

Appendix 1: Priority Action Plan

Appendix 1 sets out the detailed delivery plan required to implement the 24 Actions identified above. For each Action we explain the rationale, set out the milestones and explain exactly what we will do to ensure delivery.

Objective 1 Optimise parking supply within the right locations within the Borough

Action 1 Development of a multi-storey car park within the Feethams area to mitigate against loss of current supply and accommodate increased demands

Rationale

There is consistent demand for car parking in the southern part of the town centre around Feethams for both shoppers and workers – this is borne out by car park usage figures. There are also planned developments in this part of town for some of the existing car parking (such as the cinema/hotel complex proposed for Feethams as well as offices and a civic quarter) and other car parks identified as possible future development sites.

Parking needs to be provided in this area to ensure that it meets demand and in order that it contributes to the viability of the town centre and the most efficient way to do this is to consolidate the supply required to cope with demand into one multi-storey car park.

Milestones

Action 1

Development of a multi-storey car park within the Feethams area to mitigate against loss of current supply and accommodate increased demands

How will we do this?	Lead	Key Partner	Date
1.1	Construction of multi-storey car park in Feethams	DBC Strategy and Commissioning	Capital project team 2013/14

Objective 1 Optimise parking supply within the right locations within the Borough

Action 2 Development of a multi-storey car park within the south of the Town Centre Fringe to support the regeneration of the area

Rationale

Development of a multi-storey car park should be considered in the south of the proposed Town Centre Fringe to provide parking for potential new development.

Milestones

2a)

2b)

Action 2

Development of a multi-storey car park within the south of the Town Centre Fringe to support the regeneration of the area

How will we do this?	Lead	Key Partner	Date
2.1	Feasibility study of multi-storey car park in Town Centre Fringe	Capital project team	Timetable determined by development

Objective 1 Optimise parking supply within the right locations within the Borough

Action 3 Development of a multi-storey car park in the Commercial Street/Kendrew Street area as part of potential Oval development

Rationale

Darlington Borough Council has a development agreement with Discovery Properties to bring forward the Oval development. Discovery Properties are currently reviewing funding of the scheme in the current market – should a viable scheme be developed it would unlock the potential for a multi storey car park.

Milestones

3a)

3b)

3c)

Action 3

Development of a multi-storey car park in the Commercial Street/Kendrew Street area as part of potential Oval development

How will we do this?	Lead	Key Partner	Date
3.1	Work with Discovery Properties on progressing development including multi storey car park	Developer	Timetable determined by Oval development

Objective 1 Optimise parking supply within the right locations within the Borough

Action 4 Develop contingency plans to provide parking to replace that lost during the development of the proposed leisure complex, office building and multi-storey car park in Feethams

Rationale

Several developments are proposed for the Feethams area including a leisure complex, an office building and a multi-storey car park. All of the developments are due to be under construction simultaneously and all are on the sites of current car parks leading to loss of parking supply in Feethams. There is sufficient parking supply elsewhere in the town centre to accommodate the displaced parking but plans will need to be in place to ensure drivers are aware of the alternatives and that they know how to access them.

Milestones

4a)

4b)

4c)

Action 4

Develop contingency plans to provide parking to replace that lost during the development of the proposed leisure complex, office building and multi-storey car park in Feethams

How will we do this?	Lead	Key Partner	Date
4.1 Complete development of and implement contingency plans	DBC Strategy and Commissioning	DBC Highways, DBC Parking, DBC Communications	June 2013

Objective 1 Optimise parking supply within the right locations within the Borough

Action 5 Provide additional parking supply in Morton Palms area

Rationale

Feedback from tenant businesses and inward investor evidence suggests that there is insufficient parking serving the offices in the Morton Palms business park to be attractive for further business investments compared to competition sites. To assist businesses already on the site and to attract new businesses to the site additional parking should be provided.

Milestones

4a)

4b)

4c)

Action 5 Provide additional parking supply in Morton Palms area

How will we do this?		Lead	Key Partner	Date
5.1	Investigate potential sites with additional parking	DBC Strategy and Commissioning	HCA, Business	Ongoing

Objective 1 Optimise parking supply within the right locations within the Borough

Action 6 Investigate feasibility of on street pay and display parking in Cockerton centre

Rationale

There are currently no parking restrictions in Cockerton but businesses and residents have suggested there are parking pressures caused by cars parked around Cockerton Green. Although there is a free car park behind the parade of shops in Cockerton many workers, shoppers and visitors park around the Green – the introduction of pay and display parking around the Green would encourage a constant turnover of footfall, benefitting local businesses.

Milestones

Action 6 Investigate feasibility of on street pay and display parking in Cockerton centre

How will we do this?	Lead	Key Partner	Date
6.1 Produce options, through consultation, for possible pay and display parking around Cockerton Green	DBC Strategy and Commissioning	Cockerton residents and businesses	Summer 2015

Objective 1 Optimise parking supply within the right locations within the Borough

Action 7

Signage to be reviewed to ensure that it directs drivers towards car park locations appropriate to their trip and destination

Rationale

When parking many drivers will park in the first car park they come to or in a car park they are familiar with – this is often due to lack of awareness of alternatives which may be more suitable. While this is particularly the case with first time and occasional visitors to Darlington it is also true of some residents and regular visitors. In addition, lack of awareness of parking choices can lead to increased road traffic and congestion as drivers search for car parking.

One of the most effective ways of alleviating drivers searching for parking is comprehensive signage which signposts drivers towards car parks. This can be done with static road signs and with variable messaging system signs which provide up to the minute electronic information.

Milestones

7a)

7b)

Action 7

Signage to be reviewed to ensure that it directs drivers towards car park locations appropriate to their trip and destination

How will we do this?		Lead	Key Partner	Date
7.1	Review current signage	DBC Highways	DBC Transport Policy	Early 2014
7.2	Upgrade and review current static signage	DBC Highways		Spring 2014

Objective 1 Optimise parking supply within the right locations within the Borough

Action 8 Investigate additional on street car parking in Skinnergate and Duke Street

Rationale

Feedback from businesses and retailers in Skinnergate has suggested a desire for short stay, on street parking in Skinnergate and Duke Street. It has been suggested that this would bring shoppers closer to the shops in Skinnergate and the wynds, thereby increasing footfall. Much of the available evidence and research on the links between parking and retail vitality suggest that increased traffic flows have a negative effect on trade, however, in the current economic climate this proposal should be investigated as it may help local traders. This will include looking at initial low cost options/pilots to explore the impacts of any changes.

Milestones

8a)

8b)

8c)

Action 8

Investigate additional on street car parking in Skinnergate and Duke Street

How will we do this?		Lead	Key Partner	Date
8.1	Develop high end on street parking options in Skinnergate and Duke Street for consideration	DBC Highways		Summer 2014
8.2	Consultation on options with businesses and shoppers	DBC Highways		Autumn 2014
8.3	Introduction of trial of on street parking on Skinnergate and Duke Street should consultation/investigation prove justification for trial	DBC Highways		Spring 2015
8.4	Review of trial	DBC Highways		Autumn 2015

Objective 1 Optimise parking supply within the right locations within the Borough

Action 9 Provide contract parking in the Town Centre for businesses with a travel plan who need parking for operational purposes

Rationale

Many of the businesses based in Darlington town centre need to use cars or vans throughout the ordinary working day. This can lead to difficulties with parking when vehicles are being moved regularly to help businesses function.

Contract parking allows businesses ease of parking when vehicles are used for operational reasons. All requests to DBC for contract parking should be considered and where operational parking requirements are satisfied, parking provided. This will ensure parking difficulties do not adversely impact on business in Darlington.

Milestones

c4a)

4b)

4c)

Action 9

Provide contract parking in the Town Centre for businesses with a travel plan who need parking for operational purposes

How will we do this?		Lead	Key Partner	Date
9.1	Review current contract parking arrangements	DBC Strategy and Commissioning	DBC Parking DBC Highways	Ongoing
9.2	Introduce new contract parking spaces as and when required	DBC Strategy and Commissioning	DBC Parking DBC Highways	Ongoing

Objective 2 Ensure that we have the right balance of parking charges to ensure car parking is attractive to users and ensure that we have a range of payment methods to provide more choice to car park users

Action 10 Develop a range of tariffs and review them annually to ensure they remain competitive and deliver the desired outcomes of the strategy

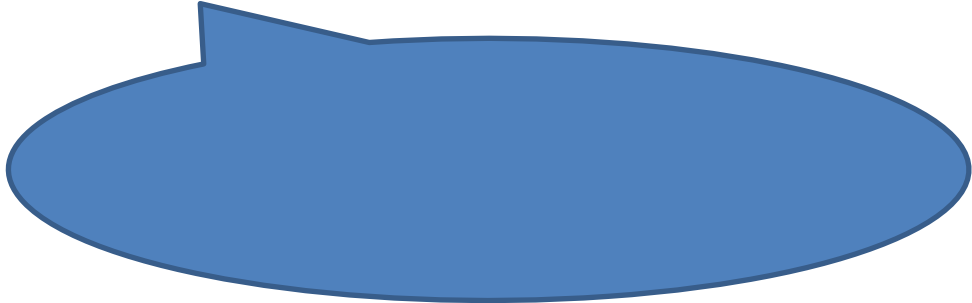
Rationale

Setting parking charges at the right level is vital for several reasons – there are costs involved in providing parking so revenue from charges must help to meet those costs but it must also provide value for money for car park users.

If set at the right level charges in short stay car parks help to ensure sufficient turnover of cars, therefore increasing footfall and benefitting retail. In long stay car parks however it is important that charges are proportionate and allow users who need to park for longer to do so without prohibitive charges. Current charges in Darlington are generally £1 per hour in short stay car parks and £1 per hour or £4 per day in long stay car parks. When car park operating costs are examined and when charges in comparable towns to Darlington are analysed, the current tariffs are considered to be at the right level, however this will be reviewed regularly.

Milestones

- 6a)
- 6b)
- 6c)



Action 10

Develop a range of tariffs and review them annually to ensure they remain competitive and deliver the desired outcomes of the strategy

How will we do this?		Lead	Key Partner	Date
10.1	Continue the current charges in 2013/14	DBC Strategy and Commissioning	DBC Parking	To 2014
10.2	Review of current tariff structure	DBC Strategy and Commissioning	DBC Parking	Annually

Objective 2 Ensure that we have the right balance of parking charges to ensure car parking is attractive to users and ensure that we have a range of payment methods to provide more choice to car park users

Action 11 Weekly, four weekly and annual tickets to be available either from ticket machines or by e-mail or telephone

Rationale

Many regular car park users, predominantly commuters, buy tickets every day. Many of these users would benefit from the availability of longer term tickets – weekly tickets are already available but feedback from consultation with users has suggested there is a desire for the availability of monthly and annual tickets – this would offer these car park users more flexibility and make payment easier.

Milestones

Action 11 Weekly, four weekly and annual tickets to be available either from ticket machines or by e-mail or telephone

How will we do this?		Lead	Key Partner	Date
11.1	Introduction of monthly and annual tickets	DBC Strategy and Commissioning	DBC Parking	Spring 2014
11.2	Review of uptake of monthly and annual tickets	DBC Strategy and Commissioning	DBC Parking	Spring 2015

Objective 2 Ensure that we have the right balance of parking charges to ensure car parking is attractive to users and ensure that we have a range of payment methods to provide more choice to car park users

Action 12 Introduce time limits in short stay car parks and in on street parking close to shops to encourage turnover and access to main shopping locations

Rationale

Some town centre car parks regularly operate at or near capacity. While this is true of several car parks the busiest, in terms of capacity, is Abbott's Yard which operates at 98% capacity on both weekends and weekdays. Its popularity is due to its location in the heart of the town centre and while short stay charges are in force there is no limit on how long users can stay.

To encourage a higher turnover and subsequently help to increase footfall in the town centre, a maximum stay of three hours is proposed for Abbott's Yard. This is consistent with the time limits for free blue badge parking. On street parking is limited to two hours to ensure turnover of spaces. Further car parks will be considered over the life of the strategy.

Milestones

Action 12

Introduce time limits in short stay car parks and in on street parking close to shops to encourage turnover and access to main shopping locations

How will we do this?		Lead	Key Partner	Date
12.1	Introduction of maximum stay in Abbot's Yard	DBC Strategy and Commissioning	DBC Parking	Spring 2014
12.2	Review of maximum stay policy	DBC Strategy and Commissioning	DBC Parking	Autumn 2014

Objective 2 Ensure that we have the right balance of parking charges to ensure car parking is attractive to users and ensure that we have a range of payment methods to provide more choice to car park users

Action 13 Pay on foot to be implemented in all new multi-storey car parks and considered in other new car parks

Rationale

Pay and display parking involves users paying for a set amount of time when they arrive at a car park. Other than returning to the car park and paying for more parking or arranging it using pay by phone there is no facility for users to stay longer than the time they have paid for. Feedback from Darlington retailers suggests that some car park users would prefer the flexibility of paying for parking at the end of their visit, meaning that shopping trips are not shaped by parking time limits.

Pay on foot allows users to pay for how much parking they have used at the end of a visit and while it would be prohibitively expensive to adapt current car parks, any new multi-storey car parks will have pay on foot included.

Milestones

Action 13 Pay on foot to be implemented in all new multi-storey car parks and considered in other new car parks

How will we do this?		Lead	Key Partner	Date
13.1	Introduce pay on foot in new multi-storey car parks	DBC Strategy and Commissioning	DBC Parking	Ongoing

Objective 2 Ensure that we have the right balance of parking charges to ensure car parking is attractive to users and ensure that we have a range of payment methods to provide more choice to car park users

Action 14 Current pay by phone contract will be re-tendered ahead of its expiry. New technology explored to ensure that car park users in Darlington benefit from the most up to date methods of payment. New machines to be installed with the facility to accept card payment (for transactions of £4 or more) and with the capacity to accept smart cards when introduced.

Rationale

The pay by phone facility allows car park users an alternative to finding the correct change to pay for charging. The current arrangement has worked effectively but since it was set up in 2007 technology has moved on so it is important that when the current contract expires any new contract includes the latest available technology to offer flexibility and convenience to car park users and, allowing visitors/shoppers to extend their parking tickets easily by phone to keep them in town longer.

The only way car park users can currently pay for parking at parking machines is using cash. To make it easier for users to pay for parking all new machines installed will accept card payments. There is, however, a charge from the car provider for each transaction so it is not economically possible to accept card payments for lower value transactions.

Milestones

Action 14

Current pay by phone contract will be re-tendered ahead of its expiry. New technology explored to ensure that car park users in Darlington benefit from the most up to date methods of payment. New machines to be installed with the facility to accept card payment (for transactions of £4 or more) and with the capacity to accept smart cards when introduced.

How will we do this?		Lead	Key Partner	Date
14.1	Re-tender the current pay by phone contract upon expiry	DBC Strategy and Commissioning	DBC Parking	Spring 2014
14.2	Introduce new parking machines with pay by card facility	DBC Strategy and Commissioning	DBC Parking	Summer 2014
14.3	Review available new technology	DBC Strategy and Commissioning	DBC Parking	Ongoing

Objective 2 Ensure that we have the right balance of parking charges to ensure car parking is attractive to users and ensure that we have a range of payment methods to provide more choice to car park users

Action 15 Work with Distinct Darlington to investigate jointly delivering parking promotions and incentive schemes for the Town Centre that can be used for car parking and other purposes.

Rationale

Distinct Darlington was formed to promote Darlington's retail offer. Members have identified car parking as an issue which has an effect on footfall and are keen to explore what promotions or incentives can be introduced in conjunction with DBC to ensure parking helps increase footfall.

Milestones

Action 15

Work with Distinct Darlington to investigate jointly delivering parking promotions and incentive schemes for the Town Centre that can be used for car parking and other purposes.

How will we do this?		Lead	Key Partner	Date
15.1	Work with Distinct Darlington to create a smartcard loyalty scheme	DBC Strategy and Commissioning	Distinct Darlington	2013
15.2	Introduce scheme	Distinct Darlington	DBC Strategy and Commissioning	2013

Objective 3 Address issues associated with residents' parking zones to ensure that residents can park close to their homes at all reasonable times and encourage town centre visitors to use appropriate car parking facilities, boosting town centre footfall

Action 16 Introduce pay and display parking for non-residents within residents' parking zones

Rationale

Residents Parking Zones have worked well since their introduction, however some residents in RPZ's have identified problems with lack of availability of parking in unrestricted areas of RPZ's, mainly due to commuter parking. Introducing pay and display in residents parking zones for non residents will help to alleviate the problem.

Milestones

Action 16 Introduce pay and display parking for non-residents within residents' parking zones

How will we do this?		Lead	Key Partner	Date
16.1	Introduce pay and display parking in RPZ's	DBC Strategy and Commissioning	DBC Parking	2017
16.2	Review effectiveness of policy	DBC Strategy and Commissioning	DBC Parking	2018

Objective 3 Address issues associated with residents' parking zones to ensure that residents can park close to their homes at all reasonable times and encourage town centre visitors to use appropriate car parking facilities, boosting town centre footfall

Action 17 Introduce visitor permits for use in RPZ bays

Rationale

Feedback from residents living in residents parking zones has suggested that it is often difficult for visitors to be able to park close to their homes due to a combination of restricted parking and overcrowded unrestricted areas. A visitor permit system would allow visitors to residents of RPZ's to park closer to the house being visited.

Milestones

Action 17 Introduce visitor permits for use in RPZ bays

How will we do this?		Lead	Key Partner	Date
17.1	Introduce visitor permits in RPZ's	DBC Strategy and Commissioning	DBC Parking	2017
17.2	Review uptake of visitor permits	DBC Strategy and Commissioning	DBC Parking	2018

Objective 3 Address issues associated with residents' parking zones to ensure that residents can park close to their homes at all reasonable times and encourage town centre visitors to use appropriate car parking facilities, boosting town centre footfall

Action 18 Continue to charge trade vehicles for parking

Rationale

Paid for parking permits for trade vehicles working in residents parking zones or with a need to park on double yellow lines were introduced in 2012. A charge of £5 per vehicle per day was introduced to cover the administration of the permits and despite some early resistance from some traders, this policy has proved to be effective.

Milestones

Action 18 Continue to charge trade vehicles for parking

How will we do this?		Lead	Key Partner	Date
18.1	Continuation of current policy	DBC Strategy and Commissioning	DBC Parking	Now
18.2	Review current tariff policy annually	DBC Strategy and Commissioning	DBC Parking	2014

Objective 4 Ensure that car park users feel safe and secure

Action 19 Walk routes to car parks to be signed and lit to acceptable standards and CCTV to be installed where possible in off street car parks

Rationale

Car parks must be as safe as possible for users – it is therefore essential that walk routes providing access to car parks should be well lit to minimise the possibility of crime. Where possible CCTV should also be installed in off street car parks to maximise safety levels.

Milestones

Action 19 Walk routes to car parks to be signed and lit to acceptable standards and CCTV to be installed where possible in off street car parks

How will we do this?		Lead	Key Partner	Date
19.1	Audit of current lighting, pedestrian signage and CCTV in off street car parks	DBC Strategy and Commissioning		Early 2014
19.2	Upgrade, where necessary, of lighting and pedestrian signage	DBC Strategy and Commissioning		2014
19.3	Review of upgraded facilities	DBC Strategy and Commissioning		2015

Objective 4 Ensure that car park users feel safe and secure

Action 20 The principles of Park Mark accreditation or equivalent will be the ambition in each off street car park

Rationale

Park Mark accreditation is given to car parks which have been “vetted by the Police and has measures in place in order to create a safer environment for both you and your vehicle” Most of Darlington’s off street car parks have Park Mark accreditation and it is important that this continues to maximise safety and security for users.

Milestones

Action 20 The principles of Park Mark accreditation or equivalent will be the ambition in each off street car park

How will we do this?	Lead	Key Partner	Date	
20.1	Continue to ensure Council operated car parks fulfil the criteria required for Park Mark accreditation	DBC Parking	DBC Strategy and Commissioning	Ongoing

Objective 4 Ensure that car park users feel safe and secure

Action 21 Ensure all new parking meets current design standards

Rationale

It is vital that any parking provided meets the needs of car park users. Feedback from consultation events has suggested that some cars have difficulty fitting in to spaces in some of the car parks in Darlington. In addition, the quality of some existing car parking has deteriorated through general wear and tear. Using Local Transport Plan Funding several car parks are due to be refurbished in 2013, including reconfiguration of spaces to ensure current design standards. Compliance with up to date guidance and parking standards will feature in all new car parks to ensure high quality car parks.

Milestones

Action 21 Ensure all new parking meets current design standards

How will we do this?	Lead	Key Partner	Date
21.1	Apply up to date guidance/standards to all new car parks	DBC Highways	Ongoing

Objective 5 Ensure that parking for blue badge holders and disabled drivers allows flexibility and accessibility to services and amenities

Action 22 Continue 3 hours free parking in car parks and on street in the town centre for blue badge holders

Rationale

To ensure drivers with impaired mobility can access services and amenities blue badge holders can park in any DBC car park free of charge and on street in the town centre for three hours. Consultation with various groups, including members of Darlington Association on Disability, suggests that this policy has is effective so it should be continued.

Milestones

Action 22 Continue 3 hours free parking in car parks and on street in the town centre for blue badge holders

How will we do this?		Lead	Key Partner	Date
22.1	Continuation of current policy	DBC Strategy and Commissioning	DAD	Ongoing
22.2	Review policy	DBC Strategy and Commissioning	DAD	2014

Objective 6 Provide HGV and Coach parking within appropriate locations within the borough Ensure that secure facilities for motorcycles are maintained and expanded

Action 23 Long stay parking for coaches and heavy goods vehicles to be provided at Chesnut Street

Rationale

Because of Darlington's geographical position close to the A1 and at the heart of a major north/south and east/west crossroads, there is much coach traffic in the Borough. It is important that long stay parking is provided for visiting coaches.

Similarly, heavy goods vehicles are vital to the economic vitality of the Borough so it is also crucial that facilities are provided for goods vehicles to park in.

HGV and coach parking is currently provided in Chesnut Street – this works well as Chesnut Street is relatively close to the town centre but is lightly used by car drivers. However, Chesnut Street is within the Town Centre Fringe masterplan area – should Fringe development affect Chesnut Street, alternative sites for HGV and coach parking will be identified.

Milestones

Action 23 Long stay parking for coaches and heavy goods vehicles to be provided at Chesnut Street

How will we do this?		Lead	Key Partner	Date
23.1	Continuation of current facilities in Chesnut Street	DBC Strategy and Commissioning		Now
23.2	Identification of alternative sites as part of Town Centre Fringe procurement Strategy timetable. Timetable to be developed by December 2014.	DBC Strategy and Commissioning		As Town Centre Fringe development occurs

Objective 6 Provide HGV and Coach parking within appropriate locations within the borough Ensure that secure facilities for motorcycles are maintained and expanded

Action 24 Continue to provide free parking in dedicated bays with locking bars in short stay car parks and explore potential for installing locking bars in long stay car parks

Rationale

There is need to provide parking facilities for users of motorcycles. The current policy of providing facilities in short stay car parks is effective so should be continued. In addition, to provide more choice for motorcyclists the potential for providing facilities in long stay car parks should be examined.

Milestones

Action 24 Continue to provide free parking in dedicated bays with locking bars in short stay car parks and explore potential for installing locking bars in long stay car parks

How will we do this?		Lead	Key Partner	Date
24.1	Continue to provide locking bars for motorcycles in short stay car parks	DBC Transport Policy		Now
24.2	Investigate potential for locking bars in long stay car parks	DBC Transport Policy	DBC Parking Team	Early 2014