

Darlington Parking Strategy

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1 Introduction

Darlington is a historic market town, surrounded by open countryside with a number of large and small villages. The town centre provides employment, shops and services for large parts of North Yorkshire and south and west County Durham and the western part of the Tees Valley.

The Borough has excellent national and international transport links, by rail (East Coast Main Line, Bishop Line and Saltburn Line), road (A1(M) and A66 (T)) and air (Tees Valley International Airport) and is the 'gateway' to the Tees Valley. The town has a comprehensive network of bus services and cycle routes. The Borough has a variety of parking requirements to meet the needs of residents, commuters and visitors, and for different modes including cars, HGV's, bikes and motorbikes we also need to consider how parking restrictions are enforced in order to meet our traffic management duties. Good quality parking can support the local economy and the quality of our streets and neighbourhoods when balanced with sustainable and public transport policies.



1.1 Why do we need a new parking strategy?

The Council understands that different groups and individuals have different parking needs and expectations, and that parking facilities must be best managed to meet those needs. In addition, car parking and its management form an important part of a balanced transport strategy that supports economic growth, manages traffic and encourages the use of more sustainable modes such as public transport, cycling and walking in support of safety, health and environmental objectives. Since Darlington Borough Council last produced a parking strategy several local, national and global issues have occurred affecting parking, including:

- ### Climate Change Emergency

Climate change is one of the most significant issues facing the world today and the effects are being felt already. 2020 was the 2nd hottest year on record (second only to 2016), with the top 10 warmest years all having occurred in the last decade. With a warming climate comes much more unpredictable weather patterns. In December 2021, areas in the North East of England and in Scotland were still without power following Storm Arwen. COP26, held in 2021 in Glasgow, demonstrated the world's commitment to meeting the targets set out in Paris in 2015 to limit global warming to well below 2 degrees, and to aim for 1.5 degrees.

However, under all emissions scenarios outlined in the most recent IPCC (The Intergovernmental Panel on Climate Change) report (2021), without immediate, rapid and large-scale reductions in emissions the Paris targets will be out of reach, increasing the risk of drought, floods, extreme heat and poverty.

In July 2021 the Department for Transport published "Decarbonising Transport A Better, Greener Britain". Transport is the largest contributor to UK domestic greenhouse gas (GHG) emissions, responsible for 27% in 2019. The plan identifies that we must deliver a step change in the breadth and scale of our ambition on transport emissions to reach net zero. Under Priority 5 (Placebased Solutions) it highlights that *local authorities will have the power and ambition to make bold decisions to influence how people travel and take local action to make the best use of space to enable active travel, transform local public transport operations, ensure recharging and refuelling infrastructure meets local needs, **consider appropriate parking or congestion management policies**, initiate demand responsive travel, as well as promoting and supporting positive behaviour change through communications and education¹.*

In July 2019, Darlington Borough Council Members acknowledged the threat of climate change and passed a motion committing Darlington Borough Council to reach net zero carbon emissions by 2050 on its own operations. No specific emissions target has been established for the Borough as a whole but the Council acknowledges the government commitment to achieve net zero carbon emissions nationally by 2050 and within the Darlington Local Plan 2016-2036 (see below) there is a specific aim to respond to climate change and reduce energy consumption, supporting the continued move towards a low carbon community by encouraging efficient use of resources, good design and well located development, whilst increasing resilience to impacts from climate change (Specific Aim 6).

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1009448/decarbonising-transport-a-better-greener-britain.pdf

- **COVID-19 Pandemic**

During the COVID-19 recovery it will be important to evaluate changing travel patterns, including the role of parking within this. There is a need to plan transport in a way that helps to prevent infection but also supports the reinvigoration of local economies following the periods of lockdown. The COVID-19 pandemic also presents the opportunity to reshape travel patterns and our transport network to provide sustainable healthy travel alternatives.

The Tees Valley Mayor has made parking free for a minimum of two hours up to a maximum of three hours in council-run car parks in each of the five Tees Valley main town centres. The free town centre parking was introduced in January 2021 to encourage more people to support shops, cafes and other businesses in their town centres and high streets when coronavirus restrictions allowed them to do so safely. Funding for free parking has been allocated for two years but there is a need to ensure that sustainable travel alternatives are also promoted to lock in positive changes in transport behaviour.

- **Updated National Planning Policy Framework**

An updated National Planning Policy Framework (NPPF) was published in July 2021. Paragraphs 108 and 109 of NPPF indicates:

In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.

Planning policies and decisions should recognise the importance of providing adequate overnight lorry parking facilities.

This guidance will need to be a central consideration in the development of the parking strategy and its implementation.

- **Updated Tees Valley Strategic Economic Plan and Investment Plan, New Tees Valley Strategic Transport Plan**

The Tees Valley Strategic Economic Plan (SEP) sets out the growth ambitions for the region for a ten year period spanning from 2016 to 2026. The SEP focuses on attracting investment to the area to stimulate job creation and encourage business growth, whilst enhancing transport and infrastructure to support and facilitate this growth.

The associated Investment Plan (2019-2029) sets out the investment priorities for two areas that are of relevance - Transport and Place. In relation to Transport, the Investment Plan makes reference to the Strategic Transport Plan (adopted January 2020) prepared for the Tees Valley and emphasises the importance of connecting centres, supporting economic growth and reducing carbon emissions, minimising the impact of the transport network on the environment.

The Investment Plan, under the Place theme, highlights the need to rejuvenate town centres as locations for professional and business services jobs as well as supporting creative and cultural uses. Parking policy and management will play an integral part in delivering these investment priorities and associated outcomes.

- **New Darlington Local Plan**

The Darlington Borough Local Plan 2016-2036 (the local plan) has been adopted in February 2022. The Local Plan aims to establish the policy framework that guides and shapes development with specific aims of:

1. Facilitating economic growth,
2. Meeting housing needs,
3. Creating a well connected borough,
4. Create cohesive, proud and healthy communities,
5. Protect and enhance the countryside and natural environment,
6. Respond to climate change and reduce energy consumption.

The Plan will guide how the borough develops by allocating some land for new development and protecting some in its current use. It will give clear guidance and vision which will stimulate inward investment and much needed housing development across the borough as well as including detailed new policies to help determine planning applications and manage developments of all types across the borough. The plan will replace the Darlington Local Plan 1997, and the Darlington Core Strategy 2011.

Successful implementation of the Local Plan will enable Darlington Borough to continue to grow and prosper providing appropriate housing and job opportunities for existing and future residents. The ambitious growth aspirations contained within the plan will inevitably place pressures on the boroughs transport network in particular the strategic highway network and major roads within the borough.

- **New Darlington Transport Strategy (Local Implementation Plan)**

The Darlington Transport Strategy 2022-2030 describes what we now need to do differently at a local level to address the current and future challenges in relation to transport. It supports the delivery of the Tees Valley Strategic Transport Plan, which sets the vision, objectives and investment priorities for the transport system across the Tees Valley.

The key objectives are -

1. Reduce transport's impact on the environment and support health and wellbeing;
2. Improve safety for all road users;
3. Connect people with job and training opportunities and link communities;
4. Support a revitalised and transformed Darlington town centre;
5. Maintain and effectivity manage a resilient transport system.

- **New Darlington Town Centre Strategy**

Darlington's Town Centre Strategy (and associated Town Centre Transport Plan) is seeking to deliver positive change in the period up to 2030, placing the town centre at the heart of the community for years to come. The strategy seeks to deal with structural changes in the retail industry as well as the impact of the COVID-19 pandemic and Brexit by redefining the town centre so that it continues to be at the core of the community and economic life, offering a more diverse mix of places to live, meet, interact, do business and access facilities and services. This new parking strategy will set parking policy for period up to 2030. It has reflected on previous parking strategies and what they achieved, whilst looking to what is required from the strategic management of parking over the next decade.

1.2 How does the parking strategy align with other policies and plans?

The Darlington Parking Strategy forms an important part of the Darlington Transport Strategy and Town Centre Transport Plan, which themselves are influenced by a number of other policies and plans as illustrated in Figure 1.

Figure 1



2 Where is our parking?

Free parking is available on most streets in the borough, unless it is restricted for traffic management or road safety reasons. Over and above that the Council own and operate a number of car parks in Darlington, to provide parking for cars, coaches, lorries and motorcycles. The Council also manages on-street parking, provides disabled parking and cycle parking.

Off-Street Car Parks

The Council operates and regulates 18 pay and display off-street car parks. (see figure 2). The car parks within the inner ring road are short stay car parks; and the car parks outside of the ring road are a combination of long stay or mixed tariffs i.e. charged per hour up to 4 hours. This is to ensure that there is a supply of customer parking to support town centre businesses with commuter parking outside of the town centre. The car parks have all been improved over recent years - resurfaced, re-lined, improved lighting, pay and display machines that accept debit cards, contactless payment and pay by phone. The following car parks met Park Mark quality standard -

- Abbott's Yard
- Feethams Multi Storey Car Park
- Archer Street Car Park
- Central House Car Park
- Kendrew Street West Car Park
- Kendrew Street East Car Park
- Commercial Street West Car Park
- Commercial Street East Car Park
- Town Hall Car Park
- Winston Street North & South Car Parks
- Park Place East Car Park
- St Hildas Car Park
- Park Place West Car Park

For those car parks that are not currently under Park Mark quality standards, we will endeavour to bring these up to standard in line with this strategy.

Private Car Parking

Car parks are not provided in villages but there is an additional car park in Cockerton to serve the Cockerton District Centre. In addition there are a number of private off-street car parks that are not owned or operated by the Council. Those of most significance include:

- Cornmill car park (400 spaces)
- Sainsburys (572 spaces for customers only, limited to 2 hours)
- Russell Street (122 spaces)
- Feethams Complex (80 spaces)

Contract Parking

The Council also provides 5 permit holder contract car parks:

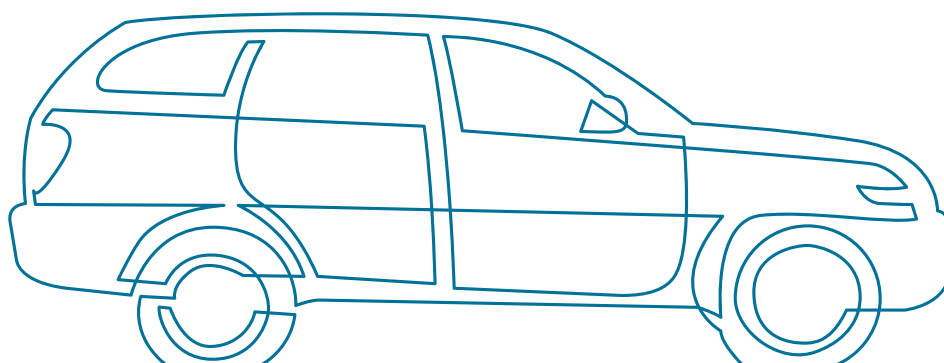
- Beaumont Street West located on Beaumont Street
- Four Riggs located off Bondgate
- Silver Place car park located at Central Park
- Feethams Multi Storey located on Beaumont Street
- Morton Palms located at Morton Palms Business Park

Beaumont Street West and Four Riggs are dedicated to local businesses to serve operational parking needs. Silver Place & Morton Palms are rented solely to specific businesses. Feethams Multi Storey is a public car park with limited contract parking availability. Contract parking is charged for and the fees are set annually as part of The Medium Term Financial Plan.

Figure 2 - Town Centre Car Parks On-Street Parking Spaces



Council Car Parks Short Stay Tariff		Street Entrance	Spaces
1	Feethams Multi-Storey	Beaumont Street	650
2	Abbott's Yard	Bondgate (exit Skinnergate)	94
3	Winston Street North	Winston Street	27
4	Winston Street South	Barnard Street	54
5	Winston Street West	Barnard Street	
6	Commercial Street, West	Commercial Street	119
7	Commercial Street, East	Commercial Street	157
Council Car Parks Mixed/Long Stay Tariff			
8	East Street	East Street	338
9	Archer Street	Upper Archer Street off Four Riggs	62
10	Kendrew Street East	Kendrew Street	76
11	Kendrew Street West	Kendrew Street	85
12	Park Place East	Park Place	95
13	Park Place West	Park Place	115
14	Garden Street	Garden Street	72
15	Chesnut Street	Chesnut Street	109
16	Park Lane	Park Lane	83
17	Hird Street	Hird Street, off Park Place	14
18	St. Hilda's Tannery Yard	Parkgate	15
Private Car Parks		Street Entrance	Spaces
19	Cornmill Car Park	Priestgate, off Crown Street	400
20	Bondgate Car Park	Salt Yard	
21	St Cuthberts Way Car Park	Brunswick Street	
22	Sainsbury's (For customers, limited to 3hrs)	Victoria Road	572
23	Duke Street	Duke Street	27
24	Russell Street (Halfords)	Russell Street	122
25	DL1	Access from Feethams via side road	80



On-Street Parking Spaces

There are approximately 310 on-street pay and display spaces in Darlington town centre which are restricted to a maximum stay of 2 hours with no return within an hour (with the exception of Grange Road and Northumberland Street, which are 3 hours no return within an hour). These limited waiting sections are in place to support turnover for the businesses located in and around the area. The on-street pay and display areas are listed below -

Council On Street Spaces

On Street	Spaces	On Street	Spaces
Beaumont Street	10	Raby Street	2
Grange Road	38	Primrose Street	5
East Raby Street	13	Powlett Street	12
Northumberland Street	14	Larchfield Street	10
South Arden Street	4	West Powlett Street	2
Winston Street	25	Gladstone Street	37
Barnard Street	11	North Lodge Terrace	6
Duke Street	34	Victoria Embankment	9
Napier Street	8	Victoria Road	7
Kendrew Street	7	Swan Street	5
Park Place	24	Market	14
Hargreave Terrace	13	Total	310

Disabled Parking

The Council provides designated disabled spaces within 95% its car parks. Pay and display charges for disabled badge holders in Council car parks were introduced January 2018.

Residents Parking

There are 16 Resident Permit Zones within the Borough of Darlington. Parking is restricted to permit holders 8am to 6pm Monday to Sunday. Out of the 16 zones, 12 require payment for a residents permit and 4 are designated free zones due to parking congestion being created after the construction of the college and football stadium. In 2021 physical permits were replaced by virtual permits.

Coach and HGV parking

Chestnut Street car park is the only car park in Darlington that offers HGV and coach parking. It offers 6 spaces in total. Demand for coach parking may increase as the Rail Heritage Quarter has identified that more people will arrive on coach tours and there is no coach parking provided within the proposed visitor car park.

Motorcycle Parking

There are various free spaces within the following town centre car parks dedicated to motorcyclists:

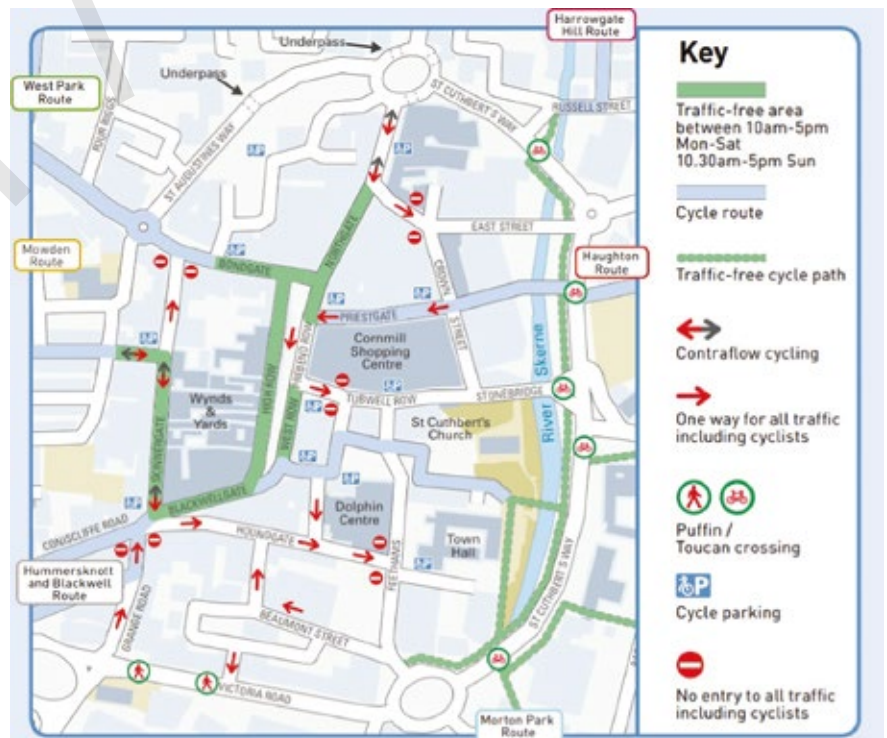
- Abbots Yard
- Central House
- Commercial Street West
- East Street
- Feethams Multi-storey
- Garden Street
- Park Place East
- St Hilda's
- Winston Street North

Motorcycles parked elsewhere within a car park must pay the appropriate fee. You must keep the pay and display ticket.

Cycle Parking

There is sufficient cycle parking within the town centre although this is not always easy to find and the quality can vary. Figure 3 illustrates the location of existing cycle parking. There is a secure cycle store for 40 bikes located at the Town Hall forecourt on Feethams. This has an access control and is covered, ideal for longer stay cycle parking.

Figure 3



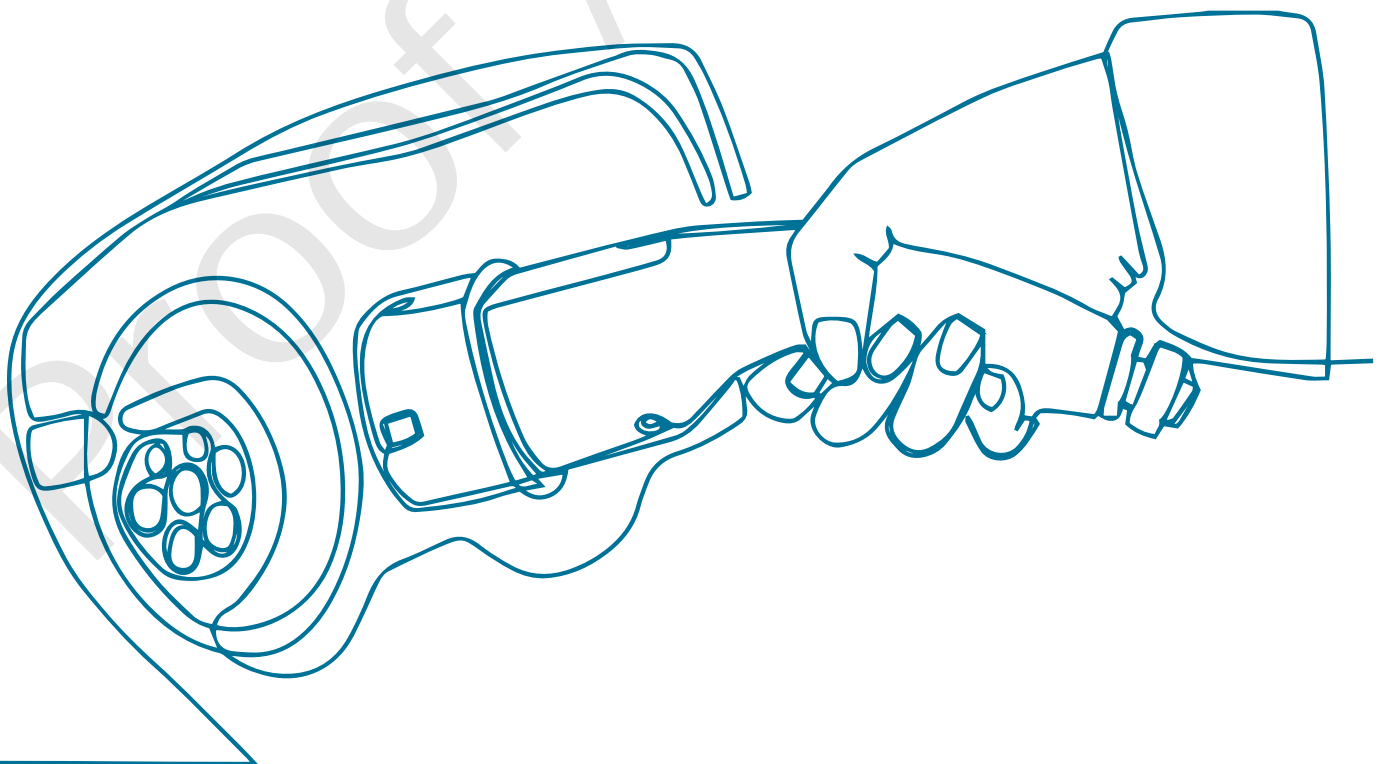
Electric Vehicle Parking

TVCA has committed £2m to providing EV infrastructure across the Tees Valley town centre car parks to provide electric charging for both visitors to the town centre and residents who may not be able to charge at home. In early 2022 between 40 and 50 charge points will be provided in a number of short and long stay car parks in Darlington. In the National Infrastructure Strategy, Government committed to publish an electric vehicle charging infrastructure strategy by November 2021. This is urgently required to help support the delivery of charging infrastructure that will encourage drivers to make the required switch to electric vehicles. It will also help both the market and local authorities plan the delivery of additional charging points.

Currently Darlington Borough Council provide electric vehicle charge points at Feethams Multi-storey car park and East Street car park. There are a number of other privately operated but publicly accessible charging points throughout the Borough.

Variable Message Signs

Darlington has a number of Variable Message Signs that provide information on the occupancy of car parks within the town centre. The signs and the system that supports them have been in place for a number of years and the technology is now outdated and does not provide the required functionality to manage car parking. A survey² conducted in 2015 noted that the majority of respondents (71%) indicated that they 'never' use variable message signs when choosing where to park in Darlington Town Centre. 24% 'sometimes' use variable message signs, while one-in-twenty respondents 'always' (5%) use variable message signs when choosing where to park.



² <https://www.darlington.gov.uk/media/2854/final-car-parking-survey-report-141215.pdf>

3 What local challenges and opportunities are we facing?

3.1 Challenges

The dispersed settlement pattern of the Tees Valley means the car is the primary mode of transport for many people, despite car ownership being lower in the Tees Valley than the national average, potentially adding to congestion in and around the urban centres.

9,000 new homes are to be provided within Darlington by 2036, so there could be a significant increase in traffic levels and parking demand as a result.

The town centre continues to face competition from neighbouring settlements and out of centre facilities, which are easily accessible from the wider area.

Wider economic conditions, including the COVID-19 pandemic, have led to a marked decline in some previously healthy town centres due to suppressed disposable incomes, more people working from home and not commuting to work in town centres and an increase in the proportion of expenditure committed online. This is leading to changes in the function of town centres as detailed in the Darlington Town Centre Strategy. Towns and cities are also now seeking to improve their urban realm and prioritise space for people over traffic in order to create safer, cleaner, more pleasant places. Streets play a fundamental role in moving people and well-designed streets can help enhance quality of life.

3.2 Opportunities

There is the opportunity to provide a balanced mixture of parking options to support a vibrant economy in light of a number of proposed transport, development and regeneration schemes, including:

- Darlington Town Centre Strategy – recognising the changes in town centre uses from retail to a greater mix of leisure, retail and residential.
- Darlington Station Masterplan and other rail station improvements, require interchange between rail services and other modes - taxi, car, bus, motorcycle, cycle and walking.
- Darlington Rail Heritage Quarter Masterplan and Connecting Northgate Masterplans
- Central Park Masterplan;
- Other transport capital project including Local Cycling and Walking Investment Plan schemes.

There are also opportunities to utilise new technology to extend parking guidance and payments systems to enhance the attractiveness and efficiency of existing car parks.

Following the changes in travel patterns brought about by the pandemic there is also the opportunity to 'lock in' some of the benefits of an increase in active travel to reduce traffic levels and parking demand. In addition, many more people are using their local shops and businesses more than before and this needs to be accounted for in terms of accommodating movements to and within these local centres in a way that is convenient but also environmentally sustainable.

There is also an opportunity to develop a Car Club so that car ownership and parking requirements can be reduced through membership of a car club that is a "pay as you go" option for using a car.

4 Vision and Objectives

The parking strategy has a key role to play in delivering the visions set out in the transport and the town centre strategies for Darlington:

Darlington Town Centre Strategy:

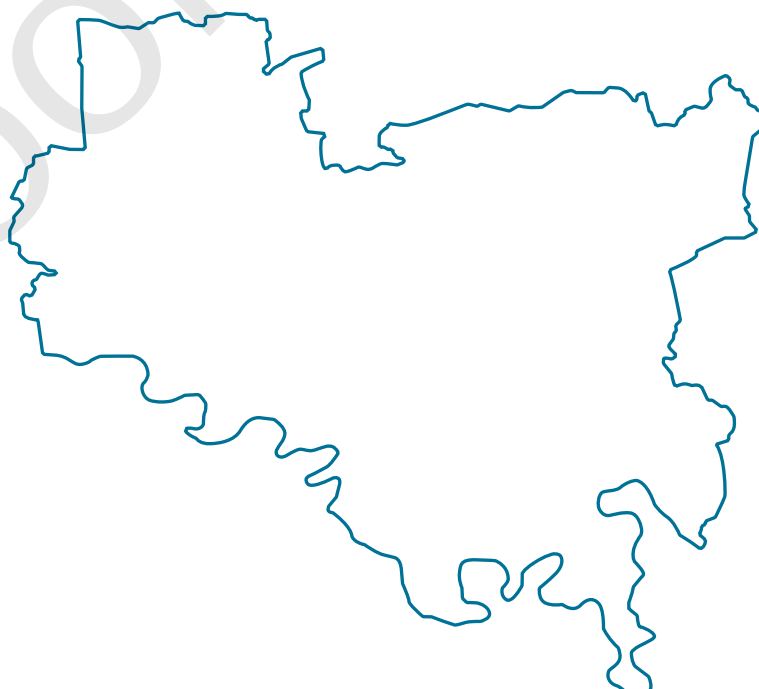
By 2030, Darlington Borough Council working together with partners and local communities, will deliver real positive change to the town centre, placing it at the heart of the community for years to come.

Darlington Transport Strategy Vision:

We want Darlington to have a safe and resilient low carbon transport system which offers choice; promotes health and wellbeing; and supports inclusive economic growth

In support of these vision statements the following objectives have been determined for the parking strategy, building upon the objectives of the previous parking strategy and recognising the policy context previously outlined:

- **Balanced:** To increase use of more sustainable and healthy forms of travel and achieve a more effective and efficient transport system, whilst taking into account:
 - The economic vitality of Darlington and the town centre in particular;
 - Environmental objectives including carbon emissions, air quality and noise.
 - Social objectives including social inclusion and health and wellbeing;
- **Fair and Well Managed:** Ensure we apply and enforce a consistent and easy to understand approach to parking management, that is transparent and financially sustainable.
- **Safe and Convenient:** Deliver facilities that are safe, secure and convenient for a variety of users;
- **Modern:** Embrace opportunities created by new technology to manage car parking;



5 Policy Levers



5.1 Parking Supply

Parking supply concerns the number of spaces provided for different vehicle types and parking durations as well as their locations. Controlling the type, availability and location of parking can influence travel demand. Locating public transport and sustainable transport facilities (e.g. cycle parking) closer to the main attractions rather than car parking in a town centre can make these modes more attractive; whilst prioritising parking spaces in car parks, such as locating car share spaces closest to the exit, can also influence modal choice.

5.2 Price

Price refers to direct charges for using a parking space. Prices can be structured to achieve various objectives, including recovering infrastructure/maintenance costs and managing travel demands. Things that are considered in developing pricing strategies include:

- Costs of using different modes and mode split;
- Balance of demand by parking duration (short stay/long stay)
- Demand for contract parking
- Promotions for specific events or to meet other non-transport objectives

Pricing tends to be most effective if implemented as part of an integrated parking management program that includes support strategies such as improved user information, and better enforcement.

5.3 Quality

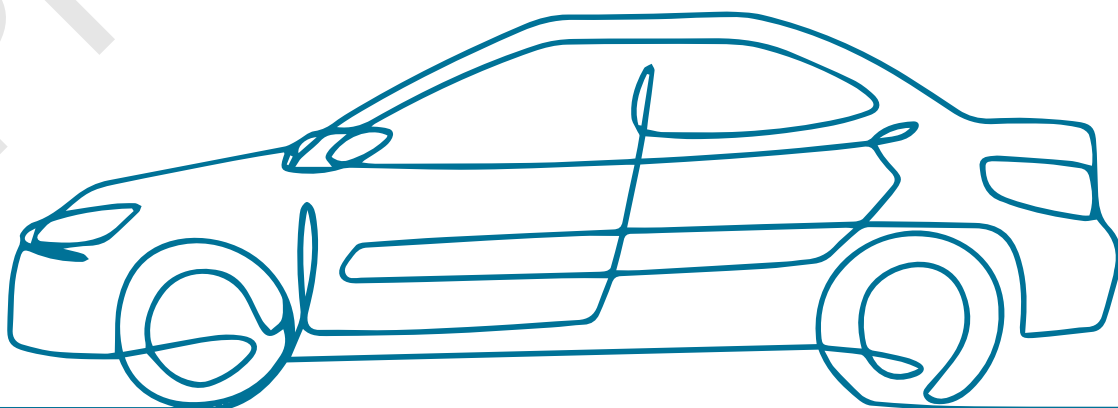
The quality of car parks can influence their level of usage. For example, personal safety and the security of the vehicle are key concerns for drivers, often more so than parking charges. Exposure to potential crime is a huge deterrent to the use of particular car parks whilst perceived safety will attract users. Convenience in terms of payment options and the ease with which spaces can be located also impact on perceptions of quality and therefore usage. This policy level therefore concerns the design, maintenance and operation of car parking and considers issues such as:

- Lighting
- Cleanliness
- Surfacing/lining/layout
- CCTV/ security
- Signage
- Payment options

5.4 Management

The management of parking, including enforcement activities allows us, as a local authority, to:

- Manage the traffic network to ensure expeditious movement of traffic, (including pedestrians and cyclists), as required under the Traffic Management Act 2004 Network Management Duty
- improve road safety
- improve the local environment
- improve the quality and accessibility of public transport;
- meet the needs of people with disabilities, some of whom will be unable to use public transport and depend entirely on the use of a car;
- meet the needs of businesses in terms of deliveries and loading;
- manage and reconcile the competing demands for parking spaces both on and off street.



6 Darlington Parking Model

Local authorities should ensure that parking in town centres and areas is convenient, safe and secure, including appropriate provision for motorcycles and deliveries. Parking policies, including enforcement, should be proportionate and should not undermine the vitality of village and town centres³.

In Darlington the management of parking provision in the town centre, around the fringes of the town centre and elsewhere needs to reflect the differing parking demands from shoppers / town centre visitors, commuters and residents.

Each of the following four distinct parking zones have differing parking needs and provisions -

- **Zone 1: Town Centre:**

The town centre core consists of a variety of parking, including:

- Time-limited short stay parking
- Feethams Multi-storey car park (incorporating pay on foot/exit and electric vehicle charging points)
- Parking for blue badge holders in on and off street parking
- Contract parking for businesses
- Motorcycle parking
- Signed and lit safer walking routes to car parks
- Cycle parking
- EVCP's
- Car Club Space

- **Zone 2: Town Centre Fringe:**

This zone focuses predominantly on the provision of long stay parking in car parks, EVCP's, HGV, coach parking and residents parking zones.

- **Zone 3: Rest Of Town:**

Residents parking zones, contract parking at employment sites, free on street parking with some controls (such as outside of schools)

- **Zone 4: Outer Lying Villages:**

free on street parking with some controls for traffic management and road safety.

³ <https://www.gov.uk/government/publications/civil-enforcement-of-parking-contraventions/guidance-for-local-authorities-on-enforcing-parking-restrictions/objectives-of-civil-parking-enforcement>

7 Actions

The following sections set out the actions that will be taken to achieve the different objectives.

7.1 Balanced - Supply and Demand

7. Periodically review the number of spaces in car parks and on-street in the town centre (working with other off-street parking providers) and aim to manage the overall number of spaces (supply) in line with current and future requirements (demand). This should be considered in line with policy objectives for the town centre - supporting the town centre economy as it changes; seeking to minimise environmental impacts; recognising the need for encouraging sustainable travel; and adapting to new technology and trends in parking. The review should also consider car parks in context of future development and the balance required between short and longer-stay parking needs.
8. Review supply and demand of on-street parking and car parks in the borough (outside the town centre).
9. Review the location and use of **residents parking zones** and ensure that they continue to meet the needs of residents in terms of the location and number of spaces. Any proposed changes or new RPZs should be supported by the majority (75%) of residents living within the RPZ.
10. Review existing **contract parking for businesses**, update the current policy and adopt a protocol for deciding upon future allocations that considers how to encourage greater use of sustainable modes where appropriate. Revenue from the contract parking should support the development of a Car Club for use by businesses/employees.
11. Introduce a policy for **contract parking in the town centre for residential properties**. Adopt a protocol for deciding upon future allocations that considers how best this can be managed and how to encourage greater use of sustainable modes where appropriate. Revenue from the contract parking should support the development of a Car Club for use by residents.
12. Provide additional parking spaces for **electric vehicle** charging within public car parks. Develop a traffic management policy for the installation and use of electric vehicle charging points on the adopted highway.
13. Develop a **Car Club**. This provides a car for use by members of the club; a bookable service which enables people to have access to a car when required without the need to own and park a vehicle. The Council will provide priority parking spaces either in a car park or on-street as the car club grows. This will be funded initially through contract parking revenue and developer contributions, until it becomes commercially viable.

14. Ensure **cycle parking** meets the requirements of LTN1/20⁴ and is well-designed, high-quality, convenient and well maintained as follows:
 - Closer than, or as close to, the nearest available car parking for the destination in question
 - in public view (or covered by security measures such as CCTV)
 - sheltered (if long-stay)
 - well-maintained
 - lit at night.
15. Maintain, monitor and review the quantity, quality and location of **coach parking** in relation to the tourism offer. Coach parking is currently located in Chesnut Street car park.
16. Maintain, monitor and review **HGV parking**. Work with TVCA to identify strategic locations within The Tees Valley to provide HGV parking and welfare facilities. This is currently located in Chesnut Street car park.

7.2 Fair and Well Managed - Pricing and Enforcement

17. Review all **tariffs** on an annual basis (car parks, on-street, contract parking and permits) to ensure they remain competitive and deliver the desired outcomes of this strategy. In setting tariffs the following principles will be considered and any decisions will be evidence based:
 - Public transport price and availability
 - Economic baseline indicators reflecting health of town centre
 - Location in relation to town centre
 - Parking demand and underutilised capacity
18. Ensure that new commercial/retail/leisure developments that provide parking are required to develop and submit a **car parking management plan** as part of their proposals so that the implications are fully understood and incorporated into future updates of this strategy.



⁴ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/951074/cycle-infrastructure-design-ltn-1-20.pdf

19. Enforcement -

- Marketing and branding to change public opinion from enforcement as income generation to compliance, so that traffic can keep moving, vulnerable road users are safe and ensure that everyone can park safely.
 - Provide an online reporting system enabling communities to report where persistent compliance issues are occurring.
 - Investigate the option for using camera enforcement at key locations to ensure that traffic regulation orders are complied with, for instance ensuring that bus lanes are kept clear of parked vehicles.
 - Review the operation of the enforcement service to ensure that there are sufficient resources to support the parking service, ensuring the most efficient use of car parking spaces, safety outside of schools and ensuring in partnership with the police that traffic (including pedestrians) can keep moving.
 - Review changes in legislation in relation to parking on footways and propose an approach that can be enforced.
20. Produce an **annual report** detailing income from Civil Parking Enforcement and Pay and Display parking and how the income is spent.

7.3 Safety and Quality

21. Ensure all car parks continue to meet the standards set out in the **Park Mark and Disabled Parking Accreditation Certifications**. The car parks that currently do not meet these standards should be reviewed and actions put in place to achieve accreditation.
22. Develop an **Asset Management Plan** for all our car parks to ensure they are well maintained. This should include quarterly inspection, remedial actions and improvements to ensure that the car parks are of a high standard.
23. Update the **Tees Valley Design Standards** for parking and ensure all new parking meets these design standards. This will include a review of our cycle parking standards for new development to ensure that whenever cycle parking is provided it meets the standards set out in LTN 1/20⁵.
24. We will audit existing **cycle parking** across the borough and implement a programme of improvement to bring in line with LTN 1/20.
25. Careful consideration will be given to the overall number of **disabled parking bays**, their location, design and usage, to ensure that the needs of disabled people are met. The location of disabled parking bays must be considered as land is redeveloped and uses of buildings or sites change.
26. Review car park **signage** and messaging to improve legibility.

⁵ LTN 1/20 - Cycle Infrastructure Guidance - <https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120>

27. Ensure that **pedestrian routes** linking car-parks to key destinations are clearly marked, of good quality and safe:
 - Improve pathways and lighting between car-parks and destinations;
 - Provide signage to key destinations;
 - Review road crossing points between car-parks and destinations;
28. Review **accessibility** to on-street pay and display machines as part of the replacement programme.
29. Undertake a review of the **operation of the RPZs**, including numbers of permits per property and visitor permits.
30. Develop a comprehensive **marketing and communications plan** to ensure that residents and visitors can easily find information about all parking across the borough including the location and availability of different types of parking, tariffs and payment options. Sign up to the Positive Parking Agenda to build public confidence in the parking sector. This initiative aims to change perceptions, challenge misconceptions about the parking sector and local government's role and make the parking experience a better one for all concerned⁶.

7.4 Technology

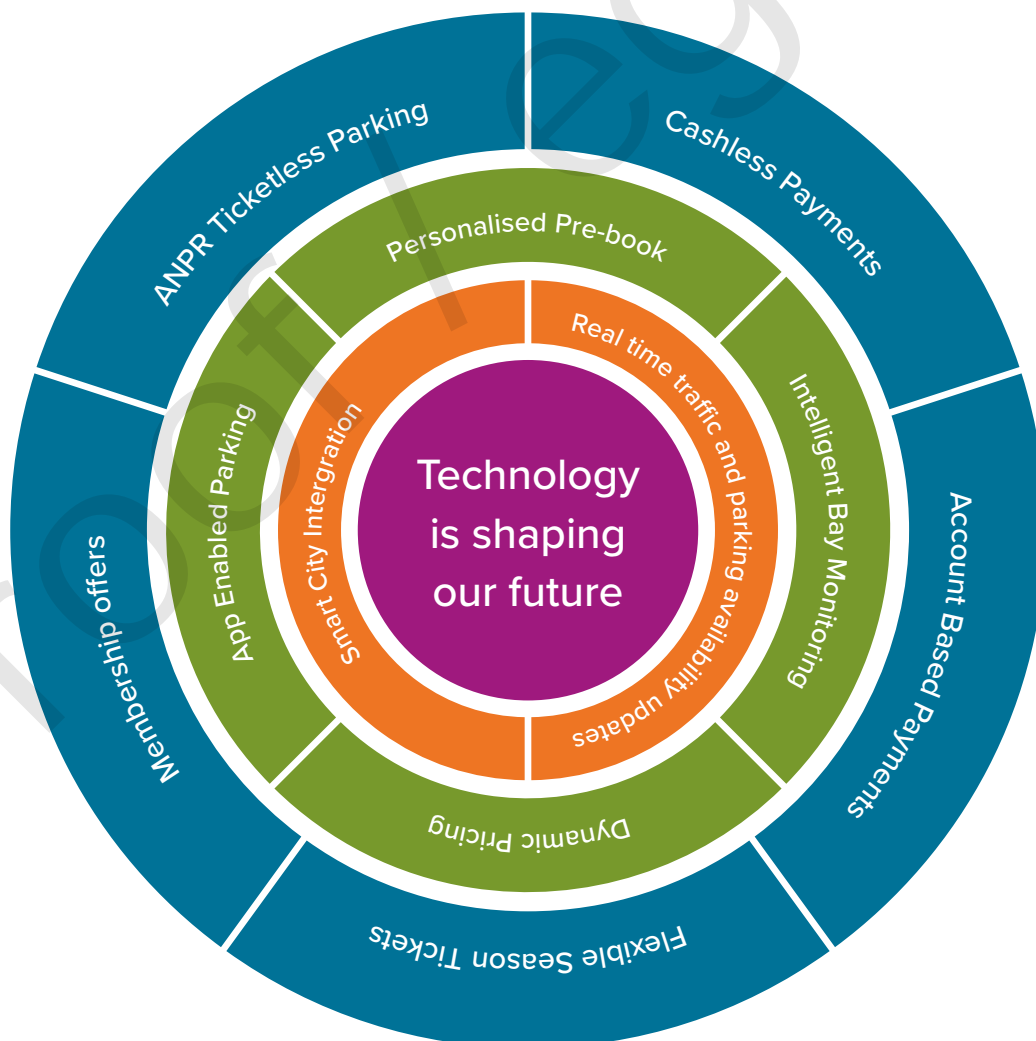
31. Procure new **contactless pay and display machines** for on-street parking payments, in line with parking machines in car parks.
32. To review the **Pay by Phone** contract when it is due for renewal to ensure that this technology is still relevant and well used.
33. Investigate ways to further **reduce energy requirements** of existing parking facilities. It is noted that electricity consumption will increase in some parking locations due to the installation and use of electric vehicle charge points. There should be a requirement for green electricity and environmental mitigation.

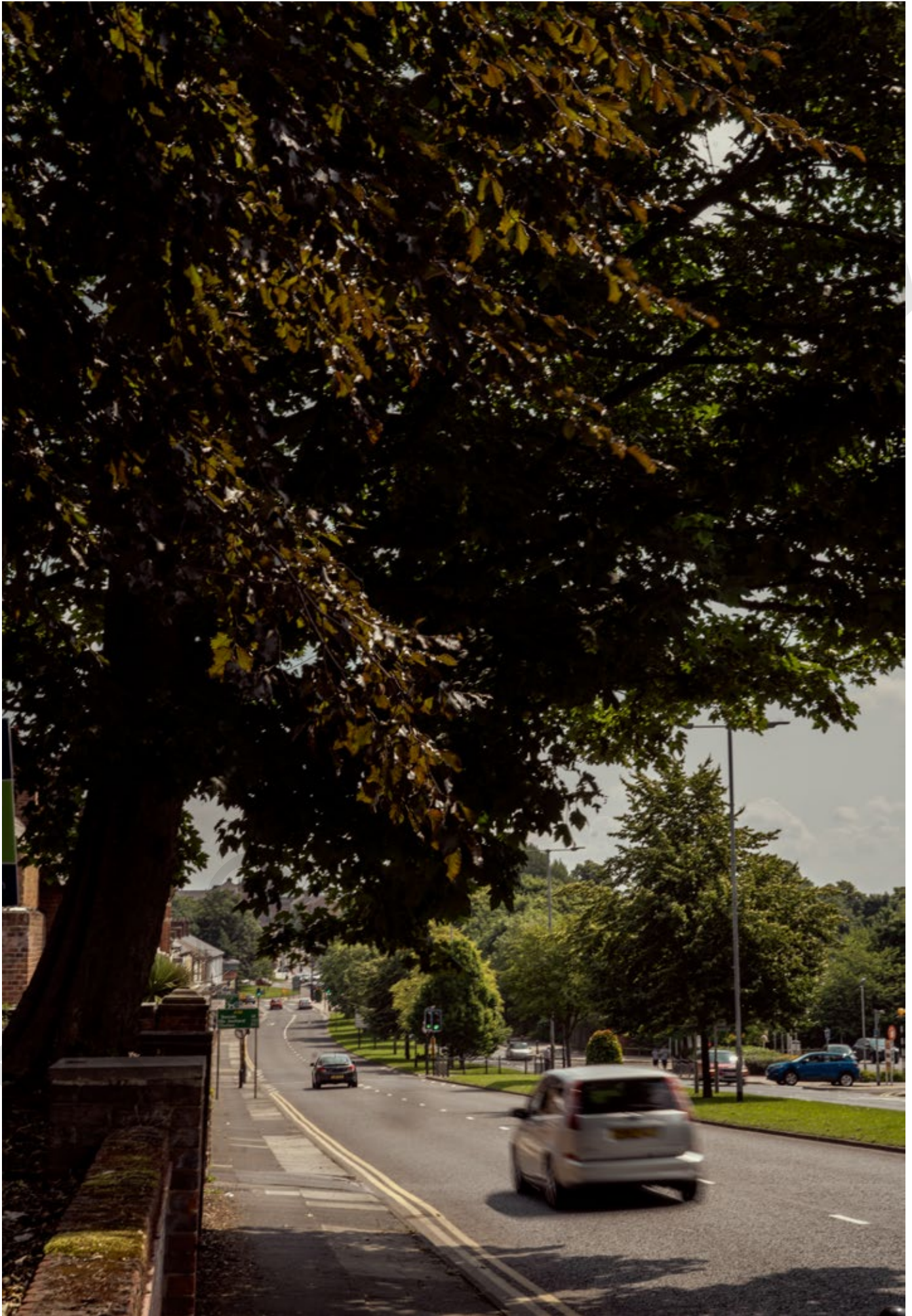


⁶ <https://www.positiveparkingagenda.co.uk/>

34. Investigate the opportunities over time to implement additional parking technology systems, drawing on some of the more relevant elements included in the diagram overleaf, produced by NCP:

- occupancy detection, such as the use of Automatic Number Plate Recognition (ANPR) cameras for off-street car parks to streamline aspects such as entry/exit, payment and security - extensions in the future could include above parking space cameras to identify the occupancy of individual spaces;
- modern payment systems – opportunities to extend but also streamline options that are available to users to minimise management pressures - extensions in the future could include dynamic pricing and app-enabled parking; and
- data management systems, linked to VMS and other information services for users (e.g. smartphone applications) as well as providing the basis for more efficient management of existing parking assets - extensions in the future could include real time traffic and parking updates, as part of the Tees Valley Urban Traffic Management and Control project.
- Electric Vehicle Charging development - opportunities to develop contactless EV charging in the bay rather than a plug in option.
- Investigate options to modify parking pricing in real time or by introducing flexible tariffs, as a way of influencing travel behaviour and encouraging modal shift.





Appendix A - Residential Parking in Town Centre - Policy

A policy is required to reflect the changing nature of the town centre (town centre strategy) and the increasing number of people who do or will live in the town centre (inner ring road).

We need to consider the provision of parking that is safe and secure and convenient for residents to use. In order to safeguard parking supply for other visitors to the town centre, visitors to residential properties will need to use public car parking.

New - This policy applies to any residential property that is created either as a new build or conversion of existing property within the town centre.

Residential parking standards should follow Tees Valley Design Guide, and should include parking for cars, small vans, motorcycles and cycles.

Sustainable location (rail, bus, walking and cycling) therefore we will accept lower or zero parking numbers.

If parking is required/provided -

- 1. First priority** - Provide within curtilage (within red line boundary) - surface level parking or basement parking orcroft parking including disabled parking as a priority and electric vehicle charging points. Parking should also be provided for motorcycles and cycles. Parking to be allocated and managed by the developer/landlord/management company.
- 2. Second priority** - Provide within existing car parks as follows:
 - Which car park - Residents will be able to use a combination of the following car parks dependent on where in the town centre the live. A parking space will not be guaranteed.
 - Abbott's yard
 - Feethams Multi Storey
 - Park Place East
 - Park Place West
 - St. Hilda's
 - Kendrew Street East
 - Kendrew Street West
 - Garden Street
 - Archer Street
 - Commercial Street - East and West
 - Allocated bay or not - bays will not be allocated to an individual person or property. Use of the spaces will be on a first come first served basis and if no bays are available in one car park then another car park must be used.

- Permits - A virtual permit will be issued (with the exception of Feethams which will require a physical permit); a maximum of two permits will be issued per property. The permit must be registered to a town centre property and to a vehicle. The vehicle also has to be registered to the property via Vc5 registration document, so that permits are not abused.
- Cost - Permits will initially cost £350 per annum but charges will be reviewed annually.
- Income and car club - the income from these car parking charges should be used to support the establishment and operation of a car club.
- Enforcement - the permits will be issued and enforced by the Council's civil enforcement team.
- Technology - When technology is available it will be used where possible to provide information to permit holders on the availability of spaces.

Current - For existing residential properties in the town centre residents will be able to utilise this policy.



Proof - egr0339

