

Local Car Parks Developing the Parking Policy

19th October 2017

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Parking

- Importance of Parking
- Issues and Opportunities
 - Parking Policy
 - SPD
 - Tariffs / Funding Models
 - Air Quality
 - Non-car modes
- Discussion

Review of Parking Policy (2010)

- Combine on-street and off-street parking to provide an integrated parking management approach (including **tariffs** and enforcement)
- Update the policy for parking consultation to take into account best practice
- Reflect Green Travel Districts and growth areas
- Footway and verge parking approach to be updated
- Update the car park design guide to ensure a high quality of parking offer
- New (on-street and off-street) data collection in October/November 2017

How important is parking?

- Vehicles are parked for the majority of their time – 95%
- Parking takes up a lot of land and costs money to provide and maintain
- Land could be more valuable as another use
- Need to update council policy to reflect changing priorities and needs

Development of Parking Management

- Originally prompted by safety concerns and obstruction of traffic flow
- Evolved as separate activities
 - Management of parking on highway
 - Planning of parking for new developments
 - Provision and management of off-street public car parks
- **No longer possible or desirable to ‘predict and provide’ for the growth in car use / ownership**

Parking as a Policy

- Key aspect of both transport and land-use planning
- Used to promote:
 - Less car dependent lifestyles
 - More socially inclusive transport provision
 - Development that is more sustainable
 - Places which are more attractive and people friendly
 - Regeneration of city centre and local centres

Birmingham City Council Vision



CHILDREN

A great place to grow up



HOUSING

A great place to live in



JOBS & SKILLS

A great place to succeed in



HEALTH

A great place to grow old in

- Increase in trips by public transport, cycling and walking – ***requires better parking management to support modal shift***
- Reduction in air pollution – ***controlling vehicle demand through effective parking management at destinations / origins***

Urban Centres



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The Portas Review

An independent review into the
future of our high streets

Mary Portas

December 2011



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 **Birmingham**
City Council

05 April 2005

Report to the City Council

Local Centres



Further copies of this report can be obtained from:

Scrutiny Support Officer: Susan Zeng
 Tel: 0121 303 9787
 E-Mail: Susan.zeng@birmingham.gov.uk

Reports that have been submitted to Council can be downloaded from
www.birmingham.gov.uk/scrutiny

Shoppers and how they travel

liveable
neighbourhoods

INFORMATION SHEET LN02

Over ten years ago, retailers in the Austrian city of Graz were asked how they thought their customers travelled to the shop, and shoppers were then interviewed to determine the reality. The results were fascinating: retailers hugely overestimated the importance of the car, and underestimated how many of their customers walked, cycled and used public transport⁽¹⁾.

Sustrans' researchers have now replicated the Graz study on two neighbourhood shopping streets in Bristol. Once again, we found that retailers overestimate the importance of the car. We also found that they overestimate how far their customers travel and underestimate how many shops each customer visits.

These findings have real significance for business planning – as well as land use and transport. It is traditional for retailers to pursue more car access and parking, and to resist measures to promote walking, cycling and public transport use – although pedestrian shopping areas tend to be commercially most successful. Our findings suggest that retail vitality would be best served by traffic restraint, public transport improvements, and a range of measures to improve the walking environment.

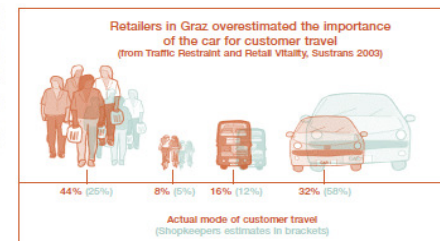
Know your customer

As part of the VIVALDI project, Bristol City Council is working to improve a number of arterial bus routes into the city. The routes concerned run through important local shopping areas, and traders in these areas have expressed concern that the works might have negative impacts on their businesses.

To help traders understand the behaviour of their customers, and to ensure that future transport planning is based on real data rather than supposition, Bristol and Sustrans investigated how customers travel to two important shopping zones on the VIVALDI bus routes. One of these has already seen the implementation of a Showcase bus route; the other is due for treatment in the future.



The Gloucester Road survey site: a sociable shopping experience



CIVITAS
Better and better transport in cities



VIVALDI



Sustrans' Liveable Neighbourhoods programme works with local residents and other partners to create high quality urban environments which promote sustainable travel behaviour and are safe, pleasant places to live in and visit. Sustrans is the UK's leading sustainable transport charity and works on practical projects to encourage people to walk, cycle and use public transport to benefit health and the environment.
 National Cycle Network Centre, 2 Cathedral Square, College Green, Bristol, BS1 5DD

sustrans
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www.sustrans.org.uk

Understanding parking policy in the context of local centres – travel behaviour

- 70% of all commuter trips are made by car (either as driver or passenger)
- But just over 50% for shopping trips and 30% for education are made by car
- 70% of non-commuting trips are within 3 miles of the home
- Around a third of these trips are a less than a mile.

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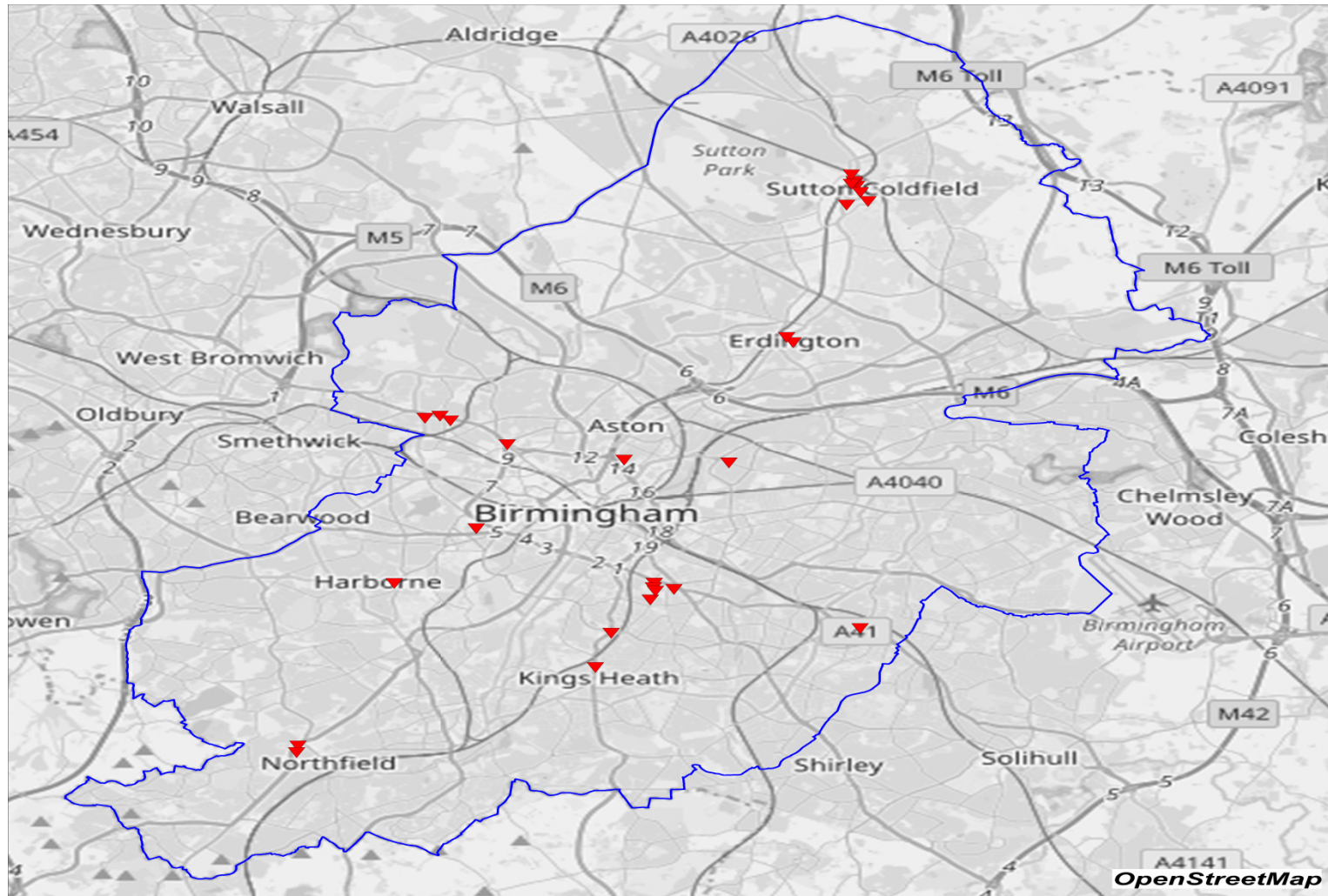
- Balancing competing needs
 - Moving parking to more appropriate locations
 - Reconsider car parking provisions
 - Park & Ride development
 - Parking Policy including new standards
 - Controlled parking programme
- Managing parking is central to addressing growth in car travel

BDP & draft Urban Centres Framework

- **BDP - Preferred locations** for retail, office and leisure developments and for community facilities (e.g. health centres, education and social services and religious buildings).
- **Accessible public transport** that connects, via bus, metro and train, centres to their neighbourhoods, employment opportunities and the wider city.
- **Walking and cycling routes** that allow people to move safely and conveniently within their neighbourhoods, accessing Urban Centres.
- **A safe and resilient road network** that operates efficiently and sustainably, managing traffic and congestion and allows for an appropriate level of good car parking.



Birmingham's Suburban Car Parks

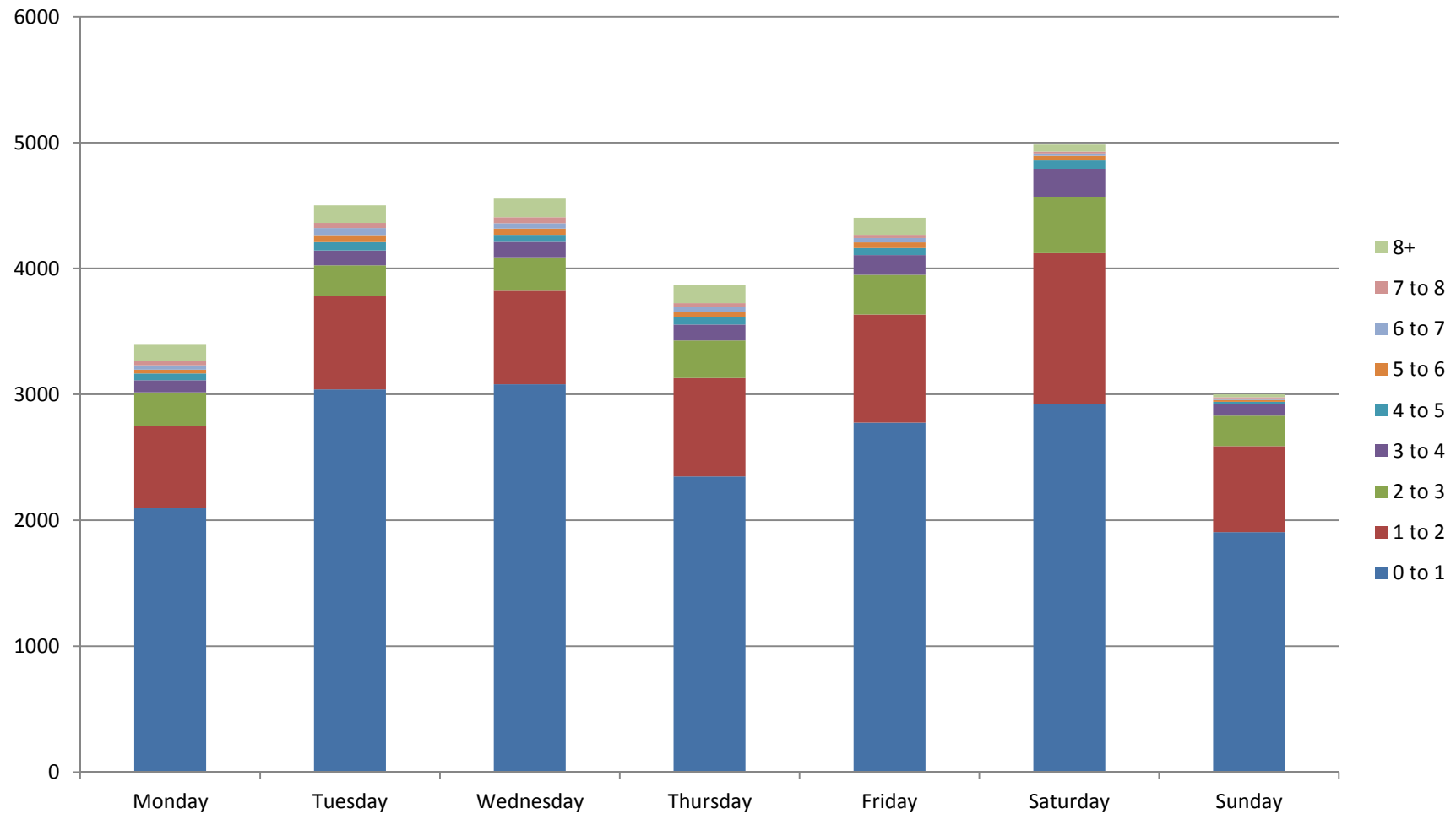


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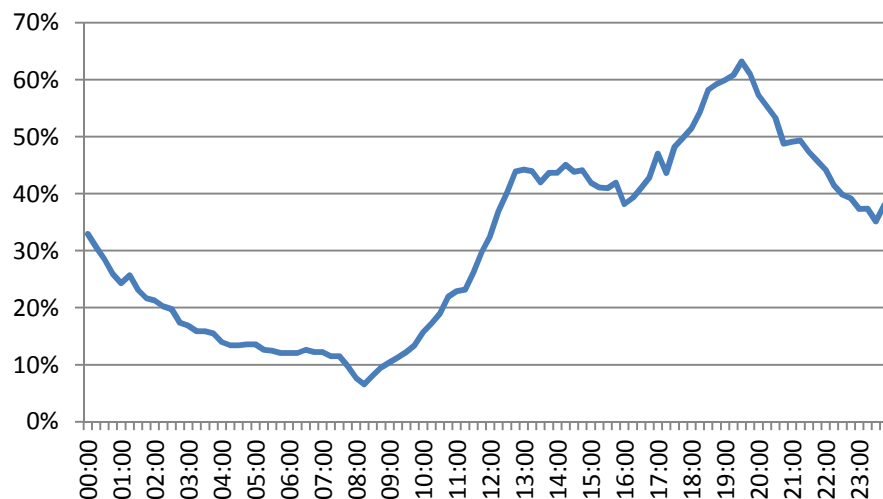
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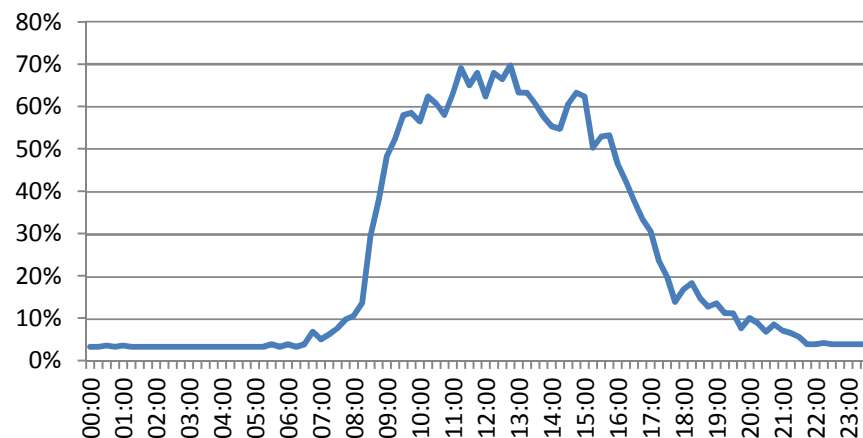
Average Turnover in BCC Suburban Car Parks



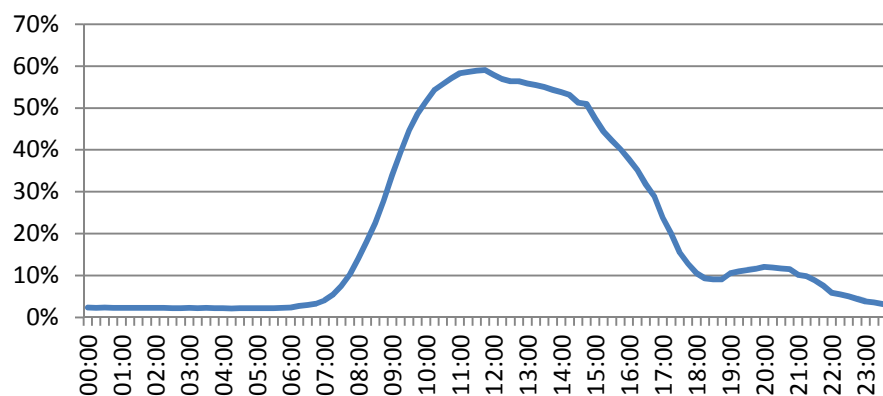
Sparkhill car parks average weekday occupancy



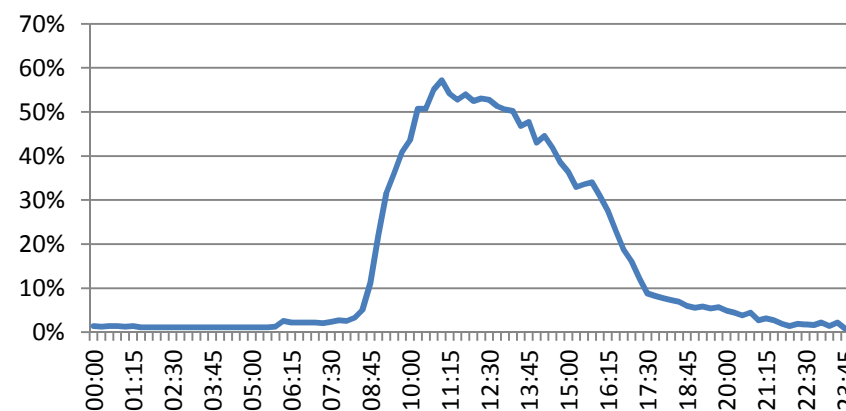
Northfield car parks average weekday occupancy



Sutton Coldfield car parks average weekday occupancy



Erdington car parks: average weekday occupancy



Developing the Parking Policy for Urban Centres

- Integrated parking plans for local centres
- “Who benefits?”
- “Who Pays, How Much?”
- Improving the overall car parking experience

Integrated Parking Plans

- On-street parking changes
- Future use of sites – redevelopment
- New developments
- Linked to wider transport/public realm improvements

Tariffs

- Setting pricing structure to influence travel choice
- Some variability in BCC parking charges / charging hours
- Currently two different Directorates set pricing across city (Economy – city centre / Place – outside city centre)
- Completely free on-street can undermine off-street pricing
- But evidence from elsewhere points towards an element of free parking within a clear pricing structure being the most effective.

Improving the Offer

- Roll out of Pay by Phone to Suburban car parks – 1st November 2017
- Improvements to lighting, infrastructure and ticketing machines and local signing
- Commercialisation
- Ultra-Low Emission Vehicles

Next Steps

- Public Consultation on new Parking Policy (including new strategic parking programme) – 2018
- Revised Parking Standards - Public Consultation as part of the Birmingham Development Management Plan document – tbc
- Development of urban centres parking programme – 2017/18