

Parking Strategy for the Royal Borough of Greenwich

(Adopted July 2014)

1. Introduction

- 1.1 Everyone living, working or visiting the Royal Borough is affected to some degree by parking. The successful movement of people and goods is critical to the vitality of the Royal Borough and to the well-being of residents, existing and prospective businesses and visitors.
- 1.2 This means that effective arrangements need to be in place for the management of parking along and on the completion of journeys.
- 1.3 The Royal Borough has a good track record of implementing effective and proportionate parking management arrangements on our roads and in our car parks. For nearly all of the time and in nearly all of the Royal Borough these continue to work well.
- 1.4 However recent experience, such as the successful management of parking during the hosting of the 2012 Olympic and Paralympic Games, has demonstrated that there is room for further improvement in certain arrangements. Critically there is also a range of longer-term challenges associated with the pace of new development in the Royal Borough, the continuing need to support local businesses and the predicted population and employment growth.
- 1.5 The Parking Strategy set out in this document will provide the framework to guide the Council's parking management activities in a way that builds on and improves existing arrangements and addresses the longer term challenges. It is not intended to cover every aspect of parking management and is silent on many operational issues and standards that are or will be covered in current guidance or documents or will flow from this Strategy.

1.6 The scope of this Strategy is limited to arrangements of the parking space that the Council manages – the public highway network and public car parks managed by the Council. However implementation of the strategy and any arrangements that flow from it will be informed by relevant development and activity that could impact on parking. Similarly and where relevant the Strategy will inform the Council’s response to other developments and initiatives.

1.7 This document is structured as follows:

- Context and rationale for developing a Parking Strategy
- Parking Strategy – strategic objectives
- Parking Strategy – parking hierarchy
- Parking Strategy delivery mechanisms – the 4 component areas
- Parking Strategy – Parking Principles
- Implementation

2. Context and rationale

2.1 The successful movement of people and goods is critical to the vitality of the Royal Borough and the well-being of residents, existing and prospective businesses and visitors. This in turn requires that effective arrangements are in place for managing parking along and at the completion of journeys.

2.2 The Council’s growth strategy brings together the vision for regeneration, planning, property, tourism and transport. The creation of conditions for the effective and efficient movement of people and goods on the wider transport network in a way that supports business growth, now and into the future, is a vital component of the growth strategy. The way parking is managed is critical for the effective and efficient movement of people and goods on the road network – and is an important component of the growth strategy.

2.3 The Council also has a clear vision for tackling poverty and has identified strategic priorities that are both dependent upon and complement the growth strategy. The overarching aim is to ensure that all the Borough’s

residents are able to take advantage of opportunities to improve the quality of their lives. The creation of conditions whereby residents are able to move around the Borough easily, at low cost and with confidence is an important component of the anti-poverty strategy. The way parking is managed, particularly the cost, as residents move around the road network impacts on the conditions for addressing poverty.

- 2.4 The Council's transport strategy is set out in the Council's 2011 Local (Transport) Implementation Plan (LIP) which in turn sets out how the Council will support the Mayor's Transport Strategy (MTS) in the local context and with reference to the Council's corporate (growth & anti-poverty) agenda. High level proposals and arrangements for managing parking, in a way that does not present a barrier to the agreed growth and development, are an integral part of the LIP.
- 2.5 The Council has a cycling strategy that makes reference to, and contains proposals for, the provision of parking for cycles on roads and open spaces within the Royal Borough. This Strategy focusses on arrangements to manage vehicular parking but recognises that cycling integral to the movement of people around the Royal Borough and that parking arrangements will need to be developed in a way that complements to objectives of the cycling strategy.
- 2.6 The Traffic Management Act (TMA) 2004 is the key piece of legislation for parking management. The TMA requires that arrangements should be based on the principles of fairness, consistency and transparency. The associated guidance requires authorities to design arrangements with regard to:
- Managing the expeditious movement of traffic,
 - Improving the local environment,
 - Improving road safety,
 - Improving the quality & accessibility of public transport,
 - Meeting the needs of disabled people,
 - Managing & reconciling the competing demands for kerb space.
- 2.7 In recent years there have been a number of technological developments that have been, or can be, used as part of arrangements to manage parking. In certain cases, such as the use of CCTV for enforcement,

legislation has been amended to allow utilisation of that technology. Other developments, such as “pay by phone cashless parking”, have been implemented within existing guidance and legislation. It is clear that the pace of technological development will continue and that the opportunities to integrate new technology into parking arrangements will increase in the new future.

- 2.8 The Royal Borough has a good track record of implementing effective and proportionate parking management arrangements. Across most of the Royal Borough, most of the time, these continue to work well. Drawing on lessons learnt from the successful experience of hosting the Olympic and Paralympic Games, there are a number of areas where improvements could be introduced. In addition, there are a range of longer-term challenges associated with the pace of new development in the borough, the continuing need to support local businesses and the predicted population and employment growth.
- 2.9 A parking strategy is needed as a framework to guide the Council’s parking management activities. The broad aim would be to contribute to a better and safer environment across the Borough as an integral part of the wider transport agenda – particularly in the context of the challenges presented by predicted population and employment growth.
- 2.10 A parking strategy is needed to set objectives which would aim to balancing competing needs in a way that would best contribute to the Council’s aspirations for promoting sustainable growth and tackling poverty in the Royal Borough.

3. Parking Strategy – strategic objectives

- 3.1 This Parking Strategy is intended to provide a high level framework against which strategic, tactical and operational decisions on parking arrangements and management can be taken. It is not intended to cover every aspect of parking and is silent on many operational issues and standards that will be covered in other documents or can flow from the Strategy.

3.2 Having considered national, regional and local drivers this Strategy has been developed so as to support the following 11 key objectives:

- Sustainable growth and development and the eradication of poverty
- Local business growth – particularly supporting local traders
- Balancing the demand for parking with maintenance of amenity for local residents
- Improvement of road safety
- Smoothing of traffic flow to reduce congestion
- Prioritisation of kerbside space according to need
- Encouraging a shift from private cars to more sustainable means of transport
- Improving air quality
- Maintenance and improvement of the quality of the public realm and local environment
- Provision of a fair, robust, proportionate, efficient, responsive and transparent enforcement service
- Utilisation of technology to provide good and efficient customer service

4. Parking Strategy – hierarchy of parking need

4.1 Space for parking on roads and public car parks in the Royal Borough is unlikely to increase significantly in the short and medium term.

4.2 In many locations the demand for parking already exceeds the available parking space. Improvements in public transport infra-structure, new development and population growth and changes in living and working patterns will impact on transport choices and movements and in turn on parking pressures. As a result there will be a need to adopt a hierarchy of parking need to enable the development of parking arrangements to support achievement of the strategic objectives. The hierarchy will prioritise parking arrangements and priorities by road user type and vehicle type.

4.3 In general priority will be given to road users as follows:

1. Resident with disability,
2. Non-resident with disability
3. Local resident
4. Priority care workers
5. Local business essential servicing
6. Short stay visitor (including shoppers)
7. Long stay visitor (including shoppers)
8. Long stay commuter

4.4 Priority by vehicle type will be as follows:

1. Emergency vehicles
2. Cycles
3. Buses
4. Public service vehicles
5. Delivery vehicle
6. Taxi
7. Powered two wheeler
8. Conventional private vehicle (less polluting)
9. Conventional private vehicle (more polluting)

4.5 This Strategy recognises that local needs, expectations and characteristics may mean that, from time to time, it may be necessary to vary from the priority ranking identified above. However the hierarchy of parking need will always be the reference point for the development of parking arrangements to support the strategic objectives set out in this Strategy.

5. Parking Strategy delivery mechanism – component areas.

5.1 The strategic objectives will be achieved by supporting arrangements that can be divided into four component areas. These are:

- Parking controls
- Parking charges
- Enforcement
- Back office and other supporting arrangements

6. Parking Principles

6.1 The following principles will be adopted when developing parking arrangements in each of the four component areas:

6.1.1 Principles for parking controls

- “On-street” and “off-street” parking controls will be designed and implemented to define when parking is allowed, where it is allowed and what road user or vehicle type may park where. The design of controls will be informed by the user and vehicle type hierarchy.
- Parking controls will generally be designed to be consistent across the Royal Borough.
- On street parking controls will be introduced in response to evidence of need and should, as far as practicable, be “future proofed”.
- Within Town Centres, controls should generally be designed to allow short term on-street parking in the central area and encourage longer term parking outside of the central area or in car parks.
- In order to support businesses, loading restrictions will only be introduced where they are required to maintain road safety and protect against congestion on key routes.
- In the case of new development, parking controls will be designed in anticipation of need and implemented in advance of completion of the development (as far as is practicable).

- Appropriate local consultation will be undertaken into proposals for new parking control in addition to required statutory consultation.
- In general, new controlled parking zones (CPZs) or extensions to existing CPZs will not be progressed in the absence of local support for new controls.

6.1.2 Principles for parking charges

- Parking charges will be reviewed regularly.
- The introduction or revision of parking charges will be informed by:
 - The need to maintain vitality and viability of Town Centres
 - Parking policy and charges in other London authorities – for consistency
 - The availability of suitable public transport alternatives (to driving)
 - The relationship between off-street and on-street parking space
 - Local demand
 - The quality and operational costs of maintaining car parks and/or controls and maintaining an acceptable level of compliance
- Parking charges should generally be applied consistently across the Royal Borough.
- Pay and display and meter charges will reflect on-street demand and turnover of spaces in a way that best supports local businesses whilst discouraging long-stay parking.
- Recognising economic pressures on Town Centres and local businesses, free parking may be offered at certain locations and/or at certain times within controlled areas. This will generally be restricted to shorter periods.
- Changes to parking charges will be communicated in a clear and transparent way that explains the rationale behind changes.
- Noting that Penalty Charge Notice (PCN) penalties are set by London Councils, with reference to the Secretary of State, for the whole of London, the impact of the level of PCN penalty charges (on issues such as compliance, payment levels, enforcement resource levels etc) will be reviewed periodically in order to influence the London-wide charging regime.

6.1.3 Principles for enforcement

- Enforcement action will be carried out in a way that is highly visible and supported by good communications
- Priority will be given to ensuring lines and signs associated with parking controls and consistent with regulations
- The deployment of enforcement resources will be “intelligence led” whilst seeking to strike a balance between achieving an acceptable standard of compliance in CPZs, car parks and quieter areas and being responsive to local problems and concerns.
- Communications and publicity initiatives will generally focus on particular groups of drivers that undermine compliance with parking controls and arrangements.
- Enforcement action will be consistent but sensitive to the needs of local businesses, for example in relation to servicing requirements.
- Parking enforcement staff will be trained and monitored to ensure that practice provides good customer care and complies with the principles set out in the strategy.
- The best use will be made of technology and changes in legislation so as to continually improve the effectiveness and efficiency of enforcement action in support of the strategic objectives.

6.1.4 Principles for back office and supporting arrangements

- Recognising efficient and effective back office arrangements are required for the recovery of income associated with enforcement action and the issue of permits, season tickets and visitor vouchers, these arrangements will be:
 - Fair, consistently applied, robust and transparent
 - Compliant with regulations and guidance
 - Designed to be responsive to the needs and expectations of customers
- Where advances in technology and changes in legislation and/or guidance allow more effective and efficient practices and/or would improve the service required to customers they will be employed.

7. Implementation of this Parking Strategy

- 7.1 This Strategy is a high-level framework setting out the principles that will be adopted, across the four component areas (parking controls, parking charges, enforcement and back office and other supporting arrangements), in the development of parking arrangements to support achievement of the strategic objectives set out in the Strategy.
- 7.2 It will be used as a framework against which strategic, tactical and operational decisions can be taken. It will be used as a framework for the prioritisation and subsequent of changes to current arrangements.
- 7.3 This will require the development of an action plan to identify what changes are proposed and the implementation timeframe. Progress against the action plan will need to be monitored so as to ensure that the necessary progress towards achievement of the strategic objectives is maintained.
- 7.4 Those changes will necessarily be subject to specific and detailed consultation.
- 7.5 This Strategy will remain in place until such time as circumstances demonstrate that it is in need of review and change.