permanent solution to the County Square planning commitments, and to support the modal shift targets and transformation of the former ring road.

6.2 Recent discussions with SEERA/DfT have highlighted that major scheme funding for SMARTLINK could be brought forward from around 2013 to 2011. If SMARTLINK were phased to maximise patronage from a route corridor through the town and linking with business parks, park and ride, the town centre, the station and Designer Outlet Village using high specification vehicles running a turn up and go timetableless frequency (around every 10minutes), with first class passenger facilities throughout, this would offer the best affordable delivery option. A business case including both the costs of, and patronage from, Park and ride is being worked up to support a major scheme bid to DfT through the Local Transport Plan.

6.3 The following shows a programme for how park and ride may be delivered as an integral part of the overall SMARTLINK scheme, by late 2012, utilising a high quality 'through' bus service initially to include serving The Warren Park and Ride, and then between two park and ride sites, providing a total of between 1200-2000 new spaces to serve the town centre by 2015.

6.4 A Proposed Outline Programme is set out as follows:

Revise modelling/car parking action plan – Autumn 2008
Resolve route options – Spring 2009
Design codes for new developments for AAPs – Spring 2009
Draft programme/delivery plan to AF Board/KCC/ABC – Spring 2009
Business case for SMARTLINK/P+Ride – Autumn 2009
Major scheme bid submitted to DfT – Spring 2010
Programme entry – Autumn 2010
Conditional approval – early 2011
Major scheme funding from - Spring 2011

Detailed design of Park and ride sites using GAF 3 – by Spring 2010
Purchase land at The Warren using GAF 3 - by end 2010
Deliver access to The Warren with Drivers scheme using GAF 3 – by end 2010
Tender The Warren P+R using major scheme funding – mid 2011

Construct The Warren P+R using LTP major scheme funding - by mid 2012.

Detailed design of phase 1 SMARTLINK route Eureka – Waterbrook - Spring 2009 – Spring 2010.

Tender/deliver works to phase 1 route using GAF 3/major scheme funding – mid 2010 to mid 2012.

Earliest opening of phase 1 SMARTLINK linking Eureka -The Warren – Town centre - Station – Designer village – Orbital Park - pre Xmas 2012 (or when developer contributions can be secured to support demand/running costs).

Feasibility/outline study of Waterbrook P+ride using GAF 3 – by end 2009

Purchase land at Waterbrook – by end 2012

Tender/deliver Waterbrook Park and Ride – Spring 2013 – late 2014 (dependant on access at A2070 Waterbrook being sorted out by development funding)

Demand for Waterbrook P+ride not likely until 2014/15. Waterbrook P+ride opens as extended phase 1 – from 2014 on (to keep under review).

7. Rationale for New Car Parking Sites

7.1 The locations for car parks up to 2031 remains as in the Car Parking Strategy report of 2006:

7.2 Park and shop – confined to two main car parks close to the town's main shopping hubs County Square and Park Mall, although the car parks at the 'International Station Quarter' to the south of the station and at Station Road to serve possible new retail frontages also come into this category. Requires a high quality 'space availability' signing system to redirect drivers to park and walk/ride sites when full.

7.3 Park and walk – three new multi storey car parks planned for Victoria Way, New Street and Mace Lane but located close to the main approach roads to serve the town centre but encouraging drivers to park on their way into the town to reduce circulating traffic. Requires high quality public realm links to enhance walking routes into town.

7.4 Park and ride – three new sites at the edge of the town along key corridors, firstly at The Warren, then linked through the town, stations and designer village to Waterbrook, then a spur to Chilmington Green coupled with frequent, high quality bus rapid transit systems and passenger facilities.

8. Revised Car Parking Action Plan to 2016

8.1 Reflecting on the above predictions and assumptions for the next few years, and the demand forecasting and sensitivity tests, a carefully phased delivery plan is set out below that supports both the demand from new development as it arises and the need to provide a 'headroom' of car parking that encourages new commercial and retail development to come forward. This replaces and revises the Phasing Strategy in section 6 of the Car Parking Strategy report of 2006. The phasing strategy needs above all, to remain as flexible as possible to adapt to market needs and changes in the economy.

8.2 2009-12:

Prepare to design, acquire land, and implement The Warren Park and Ride scheme to be fully integrated with the SMARTLINK bus rapid transit scheme providing the full range of priority running and passenger facilities.

Provides 600 spaces in phase 1 by Autumn 2012

Funded through GAF3 (design and land acquisition) and DfT through LTP bid (Implementation). Any supporting revenue costs to be met from developments benefiting from the service.

Some extended on street parking controls implemented, in particular in the area around the proposed Learning Campus.

Some redesignation of town centre car parks to short stay only/car parking charge changes.

Allows the closure of Dover Place temporary car park and permits the development of the Commercial Precinct.

8.3 2009-13:

Continue to discuss with potential developers, the best means of delivering the proposed multi-storey car park at Victoria Way. If necessary, consideration be given to public borrowing against future revenues, to ensure that the car park can be delivered by 2013/14. Explore the full range of delivery and funding options.

Provides 800 spaces by 2013/14.

Funded primarily by private developers of Victoria Way and /or Elwick Place.

Allows the closure and redevelopment of Vicarage Lane car park and Elwick Road car park.

8.4 2009-15:

Prepare feasibility/outline design/costings for Waterbrook Park and ride by end 2009 using current GAF 3 funding. Acquire land, and implement the scheme as demand arises using LTP major scheme funding as an extension of the phase 1 SMARTLINK bus rapid transit scheme. Relies on revised Waterbrook junction being in place with full bus priority provision.

Provides 600 spaces in phase 1 by about 2014/15.

Triggers a change in adopted car parking standards for new developments in the town centre and those on/close to SMARTLINK phase 1 routes.

8.5 2011-18:

Prepare feasibility study on potential for New Street car park to be developed as part of a comprehensive development with residential frontage to New Street, either to include or adjoin the current food store on the corner of Forge Lane. Work with land owners to explore master planning of the site and delivery options. If necessary consideration should be given to public borrowing against future car park revenues to ensure the car park can be delivered by about 2018. Envisaged as being needed to support the redevelopment of Park Mall/ Farm Foods sites in order to minimise on site provision at Park Mall (within former ring road) - could attract a commuted parking sum.

Provides about 400 spaces by about 2018.

Funded by a combination of developer contributions (commuted) and private or public sector borrowing in lieu of revenue receipts.

9. Car Parking Standards and Private non-Residential parking (PNR) – (revised figure 4 appended and extract from PPG13 appended)

9.1 Further clarification is needed, to build on the current section 4 and figure 4 of the Parking Strategy report of 2006 in relation to the parking levels that would be

acceptable on site (PNR), and those to be commuted to either town centre car parks or Park and Ride. Above all, consideration needs to be given to enabling and making new commercial developments in the town centre work. Car parking provision for new developments needs to be made by a combination of on site provision (allowance has been made for some expansion of PNR in the revised figure 3, but generally this should be minimised and be seen as replacing the level of PNR already in the town, not exceeding it); and commuting parking into the new 'Park and Walk' and 'Park and Ride' car parks.

9.2 It is recommended that parking standards applied to commercial office, leisure and retail developments in the town centre be progressively reduced to favour increased use of public transport (including park and ride), walking and cycling.

9.3 The amount of parking that can be accommodated on site will be determined on a site by site basis taking into account both the nature of the development, the end users need for 'operational' parking and the capacity of the road network. For example, at Elwick Road where the new 'shared space' scheme has been implemented, new on site parking needs to be minimised, but some parking could be accepted to replace some of that relocated from the current car parks at Elwick Road and Vicarage Lane which are due to be closed for redevelopment when the new Victoria Way car park is open. It is recommended that on site PNR should be no higher than 50% for new commercial office development and no more than 10% of new retail/leisure developments located in the town centre.

9.4 The remaining parking up to the maximum standard specified should then be commuted via s106 payments to support the provision of public car parking at the proposed Park and Walk and Park and Ride sites (even if these car parks have already been provided through 'forward funding' from the public purse). Commercial office developments will be expected to contribute to Park and Ride as use will be predominantly long stay, and retail, leisure developments will be expected to contribute to town centre multi-storey Park and Walk sites.

9.5 In the short term following adoption of the AAP:
The Parking Strategy 2006 says that half the level of maximum standards shown in PPG13 are appropriate by 2011. This already reflects those standards agreed in the most recent major town centre redevelopment at County Square, on the basis that the location of sites in the town centre are very closely related to good public transport facilities ie the train station and bus stops eg the level of new car parking provided at County Square was less than 500 spaces (PPG13 max. standard was just under 1000 new spaces).

9.6 It is therefore recommended that a reduced maximum car parking standard can be applied to retail/leisure developments of 1:30sq m, but that maximum PPG13 standards of 1:30sq m should be applied to commercial office developments, until the completion and opening of the town's first Park and ride site planned at The Warren by 2012.

9.7 Then, following completion of the first Park and ride site in 2012 (or at the time when the town's first Park and Walk car park site is completed, if that is sooner), the maximum parking standards applying to developments in the town centre can be reduced to 1:40sq m for retail/leisure, and 1:60sq m for office developments

9.8 The medium term post 2015:
By the time of completion of the phase 1 SMARTLINK scheme and two park and ride sites that would allow a high quality of alternative transport provision, accessible for

most drivers heading for the town, parking standards should be controlled more tightly to encourage modal shift and support the business case for these schemes. It is therefore recommended that for new retail/leisure developments in the town centre a maximum standard of 1:50 sq m, and for commercial office developments in the town centre a standard of 1:85 sq m could typically be applied from this period. Operational on site parking (PNR) would continue to be minimised. Commuted sums would continue to be used to support the new parking provision proposed in the parking strategy.

9.9 The longer term post 2021:

Once the full SMARTLINK scheme and 3 park and ride sites are in operation and a higher level of alternative local bus services and cycle paths have been developed, the standards for both retail/leisure uses and commercial office developments in the town centre should be further restricted to typically 1:75 sq m and 1:120sq m respectively. This will further encourage modal shift and ensure that the traffic flows on the streets forming the former inner ring road remain within target levels without causing serious congestion to build up. Operational on site parking (PNR) would continue to be minimised. Commuted sums would continue to be used to support the new parking provision proposed in the parking strategy.

9.10 These revised maximum standards are summarised in the table below:

Development/ Parking type	From AAP 2009	1 st P+R opens (2012)	2 nd P+R opens (2015)	3 rd P+R opens (post 2021)
Long stay – office	1:30 sq m	1:60 sq m	1:85 sq m	1:120 sq m
Short stay – retail/leisure	1:30 sq m	1:40 sq m	1:50 sq m	1:75 sq m

9.11 Main retail sites:

It is expected that the provision of ‘Park and Shop’ and ‘Park and Walk’ car parks will be completed in line with the likely development timescales for the retail/leisure expansion in the town, ie:-

Elwick Place and Southern Expansion Quarter would require Victoria Way car park (in addition to the existing County Square car park)

Park Mall and New Street would require New Street car park, and Edinburgh Road car parks to be replaced by a new redeveloped Park Mall car park.

Station Road would require Station Road car park to be decked or replaced

Mace Lane would require Mace Lane car park

International Station Quarter (south) would require some on site parking.

9.12 The parking strategy has been set out to encourage, as far as possible, drivers to be intercepted ‘en route’ to the town centre by either Park and Ride or Park and Walk. The parking demand numbers have therefore been taken to serve the town ‘as a whole’, not on a site by site basis. Some flexibility must therefore be allowed in the phasing of delivery of new parking sites in relation to the developments they are most likely to serve. It is therefore seen as essential that Park and Ride is delivered early in the programme to provide a ‘headroom’ of parking, but also to provide this flexibility. Park and ride will be designed to attract existing (mainly long stay) users of car parks in the town centre thereby releasing space in existing car parks for use by shoppers, for business and shorter stay visitors. Park and Ride sites can be more easily phased with sites extended as demand increases, and they will also be used increasingly by shoppers as the retail offer expands and /or possibly congestion worsens in the short term.

9.13 Other commercial developments outside of the town centre:

Para 4b of the Parking Strategy report of 2006 explains that sites outside of the town should be provided at 20% less than PPG13 maximum standards. This is already being applied to sites affected by the SATS area (SPG6) and should be extended to apply throughout the Ashford Growth Area. In future developments that are well located to the SMARTLINK scheme there is scope to extend this reduction in standard when the scheme is fully implemented, perhaps up to 50% less than PPG13 maximum standards. This could be defined by using the 10 minute walk isochrone defined in the SMARTLINK report.

9.14 Ashford International Station:

At the time of writing the Parking Strategy 2006, no predictions were available for future use of the high speed domestic trains that are being introduced to and from London in December 2009. Also no account was taken of the reduction to international Eurostar services due to the switch of some services to Ebbsfleet and St Pancras. The current domestic rail operator Southeastern has now predicted an increase in domestic train use to and from Ashford that will make use of spaces in the Eurostar car parks to the south of the station, due to reduced international services in the short term, but estimates that a further 222 spaces might be needed by 2014 (the end of the current franchise period). In addition the current Southeastern trains car park at Elwick Place is due to be redeveloped which will lose a further 161 spaces to train users. A combination of the adoption of a Station Travel plan supported by ATOC and a comprehensive master planning of the International Precinct currently being carried out, will aim firstly to minimise the additional on site car parking around the station in favour of better integrated transport provision with other modes, and secondly provide sufficient and easily accessible car parking for station users probably located mainly to the south of the station via undercroft.

9.15 Residential Parking Standards:

No change is proposed to that set out in the Parking Strategy and summarised in revised figure 4.

10. Conclusions and Policy Recommendations for the AAP

10.1 This technical note attempts to set out what will be needed to make the town work, balancing the needs of the market with the need to keep traffic flow to within target future levels of 85% of 2003 flows around the streets forming the former ring road. The note also confirms most of the contents and Action Plan contained in the Parking Strategy 2006 report, but inputs the latest modelled parking demand figures. As a result some of the 2006 reports findings are reviewed including the phasing strategy, but this note explains the reasons behind the changes and in particular the need for flexibility in terms of delivery of new parking sites.

10.2 What is absolutely clear is that the local authorities, supported by the Ashford's Future Company need to work closely with the land owners and future developers of sites in the town to actively promote and fund the early delivery of new parking sites to ensure that the town continues to prosper in economic terms and fully realises the ambitious plans and timescales for expansion. This note reflects on the current market conditions and proposes that public sector funding is maximised in the short term to deliver a headroom of car parking that will 'kick start' the market, and ensure that Ashford is truly 'best placed' to take full advantage of the high speed trains to and from London starting later this year.

Car parking location	Existing peak usage (demand) 2005			Base - Spaces in 2008		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%)	289		289						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		307					To be redeveloped with extended Park Mall - remainder (commuted) to Park and ride and possibly New Street
Vicarage Lane			178 (93%)	185 (96%)		162		162					To be redeveloped once Victoria Way car park is constructed and open
Godinton Road County Square NCP			396 (99%)	390 (98%)		564		564		564		564	Extended by County Square redevelopment in 2008
Station Road	114 (97%)			75 (64%)	108		108		108				To be replaced by a new car park related to redevelopment of Station Road frontage (see below)
Flour Mills	84 (99%)			52 (61%)	79		79		79			79	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						To be redeveloped once Mace Lane multi-storey car park is constructed and open
Library			10 (67%)	13 (87%)		15							To be redeveloped as Library Plus
Dover Place (Temporary)					362		362						
Station (2000)													Station is neutral - more passengers will require more parking (assumed about 200 new spaces by 2014)
Stour Centre/Civic Centre (500)	192(96%)	192(96%)		119(30%)	200	285	200	285	200	285	200	285	Extended by Stour Centre redevelopment in 2007
Designer Outlet Centre (1660)													Extended centre possible as part of International Station Quarter (see Core Periphery below)
Private non-Residential sites (PNR) (1200)	1200(50%)				1200		900		800		600		Minimise new PNR within Town Centre - some new to replace lost PNR through redevelopment (ie at Charter Hse)
New Car Parks													
New PNR with development							300		400		500		Some new PNR particularly in the short term to gain development momentum (numbers balance with above)
Park and Walk Multi-storey at Victoria Way									200	600	200	600	Short/long stay split dependant on office/retail split in AAP, reducing to short stay as P+Ride develops.
Park and Walk Multi-storey at New St									100	300	100	300	To replace New Street Lidl/Farm Foods car parks and provided before redevelopment of Park Mall car parks
Park and Walk Multi-storey at Mace Lane									200	200	200	200	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)										100		200	To serve new retail (possible extension of Designer village) in International Station Quarter
Park and Shop at Station Rd											50	150	To serve new retail/leisure frontages along Station Road (possible decking of existing site)
Park and Shop at Park Mall									100	500	100	500	Park Mall redevelopment will need to minimise on site parking - remaining demand comuted to P+Ride and New St
Park and Ride at The Warren (J9 M20)							1000		900	100	900	100	The Warren P+R shows the greatest need (some shorter stay use likely as town retail offer improves)
Park and Ride at A2070 Waterbrook									900	100	900	100	Waterbrook P+R shows the second highest need - most likely constructed in phases.
Park and Ride at A28 Chilmington									300	100	500	100	Chilmington Green P+R is unlikely to be needed or constructed until 2021 or beyond
On Street Provision (CPZ)													(Assumes that only a proportion of these on street spaces are in use by town centre visitors due to residents use)
On Street Parking zones (190 P&D; 640 Ltd wait)						830		750		600		600	Residents parking schemes to prohibit commuter parking to be extended with phases of P+R implementation
TOTAL PROVISION					2299	2395	3299	2120	4287	3501	4329	3699	
TOTAL DEMAND revised by i Transport							3320	2100	4310	3480	4360	3680	Revised i Transport demand forecast - December 08
TOTAL DEMAND in Parking Strategy	2025	2100					3950	3050	4950	4000	5450	4550	Previous parking demand forecast in Parking Strategy 2006
Shortfall of provision over demand (minus figures are surplus)							21	-20	23	-21	31	-19	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 in short term but only as replacement to that lost at existing sites ie Charter House

Station provision is considered to be neutral in the above table - ie increased demand generated by HS trains needs to be met by increased parking for station and use of P+R (not allowed for above). SE forecast about 200 additional spaces needed by 2014. most of this need can be met through less use of Eurostar car parks (since reduced international trains from 2007).

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.

Parking

49. The availability of car parking has a major influence on the means of transport people choose for their journeys. Some studies suggest that levels of parking can be more significant than levels of public transport provision in determining means of travel (particularly for the journey to work) even for locations very well served by public transport. Car parking also takes up a large amount of space in development, is costly to business and reduces densities. Reducing the amount of parking in new development (and in the expansion and change of use in existing development) is essential, as part of a package of planning and transport measures, to promote sustainable travel choices. At the same time, the amount of good quality cycle parking in developments should be increased to promote more cycle use.

50. A consistent approach on parking should be set out in the RTS to avoid wasteful competition between different locations based around the supply or cost of parking, to the detriment of sustainable development. Policies on parking should be coordinated with parking controls and charging set out in the local transport plan, and should complement planning policies on the location of development.

51. In developing and implementing policies on parking, local authorities should:

1. ensure that, as part of a package of planning and transport measures, levels of parking provided in association with development will promote sustainable transport choices;
2. not require developers to provide more spaces than they themselves wish, other than in exceptional circumstances which might include for example where there are significant implications for road safety which cannot be resolved through the introduction or enforcement of on-street parking controls;
3. encourage the shared use of parking, particularly in town centres and as part of major proposals: for example offices and leisure uses (such as cinemas) might share parking because the peak levels of use do not coincide, provided adequate attention is given at the design stage;
4. take care not to create perverse incentives for development to locate away from town centres, or threaten future levels of investment in town centres. While greater opportunities exist to reduce levels of parking for developments in locations with good access by non car modes, local authorities should be cautious in prescribing different levels of parking between town centres and

peripheral locations, unless they are confident that the town centre will remain a favoured location for developers. Advice in PPG6 makes clear that good quality secure parking is important to maintain the vitality and viability of town centres, and to enable retail and leisure uses to flourish;

5. require developers to provide designated parking spaces for disabled people in accordance with current good practice¹⁶
6. where appropriate, introduce on-street parking controls in areas adjacent to major travel generating development to minimise the potential displacement of parking where on-site parking is being limited;
7. require convenient safe and secure cycle parking in development at least at levels consistent with the cycle strategy in the local transport plan; and
8. consider appropriate provision for motorcycle parking.

Maximum Parking Standards

52. Policies in development plans should set maximum levels of parking for broad classes of development. Maximum standards should be designed to be used as part of a package of measures to promote sustainable transport choices, reduce the land-take of development, enable schemes to fit into central urban sites, promote linked-trips and access to development for those without use of a car and to tackle congestion. There should be no minimum standards for development, other than parking for disabled people.

53. There is a need for a consistent approach to maximum parking standards for a range of major developments, above the relevant thresholds. The levels set out in Annex D should be applied as a maximum throughout England, but RPBs and local planning authorities may adopt more rigorous standards, where appropriate, subject to the advice in this guidance. The maximum parking standards set out in annex D do not apply to small developments, that is, those below the relevant thresholds. Local authorities should use their discretion in setting the levels of parking appropriate for small developments so as to reflect local circumstances. By virtue of the thresholds, this locally based approach will cover most development in rural areas.

54. For individual developments, the standards in Annex D should apply as a maximum unless the applicant has demonstrated (where appropriate through a Transport Assessment) that a higher level of parking is needed. In such cases the applicant should show the measures they are taking (for instance in the design, location and implementation of the scheme) to minimise the need

for parking.

55. It should not be assumed that where a proposal accords with the relevant maximum parking standard it is automatically acceptable in terms of achieving the objectives of this guidance. Applicants for development with significant transport implications should show (where appropriate in the Transport Assessment) the measures they are taking to minimise the need for parking.

56. A balance has to be struck between encouraging new investment in town centres by providing adequate levels of parking, and potentially increasing traffic congestion caused by too many cars. Where retail and leisure developments are located in a town centre, or on an edge of centre site as defined by PPG6, local planning authorities should consider allowing parking additional to the relevant maximum standards provided the local authority is satisfied that the parking facilities will genuinely serve the town centre as a whole and that agreement to this has been secured before planning permission has been granted. Local planning authorities should ensure that the scale of parking is in keeping with the size of the centre and that the parking provision is consistent with the town centre parking strategy.

Annex D: Maximum Parking Standards

This table should be read in conjunction with the text on parking in paragraphs 49 to 56.

Use	National Maximum Parking Standard 1 space per square metre (m ²) of gross floorspace unless otherwise stated	Threshold from and Above Which Standard Applies (gross floorspace)
Food retail	1 space per 14m ²	1000m ²
Non food retail	1 space per 20m ²	1000m ²
Cinemas and conference facilities	1 space per 5 seats	1000m ²
D2 (other than cinemas, conference facilities and stadia)	1 space per 22m ²	1000m ²
B1 including offices	1 space per 30m ²	2500m ²
Higher and further education	1 space per 2 staff + 1 space per 15 students (see note 1)	2500m ²
Stadia	1 space per 15 seats (see note 2)	1500 seats

Notes:

1. The standard for students relates to the total number of students attending an educational establishment, rather than full-time equivalent figures.

2. For stadia, sufficient coach parking should be provided to the satisfaction of the local authority and treated separately from car parking. Coach parking should be designed and managed so that it will not be used for car parking.

3. Parking for disabled people should be additional to the maximum parking

standards. Development proposals should provide adequate parking for disabled motorists, in terms of numbers and design (see Traffic Advice Leaflet 5/95, Parking for Disabled People).

4. For mixed use development, the gross floorspace given over to each use should be used to calculate the overall total maximum parking figure. For land uses not covered in these standards, the most stringent regional or local standards should apply.