

Document 4 - Sittingbourne Town Centre Car Parking Strategy

1. Introduction

- 1.1 This report has been prepared to determine a new car parking strategy for Sittingbourne Town Centre to coordinate provision with the redevelopment of a number of the Council's car parks under the Spirit of Sittingbourne development proposals.
- 1.2 Phase 1 of the project will see the car parks at Cockleshell Walk and Spring St fully closed, and parts of the Forum and St Michael's road will also be closed for redevelopment. There is also the possibility that the Swale Recreational Trust will dispose of their site on St Michael's Road, and the Network Rail parking to the station forecourt will need to be relocated to free up space for a public square. These changes will all have an effect upon the Town Centre parking provision although they will mainly affect long stay parking.
- 1.3 In order to compensate for the lost spaces and support the Town Centre regeneration it is proposed to construct a multi-storey car park and to implement a new strategy for long and short term parking. This report will assess the existing and future demand for parking and will formulate a new strategy for provision in Sittingbourne that will enable the design and construction of a suitably sized multi-storey car park.

2. Existing Council owned Town Centre Parking

- 2.1 The total existing provision in Sittingbourne Town Centre is 853, comprising 548 short stay and 305 long stay parking spaces, as set out in the table below (see Appendix I for location plan).

Car Park	Spaces	Short Stay (SS)/ Long Stay (LS)
Albany Road	104	SS
Central Avenue	60	SS
Cockleshell Walk	102	LS
Crown Quay Lane	42	SS
The Forum	162	SS
Spring Street	72	LS
St Michael's Road	107	LS
The Swallows	86	SS
Swale House	72	SS
Station Street	22	SS
Bell Road	24	LS

3. Spirit of Sittingbourne (Spirit) Phase 1 proposals

- 3.1 As part of the Spirit phase 1 proposal the following car parks will be affected:
- Cockleshell Walk will be fully closed for redevelopment, giving a loss of 102 long stay spaces;

- Spring Street will be fully closed for redevelopment, giving a loss of 72 long stay spaces;
- The Forum will be partly closed for redevelopment, giving a loss of 65 short stay spaces;
- Station Street will be closed to construct a new multi-storey car park, giving a loss of 22 short stay spaces;
- When the station front is redeveloped there will be a loss of 30 long term Network Rail spaces. It is anticipated that these will be relocated to St Michael's Road and the Council will lose 30 long stay spaces; and
- If the Swale Recreational Trust disposes of its land on St Michael's Road the Council will lose a further 48 long stay spaces, but at the time of writing this report the possibility of this progressing is low.

3.2 In summary, when the Spirit phase 1 proposals are fully delivered, and assuming that the Swale Recreational Trust retains its land on St Michael's Road for parking, the Town will lose a total of 204 long stay and 87 short stay parking spaces.

4. Assessment of Town Centre Parking Demand

4.1 The Council's Parking Team carried out an in depth survey on 14 May 2014, and the results are attached in Appendix II.

Information from the survey demonstrates that peak demand for short term parking is 432 spaces on a Saturday, and peak demand for long stay parking is 209 spaces on a Wednesday. Appendix III contains an annual assessment of demand, and this demonstrates that the peak demand over a year is during March when the demand is 21.3% higher than May. Therefore, in order to assess the annual peak demand the May figures need to be enhanced by 21%. The results show a peak demand for short stay parking of 523 spaces, and a peak demand for long stay parking of 252 spaces.

4.2 It is considered appropriate to cater for the peak demand in order that customer satisfaction is maintained.

4.3 In addition to the current peak demand it is considered appropriate to allow for additional short stay parking catering for the additional traffic generated by the successful regeneration of the Town Centre. Spirit proposals and business plans are based upon an increased footfall of approximately 450,000 visitors per annum to the cinema and associated restaurants. Although a significant proportion of these will be in the evening when parking is free, there will nonetheless be a need for some parking for matinee performances on a Saturday when short stay parking is already at peak demand. Information from our parking enforcement contractor indicates that approximately 2% of the increased footfall to the cinema should be used to calculate additional parking spaces and this would result in a daily average figure of approximately 35 spaces.

4.4 To cater for additional demand there is currently a spare capacity of 74 surplus spaces available at peak period on a Saturday within the St Michael's Road car park. In this strategy we assume that this spare capacity within St Michael's Road car park is sufficient to cater for additional demand for Saturday matinee performances in the Cinema.

- 4.5 We believe that the underutilisation of this car park during this peak period may be because of the need to cross the busy St Michael's Road. It is interesting to note that Crown Quay is at nearly full capacity even though it is further from the Town Centre than the St Michael's Road car park. Spirit's proposals for traffic calming in the area of the station and approaches to the Town Centre may make St Michael's Road a more attractive car park for Saturday shoppers and cinema goers, though some further pedestrian improvements may be required to best utilise the spare capacity.

Demand Summary

- Peak demand for long stay parking in the Town Centre is 252 spaces.
- Peak demand for short stay parking in the Town Centre is 523 spaces.

5. Long stay parking Strategy

- 5.1 The Spirit redevelopment includes proposals for the construction of a new multi-storey car park on St Michael's Road to replace spaces lost to the development and to support the Town Centre regeneration. Its preferred location has been chosen to provide parking in close proximity to the existing High Street and the proposed cinema, restaurants, and retail units in the cultural quarter. This places it on Council-owned land, and aligns it with the area that has the greatest parking need.
- 5.2 In discussion with the Council's Parking Enforcement Team it is considered that the new multi-storey car park should be used for short stay parking only, including sufficient provision for disabled and mother and child parking, but not for long stay parking. The proposed multi-storey will provide a significant number of short stay parking spaces in a better location to serve the Town Centre, and would release other surface car parks to be designated for long stay parking.
- 5.3 It is also of note that Network Rail are actively considering extending their station car park to provide additional long stay commuter parking, and this would potentially have an adverse effect upon the Council-owned long stay sites. The Network Rail location being in close proximity to the station would make it a preference for commuters, and so it is considered not to be beneficial to have a surplus of long stay parking within this strategy. If Network Rail were to provide additional long stay parking the Council would have an option to return its long stay car parks back to short stay.
- 5.4 To satisfy the current and future needs it is proposed that the Albany Road (104 spaces) and Crown Quay Lane (42 spaces) be designated for long stay parking:
- 5.5 St Michael's Road (77 spaces) and Bell Road (24 spaces) would remain as long stay parking.
- 5.6 See appendix V for summary.

6. Short stay parking strategy

- 6.1 The Spirit phase 1 proposals included for a multi-storey car park with a capacity of 220 spaces and 10 surface parking spaces, to be constructed alongside The Forum shopping centre on St Michael's Road.
- 6.2 Assuming that Albany Road and Crown Quay Lane be designated as long stay parking, the multi-storey will better support the Town Centre than some of the existing car parks.
- 6.3 Short stay parking provision in the Town Centre would be as follows:
- Multi-story and surface spaces 230
 - The Forum 97
 - The Swallows 86
 - Central Avenue 60

Summary

- This will provide 473 short stay spaces to satisfy a peak demand for 523 spaces.
- As noted in the report above, there is spare capacity of 74 spaces in St Michael's Road car park when there is peak demand on a Saturday, and if this is added into the equation there will be 547 available spaces to satisfy a peak demand for 523 spaces.
- There will also be spare capacity on a Saturday in the newly designated long stay car parks at Crown Quay Lane and Albany road. These car parks will be available to provide short term parking under the existing charging structure. Assuming that the existing use from the closed long stay car parks at Cockleshell Walk and Spring Street will transfer to these locations this will provide another 108 spaces to cater for demand on a Saturday and including these in the calculation would result in a provision of 655 spaces to cater for a peak demand for 523 spaces.

7. Design Update

- 7.1 Spirit has employed the Harris Partnership to design the multi-storey car park and to obtain detailed planning consent, and their current plan will provide a multi-storey car park with 250 spaces over four floors.
- 7.2 However, they have been instructed to design in the flexibility to allow for future extension if required.
- 7.3 The design will provide an additional 20 spaces to the 230 in the original assessment. As a result, the short stay provision, including spare capacity in St Michael's Road, Albany road and Crown Quay would then become 675 spaces to satisfy a peak demand for 523.
- 7.4 See appendix V for summary of the proposed short term parking provision

8. Conclusions

- 8.1 The above figures have been determined for the peak demand during the year and the adoption of this Strategy will provide surplus spaces at all other times for both short and long term parking.
- 8.2 If we consider an alternative average peak demand for short and long stay parking during the week (excluding Saturday) we arrive at figures of 447 short stay and 238 long stay parking spaces. This would indicate a surplus capacity at other than peak periods of 46 short stay and 9 long stay spaces.
- 8.3 The Harris Partnership is designing a four-deck car park with a capacity of 250 spaces. An additional half deck would provide an additional 30 spaces, and an additional full deck would provide an additional 60 spaces.
- 8.4 There is sufficient capacity in this strategy to cater for the peak demand for short stay parking on a Saturday and there will be a small deficit of approximately 5 spaces for long term parking at peak demand during the week.

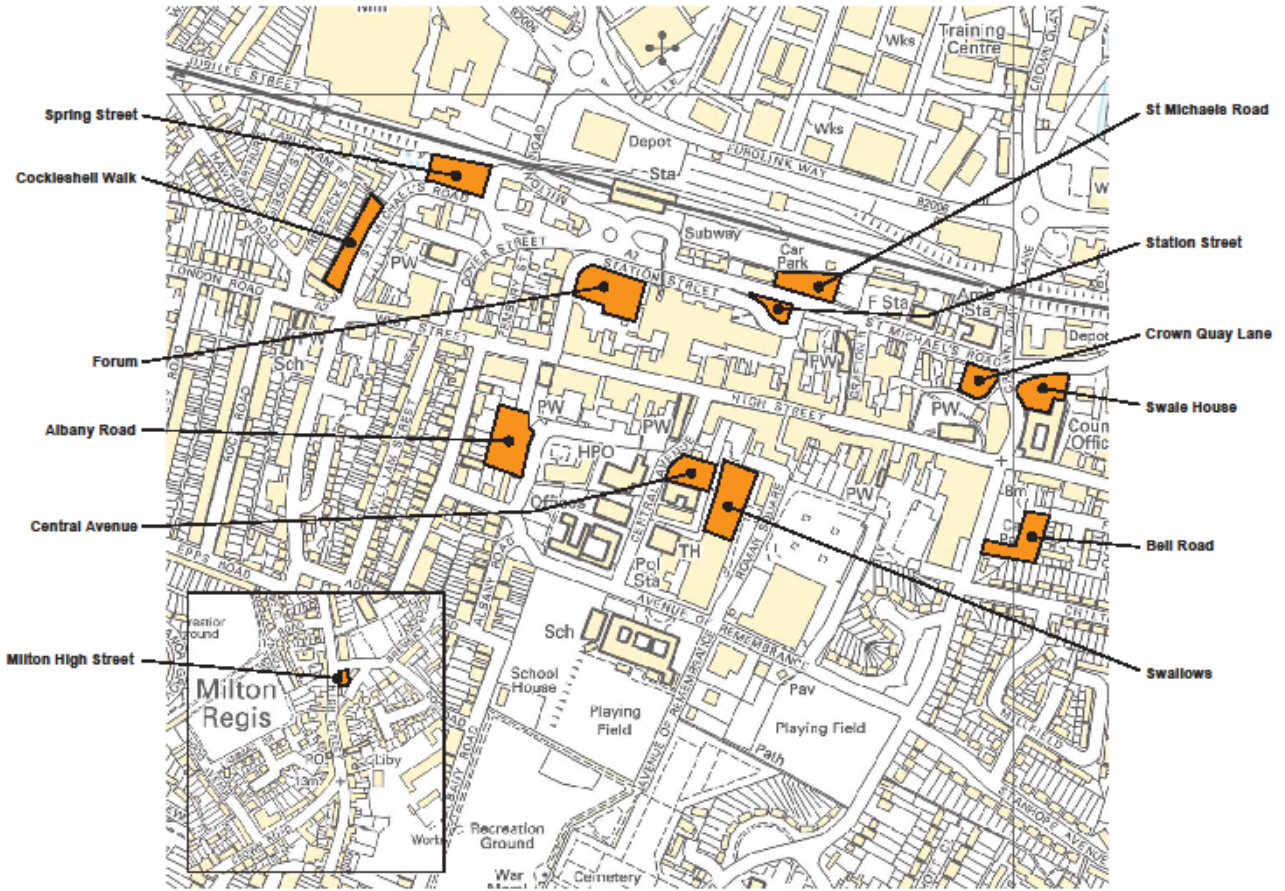
9. Recommendation

- 9.1 That the Director of Regeneration under delegated authority from the Cabinet, and in consultation with the Leader, the Cabinet Member for Regeneration, the Cabinet Member for Environment and Rural affairs, the Cabinet Member for Finance, the Head of Service Delivery, and the Head of Finance, approves the car parking strategy for Sittingbourne Town Centre as follows:
 - (i) Designate Albany Road car park for long stay parking;
 - (ii) Designate Crown Quay Lane for long stay parking; and
 - (iii) Construct a multi-storey car park to provide at least 250 short stay parking places.
- 9.2 The next stage for the multi-storey car park proposal will be to prepare a full business case for funding. The business case will model a car park with capacities of 250, 280 and 310 spaces so that this car park strategy can be considered alongside the financial model to determine the optimum size to cater for demand and to provide value for money and a financial return to the Council.

Approved under delegated authority by the Director of Regeneration;

Pete Raine

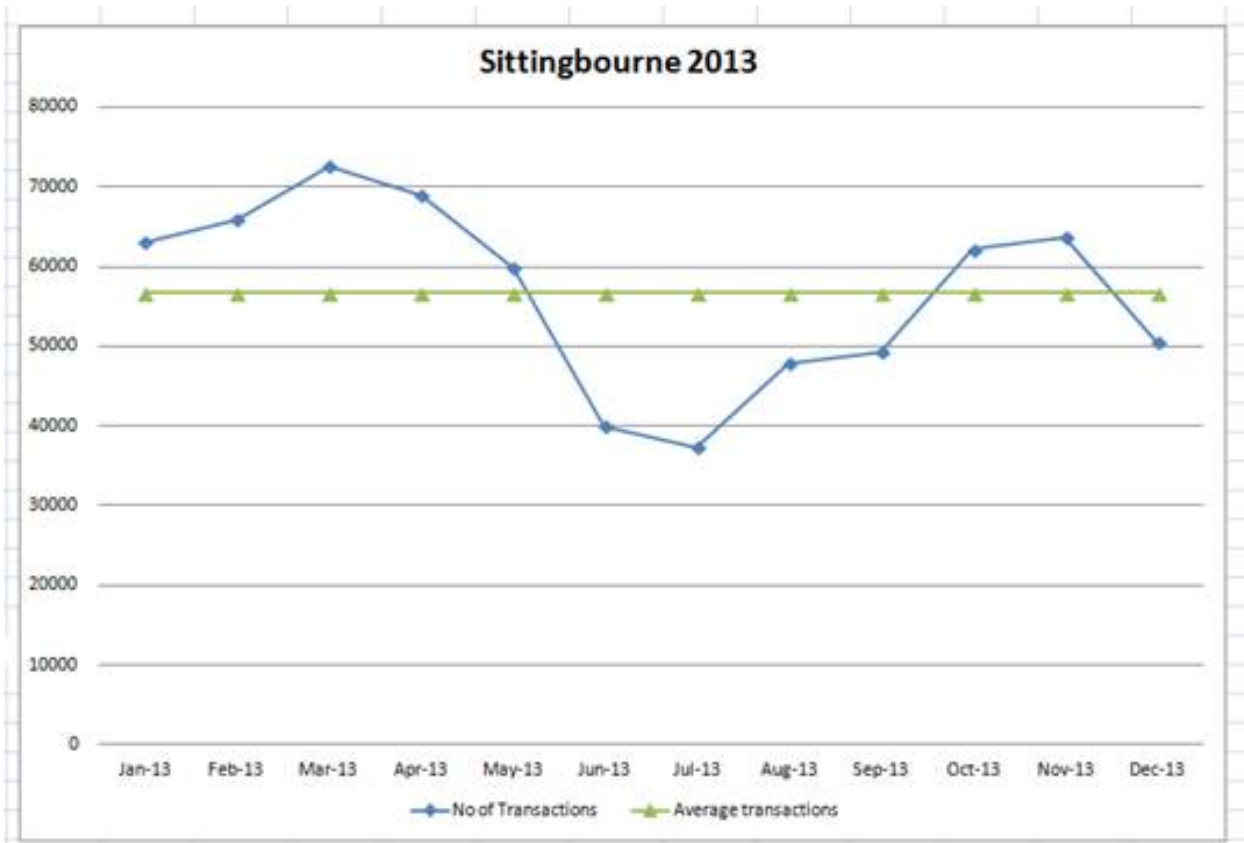
Sittingbourne Car Parks



Appendix II – Car Park Survey

SURVEY ON CAR PARKS IN SITTINGBOURNE														
WEDNESDAY								THURSDAY						
CAR PARKS	SPACES	9AM	12PM	4-5PM	Occupancy @ 9AM	Occupancy @ 12PM	Occupancy @ 4-5PM	SPACES	9AM	12PM	4-5PM	Occupancy @ 9AM	Occupancy @ 12PM	Occupancy @ 4-5PM
CROWN QUAY (SS)	42	23	28	22	54.76%	66.67%	52.38%	42	10	29	22	23.81%	69.05%	52.38%
STATION ST (SS)	22	20	20	3	90.91%	90.91%	13.64%	22	9	18	12	40.91%	81.82%	54.55%
FORUM (SS)	156	93	117	62	59.62%	75.00%	39.74%	156	71	76	49	45.51%	48.72%	31.41%
ALBANY (SS)	104	81	83	41	77.88%	79.81%	39.42%	104	44	79	26	42.31%	75.96%	25.00%
CENTRAL AVE (SS)	60	56	59	39	93.33%	98.33%	65.00%	60	54	40	29	90.00%	66.67%	48.33%
SWALLOWS (SS)	86	76	84	74	88.37%	97.67%	86.05%	86	86	71	68	100.00%	82.56%	79.07%
COCKLESHELL (LS)	102	40	36	27	39.22%	35.29%	26.47%	102	37	30	26	36.27%	29.41%	25.49%
SPRING ST (LS)	72	57	58	62	79.17%	80.56%	86.11%	72	57	59	53	79.17%	81.94%	73.61%
ST MICHEALS (LS)	107	96	94	55	89.72%	87.85%	51.40%	107	87	82	58	81.31%	76.64%	54.21%
BELL RD (LS)	24	10	21	9	41.67%	87.50%	37.50%	24	12	15	11	50.00%	62.50%	45.83%
Totals	775	552	600	394	71.23%	77.42%	50.84%	775	467	499	354	60.26%	64.39%	45.68%
Toatl Short Stay	470	349	391	241	74.26%	83.19%	51.28%	470	274	313	206	58.30%	66.60%	43.83%
Toatl Long Stay	305	203	209	153	66.56%	68.52%	50.16%	305	193	186	148	63.28%	60.98%	48.52%
FRIDAY								SATURDAY						
CAR PARKS	SPACES	9AM	12PM	4-5PM	Occupancy @ 9AM	Occupancy @ 12PM	Occupancy @ 4-5PM	SPACES	9AM	12PM	4-5PM	Occupancy @ 9AM	Occupancy @ 12PM	Occupancy @ 4-5PM
CROWN QUAY (SS)	42	8	40	19	19.05%	95.24%	45.24%	42	12	37	8	28.57%	88.10%	19.05%
STATION ST (SS)	22	5	25	14	22.73%	113.64%	63.64%	22	15	18	20	68.18%	81.82%	90.91%
FORUM (SS)	156	77	92	80	49.36%	58.97%	51.28%	156	53	156	98	33.97%	100.00%	62.82%
ALBANY (SS)	104	36	71	40	34.62%	68.27%	38.46%	104	35	96	23	33.65%	92.31%	22.12%
CENTRAL AVE (SS)	60	4	51	35	6.67%	85.00%	58.33%	60	33	52	6	55.00%	86.67%	10.00%
SWALLOWS (SS)	86	62	75	50	72.09%	87.21%	58.14%	86	67	73	11	77.91%	84.88%	12.79%
COCKLESHELL (LS)	102	36	47	37	35.29%	46.08%	36.27%	102	22	34	16	21.57%	33.33%	15.69%
SPRING ST (LS)	72	45	48	49	62.50%	66.67%	68.06%	72	4	4	2	5.56%	5.56%	2.78%
ST MICHEALS (LS)	107	84	91	73	78.50%	85.05%	68.22%	107	8	33	15	7.48%	30.84%	14.02%
BELL RD (LS)	24	11	15	8	45.83%	62.50%	33.33%	24	3	7	5	12.50%	29.17%	20.83%
Totals	775	368	555	405	47.48%	71.61%	52.26%	775	252	510	204	32.52%	65.81%	26.32%
Toatl Short Stay	470	192	354	238	40.85%	75.32%	50.64%	470	215	432	166	45.74%	91.91%	35.32%
Toatl Long Stay	305	176	201	167	57.70%	65.90%	54.75%	305	37	78	38	12.13%	25.57%	12.46%
Tariff (SS)	£	Tariff (LS)		£										
UP TO 30MINS	30P	UP TO 30MINS		30p										
UP TO 1HOUR	80P	UP TO 1HOUR		£80.00										
UP TO 2HOURS	£1.50	UP TO 2HOURS		£1.50										
UP TO 4HOURS	£3.00	UP TO 4HOURS		£3.00										
STATION ST	£1.50	OVER 4HOURS		£4.00										
MAX 2HOURS		cockleshell over 4hr		£3.60										

Appendix III – Annual Transaction Record



	No of Transactions
Jan-13	63123
Feb-13	65905
Mar-13	72636
Apr-13	68952
May-13	59889
Jun-13	39948
Jul-13	37262
Aug-13	47820
Sep-13	49254
Oct-13	62147
Nov-13	63636
Dec-13	50560
Ave	56761

Appendix IV – Short stay parking summary

Appendix IV										
Sittingbourne Town Centre - Short stay parking summary										
Saturday peak period										
Location										Spaces
1	New Multi Storey car park									250
2	Central avenue									60
3	The Forum									97
4	The Swallows									86
2	Spare capacity in St Michaels road long stay - Saturday peak period									74
3	Spare capacity in new long stay car parks at Crown Quay Lane and Albany Road (Assumes existing Saturday use at Spring st and Cockleshell walk transfers.)									108
									Saturday total available	675
									Maximum peak demand 523 spaces	
Weekdays										
1	New Multi Storey car park									250
2	Central avenue									60
3	The Forum									97
4	The Swallows									86
									Weekday total available	493
									Maximum peak demand 469 spaces	
									Average peak demand 447 spaces	

