Parking Management Strategy
For
Proposed Public Parking Area
Land Between School Road & Orchard Road, Hurst, Berkshire
Prepared in support of outline planning condition No. 8 requiring a Parking Management Strategy for the northern parking area shown on the approved site layout.
Rev. A

1. Introduction

This Parking Management Strategy has been prepared to satisfy the planning condition requiring details of the management and operation of the parking area located to the north of the development site.

The parking area is intended to operate as a publicly accessible parking facility serving the local area and surrounding community. The car park shall operate in a similar manner to a conventional public car park but without parking charges. The strategy sets out the proposed arrangements for:

- Management and maintenance of the parking area;
- Allocation and operation of parking spaces;
- Vehicle circulation and safety;
- Enforcement and monitoring;
- Traffic regulation and signage measures;
- Ongoing maintenance and review.

2. Description of the Parking Area

The northern parking area forms part of the wider residential development and is accessed directly from School Road in accordance with the approved site layout.

The parking area comprises:

- Marked parking bays;
- Vehicular circulation aisles;
- Pedestrian access routes;
- Landscaping and boundary treatments;
- drainage infrastructure;

The parking area is designed to function as a shared public parking facility for visitors and general community use.

No parking charges shall apply.

3. Management Responsibility

The appointed management body shall be responsible for:

- Day-to-day operation of the car park;
- Maintenance of surfacing, markings and signage;
- Landscape maintenance;
- Monitoring misuse or obstruction;
- Coordinating any enforcement measures;
- Liaison with the Local Planning Authority and Highway Authority where necessary.

Contact details for the management company shall be made available to residents and users following occupation of the development.

4. Parking Operation

4.1 General Use

The parking area is intended to assist with local parking demand associated with the surrounding community, whilst ensuring safe circulation and avoiding obstruction of School Road and adjoining access routes

The parking area shall operate as an open public car park available for short and medium stay parking associated with the local area.

Parking shall be available on a first-come-first-served basis.

No reserved or allocated public spaces are proposed.

4.2 Parking Charges

No parking charges shall be levied for use of the car park.
The management company reserves the right to review operational arrangements in the future should parking misuse or operational issues arise, subject to any necessary approvals.

4.3 Hours of Operation

The parking area shall remain accessible at all times unless temporary closure is required for:

- Maintenance works;
- Emergency access;
- Public safety reasons;
- Highway or utility works.

5. Traffic Management and Safety

5.1 Vehicular Access and Circulation

The parking area shall operate in accordance with the approved layout and vehicle tracking information submitted as part of the planning application.

Internal circulation routes shall remain unobstructed at all times to allow safe movement of:

- Private vehicles;
- Refuse collection vehicles;
- Emergency service vehicles;
- Maintenance vehicles.

5.2 Speed Management

Low vehicle speeds shall be encouraged through:

- Appropriate signage;
- Parking layout design;
- Shared surface treatment where applicable;
- Natural traffic calming through geometry and landscaping. An advisory speed limit of 5 mph shall apply within the parking area.

5.3 Pedestrian Safety

Clearly identifiable pedestrian routes shall be maintained between parking spaces and adjoining footways/public routes.

The management company shall ensure that:

- Pedestrian areas remain free from obstruction;
- Surface materials remain in safe condition;
- Adequate lighting is maintained.

6. Traffic Regulation Measures

The following traffic regulation and operational measures shall apply within the parking area:

- Designated parking bays shall be clearly marked;
- No parking shall be permitted outside marked bays;
- Access routes for emergency and refuse vehicles shall remain clear at all times;
- Appropriate signage shall be installed identifying operational rules and user responsibilities.

6.1 Monitoring, Trigger Points and Operational Mitigation

The car park is intended to operate as an unrestricted, free-to-use public parking area. The management body shall monitor its operation following first occupation to establish whether the car park is functioning safely and in accordance with this Strategy. A formal review shall be undertaken approximately 6 months after first occupation and annually thereafter, with additional reviews where a recurring operational issue is identified.

The following trigger points shall prompt consideration of proportionate operational mitigation:

- Repeated parking outside marked bays, or parking which obstructs pedestrian routes, visibility, access, circulation, refuse collection or emergency access, recorded on three or more occasions within any rolling three-month period;
- Evidence of persistent long-stay or overnight parking which materially reduces the availability of spaces for general community use, demonstrated through monitoring on three or more survey days within a rolling three-month period;
- Regular periods of very high occupancy, defined as 90% or more of the available spaces occupied during three or more monitoring surveys within a rolling three-month period, where this results in displaced or inappropriate parking;
- Repeated substantiated complaints relating to parking behaviour, obstruction or highway safety, where the same issue is identified on three or more occasions within a rolling three-month period; or
- A substantiated safety concern raised by the Local Highway Authority, emergency services or Local Planning Authority relating to the operation of the car park or its interaction with School Road.

Where a trigger is reached, the management body shall first investigate the cause and introduce the least restrictive reasonable measure necessary to address the identified issue. Potential mitigation measures may include additional or amended signage and road markings; targeted monitoring; physical measures to protect pedestrian routes or prevent inappropriate parking where appropriate; introduction of defined waiting or maximum-stay periods; restrictions on overnight parking; permit arrangements where a specific operational need is demonstrated; and, where necessary, proportionate parking enforcement arrangements.

The effectiveness of any mitigation shall be reviewed within three months of its introduction. The intention is that the car park remains free of charge and publicly accessible, and restrictions shall only be introduced where monitoring demonstrates that they are reasonably necessary for the safe and effective operation of the parking area.

6.2 Trigger for Formal Traffic Regulation Order

A formal Traffic Regulation Order (TRO) shall not be pursued as a first response. Where an identified issue affects the adopted highway, or cannot reasonably be addressed through measures within the privately managed parking area, the management body

shall liaise with the Local Highway Authority to determine whether a TRO or other highway restriction is appropriate.
The trigger for seeking a formal TRO shall be evidence that an operational or highway-safety issue is persistent following implementation and review of reasonable non-TRO mitigation, or where the Local Highway Authority considers that an immediate formal restriction is necessary on highway-safety grounds. Potential TRO measures, subject to the Highway Authority's statutory process and approval, may include waiting restrictions, parking restrictions, loading restrictions or other appropriate controls on the adjoining adopted highway.
Any TRO would be progressed separately through the relevant statutory process, including consultation as required. The precise form and extent of any TRO shall therefore be determined in conjunction with the Local Highway Authority having regard to the evidenced issue at that time.

7. Maintenance and Upkeep

The parking area shall be regularly inspected and maintained by the management company.

Maintenance responsibilities shall include:

- Surface repairs;
- Line repainting;
- Drainage maintenance;
- Lighting maintenance;
- Landscape management;
- Litter collection;
- Signage maintenance.

Routine inspections shall be undertaken to ensure the parking area remains safe, functional and visually appropriate.

8. Refuse and Emergency Access

The parking layout has been designed to accommodate refuse and emergency vehicles in accordance with submitted vehicle tracking information.

The management company shall ensure:

- Parking does not impede emergency access;
- Waste collection routes remain operational.

Where necessary, additional signage or markings may be installed to prevent obstruction.

9. Monitoring and Review

Following first occupation of the development, the operation of the parking area shall be periodically reviewed by the management company.
The review shall consider:

- Parking demand;
- Safety concerns;
- Misuse or unauthorised parking;
- Maintenance requirements;
- Feedback from residents and users.

Where monitoring identifies one or more of the trigger points set out in Section 6.1, the management body shall implement and review proportionate mitigation in accordance with Sections 6.1 and 6.2. Reasonable operational amendments may be implemented where necessary to ensure the parking area continues to operate safely and effectively.

10. Conclusion

This Parking Management Strategy demonstrates that the proposed northern parking area will operate as a well-managed, publicly accessible parking facility serving the development and wider community.

The parking area will:

- Operate without parking charges;
- Remain publicly accessible;
- Be appropriately managed and maintained;
- Provide safe vehicular and pedestrian circulation;
- Maintain access for refuse and emergency vehicles.

The approved Parking Management Strategy shall be implemented prior to first occupation of the development and retained thereafter in accordance with the planning condition.