

Report to Cabinet

20th September 2018

By the Cabinet Member for Local Economy

DECISION REQUIRED



Not Exempt

Dukes Square Car Park Pay and Display Introduction

Executive Summary

Dukes Square Car Park is located behind the Drill Hall just off Denne road. The car park is currently only available to season ticket holders only, 24hrs a day 7 days a week. The season tickets are predominantly sold to businesses that are based in the area who require the majority of their parking during core business hours (Monday to Friday 9am to 6pm).

A number of surveys have highlighted that outside of those core business hours the car park is rarely used, leaving a number of spaces that could be made available to support visitors to the town centre during the weekend and evenings.

These spaces could be better utilised by introducing pay and display parking outside of those core business hours, especially with the need of spaces on that side of town with Piries Place car park currently closed.

It is proposed that a short stay pay and display option with the same tariff as Denne Road car park (opposite) is introduced outside of those core hours – Monday to Friday 6pm to 8pm and Saturday and Sunday all day.

Recommendations.

The Cabinet is recommended:

1. To introduce public pay and display car parking in the evenings 6pm to 8pm Monday to Friday, 8am to 8pm Saturday and 9am to 5pm Sundays and Bank Holidays (with the same tariffs as Denne Rd car park).
2. Maximum stay 3 hours parking at any one time.

Reasons for Recommendations

The reasons for recommending the introduction of pay and display parking in the Dukes Square car park are:

- i) The car park is currently a season ticket holder only car park; however surveys indicate that outside of the core working hours there is minimal use. Spaces would be available for public pay and display parking, thus fully utilising the car park.
- ii) The location of Dukes Square car park is in a prime location for additional parking, especially on the side of town that has temporarily lost Piries Place car park
- iii) There is a potential for increasing parking income.

Background Papers

N/A

Wards affected: All town centre wards

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Background Information

1 Introduction and Background

- 1.1 Dukes Square Car Park is located behind the Drill Hall off Denne Rd. The car park is currently a season ticket only car park 24hrs a day 7 days a week. The car park is also being used to temporarily accommodate the residents of Burtons Court whilst the redevelopment of Piries Place takes place.
- 1.2 Recent surveys indicate that there is minimal use within this car park outside of the core working hours (Monday to Friday 9am to 6pm) meaning there are plenty of spaces available for public pay and display parking. The location of Dukes Square car park is in a prime location for parking within the town; it is opposite one of HDC's most popular car parks Denne Rd CP which is regularly full.
- 1.3 The introduction of an evening charge would be beneficial for those customers who visit restaurants in East Street, especially with the current closure of Piries Place.
- 1.4 It is proposed that the tariff and maximum parking period replicates the one that is currently on offer in Denne Rd car park (which is opposite).

Maximum stay in the car park - 3 hours parking at any one time.

Tariff: 1 hr - £1.40, 2 hrs - £2.80, 3 hrs - £4.20,

Evening charge: £1.00

Sunday and Bank Holiday: £1.50 (all day)

- 1.5 HDC have recently replaced a number of pay and display machines in car parks across the town centre; a number of the older machines were kept back so they could be reused for spares or for a situation such as this meaning the proposal can be introduced with very small investment. If the use of the car park proves to be sufficient then a new machine can be purchased at a later date.
- 1.6 The proposal is being made to address the removal of parking spaces due to the development of Piries Place car park; but there is a potential for increasing parking income. London Road car park, which works in a similar way as proposed here, generates around £11k a year.

2 Relevant Council policy

- 2.1 This supports the relevant Corporate Plan priorities set out below:
- 2.2 Economy – Improve and support the local economy
Particularly through the Production and implement, a strategy for the management of off street car parks across the district.
- 2.3 Efficiency – Great value Services
Particularly through delivering a balanced budget over the medium term.

3 Details

- 3.1 To introduce public pay and display car parking in the evenings 6pm to 8pm Monday to Friday, 8am to 8pm Saturday and 9am to 5pm Sundays and Bank Holidays within the Dukes Sq car park. The tariff and maximum stay would replicate that of Denne Rd car park (which is opposite).
- 3.2 The proposal is being made predominately to address the removal of parking spaces due to the development of Piries Place car park, maximise the use of the car park during quieter hours and to increase parking income.
- 3.3 Proposed tariff:

Hours	Tariff
>1hr	£1.40
2 hrs	£2.80
3 hrs	£4.20
Evening Charge (6pm-8pm)	£1.00
Sunday and Bank Holidays	£1.50 (all day)

Maximum stay 3 hours parking at any one time (applies to Saturdays only).

- 3.4 Minor changes to the signage, software and order boards, will need to be undertaken, these can be absorbed within current budgets.
- 3.5 The introduction of an evening and weekend charge in Dukes Square car park is likely to generate an income. Based on similar car parks and the location it is proposed that there will be an annual income of £12,000

4 Next Steps

- 4.1 There are a number of steps that need to be followed to meet the requirements of the constitution and Traffic Management Act 2004 to change the car park name and tariffs. The remaining steps are:

Date	Action
20 th September 2018	Cabinet decision
21 st September 2018	Public Consultation
19 th October 2018	End of Consultation – 5 day cool off
1 st November 2018	Go live

5 Views of the Policy Development Advisory Group and Outcome of Consultations

- 5.1 Comments from the Local Economy PDAG group will be gathered at the meeting on 12th September.
- 5.2 Director of Corporate Resources supports these proposals.

6 Other Courses of Action Considered but Rejected

- 6.1 The purpose of the proposal is to introduce additional parking for the public with the closure of Piries Place car park and maximise the use of the Dukes Sq car park which is currently only used Monday – Friday 9am to 6pm.
- 6.2 There are very limited opportunities to increase the number of public parking spaces, particularly leading up to Christmas and on this side of town.

7 Resource Consequences

- 7.1 Based on similar car parks and the location of Dukes Sq it is estimated that there could be an opportunity to increase parking income. The introduction of an evening and weekend charge in Dukes Square car park is likely to generate an annual income of £12,000.
- 7.2 The cost to implement the changes are very small with a likely cost of £800, this can be absorbed in current budgets.
- 7.3 The car park will be enforced by the Civil Enforcement Officers. This car park is already being enforced as it is currently season ticket holders only 24/7; because of this there is no need to add additional enforcement resources to cover the enforcement requirements.
- 7.4 There are no HR consequences.

8 Legal Consequences

- 8.1 Changes to a Parking Order Process – To adhere to the Traffic Management Act 2004 the Council will have to undertake a 21day public consultation on the proposed changes, this is through advertisement in the car park and local paper. The Council will then consider any representations and if any amendments will need to be made to the order.
- 8.2 Traffic Management Act 2004 must be considered for any enforcement changes.

9 Risk Assessment

- 9.1 As with any new parking charges being introduced such as tariff changes there is always a concern of displacement of cars onto surrounding residential roads. This is unlikely within this case as there are very limited areas vehicles can be displaced to due to limited options within the area and the immediate highway being covered by a controlled parking zone.
- 9.2 Any decision Cabinet make still be subjected to public consultation as per the Parking Order amendments.

10 Other Considerations

- 10.1 The Councils provision for disabled parking remains unchanged.