





# **Slough Borough Council**

## **Local Transport Plan 3 Supplementary Strategy Document:**

### **Parking Strategy**

**September 2016**

# Contents

<b>Section</b>	<b>Page</b>
<b>1. Introduction</b>	<b>3</b>
1.1 Purpose of the Strategy	3
1.2 Developing the Strategy	3
1.3 Structure of the Strategy	4
<b>2. Context</b>	<b>5</b>
2.1 Legislative Background	5
2.2 Review of Existing Parking Operation	12
2.3 Issues Identified through 2011 Parking Strategy Public Consultation	24
2.4 Consultation on Parking Strategy Refresh 2014/15	26
2.5 Review of Progress Between 2004-2013	26
<b>3. Challenges and Options</b>	<b>27</b>
3.1 Key Issues and Challenges	27
<b>4. Strategy</b>	<b>35</b>
4.1 Vision	35
4.2 Parking Objectives	35
4.3 Parking Strategy Areas	35
4.4 Key Policies	37
<b>Appendix A – Town Centre Parking Area</b>	<b>40</b>
<b>Appendix B – Action Plan</b>	<b>41</b>
<b>Appendix C – Review of Progress Between 2004-2013</b>	<b>42</b>
<b>List of Tables</b>	
Table 2.1 – Car Parking Facilities in 2016 Serving Slough Town Centre	15
Table 2.2 – Trend in PCNs Issued	22
Table 2.3 – Trend in Contraventions in which highest number of PCNs Issued	23
Table 2.4 – Q17. How satisfied are you with car parking in Slough?	24
Table 2.5 – Q18. Are there any improvements you would like to see to car parking in Slough?	25
Table 4.1 – Parking Policies	37
<b>List of Figures</b>	
Figure 2.1 – Parking Demand at Queensmere and Observatory Car Parks – Saturday 5 <sup>th</sup> July 2014	14
Figure 2.2 – Parking Demand at Queensmere and Observatory Car Parks – Tuesday 8 <sup>th</sup> July 2014	14
Figure 2.3 – Town Centre Parking Charge Comparison 2015	20
Figure 2.4 – Tariff Comparison between Public and Private Car Parks	21
Figure 2.5 – Q17. How would you prefer to pay for car parking in Slough?	24
Figure 3.1 – Inconsiderate Parking near St Josephs School	29
Figure 3.2 – Footway Parking on Shackleton/Montague Road and Shaggycalf Lane	30

# 1. Introduction

This document sets out a parking strategy for Slough Borough Council. It draws on the national policy context and Slough's overarching transport objectives and is informed by a review of progress made in implementing the Slough Local Transport Plan 2006-2011. This document replaces the Parking Strategy adopted in September 2004 and sets out the strategy for the next 15 year period. Alongside this Strategy is a Civil Parking Enforcement Policy<sup>1</sup> that sets out how parking will be enforced across the Borough of Slough. This policy is published on the Slough Borough Council website: <http://static.slough.gov.uk/downloads/parking-enforcement-policy.pdf>

This Strategy will replace the adopted 2011 Parking Strategy, which in turn replaced the 2004 Strategy. This Strategy is intended to be a dynamic strategy that takes into account the latest influences (such as policy and funding) and it will be periodically reviewed and updated following public consultation.

## 1.1 Purpose of the Strategy

The purpose of this strategy is to provide a comprehensive policy and delivery statement about how parking will be promoted and managed in line with statutory powers, national and local policy and contribute towards achieving the Local Transport Plan 3 (LTP3) objectives and outcomes. The strategy provides an action plan for delivery of the related schemes and initiatives to be taken forward.

The key to a successful parking strategy is to strike an appropriate balance between conflicting objectives. This Strategy seeks to balance the desire to maintain the economic competitiveness of the town centre, whilst using parking controls to moderate traffic to improve environmental quality and reduce the economic disbenefits of local traffic congestion. At the same time securing a sustainable revenue stream to ensure the parking operation achieves a surplus so that investment is made in the parking assets and service provision.

## 1.2 Developing the Strategy

The development of this strategy to date has involved:

- Undertaking a comprehensive review of national, regional and local policies;
- Conducting consultation with parking users and non-users about their views of parking;
- A review of the existing parking strategy;
- Setting objectives for the strategy;
- The identification of existing challenges to parking in Slough and the potential options to be considered to inform an updated strategy for the LTP3 period;
- Evaluating the proposed options against the Department for Transport (DfT) derived LTP3 objectives (refer to section 2.1.3); and
- Public consultation.

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<sup>1</sup> Most recently updated in April 2012  
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To ensure that the Parking Strategy is kept up to date, the Council will undertake periodic reviews to take into account developments of the policy and funding context, as well as other influences on the Strategy. The Parking Strategy can therefore be seen as a dynamic document which evolves over time rather than being a static strategy requiring a major overhaul every few years.

Future revisions made to the adopted Parking Strategy will be consulted on, before they are formally adopted by the Council. This will ensure that any changes made are done so transparently, and that stakeholders and other consultees have the opportunity to comment.

### 1.3 Structure of the Strategy

Following this introduction the remainder of this document is structured as follows:

- **Section 2** sets out the context for the strategy, including relevant national and local policy, review of current operations and facilities;
- **Section 3** sets out the challenges and options relating to parking and provides a summary of the local parking issues;
- **Section 4** presents the vision and objectives of the parking strategy, together with its main policies;
- **Appendix A** provides a drawing illustrating the Town Centre Parking Area;
- **Appendix B** provides an Action Plan; and
- **Appendix C** provides a review of progress of implementing the Parking Strategy between the years 2004-13.

## 2. Context

The Parking Strategy, like the other LTP3 documents are guided by, and must adhere to, relevant national, regional and local statutory duties, strategies and powers. The wider context for this strategy is a consideration of the current operation, management and available facilities, which are briefly described in this section, followed by the main achievements during the life of the last strategy 2004 to 2011.

### 2.1 Legislative Background

#### 2.1.1 Statutory Duties and Guidance

#### The Traffic Management Act (2004)

The Traffic Management Act (TMA) was introduced in 2004 to tackle congestion and disruption on the road network. The Act includes powers which provide a single framework to make regulations for the civil enforcement by local authorities of parking and waiting restrictions, bus lanes and some moving traffic offences.

#### Network Management by Local Traffic Authorities

Part 2 of the Act places a network management **duty** on all local traffic authorities of which Slough Borough Council is one. Its aim is to help improve the flow of traffic on their own networks and on the network of other neighbouring authorities. Section 16(1) of the Act states that

*'It is the duty of a local traffic authority to manage their road network with a view to achieving, so far as reasonably practicable having regard to their other obligations, policies and objectives, the following objectives:*

- *Securing the expeditious movement of traffic on the authority's road network; and*
- *Facilitating the expeditious movement of traffic on road networks for which another authority is the traffic authority.'*

The **duty** applies to all traffic, including pedestrians, horses, motorcycles, buses, lorries, cars and bicycles. Therefore, consideration needs to be given to the efficient management of all users of the network. Under the network management duty, the local authority has a **duty** to reduce the causes of congestion and disruption on the road network. This includes the control of parking. These **duties** must be carried out by working with all partners and stakeholders involving consultation and view from the general public.

#### Civil Enforcement of Driving and Parking Offences

Part 6 of the Act provides a single framework to make regulations for the civil enforcement by local authorities on parking and waiting restrictions, bus lanes and some moving traffic offences (e.g. banned turns, box junctions and parking on zig zag lines). In due course, this will allow Civil Enforcement Officers (CEOs) the powers to cover some 'moving traffic offences', which currently only traffic authorities in London have. The Act allows authorities to issue parking Penalty Charge Notices (PCNs) by post and use cameras to detect parking contraventions. To reduce the abuse of the Blue Badge scheme, Section 94 of the Act gives CEOs the power to inspect Blue Badges.

Section 95 of the Act gives local authorities the additional freedom to spend surpluses from their on-street parking account on local environmental improvements as well as

parking facilities, road improvements and provision of public passenger transport services.

### **The Secretary of State's Statutory Guidance to Local Authorities on the Civil Enforcement of Parking Contraventions – March 2015<sup>2</sup>**

A consultation exercise on local authority parking was undertaken by DfT which was completed in February 2014. The purpose of the exercise was to ascertain views on whether some existing policies adopted by local authorities, in particular those relating to enforcement, are fit for purpose. The consultation posed 10 key questions and following a review of responses from all stakeholders, including the Council, the DfT published a document in June 2014 outlining the Government's position. Following this publication the DfT has provided further Statutory Guidance to Local Authorities in March 2015 to which the key changes are set out below:

- Paragraph 2.3 of the Guidance states that local authorities should ensure that parking in town centres and other shopping areas is convenient, safe and secure, including appropriate provision for motorcycles and deliveries. Parking policies including enforcement should be proportionate and should not undermine the vitality of town centres.
- Paragraph 2.4 states that Enforcement authorities should design their parking policies with particular regard to:
  - managing the traffic network to ensure expeditious movement of traffic, (including pedestrians and cyclists), as required under the Traffic Management Act 2004 Network Management Duty;
  - improving road safety;
  - improving the local environment;
  - improving the quality and accessibility of public transport;
  - meeting the needs of people with disabilities, some of whom will be unable to use public transport and depend entirely on the use of a car; and
  - managing and reconciling the competing demands for kerb space.
- Paragraph 8.7 of the Guidance states that Traffic Management Act 2004 Regulations give limited powers to authorities throughout England to issue PCNs for contraventions detected solely with a camera and associated recording equipment (approved device). Any such device **must** be certified by the Secretary of State. Once certified they may be called an 'approved device'. To comply with certification the system **must** be used in accordance with the Guidelines issued by the Vehicles Certification Agency. From 1 April 2015 PCNs must not be served by post on the basis of evidence from an approved device other than when vehicles are parked on:
  - a bus lane;
  - a bus stop clearway or bus stand clearway;
  - a Keep Clear zig-zag area outside schools; or
  - a red route.

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<sup>2</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/421131/final-statutory-guidance.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/421131/final-statutory-guidance.pdf)  
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- Paragraph 8.8 states that approved devices are used only where enforcement is difficult or sensitive and enforcement by a CEO is not practical.
- Paragraph 8.11 covers ‘grace periods’ and it states that parking policy should be designed to enable people to access the community and carry on their business as easily as possible. Whilst it is important to undertake enforcement, to prevent abuse of parking facilities to the detriment of the majority, enforcement should be sensitive, fair and proportionate. .... [F]rom 6 April 2015, the law requires that a penalty charge **must** not be issued to a vehicle which has stayed parked in a parking place on a road or in a local authority car park beyond the permitted parking period for a period of time not exceeding 10 minutes. The grace period applies to on-street and off-street parking places provided under traffic orders, whether the period of parking is paid for or free. Any penalty charge issued before expiry of the 10-minute grace period would be illegal, unless the vehicle itself is parked unlawfully (e.g. where the motorist has not paid any required parking fee or displayed a parking ticket where required).
- Paragraph 8.12 states that it is important that all CEO understand that ‘grace periods’ only apply to designated parking places where a person is permitted to park. A road with a restriction (e.g. single yellow line) or prohibition (e.g. double yellow line) is not a ‘designated’ parking place either during - or outside of - the period of the restriction or prohibition.

## 2.1.2 National Policy and Guidance

### National Planning Policy Framework (March 2012)

The framework stipulates that local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, and that it should include appropriate provision for motorcycles.

The framework stipulates that local authorities should ensure the vitality of town centres and in doing so *“planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. In drawing up Local Plans, local planning authorities should:*

- *recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*

*Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:*

- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
- *consider the needs of people with disabilities by all modes of transport.*

*If setting local parking standards for residential and non-residential development, local planning authorities should take into account:*

- *the accessibility of the development;*
- *the type, mix and use of development;*
- *the availability of and opportunities for public transport;*
- *local car ownership levels; and*
- *an overall need to reduce the use of high-emission vehicles.*



*Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.*

*Planning policies and decisions should aim to ensure that developments:*

- *create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and*
- *are visually attractive as a result of good architecture and appropriate landscaping.*

*Planning policies and decisions, in turn, should aim to achieve places which promote:*

- *safe and accessible developments, containing clear and legible pedestrian routes, and high quality public space, which encourage the active and continual use of public areas.*

*Planning plays a key role in helping shape places to secure radical reductions in greenhouse gas emissions, minimising vulnerability and providing resilience to the impacts of climate change, and supporting the delivery of renewable and low carbon energy and associated infrastructure. This is central to the economic, social and environmental dimensions of sustainable development.*

The Council supports this new policy framework and seeks to balance the needs of the local economy versus the expeditious movement of traffic as set out in the Network Management Act.

### **Permitted Development and Prior Approval**

The Government is committed to maximising the role of planning in delivering economic growth and increasing the supply of housing. This has included the temporary extension of permitted development (May 2014 to May 2016) via a 'deemed consent' process which allows larger household extensions and the conversion of offices to flats subject to prior approval of limited issues including the transport impacts of the development. Trip generation for offices is stereotypically less than residential so there may be positive (or negative) impacts from development from these sources on the nature and location of demand for car parking.

### **Manual for Streets 2 (MfS2) - 2010**

The Chartered Institution of Highways and Transport prepared Manual for Streets 2 to help fill a perceived gap in design advice between Manual for Streets 1 (MfS1) and the design standards for trunk roads set out in the Design Manual for Roads and Bridges. The guidance explores in greater detail how and where its principles can be applied to busier streets and roads in both urban and rural locations, up to but not including trunk roads. Like MfS1, MfS2 provides guidance on On-Street Parking and Servicing in Chapter 11 and also refers to other appropriate guidance documents: Parking Strategies and Movement, IHT, 2005 and Car Parking: What Works Where Toolkit, English Partnerships, 2006. In Chapter 10.6 it provides advice on Visibility on the Street Edge particularly in relation to vehicles emerging from car parks and other vehicle accesses and needing to take account of people on the footway.

### 2.1.3 Local Transport Plan 3 (LTP3) Guidance (July 2009)

The shared priorities of LTP2 guidance have been replaced by 5 goals to guide the UK's future transport policy and infrastructure. These are to:

- support economic growth;
- reduce carbon emissions;
- promote equality of opportunity;
- contribute to better safety, security and health; and
- Improve the quality of life and a healthy natural environment.

As well as following these national transport goals, it is suggested that local authorities should also follow local strategic objectives that are set out within the Sustainable Communities Strategy (SCS); these objectives are referred to in Table 3.1. Slough Borough Council's LTP3 objectives are set out below and those **highlighted in bold text** are considered to be those this Parking Strategy can influence the most.

- **Help tackle climate change by reducing CO<sub>2</sub> emissions;**
- **Mitigate effects of travel and the transport system on the natural environment, heritage and landscape;**
- **Reduce traffic accidents involving death or injury;**
- **Minimise opportunity for crime and anti-social behaviour and terrorism and maximise personal safety;**
- Minimise the effect of high levels of noise;
- Protect and improve personal health;
- Achieve better links between neighbourhoods and access to the natural environment;
- **Improve the journey experience of transport users;**
- **Ensure the transport system helps Slough sustain its economic competitiveness;**
- **Encourage and facilitate the delivery of new housing;**
- Make the transport system accessible to all; and
- Enhance social inclusion and regeneration of deprived areas.

### 2.1.4 Local Policy and Strategy Background

The sections of policy and strategy documents most relevant to this strategy are reviewed below.

#### **The Local Plan for Slough (March 2004)**

Paragraph 8.17 covers air quality and parking and states that:

*Given that a major source of air pollution within Slough is road traffic, decisions on car parking policies and other transport measures need to be taken with air quality objectives.*

Paragraphs 8.46 to 8.55 cover Parking Restraint and state that:

*A key element of the Plan's transport policy is to seek to restrain the level of private non-residential parking at less than the demand for spaces in order to reduce the reliance on the private car at peak times, particularly work journeys.*

*The Local Plan non-residential parking standards for all new developments will be based upon adopting a target to reduce the use of the car to only 50% of journeys to work and adopting the broad principle that there should be no increase in the total number of parking spaces as a result of redevelopment within the existing business areas.*

*The introduction of off-street parking restraint measures will mean that potential problems with on street parking will also have to be addressed in order to protect residential areas from overspill parking.*

*The Local Plan policies are intended to reduce the use of the private car, particularly at peak times. They are not intended to discourage car ownership, particularly households that do not have access to a car. Most car journeys start from home, but the decision about whether or not to use the car is generally determined more by the availability of parking spaces at the end of the trip. As a result, it is proposed to control the supply of parking at the destination rather than the origin of a journey. It is not, therefore, intended to apply the same restraint policies to residential areas as it is to commercial uses. It is recognised that, in many cases, the lack of adequate off-street parking provision can cause congestion or road safety problems and can lead to unofficial parking taking place in locations where this detracts from the overall appearance or the amenities of an area.*

*Within the context of an overall policy of restraint, maximum parking standards will therefore be applied to non-residential developments and more flexible standards applied to residential developments in accordance with Policy T2 below.*

#### *Policy T2 (Parking Restraint)*

*Within all developments that attract an increase in the number of trips, the level of on-site parking provision for the private car will be restricted to the maximum level in accordance with the principles of the Integrated Transport Strategy.*

*No increase in the total number of car parking spaces will be permitted within commercial redevelopment schemes.*

*Additional on-site parking provision will only be required where this is needed to overcome road safety problems, protect the amenities and operational requirements of adjoining users, and ensure that access can be obtained for deliveries and emergency vehicles.*

*Residential development will be required to provide a level of parking appropriate to its location and which will overcome road safety problems, protect the amenities of adjoining residents, and not result in an adverse visual impact upon the environment.*

### **The Slough LDF Core Strategy (2006-2026)**

The Core Strategy is the overarching strategic policy document in the Local Development Framework (LDF). It sets out the key issues to be addressed, and how these will be achieved in the period from April 2006 to March 2026. The Council reviewed the Core Strategy for consistency with the NPPF in February 2013. That concluded, with the addition of a statement regarding a commitment to the presumption in favour of sustainable development, the Council's policy framework performed well. The Core

Strategy also includes a framework for implementing and monitoring its policies. Three core policies have implications for this Strategy:

- **Core Policy 5 (Employment):** *seeks to ensure that the location, scale and intensity of development reinforce the spatial strategy and transport strategy. That includes the recognised approaches of locating development that generates the most trips in areas most accessible by means other than the private car (such as directing offices and high density residential development to the town centre), applying a parking cap on new developments, and requiring mitigation measures towards transport improvements to help tackle congestion and poor air quality. .*
- **Core Policy 7 (Transport):** *requires development proposals to either individually or collectively, to make appropriate provision for:*
  - *Reducing the need to travel;*
  - *Widening travel choices and making travel by sustainable means of transport more attractive than the private car;*
  - *Improving road safety; and*
  - *Improving air quality and reducing the impact of travel upon the environment, in particular climate change.*

*“There will be no overall increase in the number of parking spaces permitted within commercial redevelopment schemes unless this is required for local road safety or operational reasons. Maximum restraint will be applied to parking for residential schemes in the town centre. In the rest of the Borough, the level of parking within residential development will be appropriate to both its location and the scale of the development and taking account of local parking conditions, the impact upon the street scene and the need to overcome road safety problems and protect the amenities of adjoining residents.”*

Paragraph 7.137 states that the *“Council will review its current parking standards and publish them in the form of a Supplementary Planning Document. It will also implement its Town Centre Parking Strategy, which has set a limit of 5,000 public parking spaces and will continue to expand the number of controlled parking areas within the Borough.”*

- **Core Policy 10 (Infrastructure):** *“when existing infrastructure is insufficient to serve the needs of new development, the developer will be required to supply all reasonable and necessary on-site and off-site infrastructure improvements.”*  
Infrastructure includes transport measures such as public car parking improvements and information/guidance to car parks.

### **Slough Town Centre**

The Core Strategy identifies the town centre as the major growth point for high density housing and all intensive trip generating development such as major retail, leisure and office development. Core Policy 3 (Housing Distribution) states that a minimum of 3,000 dwellings out of a total allocation of 6,300 will be built in the town centre in the plan period up to 2026. Monitoring in 2013 suggests that around 4,000 dwellings could be built in the town centre over the plan period if all of the existing commitments and proposed conversion of offices to residential (including under new permitted development rights) were to take place. It is envisaged that high density housing in the town centre, within close proximity to services, will encourage more journeys to be taken using sustainable means such as walking, cycling and public transport.

## **The Simplified Planning Zone for the Slough Trading Estate (SEGRO)**

This gives advance permission for particular types of lower trip generating uses providing they meet a given set of pre-agreed conditions. Those include that new developments provide on-site car parking within minimum and maximum standards. A key element of the parking strategy is that it commits SEGRO to not increase the number of parking spaces that currently exist on the Trading Estate. The Section 106 legal agreement that forms part of the planning consent includes measures to promote the modal shift from car to non-car modes of travel and greater car sharing for commuting journeys.

## **Slough's Climate Change Strategy 2010-2014**

In December 2010, Slough Forward published its Climate Change Strategy. The Strategy seeks to achieve a low carbon Slough, which is resilient to the effects of climate change. The strategy seeks to reduce CO<sub>2</sub> emissions in the Borough of Slough by 9 percent by 2011/12 based on a 2005 baseline. A new strategy for the period 2015-2018 is being prepared.

## **2.2 Review of Existing Parking Operation**

This section provides some context about the existing Parking Operation and Policies in Slough. As part of the background to this document a review of the existing Parking Strategy was conducted and some of the findings of this work are highlighted below.

### **2.2.1 Parking Enforcement and Information**

Slough Borough Council was granted powers from the Secretary of State and became a Decriminalised Parking Enforcement Authority in April 2003 under the Road Traffic Reduction Act 1991. On 31 March 2004 the Traffic Management Act 2004 came into force and Slough became a Civil Parking Enforcement (CPE) Authority. This gives the Council the powers to enforce parking controls in the Borough. More information regarding this can be found on the council's parking pages at <http://www.slough.gov.uk/council/strategies-plans-and-policies/parking.aspx>.

As a result an enforcement contract was mobilised in April 2010 and a revised enforcement policy was published in September 2010. That aims to:

- Actively discourage indiscriminate parking that causes obstruction to other motorists, pedestrians, cyclists and people with disabilities. This will ensure that the Borough remains accessible to all equally and safely;
- Maintain and, where possible, improve the flow of traffic thereby making the Borough a more pleasant and environmentally safe place to live and visit;
- Improve the quality and accessibility of public transport by discouraging the use of cars where road conditions and public transport facilities justify this. Once again encouraging a more environmentally friendly lifestyle;
- Take into account the needs of local residents, shops and businesses thereby sustaining the Borough's economic growth; and
- Actively support the needs of people with disabilities recognising that, in some circumstances disability can make public transport inaccessible and car use essential or the only reasonable option (either directly or as a passenger). This will help ensure that people with restricted mobility are able to have equal access to all facilities within the Borough.

This policy is under continual review taking into consideration:

- Existing and predicted levels of parking demand;

- Availability and pricing of on and off-street parking;
- The nature and extent of on-street parking restrictions;
- The accuracy and quality of existing signs and carriageway markings;
- The levels of compliance considered acceptable and the required level of enforcement;
- The views of the public and appropriate special interest groups who shall be actively consulted on all matters relating to the extension of parking restrictions;
- The views of Thames Valley Police;
- The provision of suitable parking facilities for people with disabilities, usually demonstrated by being Blue Badge holders, mother/carer with a child requiring greater access to their vehicle, cyclists and motorcyclists; and
- Consideration of the Council's overall aims with regard to the environment, fear of crime within the Borough and the sustained economic growth of the Borough.

### **2.2.2 Parking Information and Signing**

The SBC website includes a dedicated section for Parking Services. The pages include the following information:

- Council managed and privately operated car parks;
- Motorcycle parking;
- The Traffic Management Act 2004;
- On street parking enforcement;
- Parking permits including blue badges; and
- Parking zones and wheel clamping.

Within these pages, answers to frequently asked questions are provided, together with the Council's Civil Enforcement Policy dated September 2014. Application forms for season tickets, business and residential permits can also be downloaded.

Drivers are signed to car parks in the borough using directional signs to parking places, which include the total car park capacity. The borough does not have any variable message signs that provide available car parking capacity at car parks.

### **2.2.3 Demand for Off-Street Parking Spaces**

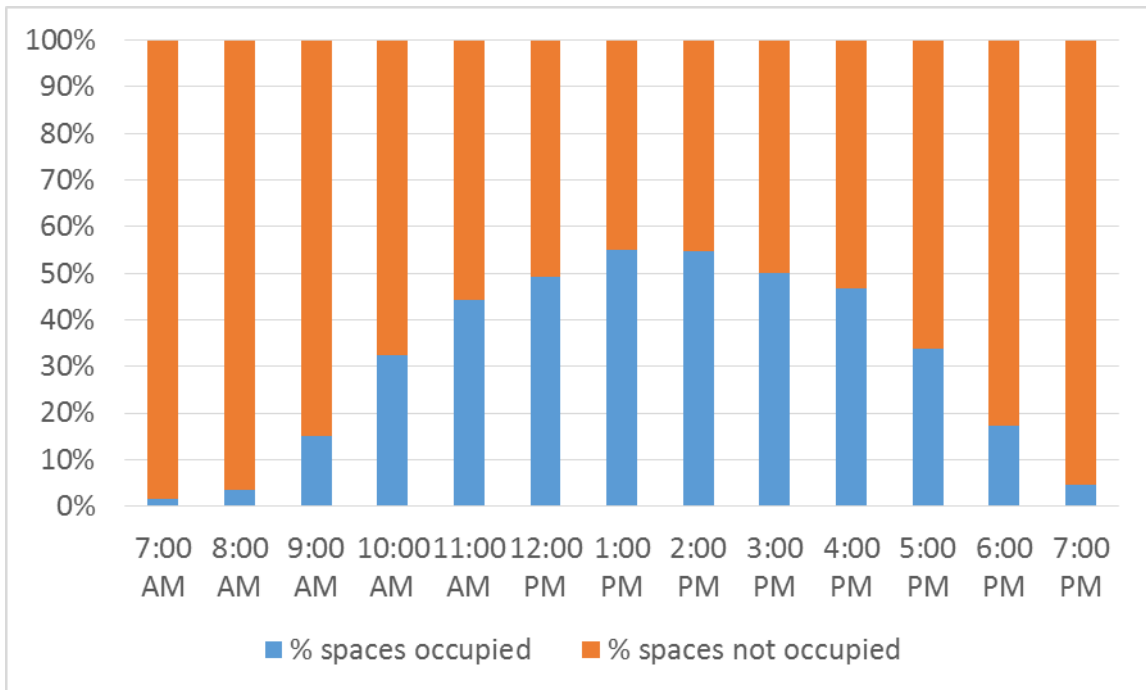
Without the introduction of variable message signing providing customers with information about real-time availability of parking spaces across the town centre there can be a perception that car park capacity is limited depending on which car park one uses and its available capacity at that time. However the current evidence is that on the whole there is significantly greater supply of parking available in the town centre than parking demand. Whilst parking surveys of SBC managed car parks are not regularly conducted, recent surveys of the two private multi-storey car parks Queensmere and Observatory have been done as part of a recent planning application for the redevelopment of Queensmere shopping centre<sup>3</sup>. The parking accumulation surveys, the results are presented below in Figures 2.1 and 2.2, found that both car parks had a high

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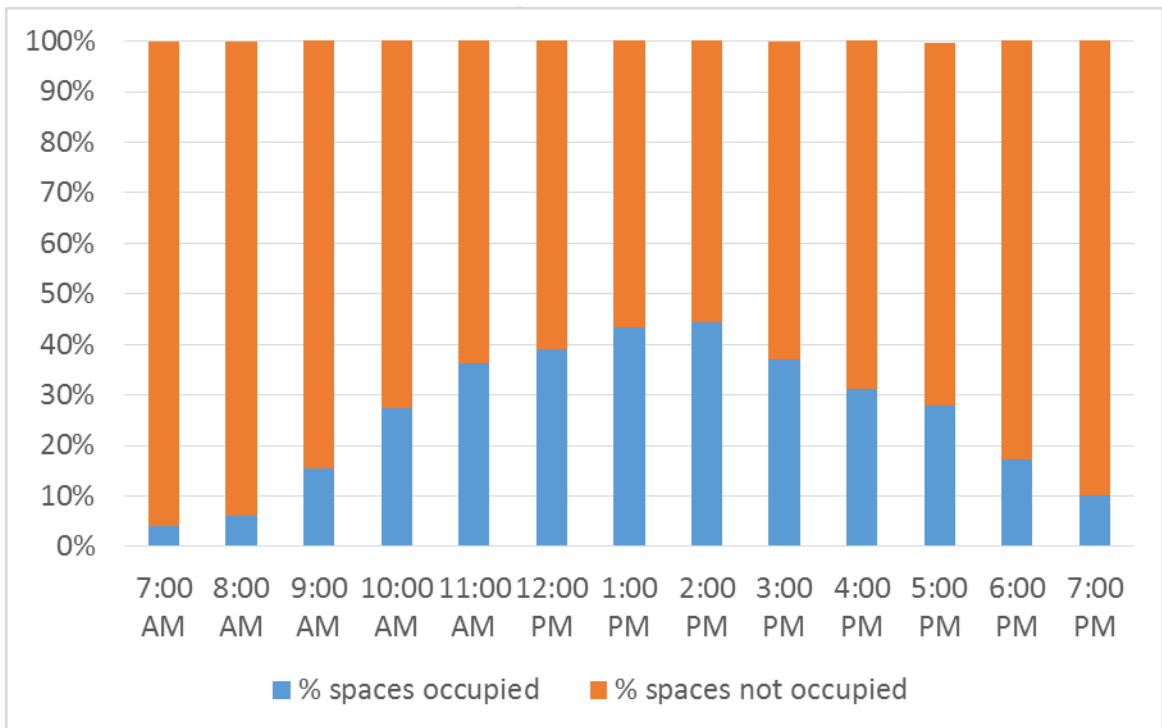
<sup>3</sup> The car parking surveys were carried out by the Stilwell Partnership as part of the Transport Assessment for the planning application reference no. P/06684/015 and can be viewed at [www.sbcplanning.co.uk/\\$fusgylbx.docx](http://www.sbcplanning.co.uk/$fusgylbx.docx)

proportion of spaces unoccupied both on a weekday and at the weekend between the hours of 7am and 7pm.

**Figure 2.1 – Parking Demand at Queensmere and Observatory Car Parks – Saturday 5<sup>th</sup> July 2014**



**Figure 2.2 – Parking Demand at Queensmere and Observatory Car Parks – Tuesday 8<sup>th</sup> July 2014**



**Length of Stay**

Most parking in Council managed town centre car parks is short stay with 45 percent of drivers parking for less than one hour stays and 83 percent of drivers parking for less

than two hours. However this does exclude parking undertaken by season ticket holders and spaces allocated to specific employers (contract parking) who tend to park all day.

## 2.2.4 Parking Provision

### Town Centre - commercial and retail provision

In the town centre there are a number of public and private surface level and multi-storey car parks. Parking is also provided on-street in pay and display bays, which usually form part of controlled parking zones and for residents in parking watch zones. As described in the previous section more information on available parking in Slough can be found on the Council's Parking Services web page.

Car parking in or serving the town centre is designed to be attractive to shoppers and this is reflected in the tariffs on-street and in the Council managed car parks which are predominantly for short stay use. Likewise Tesco, is permitted through the planning process to provide an increased number of parking spaces at its Wellington Street superstore. In order to prevent commuter parking (e.g. as the store is close to the train station) provision has been made for a minimum in-store spend coupon that permits half an hour free with a maximum stay of three hours.

For the purposes of this Strategy<sup>4</sup> it is considered appropriate to include parking facilities within a 5 minute (400m) walking distance of Slough High Street as they provide a facility for shoppers, who are willing to make either linked trips or walk further for lower cost parking. This defined area has expanded since the 2011 parking strategy was produced to reflect new parking facilities that have appeared in or serve Slough town centre. Table 2.1 illustrates the type and level of public car parking provision in the town centre; the defined boundaries of the town centre parking area is shown in Appendix A.

Table 2.1 – Car Parking Facilities in 2016 Serving Slough Town Centre

Bay/Car Park Description			No. of spaces		
Bay/Car Park	Owner	Type	General	Disabled	Total
On-street bays <sup>5</sup>	SBC	Pay & Display	408	24	<b>432</b>
Off-street surface level <sup>6</sup>	SBC	Pay & Display	160	27	<b>187</b>
Off-street multi-storey <sup>7</sup>	SBC	Pay & Display	998	27	<b>1,025</b>
Off-street surface level <sup>8</sup>	Private	Attendant, Pay and Display	561		<b>561</b>
Off-street multi-storey <sup>9</sup>	Private	Pay on Foot	1,345	65	<b>1,410</b>
Slough Rail Station	Private	Pay & Display	626		<b>626</b>
Tesco Supermarket (Wellington Street)	Private	Minimum in-store payment	837	47	<b>884</b>

<sup>4</sup> This area extends beyond that defined as the 'The Town Centre Shopping Centre' in the LDF, as that zoning relates to Core Policy 6 (retail, leisure and community facilities).

<sup>5</sup> Assumes each on-street parking bay measures 5.5m in length and includes length of bays located in the following streets: Albert Street (104m), Beechwood Gardens (11m), Bishops Road (28m), Chalvey Park (132m), Church Street (195m), Hatfield Road (148m), High Street (200m), Leith Close (84m), Osborne Street (258m), Park Street (230m), St Laurence Way (122m), Stratfield Road (156m), The Grove (65m), Wellesley Road (388m), Wexham Road (127m), Windsor Road (50m), Victoria Street (76m). Total length of 2,374m of on-street parking.

<sup>6</sup> Includes The Grove (45 spaces), Buckingham Gardens (60 spaces), Alpha Street North (17 spaces) and Burlington (65 spaces)

<sup>7</sup> Includes Hatfield and Herschel multi-storey car parks

<sup>8</sup> Includes Victoria Street (46 spaces), Brunel Way (126 spaces), Church Street (96 spaces), Burlington (100 spaces), Buckingham Gardens (120 spaces) and Upton Park Hospital (73 spaces)

<sup>9</sup> Includes Queensmere and Observatory multi-storey car parks



Bay/Car Park Description			No. of spaces		
Bay/Car Park	Owner	Type	General	Disabled	Total
Total			4,935	190	<b>5,125</b>

The Slough LDF Core Strategy limits the maximum amount of town centre publicly available parking spaces to 5,000. Table 2.2 illustrates how the town centre car parks provide an overall level of parking that currently exceeds the maximum cap. However this imbalance in existing spaces compared to the cap is expected to come back into balance in the future as both temporary and permanent car parks are redeveloped. Other influences on the level of parking provision (the parking cap) are likely to include:

- the level of demand for off-street parking (see section 2.2.6);
- the demand for car parking at Slough station following the start of Crossrail services;
- the success of the economic regeneration of Slough town centre;
- to some extent the level of population growth<sup>10</sup>; and
- the level of car ownership in Slough town centre.

In addition to the public car parking provision, there are a number of employers in Slough town centre who have their own private non-residential car parks for their employees and visitors. Limited information is known on the exact number of spaces although it is estimated that there are over 1,000 spaces in existence.

Dedicated drop off areas are also provided at some necessary or appropriate locations in the town centre including outside the Queensmere shopping centre and in front of the rail station.

### **Town Centre – On-Street Provision**

The current approach to on-street restrictions within the town centre is that they are consistently applied across the town centre with single yellow lines restrictions extending between 8am and 7pm and pay and display bays operating between 9am and 5pm. However in the future it may be appropriate to take a more flexible approach as to when the restrictions should extend to depending on the location and the demand for parking.

### **Town Centre - Residential Provision**

The town centre is mostly covered by Controlled Parking Zones or Resident Parking Schemes for on-street bays. Where new developments are provided with limited or zero parking then legal agreements have been secured that prevent future occupiers from being eligible for parking permits in existing or future residents parking zones.

The Slough Local Plan parking standards as set out in Table 5 of the Developers Guide Part 3 (<http://www.slough.gov.uk/downloads/developers-guide-part-3.pdf>) have a nil requirement for 1, 2 or 3 bed flats or houses in the town centre. This does not prohibit the provision of parking but allows the developer the commercial flexibility to match car parking supply with the cost of providing it on each site.

Historically the offices that have been converted to flats have had a significant number of existing parking spaces. Other schemes involved the change of use of space over shops to flats where there is no expectation of car parking. More recently, larger residential developments have been implemented with low or zero parking, such as Kittiwake House on the High Street. Whilst it is recognised that the lack of allocated parking does not

<sup>10</sup> The population in Slough was recorded as being 125,200 in 2006 and had risen to 143,000 by 2013.

deter or prevent residents from having a car; people moving into a town centre flat do so with awareness that it may be difficult for them to find a space. As a result, in theory at least, providing flats with limited amounts of parking in the town centre should not have a detrimental impact upon existing residents. Nevertheless there are concerns that there will be some parking overspill into surrounding areas because not all residential areas close to the town centre are covered by Residents Parking Zones.

Rather than relying solely on anecdotal evidence a survey was conducted of the Foundry Court development on the north side of Slough railway station to determine the level of occupancy of the car parking bays. This survey was conducted as part of a planning application (P/06348/011)<sup>11</sup>, for a residential development adjacent to Foundry Court. Foundry Court is a development of 189 units with 157 car parking bays (i.e. 0.83 spaces per dwelling). The parking beat surveys, which were carried out by an independent parking survey company, were undertaken out on 4/11/15 at 00.10 and 5/11/15 at 00.15. The survey found that of the 159 parking spaces, 127 spaces within the development were occupied including kerbside parking, which equates to an occupancy rate of 81 percent.

On the basis that, as far as can be ascertained, the development was fully occupied at the time of the surveys the results suggest that the overall ratio of parking in use by residents was 0.67 spaces per dwelling. This survey was only a snapshot and the survey results must be treated with caution, as they do not cover the whole day and therefore it is not clear as to whether those spaces not in use were used at other times during the survey day. This survey should form the start of an evidence base of residential car parking demand in high density residential developments in the town centre. In the short to medium term it is envisaged that further surveys will be carried out and this information will be used to help inform the review of residential parking standards.

The current approach uses a combination of elements to meet parking demand in developments in and on the fringes of the town centre in order to help to ensure that a better mix of flats in terms of their size, tenure and quality are provided. These elements are the provision of:

- on-site parking;
- parking provided within under-utilised town centre car parks; and
- a package of measures to promote alternative means of travel including car ownership such as car clubs.

### **Town Centre - Temporary Car Parks**

There are two forms of temporary car park in Slough, those which have received planning consent and those that have not. The established parking operators in the town centre have been affected by the opening of car parks, which have not received planning permission. They are often of poor quality and therefore damage the wider objectives of the town centre, which seek to provide a high quality environment so it can compete with the out-of-town stores and other regional town centres.

These car parks are providing additional parking supply in the town centre and generating a greater demand for parking which undermines the Borough's wider policies on transport, planning and air quality and is not supported by the current Parking Strategy or LDF policy.

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<sup>11</sup> [http://www.sbcplanning.co.uk/sbcp/slough01/planapp/P6348-11\(11\)/P6348-11\(11\).pdf#pagemode=thumbs](http://www.sbcplanning.co.uk/sbcp/slough01/planapp/P6348-11(11)/P6348-11(11).pdf#pagemode=thumbs)  
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Parking in the town centre for shoppers needs to be competitive, but operators of unpermitted car parks have been undercutting the tariffs of existing operators, reducing their revenue and reducing the opportunity for re-investing in higher quality parking facilities to support the vitality of the town centre.

### **Residential Areas**

The majority of streets in Slough include some form of parking regulation e.g. waiting restrictions at junctions. But in a few areas of the Borough, predominantly in the town centre and near to railway stations, Residential Parking Zones, also known as Controlled Parking Zones (CPZs), have been implemented. A list of streets currently covered by CPZ's can be found at the following link - <http://static.slough.gov.uk/downloads/resident-parking-zones.pdf>.

The majority of residential streets in Slough are adopted public highways. However some streets are in private ownership and some in public ownership. Those in public ownership which are not part of the adopted public highway network are largely maintained by SBC Housing Services.

Borough residents may apply to the Council to have a disabled bay located close to their property. Currently these bays are only advisory, although the Council is considering making these bays enforceable through the introduction of a Traffic Regulation Orders (TRO).

Limited additional off-street parking has been provided in residential areas around the Borough to reduce pressure on on-street parking.

### **Local Centre Parking**

In local centres car parking is provided through limited waiting bays on-street, which allows a regular turnover of spaces, or through local centre car parks. All of the local centre car parks are free of charge, except Harrow car park in Langley, and have no maximum stay periods, whilst the car parks managed privately by larger retailers have maximum stay periods which allow customers to visit other local shops.

### **Business Area Parking**

In business areas on-street unmanaged parking is currently available and across the Borough there is a heavy demand for these spaces. This is due to the majority of business premises having insufficient parking capacity to cope with the high demand from employees and thus overspill parking occurs.

Several business areas benefit from publicly available car parks, the majority of which are managed by the Council's Parking Services team. A small number are managed by the Council's Housing Service or Leisure Service and there are also three car parks managed by SEGRO. With the exception of the Malton Avenue car park, managed by SEGRO and Harrow Market car park, these car parks are currently free of charge.

### **HGV Parking**

Slough's proximity to Heathrow airport and the high number of industrial / business estates in the Borough creates a high demand for lorry parking, which is not matched by supply. Facilities are currently limited and consist of a single official site at Malton Avenue, with only 6 spaces. Incidences of HGVs parking on-street overnight are a common occurrence in laybys along the A4 Colnbrook bypass and on the Poyle Trading Estate. This type of parking can cause localised noise disturbance, littering and other anti-social behaviour issues as often facilities such public toilets and litter bins are not available nearby.

The provision of dedicated lorry parking is only suitable at specific locations, such as those close to industrial areas and strategic road connections, as lorry parking requires a lot of land and can cause disturbance to local residents. If suitable sites can be identified, within or adjacent to industrial land-uses, and with good access to the primary distributor road network, the Council will consider licensing commercially operated lorry parking within the Borough. The Council will work with Heathrow Airport Limited (HAL) and airfreight operators to identify potential HGV parking sites as part of the airport Cargo Strategy.

### **Parking at Significant Travel Attractors**

There are a number of developments around the borough that attract high numbers of car borne trips and through increasing numbers of complaints, it is apparent that this is causing difficulties in predominantly residential areas. These types of developments are schools, places of worship, railway stations, wedding venues and healthcare facilities (primarily Wexham Park Hospital). The majority of these developments have car parks, but usually they are unable to cope with the demand and thus parking overflows onto surrounding streets, other local car parks, onto verges/footways and leads to the blocking of private accesses which causes nuisance to local residents and businesses.

#### **2.2.5 Quality of Parking Facilities – Safety, Comfort and Convenience**

The Safer Parking Scheme is an initiative of the Association of Chief Police Officers (ACPO) aimed at reducing crime and the fear of crime in parking facilities. Safer Parking Status – ‘Park Mark’, is awarded to parking facilities that have met the requirements of a risk assessment conducted by the Police. The scheme is managed by the British Parking Association (BPA).

An assessment of the Council managed town centre car parks was conducted in September 2015 and the following SBC managed car parks were awarded Park Mark Status:

- Hatfield multi-storey;
- Herschel multi-storey;
- Buckingham Gardens; and
- The Grove.

### **Payment Systems**

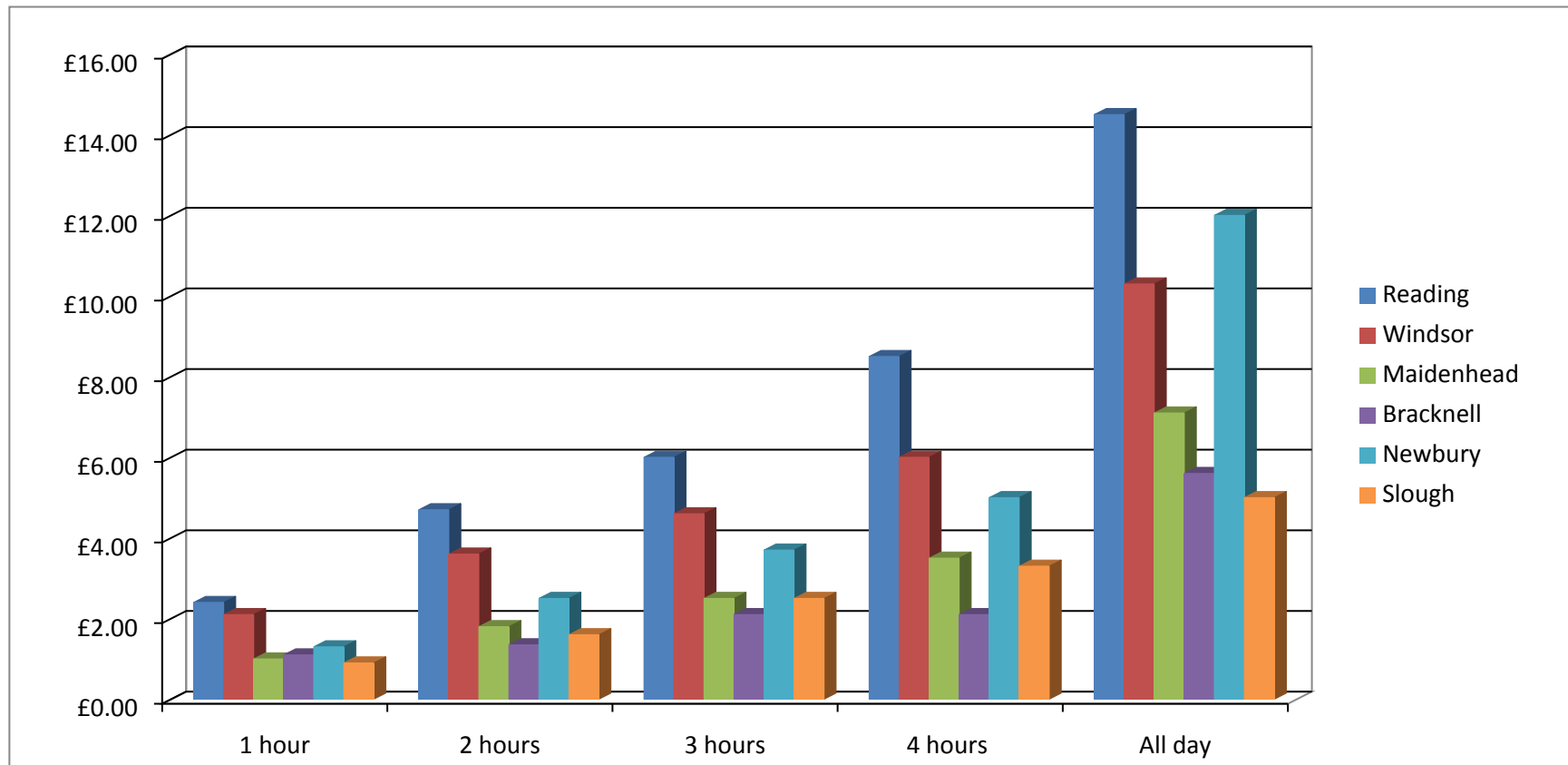
The Council’s Parking Service has installed Zeag Hectronic pay and display machines for both their on-street and off-street parking operations. The majority of the on-street machines are solar powered, which means that they are low carbon, and cheaper to install and maintain.

Payment for parking on-street is by either coin or by phone (Ringo service was introduced in March 2015). In Hatfield and Herschel multi-storey car parks a ‘pay on foot’ system was implemented in January 2015 and these machines enable a wider variety of payment options.

### 2.2.6 Parking Charges

Maintaining the competitiveness of Slough town centre has been an important influence on the setting of car parking charges. Car parking charges are reviewed biannually and were reviewed most recently in 2015. Charges in Slough were found to be similar or lower than other competitor towns in the surrounding region, as illustrated in Figure 2.3. However, there is likely to be displacement of trips between the town centre and some of the out-of-town retail centres within Slough e.g. the retail outlets along the A4 Bath Road, which provide free parking for customers. All the comparison towns (apart from Windsor) have similar out-of-town retailing therefore this displacement of trips affects all towns.

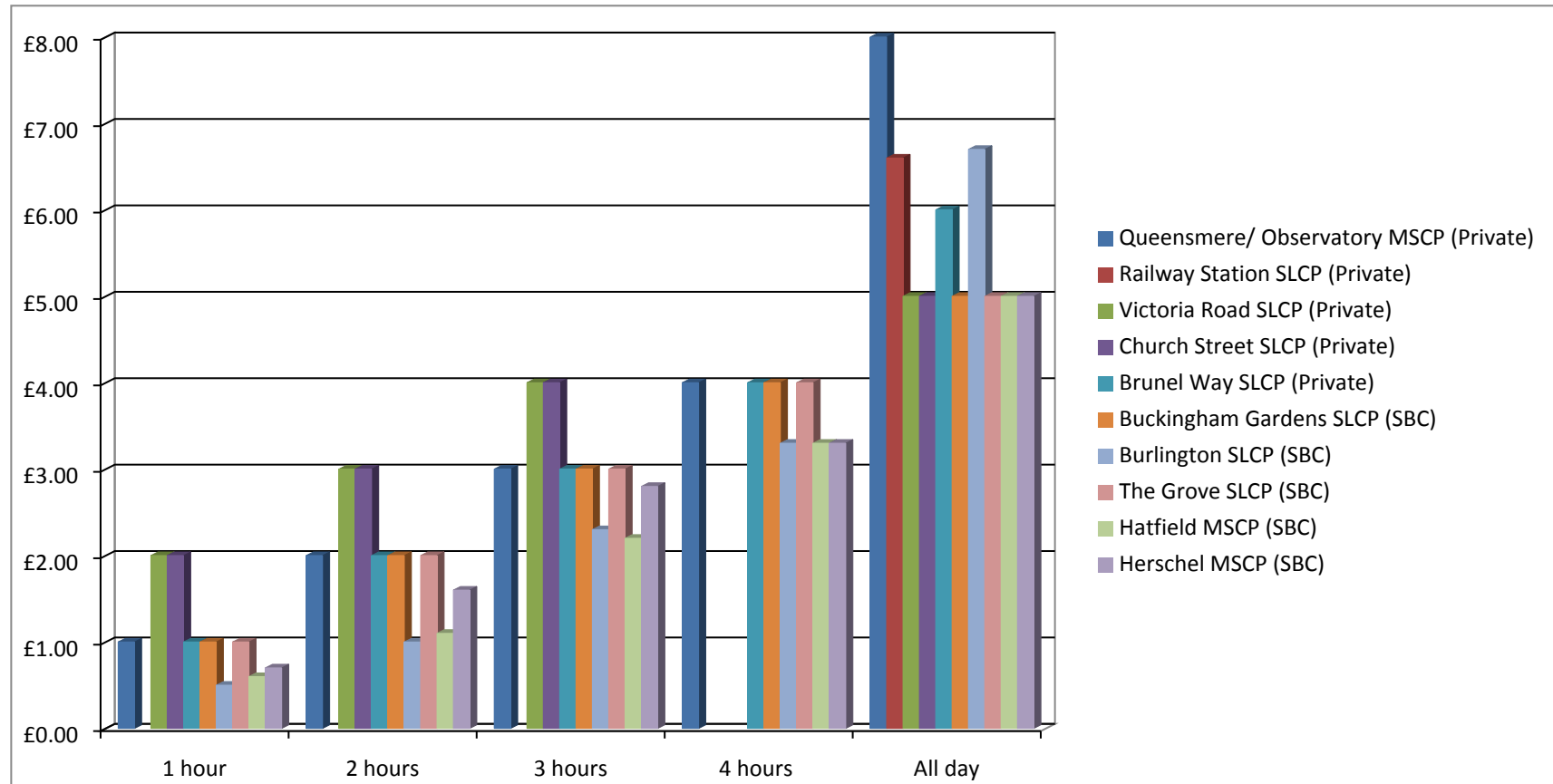
Figure 2.3 – Town Centre Parking Charge Comparison 2015



### Benchmarking SBC Car Park Tariffs with other Town Centre Car Park Operators

The parking tariffs in SBC operated car parks have been benchmarked against other privately operated car parks as presented in Figure 2.4. The main observations are that there is noticeable competition between the public and private car park operators in the town centre; and the railway station car park only offers one all day tariff.

Figure 2.4 – Tariff Comparison between Public and Private Car Parks



## On-Street and Off-Street Tariff Setting

On-street parking tariff bands are higher than those in off-street car parks. There are 4 tariff bands and they aim to:

- Encourage the use of more peripheral town centre on-street spaces for longer stay parking (i.e. centrally located town centre on-street spaces are priced to encourage short stay visits at a higher turnover);
- Encourage the use of off-street parking;
- Reduce traffic levels in the town centre; and
- Increase car park utilisation and turnover of spaces.

Off-street parking charges are currently structured to:

- Encourage long-stay parking in the Council's multi-storey car parks;
- Promote a high turnover of short-stay parking through higher charges in the town centre surface level car parks where demand is high;
- Provide cheaper alternative short-stay parking in the Council's multi-storey car parks where capacity exists.

### 2.2.7 PCN Analysis

The majority (89 percent) of PCNs issued were for on-street contraventions, with 11 percent from off-street contraventions. The total number of PCNs issued increased between 2011/12 and 2014/15 but has since dropped, especially in relation to off-street contraventions, as illustrated in Table 2.2 below.

Table 2.2 – Trend in PCNs Issued<sup>12</sup>

	2011/12	2012/13	2013/14	2014/15	2015/16
On-street PCN	31,095	32,990	35,761	37,585	31,528
Off-street PCN	4,800	4,333	4,340	3,575	3,465
<b>Totals</b>	<b>35,895</b>	<b>37,323</b>	<b>40,101</b>	<b>41,160</b>	<b>34,993</b>

The trend in the type of contraventions being enforced through the issuing of PCNs is shown in Table 2.3. Analysis of Table 2.3 shows that PCNs issued for contravention code 01 '*Parked in a restricted street during prescribed hours*' i.e. single or double yellow line waiting restrictions consistently contribute to the highest proportion of total PCNs issued overall. The second most frequent PCN issued in 2014/15 was for '*Parked loading or unloading in a restricted street where waiting and loading/unloading restrictions are in force*' but this decreased significantly in 2015/16.

The increase in the total number of PCNs issued results from three main factors; firstly a reduction in the number of off-street spaces provided in Council car parks has led to a reduction in PCNs issued for code 82. Secondly, in 2013/14 the Council introduced CCTV enforcement vehicles which led to an increase in contravention code 02. Thirdly, a greater emphasis has been placed on enforcement of disabled bays. The introduction

<sup>12</sup> The issued tickets includes tickets that were spoilt or subsequently rescinded  
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of 'Ringo Cachless parking' for on-street parking has resulted in a decrease in PCNs under codes '05', '06' and '83' in 2015/16. In April 2015 the use of CCTV enforcement vehicles was restricted by the Government and therefore PCNs issued for contravention code '02' went down in 2015/16.

**Table 2.3 – Trend in Contraventions in which highest number of PCNs Issued**

Code	Contravention	2011/12	2012/13	2013/14	2014/15	2015/16
01	Parked in a restricted street during prescribed hours	10,884	10,048	9,432	8,169	9,451
02	Parked loading or unloading in a restricted street where waiting and loading/unloading restrictions are in force	3,100	3,381	5,633	6,485	2,256
05	Parked after the expiry of paid for time	3,102	3,243	2,284	6,871	980
06	Parked without clearly displaying a valid pay and display ticket or voucher	2,145	2,395	2,448	2,175	1,269
16	Parked in a permit space without displaying a valid permit	3,546	3,532	3,224	2,726	3,807
24	Not parked correctly within the markings of the bay or space	1,731	2,232	1,884	1,490	1,863
25	Parked in a loading place during restricted hours without loading	1,387	1,762	2,022	1,823	1,727
30	Parked for longer than permitted	657	974	1,758	1,750	1,987
40	Parked in a designated disabled persons parking place without displaying a valid disabled persons badge in the prescribed manner	1,279	2,114	2,841	2,453	2,142
82	Parked after the expiry of paid for time	1,623	1,327	1,382	1,102	939
83	Parked in a car park without clearly displaying a valid pay & display ticket/ voucher/ parking clock	1,881	1,943	1,858	1,757	1,452

## 2.3 Issues Identified through 2011 Parking Strategy Public Consultation

As part of the development of this strategy, public consultation has been conducted through a survey of 750 transport users<sup>13</sup> and through a focus group session, which considered road safety issues in the Borough. The car parking related results of the consultation are reproduced below.

The headline results from the questionnaire were:

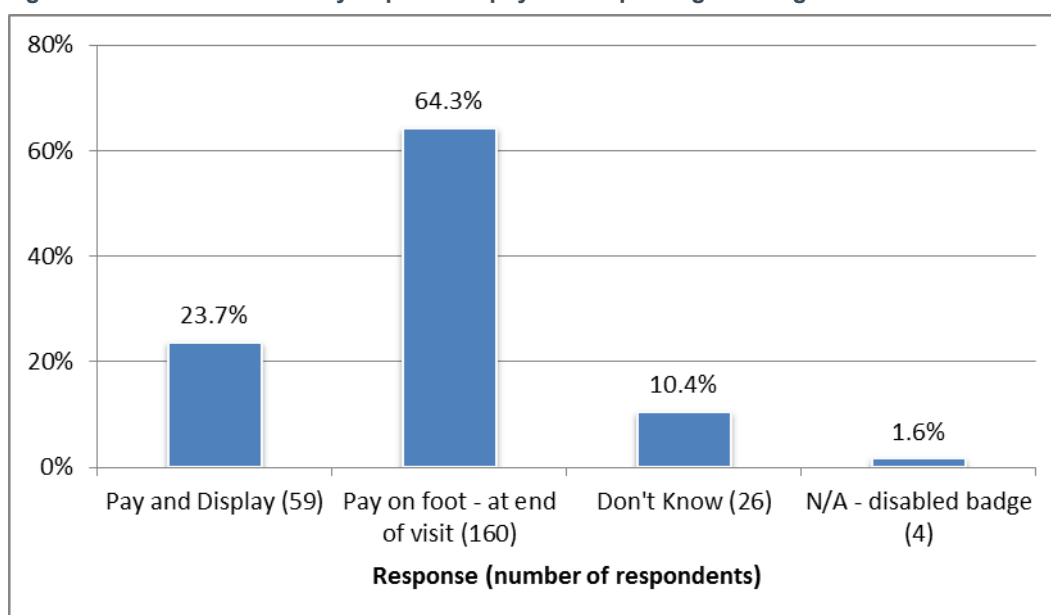
- 85 percent of respondents find parking in car parks in Slough easy;

<sup>13</sup> The survey was undertaken at three locations in Slough town centre in May 2010  
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- 60 percent of respondents always manage to park in their preferred car park; and
- There is strong support for introducing pay on foot machines.

Figure 2.5 – Q17. How would you prefer to pay for car parking in Slough?



A greater proportion of respondents (37 percent) were dissatisfied or very dissatisfied with car parking in Slough than those satisfied or very satisfied (33 percent) (see Table 2.5);

Table 2.4 – Q17. How satisfied are you with car parking in Slough?

Response	Frequency	Percentage of those providing a response	Percentage of total
Very satisfied	12	2.9%	1.6%
Satisfied	123	29.7%	16.3%
Neither Satisfied nor Dissatisfied	109	26.3%	14.4%
Dissatisfied	115	27.8%	15.2%
Very Dissatisfied	37	8.9%	4.9%
Don't Know	18	4.3%	2.4%
N/A – do not drive in Slough	342	-	45.2%
<b>Total</b>	<b>756</b>	<b>414 (100%)</b>	<b>756 (100%)</b>

Improved safety and security was the most popular car parking improvement that respondents would like to see, accounting for over a quarter of respondents (Table 2.5);

Table 2.5 – Q18. Are there any improvements you would like to see to car parking in Slough?

Improvement	Frequency	Percentage
More parking spaces	78	19.7%
Larger parking spaces	23	5.8%
More dedicated car parks	11	2.8%

Improvement	Frequency	Percentage
More on street parking	11	2.8%
Improved safety and security	111	28.0%
Alternative payment options	38	9.6%
More disabled parking spaces	14	3.5%
More parent / carer parking spaces	19	4.8%
Car park space availability signs	12	3.0%
Cheaper parking	92	23.2%
Cleaner car parks	7	1.8%
None	63	5.9%
Other	99	25.0%
<b>Total</b>	<b>578</b>	

### Road Safety Focus Group Findings

A focus group considering road safety issues was held at Slough Borough Council offices on 26 May 2010 to help understand concerns held by local residents in regard to road safety. A number of the questions drew answers that relate specifically to parking and these are reproduced below. The main concerns raised were that:

- Footway parking is an issue for local people;
- Parking around schools is a concern; and
- There are localised parking issues around the Tesco store on Burnham Lane.

### Summary of Consultation Results

The consultation results do not clearly explain why respondents are dissatisfied with car parking in Slough. However the headings in Table 2.5 identify some of the improvements most frequently selected by respondents and the findings from the Focus Group provides further indications.

## 2.4 Consultation on Parking Strategy Refresh 2014/15

Public consultation on the revised strategy was undertaken between January and 27<sup>th</sup> February 2015. The strategy was sent to all of the statutory consultees and all of the operators of existing permanent and temporary car parks in the Borough with planning consent and all of the Councillors. One email of comment was received from a member of the public which raised a number of comments regarding the strategy. The following changes have been made to the Strategy to address the response:

- Better referencing of academic sources;
- Inclusion of parking occupancy data where this is known;
- Inclusion of population data and other historical trend data;
- And a number of other broad comments.

## 2.5 Review of Progress Between 2004-2013

As part of the development of this strategy a review of the existing strategy was undertaken to understand the level of progress with implementing the previous strategy and the achievements to date. The LTP2 strategy set out five priority areas for parking policies: the Town Centre, Residential Areas, Local Centres, Business Areas and Significant Travel Generators. Significant progress was made in all areas as set out in further detail in Appendix C.

## 3. Challenges and Options

One of the purposes of the Parking Strategy is to set out what policies will be implemented to contribute towards achieving the LTP3 objectives. The proposed policies in this document have been developed to help address the Key Parking Issues and Challenges that face the Borough.

### 3.1 Key Issues and Challenges

From the analysis of the evidence base it is clear that there are a range of key issues and challenges facing the Borough and these are highlighted in further detail below.

#### 3.1.1 Keeping Slough Competitive

Parking is an important policy tool to support the Borough's competitiveness as a destination, as parking provides access to goods and services and thus facilitates economic activity. It is therefore important to maintain competitiveness of parking charges and pricing. However good access, rather than simply good car access is the key issue. The supply of parking and the pricing of it will influence its use, but it is critical not to over incentivise parking as drawing in customers from neighbouring catchments may only lead to an increase in overall length of shopping journeys by car. Emphasis should be placed on maintaining the competitiveness of parking prices in Slough, to prevent shopping trips to neighbouring catchments, whilst at the same time, promoting access to the town centre by use of sustainable transport.

Policies which discourage long stay parking in the town centre will open up a greater number of spaces for shoppers; appropriate parking pricing for short stay shoppers will facilitate this. Therefore, in the development of parking policies it is essential that a careful balance is maintained between different transport objectives and that accessibility for all modes is achieved.

It is also important to recognise the role of very local car parking provision for the survival of some shops – where people do not feel they are staying long enough to justify paying.

There is an existing parking cap for the town centre of 5,000 spaces as set out in the Slough LDF. As part of this update of the Strategy it has been shown that there is spare capacity in the town centre car parks and therefore there is considered no need at this time to increase the cap. However the cap will be kept under review as the town centre is regenerated and redeveloped in the future.

#### 3.1.2 Updating the Parking Stock

In support of maintaining the competitiveness of Slough it is important that the quality of parking facilities in the town centre and in the shopping and leisure areas across the Borough are of a high standard. The consultation results found that car park users are concerned about the safety and security of car parks and want to see improvements made. This was consistent with the findings of the Park Mark – the Safer Parking scheme assessments of the existing parking stock in 2013, which reported a range of limitations with the existing multi-storey car parks, although the assessments in September 2015 found that much improvement had been made to a number of car parks and therefore 4 were awarded 'Park Mark' status, this included Hatfield multi-storey, Herschel multi-storey, Buckingham Gardens and The Grove. The costs of making the necessary improvements are however significant. Furthermore there is a desire and need to

upgrade payment and security systems within car parks to make them more convenient for customers.

It is proposed that all new car parks, including temporary car parks, should be designed to and be awarded Safer Parking Status: Park Mark award within 3 months of opening.

### **3.1.3 Investment in New Technology**

The consultation results also found strong support for the implementation of Pay on Foot machines within car parks. Introducing this payment system combined with entry/exit barriers would eliminate PCNs being issued for '*exceeding paid for time*' contraventions. Not only would this change benefit customers, who would avoid PCNs, but it would also free up resources (CEOs) to focus on other parking enforcement activities to reduce congestion or improve road safety. These benefits need to be balanced against the investment and ongoing maintenance costs of introducing such a system and any introduction on pay on foot could initially be focused at the larger car parks.

Variable Message Signing and Car Park Guidance systems provide opportunities to better inform drivers of the location of available parking spaces and direct drivers to these spaces which would reduce wasted time and journeys to car parks which are full. Thus contributing to reducing congestion and air pollution, which is essential if the Town Centre Air Quality Management Area Action Plan is to be effective.

There are opportunities to improve the electric vehicle charging infrastructure, with a Government push to expand the electric vehicle charging network. Most electric vehicle charging points are currently off-street, however some do exist on-street.

### **3.1.4 Car Parking Standards for New Development**

The car parking standards for new development are set out in the Developers Guide Part 3 and date back to November 2008. Only very minor changes have been made to the standards as originally set out in Appendix 2 of the Slough Local Plan dated November 1998. Since 1998 there have been a number of changes in National Planning Policy and therefore in the short to medium term it will be necessary to update the parking standards. The Local Plan standards include a two part standard for the town centre covering the "Town Centre Commercial Core" and the "Rest of Town Centre". These areas were previously defined in the Local Plan, but following the adoption of the LDF the Commercial Core area was discontinued and thus there has been some confusion as to how the standards should be applied in terms of whether Commercial Core standard now covers the whole of the town centre. In 1998 it was envisaged that these standards would predominately apply to flats over shops rather than large scale residential developments.

Moving forward there does need to be further consideration and debate as to whether:

- a nil parking level is still appropriate in the town centre and shopping areas for residential and hotel development, as there have been some anecdotal instances of overspill parking resulting from developments that have zero or very low levels of parking;
- the re-development of land in the more peripheral areas of the town centre should have a higher parking standard than that in the central part, so as to better manage the transition between urban and suburban areas; and
- the development of/re-development of land around Crossrail stations should be allowed with lower parking standards than existing standards.

### **3.1.5 Management of On-street Parking around New Development**

Where new development has planning consent, the Council acting in its capacity as the local planning authority, will seek that new streets are adopted so that issues of street management and maintenance are publicly controlled to achieve a satisfactory standard in terms of maintenance, street cleansing, control of parking and highway safety.

### **3.1.6 Enforcement around Schools and Other Significant Trip Attractors**

Across the Borough there are a number of 'Significant Trip Attractors' such as schools, places of religious worship and health facilities, which attract a large amount of car borne trips but where there is constraint on parking supply.

The problems around these attractors have been getting worse rather than better in recent years, for example the proportion of children travelling to school by car has risen greatly over the last two decades<sup>14</sup>, such that in Slough 41 percent<sup>15</sup> of primary school children are driven to school. This is causing a range of parking specific problems around schools, including:

- parents repeatedly ignoring parking restrictions (school keep clear markings, prohibition of waiting restrictions, etc);
- parking along dropped crossings, on footways and verges;
- parking that obstructs accesses causing inconvenience to local residents/businesses and perhaps categorised as anti-social behaviour;
- parking that obstructs visibility splays causing road safety issues; and
- the general disregard for the safety of others when parking or manoeuvring close to schools.

CEOs that patrol around schools are faced with multiple simultaneous parking infringements and often find themselves with insufficient time to issue PCNs before the vehicle is driven away. The current approach is predominately based around a regular physical presence outside schools, which seeks to deter contraveners, however existing resources cannot be at every school every day and parents are alive to this and realise they will escape enforcement action.

Therefore to tackle this endemic problem of hazardous parking outside schools, evidence used by mobile CCTV enforcement vehicles has been in place since autumn 2013, in particular to address inappropriate and unsafe parking practices around schools.

**Figure 3.1 – Inconsiderate Parking near St Josephs School**

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<sup>14</sup> The Government's Response to the Transport Committee's Report on School Transport – HMSO (June 2004)

<sup>15</sup> Data from School Census travel surveys for all primary schools surveys last undertaken in 2011 held by Slough Borough Council. The 41% figure includes 38% of children arriving by car/van and 3% of children car sharing with a child from a different household.



Wexham Park Hospital suffers from accessibility problems and is sufficiently far from the main residential areas of Slough that few pedestrians are able to walk to the site. There has been a steady increase in the use of the hospital, which despite improvements to bus services between the hospital and the town centre has led to a greater demand for car parking, which has not been met by provision on-site. As a result staff and visitor car parking is over-spilling onto the surrounding roads causing a safety hazard and the shortage of on-site parking has left a poor perception of the hospital. Slough Borough Council is working closely with South Buckinghamshire District Council (SBDC) to address the cross-boundary parking problems. Control of parking close to the hospital has improved since SBDC introduced civil parking enforcement. Further measures are being introduced by the hospital to expand its on-site car parking.

Furthermore, around many of the significant trip generators across the Borough inconsiderate parking is occurring. Moving forward the Council will be using the full extent of its powers under the Traffic Management Act to better control parking around these sites. The promotion of walking, cycling, public transport and car sharing will also continue to have a role.

### 3.1.7 Footway Parking

Footway parking can be inconvenient for pedestrians and especially hazardous for disabled and elderly people, those who are visually impaired and people with pushchairs and double buggies. Footway parking is believed to deter some people from walking, and it degrades the attractiveness of the street scene.

Footway parking is frequently observed around schools and in residential areas with parents mounting the kerbs to park their vehicles with little consideration for pedestrians. Unfortunately, footway parking has become so widespread throughout the Borough that it is becoming an accepted norm. In London, pavement parking is banned by the Greater London Council (General Powers) Act 1974, although within London there are some areas where exemptions are indicated with traffic signs and markings on the footway. Pavement parking is also banned in other locations around the country including Exeter and Peterborough. Therefore to change attitudes there needs to be both a Borough wide approach and local measures to discourage footway parking.

Figure 3.2 – Footway Parking on Shackleton/Montague Road and Shaggycalf Lane



The Council has introduced a pavement parking scheme in Central Ward and will roll out the pavement parking scheme on a ward by ward basis through Experimental Traffic Orders. The proposal is to ensure that there are parking controls on residential streets borough wide. This will be achieved by a combination of permitting parking on the pavement (2 wheels-up) in marked bays; banning parking on the pavement (4 wheels-up) and the introduction of yellow lines at junctions and bends.

Accepting that pavement parking is appropriate in some areas where parking stress is at its greatest is a major change in approach, and for it to be successful and not harm pedestrians, child pedestrians and the mobility impaired i.e. the most vulnerable road users, then certain safeguards (key principles of the scheme) need to be incorporated and adhered to.

The key principles are:

- To maintain suitable footway / carriageway widths whilst maximising parking capacity. Areas have been identified where capacity can be increased to account for locations where it has been reduced, which mitigates against the impacts of displacement parking;
- Parking bays will be marked on the footway allowing 'two wheels up', but four wheels up will not be allowed;
- The minimum width of footway for pedestrians will be 1.5m, with an absolute minimum of 1.2m in exceptional circumstances;
- Any road where the clear width of the footway is less than 1.5m should either have regular passing places incorporated into it, preferably every 6 metres (through driveways, dropped kerbs, interruptions to the pavement parking or any other gap), and/or has a clear footway on the opposite side of the road with no on-pavement parking and dropped kerb access.
- A carriageway width of 4.5m will be provided where possible to maintain two way traffic flow;
- No waiting at any time restrictions will be implemented at every junction and bend in the road to ensure visibility is maintained and to prevent inappropriate parking occurring;
- Footway parking will not be introduced in streets/roads:
  - in the town centre and on all other streets defined in the Retail Hierarchy (Policy S1) of the Slough Local Plan as pedestrian footfall is higher and greater space is required for pedestrian movement;
  - where pedestrian footfall is high;



- where there are existing verges or where street trees could be harmed unless measures are implemented to protect street trees or alter verges;
  - where there is an existing shared footway/cycleway unless changes are made to the existing cycle scheme;
  - where there is an on-road cycle lane unless changes are made to the existing scheme;
  - where the footway is constructed using paving slabs which could be damaged and increase the risk of pedestrian trips, unless measures are introduced to reduce this risk;
  - on roads within new developments where parking has been provided to the maximum Slough Local Plan parking standard; and
  - where it may undermine other parking constraint policies as set out in the Slough Local Plan and Slough LDF Core Strategy.
- Footway parking will need to be sensitively introduced:
    - around schools as it should not undermine Council policies on encouraging a greater proportion of non-car trips to school. It should balance the parking demand of residents around the school with the deterrent for car trips by commuters / school staff;
    - at bus stops as care will be taken to ensure that buses can access the kerb at bus stops in accordance with the Public Service Vehicle Accessibility Regulations thereby ensuring that the Council fulfils its duty under the Equality Act 2010, further detail in SBC Bus Stop Guidance Policy (August 2013);
  - Prior to each new scheme being implemented the RNIB will be re-consulted; and
  - The footway parking policy will be reviewed if accidents occur with pedestrians on the footway.

Following the implementation of the experimental footway parking scheme the Council's adopted vehicle crossover policy has been revised such that:

- Where parking is present on the footway, applications for vehicular crossings will only be accepted where the available driveway depth is a minimum of 4.8 metres; and
- Where parking is prohibited on the pavement, applications for vehicular crossings will only be accepted where the available driveway depth is a minimum of 4 metres and the minimum distance from the front building wall to the edge of the kerb line is 6.3 metres.

### **3.1.8 Better Management of All Council Owned Car Parks and Control of Parking on Public Land**

Currently, not all of the Council owned car parks are managed to the same standard nor managed by the same department within the Council. For example Council owned car parks in the town centre are managed by the Council's Parking Services Team to a high standard with a significant level of enforcement, but car parks owned by other Council departments do not have the same facilities or enforcement regimes. Following the Protection of Freedoms Act (2012) clamping on private land has been made unlawful, but landowners can issue Parking Charge Notices. Going forward the Council needs to consider how to best manage parking in all its car parks and on its land in a consistent, fair and efficient way.

### **3.1.9 Efficient Use of Resources**

Currently the majority of PCNs are issued by either a CEO attaching it to the vehicle or handing it to the driver, but as there are a limited number of CEOs operating at any one time, the Parking Authority is limited in its ability to fulfil its duty under the Traffic Management Act 2004 (TMA 04) of securing the expeditious movement of traffic on the authority's road network.

PCNs are also served by post when a contravention has been detected on the basis of evidence from an approved device (e.g. such as the Council's mobile enforcement vehicles). Therefore ways to make this process more efficient should be considered. Under current powers, PCNs can also be served by post when a CEO:

- has been prevented from affixing a PCN onto a vehicle; and
- had started to issue the PCN but did not have enough time to finish or serve it before the vehicle was driven away and would otherwise have to write off or cancel the PCN.

Approved devices are used only where enforcement is deemed difficult, sensitive or impractical, and will continue to be used in line with the current Department for Transport guidance (see Table 2.1). Approved devices should not be used where permits or exemptions (such as resident permits or Blue Badges) not visible to the equipment may apply. The primary objective of any camera enforcement system is to ensure the safe and efficient operation of the road network by deterring motorists from parking in contravention of restrictions in place and detecting those that do. To do this, the system needs to be well publicised and indicated with signs made in line with the Traffic Signs and General Directions 2002.

### **3.1.10 Improving Satisfaction with Parking Services**

The results of the 2011 public consultation found that a greater proportion of respondents were dissatisfied with Parking in Slough than were satisfied. Whilst it is not fully clear why this is the case, the findings are useful and more frequent and in depth monitoring in the future will be used to further our understanding for the dissatisfaction. Addressing the key challenges and issues discussed in the section above is expected to address some of the concerns.

Other concerns may be driven from a lack of information and understanding of the services that we provide and why we provide them. We should be clearer to our customers about the purpose and aims of our service, so that motorists and other road users are aware that parking enforcement is driven by supporting wider transport objectives, in particular keeping traffic moving, rather than raising revenue.

### **3.1.11 Ensuring Financial Sustainability of the Parking Operation**

Improving the quality of parking facilities, information, security and enforcement all comes at a cost, and as local authority parking operations are expected to be self-financing, any capital investment and increased maintenance costs need to be supported by robust business cases to ensure financial sustainability.

### **3.1.12 On-street Parking and Loading Restrictions**

The Council will review the length of time restrictions of single yellow line restrictions and the length/size of parking spaces including loading bays to ensure the authority is compliant with regulations and that current arrangements are fit for purpose.



## 4. Strategy

### 4.1 Vision

The vision for the Parking Strategy is to:

***“Improve the customer parking experience and in doing so helping to enhance Slough’s economic competitiveness.”***

### 4.2 Parking Objectives

To best achieve the LTP3 themes and objectives, given the challenges identified in the previous chapter, nine key objectives have been developed that will form the basis of the parking strategy. These objectives are:

- To improve the customer experience for all those using parking facilities in the Borough;
- To work with the rail industry to improve customer parking facilities at railway stations in the Borough;
- To achieve a greater level of compliance with existing parking restrictions and discourage inconsiderate or hazardous parking behaviour;
- To seek, where appropriate, greater powers of enforcement to make the Civil Parking Enforcement (CPE) operation more efficient and effective in meeting the needs of local people;
- To achieve financial sustainability of the CPE operation such that it generates a surplus so that re-investment in Council owned car parking stock can be funded from capital and revenue receipts;
- To influence land use planning to support the achievement of sustainable development across the Borough;
- To support wider LTP3 objectives to lessen impact on the local environment and lead to lower CO<sub>2</sub> emissions and air pollutants from vehicle emissions in the Borough;
- To improve road safety for all users by introducing parking controls to alleviate dangerous, inconsiderate and obstructive parking; and
- To reduce crime and the fear of crime by making it a planning requirement that all publicly available car parks including new car parks, temporary car parks, replacement car parks and existing car parks that extend their operating periods later into the hours of darkness should be designed to and achieve the Park Mark award for Safer Parking within 3 months of opening and to be maintained to the Park Mark standard thereafter.

### 4.3 Parking Strategy Areas

This parking strategy is for the whole Borough of Slough which comprises several different types of area and types of parking. To reflect this, the parking strategy and policies have been developed for each of the following areas.

#### **4.3.1 Town Centre Parking Area**

The Town Centre Parking Area is defined in a plan provided in Appendix A. The priority for the town centre is to better manage parking demand, whilst maintaining the economic vitality of the town centre. The order of priority for the overall town centre parking is:

- Accessible parking for individuals with disabilities, and convenience for non-car mode users;
- Short or Medium stay visitors to the town centre (e.g. shoppers, leisure visitors, business visitors);
- Overnight parking for residential and hotel development in the town centre; and
- Long Stay commuters.

#### **4.3.2 Residential Areas**

Some residential areas experience excess parking demand. At present, there are only a limited number of residents' parking zones in operation in Slough. It is recognised, however, that in some locations there is increasing demand from the local community to control the negative effects of non-residential on-street parking, particularly around significant travel generators like railway stations, schools and places of worship or on the periphery of the town centre and on the trading estates.

Key Parking priorities for residential areas are:

- Access for residents;
- Access for visitors including essential car users (e.g. doctors and carers) and;
- Access for deliveries.

#### **4.3.3 Local Centres**

Local centres refer to District and Neighbourhood Centres as defined in the Local Plan, including Farnham Road (District Centre), Langley Village (District Centre), Elmshott Lane/Bath Road (Neighbourhood Centre), Chalvey High Street (Neighbourhood Centre) and Britwell (Neighbourhood Centre). There are a number of smaller local shopping areas which are important to local communities including Burnham Lane, Cippenham and Parlaunt Road.

These centres are areas where it is important to maintain local economic activity and services, to promote the aim of reducing the need to travel, but which may be already experiencing parking pressures at certain times of the day. Key priorities are:

- Access for residents (where applicable);
- Access for deliveries;
- Access for visitors/shoppers; and
- Access for employees.

#### **4.3.4 Business Areas**

Business Areas are defined in the LDF, and include not only the Trading Estates in Slough but other significant areas of employment which are outside the town centre. From the LDF, existing business areas are defined as: Bath Road, Stoke Road Area, Langley Business Centre, Langley Business Park, Slough Trading Estate, Heathrow

West Business Park, Lakeside Road Estate, Galleymead Road and the Poyle Estate, and Axis Park. The Core Strategy recognises that the nature and quantity of trips generated varies with business use: for example schools or offices generate the most single car trips whilst storage and distribution uses will generate less peak time car traffic but more HGV trips, and at less sociable hours.

Sustaining these business areas is crucial to the Slough economy, but at the same time, the demand for parking must be managed to ensure the wider transport objectives are met. Key priorities are:

- Access for distribution;
- Access for business visitors; and
- Access for employees.

The overspill of business parking onto local highways has been raised as a significant issue by residents in a number of areas. Controlled Parking Zone schemes will be implemented to address problems of highway safety, traffic management and streetscape.

#### 4.3.5 Significant Travel Attractors

This area type caters for destinations which attract significant amounts of travel and have impacts on the surrounding area at particular time periods e.g. schools, wedding venues, places of worship, railway stations or hospitals. A balance needs to be achieved between the needs of different users in and around key travel attractors.

### 4.4 Key Policies

The Key Parking Policies are identified below and relate to the Parking Strategy Areas. All parking policies including within the Slough LDF Core Strategy and the Slough Local Plan 2004 remain current and are not necessarily repeated in the table below. An Action Plan which details short, medium and long term actions which the Council will use in the context of the following policies is included as Appendix B.

Table 4.1 – Parking Policies

No.	Policy Title	Details
1.	Adhere to Slough Town Centre Parking Cap	The maximum number of public parking spaces within the town centre parking area as defined in Appendix A is 5,000 and should not be increased above this level.
2.	Park Mark: Safer Parking Status for All New Public Car Parks	All publicly available car parks, including new car parks, temporary car parks, replacement car parks and existing car parks that extend their operating periods later into the hours of darkness should be designed to and achieve the Park Mark award for Safer Parking within 3 months of opening and to be maintained to the Park Mark standard thereafter.
3.	Limit New Town Centre Parking Provision for Commuters	No new public parking provision should be made for developments within the town centre except for shopping, leisure or residential uses, since commuter parking can be catered for within existing car parks.
4.	Overnight Town Centre Parking	Town centre multi-storey car parks should be available for use 24 hours a day by different land uses
5.	Town Centre On-street Parking	On-street parking within the town centre will be prioritised for short-stay use where it is not located in a predominantly residential street.

No.	Policy Title	Details
6.	Controlled Parking Zones	Controlled Parking Zones (CPZ) will be used to manage on-street parking where demand is high and where there is support from the local community.
7.	Car Park Signage	Signage to town centre car parking will be improved to promote greater use of under-utilised car parks, using electronic Variable Message Signs and other emerging technologies.
8.	On-street Parking and Public Transport	On-street parking will be controlled on bus routes to minimise journey time delays for buses and maintain access to bus stops.
9.	Pavement Parking	Pavement parking will only be permitted in designated areas in accordance with the key principles of the pavement parking scheme.
10.	Business Area Parking Cap	No overall increase in parking on the Slough Trading Estate will be permitted (in accordance with Slough Local Plan Policy EMP7).
11.	Parking Restraint	<p>Within all developments that attract an increase in the number of trips, the level of on-site parking provision for the private car will be restricted to a maximum level in accordance with the principles of the Local Transport Plan.</p> <p>No increase in the total number of car parking spaces on-site will be permitted within commercial (re)development schemes.</p> <p>Additional on-site car parking provision will only be required where this is needed to overcome road safety problems, protect the amenities and operational requirements of adjoining users, and ensure that access can be obtained for deliveries and emergency vehicles.</p> <p>Residential development will provide a level of parking appropriate to its location and which will overcome road safety problems, protect the amenities of adjoining residents, and not result in an adverse visual impact upon the environment. (Slough Local Plan Policy T2).</p>
12.	Retail Parking	New parking provided as part of new retail developments will be made available for shoppers using the local centre as a whole (in accordance with Slough LDF Core Strategy Policy 7.11)
13.	Parking for the Mobility Impaired	Provision for mobility impaired (blue badge holders) will be provided and located in line with current guidance.
14.	Residents' Parking Eligibility (new developments)	Residents of developments that provide no on-site parking, limited on-site parking or are located in areas of high on-street parking demand should be excluded from being eligible to apply for on-street parking permits in existing or future schemes.
15.	Travel Plan for New Development	All development proposals, above the thresholds set out in the Developers Guide Part 3, which generate an increase in the demand for travel will be required to prepare a travel plan (Slough Local Plan Policy T15).
16.	Car Clubs	Residential developments with nil or low car parking provision should contribute to the development of car clubs in the Borough. Provision of on-street car club bays will be supported.
17.	Electric Charging Points	All new town centre car parks should provide fast electric vehicle charging points. Rapid chargers will be provided on-street in appropriate locations in the town centre and across the borough to support a greater uptake of electric vehicles.

No.	Policy Title	Details
		All new developments shall provide vehicle electric charging points in accordance with the IAQM guidance 2015
18.	Car Park Management Plans	Car Park Management Plans will be required from new developments where car parks need to be managed to prevent issues over-spilling onto the adjoining public highway
19.	HGV Parking	The Council will work with Heathrow Airport Limited (HAL) and airfreight operators to identify potential HGV parking sites as part of the airport Cargo Strategy.



# Appendix A – Town Centre Parking Area

## Appendix B – Action Plan

Action / Options	Short term	Medium term	Long term
A regular review of numbers of parking spaces for public and private non-residential use will be conducted	✓	✓	✓
Monitor car park use more thoroughly to understand demand to inform parking management	✓	✓	✓
Every two years the Council will benchmark its parking charges against local competitor towns and revise charges accordingly. Charges will then be reviewed biannually	✓	✓	✓
The Council will monitor levels of parking provision for blue badge holders and undertake regular consultation with users to ensure that disabled bays meet the needs of users	✓	✓	✓
Investigate the introduction of new CPZs in areas of high parking demand following requests from members of the public and councillors	✓	✓	✓
Enforcement levels will be reviewed and monitored on a regular basis to ensure that effective enforcement is taking place to reduce congestion, encourage compliance and improve road safety	✓	✓	✓
Investigate the feasibility of implementing a charging system for parking permits (residents, business etc) and season tickets based on CO2 emissions from vehicles			✓
The Council will make, as necessary, further improvements to the town centre parking stock to maintain Park Mark award status		✓	✓
The Council will regularly seek feedback from its parking customers and local residents and businesses on their satisfaction with Parking facilities and services	✓	✓	✓
The Council will review residential parking along bus routes and where traffic calming has been implemented ensure that buses can negotiate it without affecting passenger comfort	✓	✓	✓
The Council will roll out its pavement parking scheme Borough wide	✓	✓	
Carry out a review of the Slough Local Plan Parking Standards and in regard to town centre residential parking it will undertake research into parking occupancy to inform the new standards	✓	✓	✓
The parking cap of 5,000 spaces to be reviewed as part of the updating of the Slough Local Plan	✓	✓	✓
Investigate the feasibility of reducing the time restrictions on areas with single yellow lines to 6pm in suitable areas		✓	✓
Investigate the potential expansion of car parking facilities at Slough railway station		✓	✓

# Appendix C – Review of Progress Between 2004-2013

## Recommendations from the Review of the Slough 2004 Parking Strategy

The 2004 Parking Strategy was reviewed in 2009/10 and resulting from that review were a number of recommendations as set out below:

- Consideration should be given to making it easier for motorists to pay by credit card / mobile phone when using the on-street parking bay meters;
- Greater priority should be given to make improvements at the SBC car parks so that Safer Parking Scheme recognition can be applied for, as parking facilities provided by private operators are more user friendly and attractive;
- Consider the introduction of pay on foot instead of pay and display in Council managed town centre car parks to reduce the number of contraventions that PCNs are issued for. This would improve customer satisfaction and free up civil enforcement officers to focus on other beats to reduce congestion or improve road safety;
- Footway parking is an increasing problem in Slough and a plan for addressing it should be developed both borough wide and on a location by location basis;
- The Borough is very short of HGV parking and a second dedicated site should be investigated;
- A greater understanding of the number of Private Non-Residential car parking spaces currently available in the town centre should be obtained to help inform the Council's work with large employers through its Smarter Travel Programme;
- Consideration should be given to implementing variable message signs / car park guidance systems to direct motorists to car parks with spare capacity;
- Extend Special Parking Area to cover part of South Buckinghamshire around Wexham Park Hospital; and
- Review parking restrictions and enforcement approach around schools and other developments which attract high levels of traffic.

## Parking Demand and Economic Vitality

Working towards the goal of improving the management of the demand for parking, whilst maintaining the economic vitality of the town centre and surrounding area a number of achievements have been made over the period 2004-2013. These include:

- The closures of Brunel multi-storey, the Prudential Yard and Market Yard car parks have removed 750 long stay spaces. However, an additional 800 free of charge short stay spaces have been provided through the Tesco and Sainsbury's developments;

- All SBC owned car parks within the town centre have been assessed to determine the works required to bring them up to achieve the Park Mark – Safer Parking Scheme. In September 2015 the 'Park Mark' was awarded to; Herschel multi-storey, Hatfield multi-storey, Buckingham Gardens and The Grove car parks.
- New parking at Tesco and Sainsbury's includes a car park guidance system to identify free spaces, and meet the requirements of the Park Mark – Safer Parking Scheme;
- All publicly available car parks provide blue badge parking and in Council owned car parks there is no charge for blue badge holders;
- Motorcycle parking is provided in every off-street public car park;
- Controlled parking zones in the town centre have been reviewed in 2010 and 2013; as a result the CPZs were expanded to cover most of the town centre to maximise on street parking;
- The case for further streets to be included in Controlled Parking Zones was reviewed and implemented accordingly;
- On-street parking spaces have been identified and form part of the town centre parking cap, there are 322 on-street 'pay and display' parking bays and 24 disabled bays in the town centre;
- Maintaining the expeditious movement of traffic throughout the town centre is important part of the enforcement contract e.g. 89 percent of penalty charge notices issued for on-street offences in 2013/ 2014;
- Provision of cycle and motorcycle parking has been increased across the town centre as part of the Heart of Slough Masterplan and the Station Forecourt scheme;
- A pilot footway parking scheme trial has been implemented in Central Ward and will be rolled out Borough-wide; and
- Slough's first Residential Car Club Scheme has been agreed for a development site (1a Stoke Road) in the town centre.

## **Residential Areas Parking**

Working towards the need to improve parking priorities in residential areas, priority has been afforded first to residents, second to visitors including doctors and care workers, and third to access for distribution and deliveries. During the period 2004-2013 the following achievements include:

- New residential developments in the town centre have been either car free or developments with very few car parking spaces. Residents of these developments have been prevented from being eligible to receive on-street resident parking permits through respective Section 106 obligations. This has ensured that occupiers of new developments with no or limited car parking provision do not park on surrounding residential streets reducing the availability of spaces for existing residents. This control mechanism has been used to mitigate a potential impact of new development;
- Parking watch zones have been implemented in three areas suffering from heavy parking pressure by non-residents;
- Enforceable disabled bays are provided free of charge, where space allows, outside the homes of those eligible;
- Verge protection measures to prevent inconsiderate parking have been implemented; and

- 188 new off-street parking bays have been provided in various residential areas across the Borough (69 in 2011/12, 39 in 2012/13 and 80 in 2013/14).

### **Local Centre Parking**

Parking policy is designed to support the vitality of local centres and during the period 2004-2013 the following achievements include:

- Free car parks remain at most local centres;
- Controls remain and some additional controls have been introduced at the busiest local centres e.g. limited waiting bays introduced on Farnham Road/Harrow Car park; and
- Cycle parking provided in local centres.

### **Business Area Parking**

The Council has been working with large employers in the Borough to secure travel plans through the planning process to encourage employees to travel to work by other means than single occupancy vehicles.

On the Slough Trading Estate, SEGRO, through its Masterplan, has committed to reducing the level of private non-residential parking on the Estate, and to tackle the hazardous parking that takes place on the privately owned roads within the Estate.

Since 2012, SBC has been working closely with large employers in Slough on a travel behavioural change programme entitled '*Smarter Travel for Slough Business*'. This programme is there to assist such organisations consider and address congestion and parking issues, and is achieved through the implementation of travel initiatives tailored to the individual business.

### **Significant Travel Generators**

During the period 2004-2013 the following achievements include:

- The Council is working closely with Heatherwood and Wexham NHS Trust to develop a travel plan and an express bus service has been introduced to help manage traffic demand at Wexham Park Hospital to relieve parking problems around the site;
- All state schools in Slough have developed school travel plans;
- The Local Planning Authority of Slough Borough Council is pro-actively working with places of worship to relocate them to sites with better accessibility and car parking. Where this is not practical parking restrictions and travel planning measures have been implemented to alleviate problems;
- CPZs have been implemented around the three railway stations at Burnham, Langley and Slough;
- The Slough Station Forecourt scheme has been implemented and is designed to improve access to the railway station by all road users;
- Mobile enforcement has been introduced around schools, on bus routes, at taxi ranks and loading areas in the Borough to address inappropriate and unsafe parking practices. Mobile enforcement has been introduced where it is impractical, sensitive or difficult to enforce by foot;
- Verge/footway protection measures have been implemented around 7 schools to prevent hazardous parking acts; and
- Car Parking Management Plans have been agreed at sites to allow parking in Council or privately owned car parks.