



Committee and Date

Cabinet

5 September 2018

Parking Strategy Framework: Proposed revisions – Reduction of Charging Hours in Ludlow and Shrewsbury

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1. Summary

At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy Framework.

This report relates to the approval of potential revisions to Part 1 of the Parking Strategy Framework to:

- i. allow implementation of the decisions made by Cabinet on 25 July in relation to the proposed retention of existing hours of charging on all on street pay & display parking places in Ludlow;
- ii. to address concerns subsequently raised in response to the decisions made by Cabinet on 25 July relating to the proposed extension of the hours of charging on all on and off street pay & display parking places within the Shrewsbury town centre river loop to 8.00pm but to retain the hours of charging on all pay and display on-street at 6.00pm within Ludlow town.

2. Recommendations

That Cabinet give consideration to:

- i. the amendment of the Parking Strategy Framework as is required to reflect the decision already made to retain the existing hours of charging on all on street pay & display parking places in Ludlow;
- ii. the subsequent concerns raised and amend the Parking Strategy Framework as is required and deemed appropriate to reflect the retention of the existing hours of charging on all on street pay & display parking places within the Shrewsbury town centre river loop.
- iii. the subsequent concerns raised and amend the Parking Strategy Framework as is required and deemed appropriate to reflect the retention of the existing hours of charging at Bridge Street, St Austin's Street and

Quarry Leisure Centre pay & display parking places within the Shrewsbury town centre river loop.

REPORT

3. Risk Assessment and Opportunities Appraisal

Identified risks specific to possible revisions of the Parking Strategy Framework are shown in the tables below:

Table 1: Identified risks -Ludlow

Possible Strategy Revision	Risk	Mitigation Measure
Retention of the hours of charging on all pay and display on-street parking places to 6.00pm within the Red controlled parking zone (CPZ) in Ludlow.	Parking after 6.00pm will remain unregulated with continued congestion and limited management to promote parking hierarchy thus incentivise the use of off street car parks.	Monitor and review following implementation. Reconsider proposal to extend hours of operation and charging if deemed appropriate.
	Blue badge holders and none blue holders with mobility issues may be unable to park on-street within a reasonable distance of their final destination.	Monitor and review following implementation. Consider the replacement of existing pay and display parking places with additional disabled parking bays. Give priority to implementation of new residents parking policy hence improving and legitimising permit management.
	Residents parking permit holders will continue to be displaced by night time workers and visitor parking with continued inconvenience of not being able to park within a reasonable distance of their home, despite having paid for a service concession to allow them to do so.	

Table 2: Identified risks - Shrewsbury

Possible Strategy Revision	Risk	Mitigation Measure
Retention of the hours of charging on all pay and display on-street	Parking after 6.00pm will remain unregulated with continued	Monitor and review following implementation.

<p>parking places to 6.00pm within the Shrewsbury town centre river loop.</p>	<p>congestion and limited management to promote parking hierarchy thus incentivise the use of off street car parks.</p> <p>Blue badge holders and none blue holders with mobility issues may be unable to park on-street within a reasonable distance of their final destination.</p>	<p>Reconsider proposal to extend hours of operation and charging if deemed appropriate.</p> <p>Monitor and review following implementation. Consider the replacement of existing pay and display parking places with additional disabled parking bays.</p>
<p>Retention of the hours of charging to 6.00pm within the Bridge St, St Austin's and Quarry Leisure Centre, off street, pay and display car parks, Shrewsbury.</p>	<p>Parking after 6.00pm will remain unregulated with continued congestion and limited management. The incentive to use none prime car parks and hence reduce the number of vehicles/ traffic within the river loop will be lost. Limited turnover in prime car parks, hence late on arrivals displaced.</p>	<p>Monitor and review following implementation. Reconsider proposal to extend hours of operation and charging if deemed appropriate.</p>
<p>Retention of the hours of charging to 6.00pm on all on street P&D parking places within Shrewsbury and in the Bridge St, St Austin's and Quarry Leisure Centre, car parks, Shrewsbury.</p>	<p>Drivers will choose to park in the available free parking areas rather than use Raven Meadows multi storey car park, where additional funding is being allocated to facilitate extended hours of opening on the assumption that this proposal will be at least cost neutral.</p>	<p>Undertake benefit cost analyses on extending the hours of opening of Raven Meadows multi storey car park.</p>

4. Financial Implications

The estimated funding requirements for Part 1 of the Proposed New Parking Strategy Framework are detailed within the January 17th, 2018 Cabinet report.

5. Background

- 5.1 At its meeting on 17th January 2018 Cabinet gave approval for the implementation of Part 1 of the new Parking Strategy framework this included a total of 22 recommendations.
- 5.2 Recommendation V of the 17th January 2018 Cabinet report included that the hours of charging using linear tariffs be extended until 8.00pm on all Bands 1 and 2 car parking as listed below:

Car Park	Town	Band
Shrewsbury On Street	Shrewsbury	Band 1
Quarry Swimming & Fitness Centre	Shrewsbury	Band 2
Ludlow On Street (Red Zone)	Ludlow	
Bridge Street	Shrewsbury	
St Austin's	Shrewsbury	
Raven Meadows	Shrewsbury	

- 5.3 At its meeting on 25th July 2018 Cabinet resolved that approval is given for the making of the required Traffic Regulation Order for the proposed changes to On-Street Pay and Display and Loading in Ludlow and Shrewsbury as follows:
- i. To extend the hours of operation and charging on all on-street pay & display parking places, and the hours of operation of the loading bays to 8pm, within the Shrewsbury town centre river loop.
 - ii. To retain the hours of operation and charging on all shared use pay and display /residents parking permit parking places within the Red Controlled Parking Zone (CPZ) at 6.00pm within Ludlow town centre.
- 5.4 The retention of the existing hours of operation and charging was a change to what had been approved in the parking strategy on 17th January and to that recommended in the report to Cabinet on 25th July.
- 5.5 On Friday 3rd August correspondence was received from the Shrewsbury BID (see Appendix 1 of this report) calling for the removal of all evening charges in Shrewsbury from the proposals.
- 5.6 A meeting chaired by the Leader of the Council was held with representatives of the Shrewsbury BID on Tuesday 7th August. The

Deputy Leader of the Council and the Cabinet Portfolio Holder for Highways and Transport along with officers also attended.

- 5.7 At this meeting it was agreed that the Council would seek authority to retain the existing hours of charging on all on and off street pay & display parking places within the Shrewsbury town centre river loop.
- 5.8 This report relates to the approval of potential revisions to Part 1 of the Parking Strategy Framework to:
- i. allow implementation of the decisions made by Cabinet on 25th July in relation to the proposed retention of existing hours of charging on all on street pay & display parking places in Ludlow;
 - ii. to address concerns subsequently raised in response to the decisions made by Cabinet on 25th July relating to the proposed extension of the hours of charging on all on and off street pay & display parking places within the Shrewsbury town centre river loop to 8.00pm but to retain the hours of charging on all pay and display on-street at 6.00pm within Ludlow town centre.

6. Consideration of proposed revisions to Part 1 Strategy framework

- 6.1 Managed car parking is important to the vitality of our town centres. Ensuring that customers and visitors have a range of options when choosing to visit and use the town is critical.
- 6.2 Town centres increasingly need to be about experience and car parking is a means to access this experience and is part of the first and last impression of a place. Offering people choice for parking depending on their purpose for visiting and individual preferences needs to part of the plan for a town centre. Quality and ease of access of car parks are also part of the 'experience'.
- 6.3 There is no doubt that the retention of free parking after 6.00pm made available closer to their chosen destination will encourage more use of the town centre facilities in the evening.. However, there is a risk that this convenience will be limited to the first wave of early evening arrivals, who are more likely to occupy that space all evening.
- 6.3.1 The introduction of charging in the evenings in the prime locations was intended to encourage those who wished to park for longer periods to park in the less prime locations, encourage turnover and improve availability for those less mobile as well as reduce the number of vehicles and hence traffic congestion in the evenings.

- 6.4 It was hoped to encourage on street parking to be used for quick and convenient access to the town centre for those convenience led trips, allowing regular movement and flow in the town centre and directing longer stay shoppers and workers to the designated car parks will help encourage sustainable use of car parks and encourage more pedestrian movement in and around the town centres.
- 6.5 Cabinet proposal to retain existing hours of charging on all on street pay & display parking places in Ludlow
- 6.5.1 In the 25th July Cabinet report- New Parking Strategy Framework -Traffic Regulation Order (TRO) decision report Ludlow and Shrewsbury - Changes to On-Street Pay and Display and Loading, it was recommended that approval be granted for the making of the required TRO to extend the hours of operation and charging on all pay & display parking places within the red controlled parking zone (CPZ) from 6pm to 8pm within Ludlow town centre.
- 6.5.2 Prior to the Cabinet meeting on 25th July, the Portfolio Holder for Highways and Transport met with the Local member for Ludlow and agreed to examine concessions for Ludlow. It was considered that the effect of the additional 6.00 pm to 8.00 pm car parking charges, on the future of Ludlow Assembly Rooms, the Towns evening economy and on local residents in nearby streets where no off road parking is available, would all be negative.
- 6.5.3 At its meeting on 25th July Cabinet resolved with regards to the TRO, to retain the existing hours of charging on all on street pay & display parking places in Ludlow.
- 6.5.4 The proposed change to the TRO does not reflect the strategy and the change to the strategy is now needed to ensure the 2 are consistent. The risks associated with this proposal are highlighted within section 3 of this report.
- 6.6 Consideration of request received from the Shrewsbury BID subsequent to the Cabinet decision 25th July 2018 to retain the existing hours of charging on all pay and display on-street parking places at 6.00pm within the Shrewsbury town centre river loop.
- 6.6.1 In the 25th July Cabinet report- New Parking Strategy Framework -Traffic Regulation Order (TRO) decision report Ludlow and Shrewsbury - Changes to On-Street Pay and Display and Loading, it was recommended that approval be granted for the making of the required TRO to extend the hours of operation and charging on all pay & display parking places within the Shrewsbury town centre river loop.

- 6.6.2 At its meeting on 25th July Cabinet resolved to extend the hours of charging from 6.00pm to 8.00pm.
- 6.6.3 The Shrewsbury BID considers the concessions agreed for Ludlow by Cabinet on 25th July on evening charging has undermined the consultation process and the linear principle of the whole strategy resulting is an unbalanced and unfair strategy which penalises Shrewsbury. Businesses in Shrewsbury have made it clear that free on-street parking plays a significant role in the success of the night time economy. The strategy has been devised to be linear - therefore concessions given to Ludlow for on-street evening car parking should also apply to Shrewsbury.
- 6.6.4 Shrewsbury town centre is covered by an Air Quality Management Area due to pollution levels exceeding legislative levels of air pollutant There is concern that the removal of incentives for edge of town parking in the evenings from the Strategy Framework will continue to promote vehicle movements into the town centre at times when congestion often exists. Anything that encourages town centre driving, is seen as a potential negative impact on the health of the population living in the town centre.
- 6.6.5 There is a need for a careful balance in both allowing access into the heart of the town centre for vehicles to support the economy and ensuring the experience of the town is not dominated by vehicle movements, again to support the economy. The Shrewsbury Big Town Plan considers this. This must be an important consideration both in implementing the car parking strategy and delivering transformation of the town centre. In allowing on street car parking, the overall experience for the pedestrian in the town centre should be managed positively with important details like public spaces.
- 6.6.6 The risks associated with this revised proposal are highlighted within section 3 of this report.
- 6.7 Consideration of request received from the Shrewsbury BID subsequent to the Cabinet decision 25th July 2018 to retain the existing hours of charging on all pay and display on-street parking places at 6.00pm within the Bridge St, St Austin's and Quarry Leisure Centre, car parks, Shrewsbury.
- 6.7.1 In the 25th July Cabinet report- New Parking Strategy Framework Traffic Regulation Order (TRO) decision report, changes to off street parking places around the county, it was recommended that approval be granted for the making of the required TRO to

extend the hours of operation and charging on all band 2 pay & display parking places within the Shrewsbury town centre river loop (Bridge St, St Austin's and Quarry Leisure Centre, car parks).

- 6.7.2 At its meeting on 25th July Cabinet resolved to extend the hours of charging from 6.00pm to 8.00pm.
- 6.7.3 The reasoning relating to the benefits or not of providing free parking after 6.00pm, offering managed car parking, choice etc. equally apply in both Ludlow and Shrewsbury.
- 6.7.4 The recommendation in the 25th July Cabinet report to extend the hours of charging on-street was considered appropriate given that all evening parking in the towns off street carparks is to be free of charge. Again, incentivising visitors to use the off-street carparks hence improve availability for those less mobile and reduce the number of vehicles and hence traffic congestion in the evenings on street.
- 6.7.5 There is also an additional issue in Ludlow with regards to residents parking. A residents parking scheme allows concessions for residents to park on-street. Residents are frequently unable to park on return in the evening due to parking bays being occupied by visitors.
- 6.7.6 The risks associated with this proposal are highlighted within section 3 of this report.

7 Conclusion

After due consideration of the additional request received from the Shrewsbury BID, Cabinet are required to consider any appropriate changes to the Parking Strategy Framework relating to all 3 potential revisions considered in section 6 of this report. After completion of the required outstanding TRO consultations and approvals it is advised that a summary of the agreed and modified Parking Strategy Framework is published on the Councils web site.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Shropshire Parking Review (Initial scoping review) – May 2014

Report on Shropshire Parking Strategy - Mouchel – January 2015

Shropshire Parking Proposal Executive Summary Mouchel - January 2015

Shropshire Parking Implementation Plan (Phase 1) Mouchel– November 2015

Shropshire Draft Parking Strategy Cabinet Report 12 July 2017

<http://shropshire.gov.uk/committee->

[services/documents/g3418/Public%20reports%20pack%2012th-Jul-](http://shropshire.gov.uk/committee-services/documents/g3418/Public%20reports%20pack%2012th-Jul-)

[2017%2012.30%20Cabinet.pdf?T=10](#)

Current Shropshire Parking Strategy Appendix A4 Parking Charge Structure.

<https://shropshire.gov.uk/media/1360/parking-strategy-Appendix-a4-parking-charge-structure.pdf>

New Parking Strategy Framework Part 1 – Implementation of the Linear Model 17th January 2018 Cabinet report

[http://shropshire.gov.uk/committee-](http://shropshire.gov.uk/committee-services/documents/b12014/Cabinet%20To%20Follow%201%2017th-Jan-2018%2012.30%20Cabinet.pdf?T=9)

[services/documents/b12014/Cabinet%20To%20Follow%201%2017th-Jan-2018%2012.30%20Cabinet.pdf?T=9](http://shropshire.gov.uk/committee-services/documents/b12014/Cabinet%20To%20Follow%201%2017th-Jan-2018%2012.30%20Cabinet.pdf?T=9)

New Parking Strategy Framework Traffic Regulation Order (TRO) decision report: Ludlow and Shrewsbury - Changes to On-Street Pay and Display and Loading, Cabinet report 25 July 2018.

New Parking Strategy Framework Traffic Regulation Order (TRO) decision report: Changes to off street parking places around the county, Cabinet report 25 July 2018.

Cabinet Member (Portfolio Holder)

Councillor Steven Davenport – Portfolio Holder for Highways and Transport

Local Member

Shrewsbury and Ludlow local Members

Appendices

Appendix 1 – Statement received from the Shrewsbury BID subsequent to the Cabinet decision 25th July 2018 to retain the existing hours of charging in Shrewsbury.