



Deal Parking Strategy

OUTCOMES AND ACTION PLAN

Report

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1 Introduction

STUDY SCOPE

- 1.1 JMP Consultants Ltd (JMP) was appointed by Dover District Council (the Council) to conduct a review of parking strategy in Deal.
- 1.2 The study required a detailed assessment of existing parking provision across the town and the potential impact of proposed development upon future supply and demand. An initial output from the study was the identification of a key set of objectives that will provide for, and manage, future car parking provision. On the basis of these objectives, individual strategy options have been developed, prioritised, and packaged together to form the basis of the final parking Strategy Action Plan.

BASELINE ANALYSIS

- 1.3 A detailed baseline assessment of the current supply of parking, the associated demand, and the potential future impact of development proposals has been evaluated in detail within the 'Deal Parking Strategy Baseline Report'¹. This work encompassed:
 - An overview of relevant national, regional and local policies and strategies that need to be considered when developing parking policy.
 - A review of the current supply of on and off-street parking within the town, including assessments of both quality and quantity.
 - An assessment of committed and aspirational development proposals for the town that will affect the supply of parking, the demand for parking, or both.
 - An evaluation of existing demand for parking across the town, as well as potential changes in demand over time.
 - A combined assessment of supply and demand considering both existing and future car parking capacity utilisation under a range of different development scenarios.
 - A review of a small-scale public consultation exercise incorporating views of parking in the town.
 - A summary of feedback from a stakeholder engagement process, incorporating a workshop.
- 1.4 The outcomes from the baseline analysis provided the basis upon which to identify the key issues and opportunities facing parking within the town and to translate these into a set of outcome objectives for the emerging parking strategy. These objectives are replicated within Section 2 of this report.

¹ Deal Parking Strategy – Baseline Report – September 2015

OUTCOMES AND ACTION PLAN REPORT

1.5 This report represents the final output from the study and presents the range of potential scheme options and an Action Plan for delivery. The report includes the following elements:

Section 2 presents an overview of the key issues and opportunities identified through the baseline analysis and how these formed the set of objectives governing the strategy development process

Section 3 sets out a 'long-list' of potential policy tools and scheme measures available to the Council to influence future car parking demand and provision

Section 4 considers the best performing policy tools and scheme measures for delivering a coherent strategy for the town

Section 5 presents an Action Plan for implementation

2 Issues and Opportunities

OVERVIEW

- 2.1 This section presents an overview of some of the more pertinent outcomes of the baseline assessment work and summarises the key issues and opportunities that were identified, which subsequently formed the basis of the agreed strategy objectives.
- 2.2 A more detailed analysis can be found within the Deal Parking Strategy Baseline Report, referenced in Section 1.

Parking Data

- 2.3 A full site audit of parking provision was undertaken to evaluate the quantity and quality of parking and evaluate their primary use functions.
- 2.4 A total of around 900 off-street and 500 on-street parking spaces were identified within the core Deal Town Centre area, including the seafront area from Farrier Street to Beach Street.
- 2.5 Alongside this a series of data were collected and collated in order to evaluate underlying levels of demand. This indicated that during a typical weekday in Deal, there was some spare parking capacity, with a 75% utilisation level across all off-street car parks. Demand on a Saturday was much higher, with 90% utilisation, indicating that car parks are operating close to capacity.
- 2.6 The higher demand between weekdays and weekend is influenced by the level of Supermarket parking, (e.g. at Sainsbury's and St Ethleburgas, utilisation is 64% on weekday whilst at 99% on a Saturday). Only on the seafront was demand similar across both weekdays 97% and Saturday 95%
- 2.7 The conclusion from the parking data analysis was that, overall, there is currently sufficient supply of car parking to meet existing demand during the weekdays but that capacity is constrained at the weekends.
- 2.8 There are a number of car parks where demand is particularly high, including Middle Street, Beach Street and the Rail Station. The time periods at which individual car parks are at their fullest is partly based around lifestyle patterns, for instance the rail station reaches peak demand during weekdays with spare capacity on Saturdays; conversely, supermarket car parks are busier on Saturdays (as described previously).
- 2.9 Given the constraints to parking provision on Saturdays it is not surprising that when special events are held in the town centre (predominantly at weekends) the pressures on parking become even greater.

Planned Development

- 2.10 A detailed review of proposed local development plans was undertaken to ascertain the level of town centre retail and residential growth. Up to 800 residential dwellings are proposed on six sites across Deal, representing a 7% increase in dwellings. Whilst not a vast increase, the impact on potential trips and parking demand within Deal Town Centre could, none-the-less, be notable given the already constrained parking demand on Saturdays.
- 2.11 The recent retail study also identified potential growth in retail floorspace in the town; however, there are no obvious sites within the core town centre so any growth is likely to be in on the edge of the town centre, if any at all.

Stakeholder Engagement

- 2.12 A widespread stakeholder engagement process was undertaken to collect a range of qualitative views on the issues and opportunities surrounding parking in Deal to supplement the quantitative data.
- 2.13 This process identified a range of issues, with the key strategic points summarised as:
- Providing appropriate parking provision for all town centre users that supports workers, shoppers and visitors
 - Providing “fairly priced” parking within Deal, in comparison to neighbouring towns.
 - The pressure on parking at weekends, which is influenced by the Saturday market.

KEY ISSUES AND OPPORTUNITIES

- 2.14 The key issues and opportunities identified within the baseline analysis and stakeholder engagement process are as follows:
- Whilst all car parks within the town meeting the ParkMark Standard, there remains variation in the standards of provision with the opportunity to further enhance the quality, safety and security of some car parks
 - Additional parking spaces are required in the town centre to accommodate residents, workers and visitors
 - There is a need to consider options for managing the impact of additional visitors for special events
 - The introduction of ‘pay on exit’ payment systems is perceived by local stakeholders as a mechanism that would encourage longer dwell times in the town centre
 - Ensuring parking charges are applied appropriately in terms of both value and the times of operation
 - The requirement to manage on-street parking to best meet the needs of local residents, including streets in proximity to both the town centre retail areas and the station
 - Improved signage would improve navigation around the town by visitors and help identify the location of all car parks thus reducing town centre circulation

FORMULATION OF STRATEGY OBJECTIVES

- 2.15 Based upon the key issues and opportunities highlighted above, the following set of objectives have been identified for the Deal Parking Strategy:
- i. Ensure adequate quality, safety and security of all public car parks
 - ii. Ensure parking provision facilitates longer durations of stay within the town
 - iii. Manage, maximise and expand the existing car parking provision to best meet the needs of the local community, considering residents, workers and visitors
 - iv. Provide mitigating measures to meet the increased visitor numbers to the town on event days
 - v. Provide sufficient car parking provision to meet the future growth of the town
 - vi. Improve signage and navigation around the town to facilitate efficient movement of vehicles and pedestrians to and from car parking provision
 - vii. Manage parking on residential streets to minimise conflicts in demand and prevent inappropriate parking that affects pedestrian, cycling and vehicular movements
- 2.16 These are taken forward as the principle for developing and evaluating potential policy interventions and scheme measures for inclusion within the final parking strategy and Action Plan.

3 Scheme Option Development

OVERVIEW

- 3.1 This section sets out a broad range of policy tools and scheme options that could be developed and implemented as part of the parking strategy for Deal. The aim is to present a 'long-list' of options for consideration prior to the development of the strategy itself in Section 4. The strategy development process will identify a 'short-list' of measures that are considered most likely to deliver the objectives of the strategy.

POLICY TOOLS

- 3.2 The range of policy tools and scheme options available have been broadly classified into one of the following six areas:

- | | |
|-------------|---------------------------|
| i. Pricing | iv. User Prioritisation |
| ii. Signage | v. Enforcement |
| iii. Supply | vi. Marketing & Promotion |

- 3.3 In addition, the adoption of sustainable travel measures could provide the opportunity to manage parking demand within the town centre.

- 3.4 The sections below describe each of these areas in greater detail and then establish the range of policy and scheme measures that would, potentially, be appropriate to apply within the context of Deal Town Centre, taking into account underlying physical, spatial and existing policy positions. The outcomes of this section represent a 'long-list' of potential scheme measures that the strategy could utilise to manage parking provision. These are taken forward and refined and prioritised in Section 4.

PRICING

- 3.5 Measures relating to pricing strategies and payment mechanisms are a key tool in influencing the type, location and duration of parking demand.

Payment Systems and Structures

- 3.6 Different payment systems can be established to enhance users' parking experience and to ensure efficient revenue return from both 'premium' locations and other 'standard' parking provision.

- 3.7 Various payment options are available. These may vary based upon the location, size, and baseline occupancy levels of individual car parks, as well as overarching parking provision across the town. The options include both physical technologies for payment, as well as the differentiating payment structures:

- Pay on exit (this would require car parks to be controlled by barrier operation, and/or ANPR). This is a tool designed to encourage users to spend a longer dwell time within a locality, as opposed to pre-paying on entry for a set duration of stay.
- Cashless payment (through the use of debit/credit cards at machine)
- Telephone/Mobile payment options (either through telephone/text message)
- Defined time period charging: set tariffs for specific unit of time (30, 60, 90 minutes etc), to encourage set parking durations (as opposed to the current linear charging model with a flat profile of charging per minute/hour). This approach could be adopted to encourage shorter durations of stay within short-stay car parks, or longer durations of stay in long-stay car parks.
- Reduced tariff ceiling: the current tariff structure extends up to 8 hours (between 9am and 5pm), a more compact structure could be applied with, for example, a maximum 4+ hours ticket in long-stay car parks. This could encourage more full-day trips to the town.

Tariffs by Location and time of day

- 3.8 Pricing structures can be developed that are based around the location and accessibility of each car park in relation to local attractions and facilities within each town. This includes consideration for:
- Differential pricing structures for different categories of car parks (e.g. short-stay / long-stay, or premium locations / edge of town centre locations, etc.)
 - Zonal pricing with different tariff structures applicable in different areas of the town centre encompassing on and off-street parking. This can be used to encourage parking in edge-of-town centre car parks.
 - Variations in operational hours (e.g. extension of operational hours to reflect future changes to land-uses, e.g. the introduction of cinemas or restaurants)

Potential pricing options

- 3.9 A summary of all potential pricing options are set out in Table 3.1 below, based on short, medium and longer term aspirations.

Table 3.1 Summary of Potential Tariff Options ('long-list')

Pricing – Short Term	Pricing – Medium/Longer Term
<p>Differential Pricing Structures Introduction of variations in pricing structures across car parks, in particular between designated short and long term parking.</p> <p>Tariff charges would typically be reviewed on an annual basis to ensure they remain relevant to wider parking conditions.</p> <p>Costs: Analysis of utilisation data Information & advertisement</p>	<p>Extended Operational Hours The introduction of changes to the operational hours of parking tariffs, both on and off-street, to reflect changes to nearby land-uses as the town develops.</p> <p>Costs: Analysis of Data Statutory consultation via TRO Information & advertisement</p>
<p>Zonal Pricing The introduction of geographical zonal pricing across the town encompassing on and off-street parking to optimise the current utilisation of car park provision across the town.</p> <p>Costs: Analysis of Data Statutory consultation via TRO</p>	<p>Alternative Payment Methods Currently users can pay by cash or via pay-by-phone RingGo. With emerging new trends in payment systems, (e.g. ApplePay) a wider range of payment options could be considered over time.</p> <p>Costs: IT infrastructure and processing costs</p>
<p>Introduction of Pay on Exit Pay on exit is designed to encourage users to spend a longer dwell time in town, as opposed to pre paying for parking on entry. Having pay on exit requires a strategic change in operational direction from pay on entry, with ticket machines to be recalibrated and barrier operations to be installed.</p> <p>Costs: Introduction of machines/barriers and ongoing maintenance.</p>	

SIGNAGE

- 3.10 Signs can play an important role for both locals and visitor to a town. They can inform visitors of the parking provision available and so ease their journeys and subsequent enjoyment of the town. Through influencing driver choice, signage can ensure that all car parks are appropriately promoted and better utilised, as well as reduce cross-town traffic movements.
- 3.11 Through improvements in signage, better awareness and information for all car parks can be supplied to the public, ensuring an improved journey experience for visitors and can potentially improve traffic circulation around the town.
- 3.12 Technology, such as Variable Message Signs or parking ‘apps’, can help inform visitors on parking availability prior to arrival within the town centre. This provides ease of use to visitors and can minimise traffic circulation within the town and car parks.
- 3.13 A summary of potential signage options are set out in Table 3.2, based on short, medium and longer term aspirations.

Table 3.2 Summary of Potential Signage Options (‘long-list’)

Signage – Short Term	Signage – Medium/Longer Term
<p>Static Signage Provide enhancements to overall signage, ensuring all signs include reference to short/long stay; number of spaces; and dedicated provision e.g. blue badge or coaches and that vehicles are taken on the most appropriate route to a car park.</p> <p>This could include the removal of obsolete signs, as advised by the DfT within their ‘Signing the Way’ document, to ensure clarity of signage.</p> <p>Costs: Sign Design & Installation</p>	<p>Variable Message Signs Inform drivers, in real time, of the volume of spaces available and when the car parks are full when driving into the town. This could be linked to VMS on the entry to individual car parks advising when car park is full.</p> <p>Such signs would need to be sympathetic with the town centre environment.</p> <p>Costs: Survey Design Sign Design & Installation</p>
<p>Management Systems The introduction of movement restrictions and banned turns around the vicinity of car parks could be investigated to influence driver choice of which car parks they use. This would require statutory consultation through amendments of Traffic Regulation Orders.</p> <p>Costs: Traffic surveys Statutory consultation Highways & signage design & installation</p>	<p>Parking ‘App’ A Deal Parking ‘App’ that utilises ‘live’ car park counts could feed information to users allowing them to make informed choices regarding parking before they start their journeys.</p> <p>Costs: Web Development</p>
<p>Way-finding for Car Park Users (e.g. signs to key locations for pedestrians egressing car parks)</p> <p>Whilst local users may be familiar with pedestrian routes from car parks to key locations, visitors to the area may be less well versed in navigating through the town. By signing key locations, (possibly as part of a Town Centre wide pedestrian route) ease of use will be improved.</p> <p>Costs: Sign Design & Installation</p>	

SUPPLY

- 3.14 There are a range of measures that can seek to either change the quality of parking provision or the overall quantity of supply. These relate to providing parking supply that is both safe and secure and is “future-proofed” against changes in travel patterns and land-use across each town.

Quality

- 3.15 Measures relating to the quality of supply are important not just to ensure the safety and security of users and their vehicles, but also to ensure that all existing parking provision is utilised to its maximum and not avoided due to concerns about safety or standards. Overarching options include:

- Evaluating criteria on safety and quality of car parks set against standards, such as the Park Mark standard, including issues such as:
 - Surface quality
 - Access/egress routes for pedestrians
 - Lighting
 - CCTV
 - Natural surveillance
 - Clear signage and road markings within Car Parks
- Where ownership of public car parks is outside of the council’s control, dialogue between the council and the operator can facilitate improvements in quality and safety of all public car parks and maximise utilisation of available spaces
- Consideration of the quality of on-street parking provision, including ensuring that parking bays meet the necessary standards, in particular in relation to disabled parking bays. Also ensuring appropriate maintenance of signs and lines.

Quantity

- 3.16 The overall supply of parking provision has been identified as constrained at peak times of the week within Deal, in particular on Saturdays. Furthermore, anticipated levels of housing growth are also predicted to lead to additional pressures in the future. Adding to the overall quantity of supply is likely to be challenging within Deal due to constraints in available land, planning and cost implications.

- 3.17 Potential measures related to the quantity of supply include:

- Additional off-street car parking supply: this option will be constrained by available land and the value of that land. Whilst at-grade car parks offer the lowest cost option for development, decked car parks provide better utilisation of land and potential to mix land-uses. Consideration also has to be given to the impact that any new off-street provision may have upon traffic circulation with the town as vehicle access and egress the car park
- Off-street parking standards for new developments: these are currently set by Kent County Council and adopted by Dover District Council but it is important that an on-going process of monitoring is established to ensure no extra pressure from development is placed on the existing car parking stock or on any current/future permit schemes.
- On-street parking supply: the overall supply of kerbside parking may be changed through application or removal of waiting and loading restrictions. Options may include restricting on-street parking around under-utilised off-street parking provision to remove on-street parking obstructions and improve traffic circulation. It could also include the formalisation of parking provision on currently un-restricted streets, by restricting parking to appropriate locations. It is unlikely that additional on-street parking provision will be provided unless associated with wider changes to

traffic management and classification of the local road network. For example, restricting vehicular access to a specific part of the town may permit additional on-street parking to be provided on previous access routes.

- Park & Ride supply: the introduction of a Park and Ride service was raised during the stakeholder engagement process as an alternative option for increasing parking capacity in Deal. It is considered unlikely that a regular service would be commercially viable as it would require a high frequency bus service to be an attractive alternative to town centre parking. This in turn requires high volumes of users to cover the costs of the buses. Whilst there may be demand at the weekends during peak season, the service is unlikely to be highly utilised on weekdays. This would make the overarching operational aspects of a service challenging. Providing Park and Ride as part of a major special event could be feasible but would be the responsibility of the event organisers to arrange and to meet the associate financial risk.

Potential supply options

- 3.18 A summary of all potential supply options is set out in Table 3.3 below.

Table 3.3 Summary of Potential Supply Options ('long-list')

Supply – Short Term	Supply – Medium/Longer Term
<p>Maintain and enhance quality Off-street parking provision supplied the Council already meets the national standard of ParkMark and this should, as a minimum, be maintained.</p> <p>In practice, the ParkMark award is based around the safety of the car park and so the car park audit highlighted opportunities to raise standards further in terms of permeability of access of car parks, surface conditions, markings, signage and way-finding that could encourage more widespread use of some currently under-utilised car parks.</p> <p>Car parks should be viewed as internal 'gateways' into the core town centre retail / leisure area with high quality, safe and secure links, with appropriate way-finding into the heart of the town.</p> <p>Where car parks are in private ownership, the Council may consider it beneficial to the overall image of the town to work with the private owners to achieve the ParkMark standard, as a minimum.</p> <p>Where on-street parking occurs, the maintenance of signs/lines and machines ensures that restrictions are clear for purposes of enforcement.</p> <p>Costs: Upgrade to parking provision</p>	<p>Parking Standards Off street parking standards for new developments are currently set by Kent County Council and adopted by Dover District Council. Regular dialogue needs to take place between councils to ensure no further pressure is placed on existing parking stock and/or permit schemes and new dwellings are focused on sustainable forms of transport to the town.</p> <p>Cost: Minimal</p> <p>Additional off street parking This option will be constrained in Deal by available land in appropriate locations, as well as the value of that land. Whilst at-grade car parks offer the lowest cost option for development, decked car parks provide better utilisation of land and potential to mix land-uses. Consideration should also be given to the impact that any new off-street provision may have upon traffic circulation with the town as vehicle access and egress the car park.</p> <p>Costs: Design Land Construction</p>
<p>Blue Badge Parking Bays The on-street parking audit indicated some blue badge parking provision may be sub-standard in width. Consideration could be given to ensuring improvements are made and that all provision meets national standards.</p> <p>Costs: Review Sign and lines design & implementation</p>	
<p>Pavement Parking Any areas where pavement parking occurs should be reviewed with consideration for introducing traffic regulation orders to prohibit on-pavement parking in inappropriate areas</p> <p>Costs: Review of parking TRO implementation</p>	

USER PRIORITISATION

- 3.19 In a situation with restricted overall supply of parking, as in Deal, the prioritisation of parking provision amongst different user classes is an important policy tool. Overall user prioritisation, along with localised prioritisation of space allocation, can be applied to act as both an overarching principle governing access and priority provision across a town or within specific localised parking areas within a section of the town. The former can assist in the management of vehicle flows, whilst the latter ensures that parking provision can be allocated in accordance with localised land-uses.
- 3.20 Any priority list of users may be based around the following user classes:
- Residents;
 - Businesses;
 - Employees;
 - Commuters;
 - Shoppers;
 - Visitors;
 - Blue Badge Holders;
 - Sustainable transport users (e.g. electric cars, car clubs)
- 3.21 In some cases these may form into larger clusters of groups with a common parking theme, such as short or long stay parking, or vehicle type.

Parking Bay Designation and Road Space Allocation

- 3.22 Measures relating to changing the user designation of supply include:
- Allocation of off-street parking spaces per user type (e.g. disabled, parent & child, motorcycle, coaches, motorhomes, electric vehicles, car share vehicles) to provide a supply that balances with current and/or future demand by user class.
 - Reallocation of kerbside road space between uses: in addition to the total supply of on-street parking (discussed above under 'Quantity') the allocation between user classes can be undertaken. At a basic level this can include the introduction, or alteration, of pay & display parking in town centres to encourage variations in duration of stay and, by association, the type of user class that will then park. More generally, the application of permit parking provides a mechanism to prioritise specific users (discussed further below)

Permit Parking

- 3.23 Where demand for kerb side space is high, controls to prioritise parking by specific user types can be implemented via permit schemes. A number of these permit scheme already exist within Deal.
- 3.24 By definition, a resident's permit scheme prioritises areas of kerb side for residents. The level of kerb side space available should typically be equal to the number of permits issued to ensure residents can always find a space and the issuing of permits strictly controlled.
- 3.25 Wider controlled parking zones can allow the introduction of various different permit types, alongside residents, such as business permits. The demand for spaces within these schemes will be higher and it is particularly important to understand the times of day when different users are wishing to park.
- 3.26 The following issues are important to ensure a consistent approach to permit parking:
- The number of permits issued against the available parking spaces
 - The locations of both kerb side and off-street spaces where permit holders can park
 - The various permit types issued and times of day these are being used.

- The impact that permit holder parking within car parks may be having on other visitors (e.g. perceived or actually lack of spaces within car parks due to permit holders using majority of spaces)
- The pricing structure of the permit system (this could be based on location, demand and accessibility to local amenities)

Potential user prioritisation options

3.27 A summary of potential user prioritisation options is set out in Table 3.4 below.

Table 3.4 Summary of Potential User Prioritisation Options ('long-list')

Users – Short Term	Users – Medium/Longer Term
<p>Blue Badge Provision Ensure sufficient provision of formal blue badge parking in off-street car parks, maximising available space and reducing ad hoc on-street parking</p> <p>Costs: Signs & lines</p> <p>Overnight On-street Parking Consideration could be given for the introduction of overnight on-street parking controls in sensitive areas of Deal (e.g. Marine Road), with alternative provision for overnight parking provided in off-street car park locations.</p> <p>Costs: Signs and lines Enforcements</p> <p>Permit Parking – Zone Structures The existing parking permit Zone H in Deal encompasses a relatively large geographic area within the core town centre, from Ark Lane in the north to Deal Castle Road in the south. This spatial structure creates the opportunity for permit holders to park across a relatively wide area and may encourage short-distance vehicular trips across the town.</p> <p>Consideration could be given to altering the size and scale of Zone H, alongside potential alterations to the other three zones in Deal.</p> <p>One option would be to create a new central zone, a new northern zone, and potentially to amalgamate the streets south of South Street into Zone L.</p> <p>Costs: Surveys Informal / Statutory Consultation Orders / detailed design / signs & lines Implementation</p>	<p>Permit Parking (on-going review) Existing permit parking schemes could typically be reviewed every 3 to 5 years within Deal, taking into account future growth in the town.</p> <p>The cost of permit charges would typically be monitored alongside the demand for permits and the availability of permit bays. Any changes to permit provision would involve consultation with existing permit holders.</p> <p>Additional permit schemes could be considered as the town grows and pressures on on-street parking increase, particularly in resident areas.</p> <p>Costs: Survey Review Informal Consultation / Statutory Consultation</p> <p>Reallocation of road-space Adjustment to the allocation of road-space within both the core town centre and around the periphery to reflect the changing dynamic of demand for parking across the town.</p> <p>Costs: Statutory consultation via TRO</p> <p>Electric Cars / Car Clubs With the emergence of electric cars and car clubs, consideration could be given to accommodating parking bays/charging points for these vehicles in the medium term, in line with increasing demand.</p> <p>Costs: Infrastructure Signs & lines</p> <p>Virtual Permits “Virtual Permits” can be issued to residents, eliminating back office costs. Through applying online residents can obtain a permit with greater efficiency.</p> <p>Costs: Administration (which can be taken by parking contractor)</p>

ENFORCEMENT

- 3.28 Enforcement is not only important to the operation of car parking provision per se (ensuring spaces are used by the appropriate user groups, turnover of space, etc.) but can also benefit the wider network through improving safety and traffic flow for all road users. A key issue when considering an appropriate enforcement regime relates to the balance of the associated costs of enforcement offset against the revenues generated from increased ticket sales and/or PCN issued.
- 3.29 Options for variations in enforcement mechanisms include:
- Contract types based on in- or out-of-house enforcement and the level of influence Council has within contract can vary
 - ANPR enforcement on car parks at entry/exit points
 - Alterations to CEO enforcement routes and monitoring for of on/off street parking provision.
- 3.30 A summary of potential enforcement options is set out in Table 3.5 below.

Table 3.5 Summary of Potential Enforcement Options ('long-list')

Enforcement – Short Term	Enforcement – Medium/Longer Term
<p>Efficient enforcement regimes Ensure enforcement operations continue to be carried out in an efficient and timely manner, focusing on specific areas with significant parking pressures as necessary. Costs: Cost neutral</p>	<p>Revisions to enforcement Updates to enforcement regimes to reflect the changing in dynamic of the town centre, in particular the increasing demand for parking. Costs: Enforcement cost increases Revenue stream increases</p> <p>Enforcement Contracts Review provision of enforcement services to maximise value for money Costs: Potential savings</p> <p>ANPR Enforcement Introduction of ANPR cameras at car park entry/exit locations as an automated means of enforcement Costs: Capital infrastructure costs On-going cost savings</p>

MARKETING AND PROMOTION

- 3.31 Marketing and promotional activities can be utilised, in general, to influence demand for parking, including the:
- Absolute level of demand
 - Timing of demand
 - Duration of stay
 - Choice of location of demand

- 3.32 In addition, there are potential opportunities to influence parking associated with specific, one-off events, to mitigate the higher levels of parking demand often associated with these types of events.

Influence demand

- 3.33 To influence the level of demand for parking spaces, marketing and promotional incentives for car parks could be used that include:
- Advertisement of car parks through council publications and local media releases with routes and walk times to nearby retail and leisure attractions
 - Promotion of improvements to car parks (e.g. resurfacing or security enhancements)
 - Advertisement of changes in tariffs, including potential reductions for seasonal events
 - Promotion of variations in tariffs between locations and duration of stay to encourage different parking behaviour (e.g. duration of stay, time of parking, type of parking) in different car parks
 - Promotional incentives on parking tickets in under-utilised car parks
- 3.34 A summary of potential marketing and enforcement options is set out in Table 3.6 below.

Table 3.6 Summary of Potential Marketing and Promotional Options ('long-list')

Marketing – Short Term	Marketing – Medium/Longer Term
<p>Promotional Incentives Promotional incentives could be introduced to stimulate higher demand in specific car parks.</p> <p>Costs: Potentially low if sponsorship could be utilised</p>	<p>Information Campaigns Consider wider advertisement of car parks through council publications and local media releases with routes and walk times to nearby retail and leisure attractions</p> <p>Costs: Design & development Implementation</p> <p>Behavioural Change Campaigns Consider wider information and marketing campaigns, highlighting the range of options for travelling into Deal Town Centre.</p> <p>Costs: Design & development Implementation</p>

SUSTAINABLE TRAVEL

3.35 Alongside the direct strategies to manage parking supply and demand within each town, a series of complimentary measures can be considered that can seek to minimise the overall level of vehicular traffic entering each town and requiring parking provision. This is a potentially wider-ranging policy area and so the focus of options is on measures that have either been identified within the stakeholder engagement process or are considered to be viable alternatives, within the context of Deal, to additional parking provision. These options may include

- Promotion of local bus and rail services into the town and the accessibility and connectivity of the stops with the key locations within the town.
- Development and/or promotion of cycling and walking routes with the introduction of additional infrastructure such as bike stands and way-finding signs.
- Prioritisation of car share spaces near entries to car parks
- Traffic management measures, including potential changes to vehicle access to core town centre areas (either permanently or as part-time measures) to enhance provision for pedestrians and cyclists.

'LONG LIST' OF POTENTIAL MEASURES

3.36 The six 'long-lists' of policy interventions and scheme measures outlined within Section 3 above are now taken forward to provide the basis for identifying a 'short-list' of measures to address the identified parking strategy objectives within Deal.

4 Strategy Development

DEVELOPING A PARKING STRATEGY FOR DEAL

- 4.33 It is clear from the collated evidence base that Deal requires a parking strategy that seeks to manage the finite car parking provision that is available within the core town centre in a manner that supports economic prosperity both now and into the future.
- 4.34 Within the town there already exist a number of areas of parking constraint, in particular Middle Street and Beach Street, although surrounding car parks are also well utilised. Whilst overall car parking utilisation varies across the week and year, there are definite peak periods at the weekends and specifically on special event days, where total parking capacity is stretched. Managing the overall parking stock will be important, through improvement in the quality of the supply in specific locations, in tandem with appropriate pricing mechanisms and signage.
- 4.35 With Dover District Council having control on the operations of the majority of car parks within the town, as well as kerb side provision, the authority is in a strong position to influence the current supply of parking availability; however, the ability to increase overall supply is considered heavily constrained by available land within the core town centre.
- 4.36 A key related matter to managing parking provision is the manner in which traffic circulates around the town in order to access car parking. Issues arise in relation to the preference amongst many car park users to use Middle Street, despite it often being above capacity. In addition, there are reported issues in relation to access around the Sainsbury's car park at peak times that cause network wide congestion. The application of signage as well as traffic management measures as part of the broader parking strategy will therefore be important.
- 4.37 The pressures on parking are only likely to increase with the delivery of proposed new development across the town. The level of housing growth between 2015 and 2025 is anticipated to rise by 7%, alongside commercial developments on the fringes of the town. This will increase the demand for trips into the town centre and, hence, for parking.
- 4.38 The retail study also predicts increases to retail floor space in the town, although there are no obvious development opportunities within the existing retail core and no specific planning proposal at this time. The dynamic of the retail offer in Deal is, therefore, expected to evolve through natural retail cycles rather than any notable increase in floorspace.
- 4.39 It will be important that parking provision is managed accordingly so as to facilitate housing and employment growth without creating undue pressure on the local and strategic highway network. A simple response of predicting the future demand for parking and trying to provide would ultimately be counterproductive, creating more issues for the town than economic benefits, and so parking must play its role within a wider context of managing demand for travel into the town centre. As described above, the opportunities for creating additional parking capacity in the core town are restricted and are unlikely to offer good value for money from investment.
- 4.40 The role and management of on-street parking is also a key issue for the parking strategy to consider. A large amount of parking around the core town centre is predominantly utilised by residents to park near to their properties. In some instances this parking is shared with pay & display creating the potential for conflicts in peak periods of demand. As parking pressures increase over time within the core town, this is also likely to result in the displacement of parking to peripheral residential areas, which will require appropriate management. The operation of the existing residential parking zones should be continually reviewed with consideration for necessary amendments or the introduction of additional zones, as required.

- 4.41 Given the uncertainty over the scale and profile of growth, the parking strategy must be flexible enough to permit officers to respond to emerging travel demands and behaviours as they emerge. This is not to say that policy should be developed reactively - it will be important to have overall governing principles – but rather that the approach should be reviewed at incremental stages of development to ensure that the best possible parking outcomes are being pursued.
- 4.42 Alongside the development of the overarching principles for the parking strategy due consideration must be given to the funding and revenue aspects. Without any specific commercial development occurring within the core town centre itself that might contribute funding to mitigating measures, any proposals must be considered carefully in terms of any potential capital and revenue stream impacts for the Council.

OVERARCHING PRINCIPLES

- 4.43 The overarching principles are summarised below:
- Manage the Councils parking assets to maximise under-utilised car parking provision during the weekdays and manage provision at weekends and on event days.
 - Manage traffic circulation around the town as it accesses car parks so as to minimise network congestion
 - Manage on-street parking to reduce conflicts between user groups
 - Work with other car park operators, specifically the Supermarkets, to create an integrated approach to car park management across the town
 - Inform and inspire the local community and visitors about parking provision and the range of options available to them to access a growing town centre economy
- 4.44 These overarching principles have subsequently been disaggregated into key areas for focus in the short term (the next 2 years) and the medium to longer term (2 to 10 years) primarily to acknowledge the changing dynamic within the town that is forecast to occur between these periods.

SHORT TERM

- 4.45 Within the short term, the primary focus of the parking strategy is summarised within the following key areas:
- Ensure consistent standard of parking provision across the town
 - Manage the available parking assets to support the town centre vitality and provide for the needs of all users
 - Review on-street parking provision, including permit zones, and the competing needs of different user groups
 - Provide clear vehicle and pedestrian routings to/from car parking locations that minimise vehicle circulation and ensure ease of access around town.

Consistent High Parking Standard

- 4.46 The Council already employs the national 'ParkMark' standards across its car parks with the majority of car parks in Deal Town Centre meeting the standard. Despite this, the site audit work still indicated some variation in the perceived standard of provision within individual car parks.
- 4.47 The ParkMark award is primarily focused upon the safety of a car park and so standards can still vary relating to the vehicular and pedestrian accessibility, surface conditions, markings, signage and way-finding within individual car parks. As 'gateway' points into the retail core of the town centre there are

significant benefits that can be derived through continuing to improve the overall quality of car parks, including access and egress points for vehicles and pedestrians, and creating an enhanced pedestrian environment.

- 4.48 There is also a range in the quality of non-council operated car parks, which, whilst not a direct concern or responsibility of the Council, does impact upon the overall perception of the town amongst visitors. The Council should consider working in partnership with other car park operators in the town to ensure consistently high standards of parking across all provision.
- 4.49 Having a consistent, high quality of car parks is considered particularly important as parking demands increases over time in order to encourage balanced use of all car parking provision around the town.
- 4.50 During the site audits, some on-street disabled bays along the Seafront were noted as being potentially sub- standard, appearing to be smaller than national regulations specify. An audit of all marked bays, along with signs/lines and a cyclical maintenance regime, would ensure all on-street parking areas are fit for purpose.

Manage Parking Provision

- 4.51 Within the short term, there will remain some pockets of spare parking capacity around the town, particularly on weekdays. How best to utilise this capacity in a sustainable manner that does not impact upon future parking needs is a key issue.
- 4.52 The differential demand in parking during weekdays and Saturdays is reflected in the baseline survey work carried out. Whilst there is spare capacity during weekdays, on Saturday maximum occupancy levels are reached. To ensure a more equal demand between weekday and Saturdays, differential charging tariffs could be introduced. It is likely to more acceptable to the local community if this is introduced as a discount for weekdays rather than an increase on Saturdays, albeit the financial implications would need to be considered.
- 4.53 An alternative approach, proposed within the stakeholder engagement process, would be to reduce the charging hours in car parks on a weekday, although this may simply result in different profiles of parking on a weekday, rather change in profiles between a weekday and a Saturday.
- 4.54 At a holistic level, the introduction of a price differential should encourage those with a choice to visit the town more often on weekday rather than a Saturday. There will, however, be a significant proportion of people travelling into the town that are restricted to Saturdays; however, if the Saturday tariff remains static it can be argued that they are no worse off and may, potentially, find it easier to find a parking space.
- 4.55 Introducing differential charging may be considered confusing for some visitors; however, it is not uncommon to employ different parking restrictions on weekdays and weekends. In Deal it is further complicated by the fact that Sunday parking is generally free, meaning there would, effectively, be three tariff levels across the week. Sunday charging was raised at the stakeholder workshops and, given the constraints in parking in the town, there is likely to be some rationale for introducing further Sunday charges at some point in the future, subject to consultation with the local community. In particular, the introduction of charging in Middle Street has been identified as a way in which to manage demand in this popular location.
- 4.56 At a broader level, providing differentials in tariffs between the most popular car parks (Middle Street and Beach Street) and other car parks could provide a way in which to encourage wider utilisation of all available parking provision across the town. This differential already partially exists with Union Street offering a lower tariff but consideration could be given to creating a differential with other car parks as well.

- 4.57 There is some off-street car parking provision outside the core town centre area located at Victoria Park, as well as Tides Leisure Centre. Whilst a pay and display system operates within the leisure centre car park, parking is free for up to 5 hours at Victoria Park. Whilst Victoria Park is relatively well utilised, the same is not generally the case for the Leisure Centre. There is, therefore, an opportunity to enhance the operation of both car parks.
- 4.58 The options available at Victoria Park are to either reduce the maximum stay length of the car park or to introduce a parking tariff. The close proximity of Deal Gymnastics Club and Victoria Park Bowling Club, as well as the wider park itself, would suggest that it would be inappropriate to reduce the maximum length of stay below 4 hours. The introduction of a parking tariff may, therefore, be optimum, although it is suggested that this should be at a much lower hourly rate than the main town centre car park tariffs.
- 4.59 Consideration could also be given to reducing the hourly tariff rate at the Leisure Centre, perhaps to an equivalent rate to Victoria Park. They could encourage greater utilisation of the car parking capacity at this site, which is less than 10 minutes walk from the core town centre.
- 4.60 The stakeholder engagement process identified the concept of moving the Saturday market on to the top end of Union Road and closing this section to through traffic. This would provide additional parking capacity within the Union Road car park. This solution could offer a range of benefits both in terms of parking supply and in creating a more pedestrian friendly area; however, the wider traffic management implications would need to be considered in greater detail.
- 4.61 The option to introduce 'pay on exit' ticketing was raised by local stakeholders as a means to induce longer durations of stay. Whilst this may offer benefits during weekdays, it is considered unlikely to increase pressure on scarce parking provision on Saturdays, as people would utilise spaces for longer. There are also practical difficulties in introducing 'pay on exit' in some car parks, such as Middle Street, which is also used for deliveries to retail units.
- 4.62 In summary, the strategy should look to influence the behaviour of car park users, through incremental changes, in order to make the most of the available spare capacity that exists at both certain times of the day and week and within certain car parks. Ensuring the peripheral town centre car parks are attractive to park in should improve the overall utilisation of car parks, with a more balanced overall management of spaces. Part of this can be through minor changes to the tariff regime, but it is equally the quality of the car parks and their perceived connectivity to the heart of the town that is important. In this respect signage and way-finding is an important policy tool, described further in the section below.

On-street parking restrictions

- 4.63 Currently a number of permit schemes are in operation across Deal Town Centre to ensure residents and their visitors can park near to the homes. These are designated Zone 2, H, L and P. Within marked permit bays (including some off street car parks) permit holders can park for an unlimited period of time; however, this can be shared with limited waiting visitor parking, thus conflicts can arise between those visiting the area for short stay periods (less than 2 hours) and residents with permits.
- 4.64 With parking pressure increasing within the town, conversion of these bays to either residents permit holders only or shared use residents permit with pay and display for casual visitors could be considered to ensure permit holder priority.
- 4.65 Other conflicts between residents and non-resident parking occur in some sensitive area overnight (e.g. Marine Road). Consideration could be given for the introduction of overnight on-street parking controls in these, with alternative provision for overnight parking offered in off-street car park locations.
- 4.66 The existing parking permit Zone H is considered to encompass a relatively large geographic area within the core town centre. The zone extends from Ark Lane in the north all the way down to Deal Castle Road in the south. This spatial structure creates the opportunity for permit holders to park across a relatively wide area and may encourage short-distance vehicular trips across the town.

- 4.67 Consideration could be given to altering the size and scale of Zone H, alongside potential alterations to the other three zones in Deal. One option would be to create a new central zone, a new northern zone, and potentially to amalgamate the streets south of South Street into Zone L.
- 4.68 There have also been recent requests from residents for additional permit parking in areas, such as Beechwood Avenue. As part of any reconfiguration of permit zone, consideration could be given to incorporating street on the edge of the existing zones, subject to majority opinion of local residents.

Infrastructure & Signage

- 4.69 There is currently a predominance to utilise certain key car parking within the town, including Middle Street, that impacts on the way in which people search for parking spaces. In addition, there are wider traffic circulation issues around the town, including some instances of delay cause as a result of access and egress from the car park at Sainsbury's. The provision of signage and appropriate traffic management infrastructure is, therefore, an important tool in influencing travel choices.
- 4.70 Through the introduction of Variable Message Signs on the approaches to the town, 'live' information on car park provision can be disseminated to drivers prior to their arrival within the core town centre. Advice on parking availability can be displayed, which can subsequently encourage use of under-utilised car parks. Used alongside static signage, a coherent set of information can be provided to drivers to ensure they minimise their travel time and distance when accessing a car park.
- 4.71 Equally important is the provision of coherent and consistent way-finding from car parks to key town centre locations. This is particularly important for the car parks on the periphery of the core town centre.
- 4.72 Through the introduction of banned turn movements, and associated road layout changes, influence can be made on entry/exit of car parks and subsequent traffic circulation around the town. The right turn out of Sainsbury's car park was raised within the stakeholder workshops as a concern. It is stated that queues form within the car park due to the length of time taken for the right-turn manoeuvre to be performed. It can also be blocked by vehicular traffic stopping at the zebra crossing. One option that could be considered would be to ban the right turn into and out from the Sainsbury's car park with the associated introduction of a central island, although a more detailed traffic management study would be required to access the full implications of the scheme and potential wider network impacts. Amendments to the internal layout of the car park could also potentially assist.
- 4.73 By continuing to working with event organisers in the town, information on visitor parking can be disseminated to visitors to minimise peak demands and traffic congestion within the town on event days. Ensuring that event organisers give due consideration for transport requirements of major events and make appropriate arrangements will be critical to minimising traffic disruption on these days.

MEDIUM TO LONG TERM

- 4.74 Within the medium to long term the focus of the parking strategy needs to reflect the changing dynamic of the town and provide a positive influence supporting economic growth, incorporating technological advances and managing travel behaviour within the town.
- 4.75 Key areas of the strategy within the medium to long term include
- Monitor opportunities to develop the available parking stock but seek alternative measures to encourage non-vehicular trips into the town centre
 - Prioritise parking needs to ensure the most efficient use of available parking provision
 - Keep under review on-street parking provision and restrictions, giving due consideration for the varying needs of different parking user groups
 - Ensure adequate information is provided for residents and visitors to make informed choices on travel and parking decisions.

Development of Parking Stock

- 4.76 The forecast residential population growth of 7% in Deal and the surrounding hinterland over the next 10 years will result in increased demand for travel into Deal Town Centre and, hence, parking demand. Whilst there is some spare parking capacity during the weekdays that can accommodate some increased demand, the growth is likely to create significant pressures on weekend parking.
- 4.77 Within the core town centre itself there is unlikely to be any significant change to the overall retail and leisure offer, other than the underlying churn of retail units. It is, therefore, the growth in residential trip into the town, along with the visitor / event market that will impact most upon parking in the town.
- 4.78 The opportunities for additional parking provision within the town are limited. Multi-story parking provision would be inappropriate in planning terms in most locations, as well as unlikely to be cost effective.
- 4.79 Due to the constrained nature of the town centre, areas of land available for use as additional car parks will be on the periphery of the town, which are less than ideal in terms of the walk times into the core town centre. As discussed previously, parking is already available at the Leisure Centre and, to a lesser degree, Victoria Park and yet they are not currently utilised for town centre car parking. Whether this would change within increases pressures upon parking in the town is hard to predict. Even so, to encourage the utilisation of these car parks may impact upon their primary function of serving the sports facilities.
- 4.80 The provision of Park & Ride as an alternative option to town centre parking has already been discounted within the optioneering process (see Section 3) due to both the limited options for sites, but more because of the operational viability.
- 4.81 In summary, there are considered to be limited opportunities for increasing the overall stock of parking within Deal Town Centre and so a primary focus of the medium and long term strategy should be to focus upon the prioritising the use of the existing parking stock and to manage the overall demand for parking.

Prioritisation of user

- 4.82 Due to constraints in increasing the overall supply in parking across Deal, it will become increasing important to consider the prioritisation of parking needs to access the town. This could be in terms of the duration of stay permitted in different car parks, the tariffs applied, or the specific designation of bays for individual user groups.
- 4.83 The designation of duration of stay across the town centre car parks should be reviewed every 3 to 5 years to evaluate the need to optimise parking supply. A number of car parks have 4 or 5 hour stay lengths, most notably Middle Street, and there may become an argument to reduce the length of stay so as to permit a higher turnover of spaces and allow the increasing demand for parking to be satisfied. Such alterations would need to be carefully considered as an associated negative impact might be that more traffic is enticed into the town centre, causing higher levels of congestion.
- 4.84 As vehicle technologies continue to develop, the medium to long term parking strategy should take into account the opportunities to support or encourage these new modes of travel through the potential provision of dedicated parking. This could include variant options for low-carbon vehicles, including potential electric car charging points, should it be deemed to support the wider aspirations of the town.
- 4.85 Whilst blue badge spaces are provided in car parks, the future demand for this provision should be monitored through discussions with access groups to match the changing profile of the wider population. Similarly, on-street waiting restrictions, where blue badge holders may park, should be monitored to ensure these do not interfere with traffic circulation around the town.

- 4.86 Whilst the stakeholder engagement process raised the suggestion of providing long-stay parking for workers in the core town centre, the reality is that in the medium to longer term, this is likely to represent poor utilisation of finite parking provision in the town that could otherwise be utilised by multiple vehicles with much higher turnover.
- 4.87 The prioritisation of on-street parking is another important issue with potentially the range of demands for this provision around the town increasing over time. This is discussed in more detail in the section below.
- 4.88 In summary, there are, again, no radical solutions to resolve the issue of constrained overall parking provision and the growth in multiple demands for parking that are likely to grow over time. The absolute level of provision for the size of town is not considered to be that high and so it is not unexpected that parking pressures are high. To facilitate future growth in the town, with limited options to expand capacity, due consideration must be given to a wider range of transport options other than just the private car to permit the local population and wider visitors to access the town.

On-street parking provision

- 4.89 The short-term on-street parking provision measures (described earlier in this section) incorporated a review of existing on-street parking controls in order to ensure effective allocation of kerbside road-space amongst different users.
- 4.90 It is considered likely that the pressures for on-street parking will extend further out spatially from the town centre as overall demand for parking in the town increases over time. It will, therefore, be important to continue to monitor the impacts in residential streets over time, with a recommended cycle of every 3 to 5 years.
- 4.91 Residents living near the railway station have already expressed concern regarding the pressure on kerb side space derived from commuter parking. It would be prudent, therefore, to review the roads both encompassed within the existing resident permit scheme, as well as those outside and consider additional controls, as supported by the majority of local residents.

Information

- 4.92 Building upon the signage strategy in the short term to manage town centre circulation (see 'infrastructure and signage' section), the physical and financial constraints of delivering infrastructure-related measures to support the future growth of the town mean that the role of information provision and signage will be a critical tool in managing the effective operation of the medium to long term town centre transport network.
- 4.93 This can incorporate traditional directional forms of signage but also wider information provision and social media 'apps' to encourage different patterns of behaviour amongst travellers accessing the town centre.
- 4.94 At a holistic level, minimising the future demand for parking provision across the town will be a key issue. Whilst much of this will involve the physical provision of alternative means of travel (public transport, walking and cycling) the role of information provision and community engagement will also be a critical issue in changing behaviour.
- 4.95 Even with a comprehensive sustainable travel approach, there will remain large volumes of private car trips and demand for parking. It will therefore be important to influence where, when, and for how long these individuals park.

5 Strategy Action Plan

INTRODUCTION

- 5.33 This section sets out a series of actions to be implemented as part of the parking strategy process. As with the previous sections, the actions are disaggregated into short and medium/long term to reflect the changing dynamic of the town centre over that period

SHORT TERM

- 5.34 Ten short term actions have been identified for implementation over the next two years. These are set out below along with associated outcome monitoring tools that can be applied to gauge success.

Quality

- i. Continue to apply Park Mark standards across all car parks but seek to further raise the standard of some car parks in terms of access and way-finding so they all act as positive 'gateways' leading into the core town centre

Outcome Monitoring: Programme of formal audits alongside feedback from civil enforcement officers and public.

Cost implications: Urban realm, pedestrian and signage infrastructure

- ii. Review on-street parking bay provision, in particular designated blue badge bays, to ensure they meet national standards.

Outcome Monitoring: On-site audit

Cost implications: Re-design of parking bays and implementation

- iii. Review incidents of pavement parking on narrow streets and work with Kent County Council to implement measures to ensure parking obstructions do not occur on key pedestrian routes

Outcome Monitoring: recorded complaints

Cost implications: Analysis work, potential sigs and lines design & implementation

Managing available capacity

- iv. Consider opportunities to balance demand across all car parks by ensuring visitor information is available on where to park during busier periods and through consideration price differentials to increase the utilisation of less popular car parking provision.

Outcome Monitoring: Car park utilisation data

Cost implications: Car park revenues, information provision

- v. Evaluate options for maximising the benefit of parking provision at Victoria Park and the Tides Leisure Centre through the introduction of new or alternative tariff regimes.

Outcome Monitoring: Car park utilisation data

Cost implications: Payment infrastructure, car park revenues

Partnership working

- vi. Seek to establish protocols with non-council car park operators, in particular the Supermarkets, to minimise adverse impacts of travel to and from car parks during peak periods, including the design and circulation of accesses and internal car park layouts.

Outcome Monitoring: Established protocols

Cost implications: Minimal

Road-space allocation

- vii. Consider alterations to existing on-street parking restrictions, including potential removal of some 'dual-use' parking bays that currently permit short-stay parking alongside residents parking to reduce conflicts in demand in sensitive areas, as well as the potential for overnight parking restrictions (on a potentially seasonal basis) to manage on-street parking in areas identified as a concern.

Outcome Monitoring: recorded complaints

Cost implications: signs and lines design & implementation, variations in enforcement regime

- viii. Consider revisions to existing permit parking zones, including the re-structuring of Zone H to discourage internal zone traffic movements, as well as potential extensions to Zone P into additional street around the station (e.g. Beechwood Avenue).

Outcome Monitoring: number of permits issued, resident feedback

Cost implications: surveys, consultation

Information & Signage

- ix. Through development of a static sign and way finding strategy, in addition the introduction of VMS on key arterial routes into town, influence traffic circulation within the town and the choices drivers make about parking provision.

Outcome Monitoring: Traffic counts and car park occupancy

Cost implications: VMS signage and supporting technological infrastructure, static signage provision, urban realm enhancements

- x. Work with event organisers to ensure appropriate transport provision is delivered as part of major special events

Outcome Monitoring: Parking and traffic congestion on event days

Cost implications: Minimal

- 5.35 The majority of the short term actions represent measures to improve the overall condition and manage on and off-street parking provision in Deal so as to maximise the efficiency of car park utilisation and the highway network.

MEDIUM TO LONG TERM

- 5.36 Seven longer term actions have been identified for implementation from two years hence. The majority of these are flexible in nature, reflecting the element of uncertainty that always surround development growth forecasts and the impact this has upon the overall dynamic of parking requirements in the town.

- 5.37 The seven actions are set out below along with associated outcome monitoring tools that can be applied to gauge success.

Development of Parking Stock

- xi. Monitor opportunities to increase overall parking stock but seek to manage parking demand through encouraging off-peak parking and a range of sustainable travel options

Outcome Monitoring: Balance of supply and demand for parking

Cost implications: Promotional and marketing campaigns

Prioritisation of use

- xii. Review the designation of short and long stay car parking and tariff differentials every 3 to 5 years to ensure the best use of finite parking stock, including the duration of stay in Middle Street car park.

Outcome Monitoring: Utilisation of whole car parking stock, car park dwell times

Cost implications: potential revenue implications

- xiii. Ensure appropriate provision for blue badge holders to avoid inappropriate on-street parking that impacts upon traffic circulation

Outcome Monitoring: Blue badge parking provision, levels of on-street blue badge parking

Cost implications: signs and lines implementation

- xiv. Consider introduction of designated bays to support the latest low-carbon technology (e.g. electric vehicles) as part of encouraging sustainable travel and managing local town centre air quality.

Outcome Monitoring: Number of electric vehicle bays and utilisation

Cost implications: signs and lines implementation

Road-space allocation

- xv. Continue to review parking demand in residential permit zones and in peripheral streets every 3 to 5 years and consider the requirement for alterations, expansion or new permit zones.

Outcome Monitoring: parking conflicts within residential streets.

Cost implications: design, consultation, signs and lines implementation, enforcement

Information

- xvi. Create parking websites and 'Apps', alongside traditional information formats, to inform locals and visitors of parking provision and alerts to special events / incidents

Outcome Monitoring: usage levels of 'App'; profile of parking utilisations

Cost implications: development and operating costs

- xvii. Develop promotional & marketing campaigns in support of the developing town centre to encourage alternative means of travel to the core town centre or the re-timing of trips

Outcome Monitoring: number of promotional campaigns delivered; balance of sustainable travel

Cost implications: design and delivery of campaigns

- 5.38 The medium to longer term actions reflect the requirement to respond to the changing dynamic of the town centre with the potential for increased demand for travel into the centre. With limited opportunities to provide additional parking capacity the strategy needs to focus on making the best use of available supply and seeking to encourage growth in trips into the town via different modes of travel.