

PARKING MANAGEMENT STRATEGY

CONDITION 3: APPLICATION 232752

BRIDGE RETAIL PARK, UNIT 2A

FINCHAMPSTEAD ROAD

WOKINGHAM, RG40 2NU

REF: 5746, 10A DECEMBER 2024

1.0 INTRODUCTION

1.1 Planning application 232752 for the proposed change of use of Unit 2A from Class E to mixed use restaurant/takeaway (Sui Generis) was permitted by Wokingham Borough Council on 10 May 2024.

1.2 Condition No 3 sets out the requirement for a Parking Management Strategy as follows;

3. *Prior to the implementation of the development, a Parking Management Strategy for the management of the parking arrangements shall be submitted to and approved in writing by the local planning authority. The submitted Parking Management Strategy shall include details of the management of all parking spaces and shall be implemented as long the building is occupied by the approved use.*

Reason: To ensure adequate on-site parking provision in the interests of highway safety, convenience and amenity. Relevant policy: Core Strategy policies CP3 & CP6 and Managing Development Delivery Local Plan policy CC07

1.3 ADL Traffic and Highways Engineering Ltd have been appointed on behalf of Threadneedle Pensions Ltd (Landlord of the Bridge Retail Park) to prepare this Parking Management Strategy to discharge Condition 3.

2.0 RETAIL PARK CAR PARK: EXISTING AND PERMITTED

2.1 The Retail Park car park comprises of 84 spaces as shown on the plan included in Attachment 1.0.

2.2 There are two accessible spaces designed and allocated for disabled customers. There are 3 spaces allocated within Majestic Wine's demise and there are 3 spaces allocated to Pets at Home. All other spaces are shared use.

- 2.3 There are service yard areas to the rear of the buildings which are hatched and have 'no parking' markings so these are kept clear at all times. This is shown on the plan in Attachment 1.0.
- 2.2 The car park is subject to a 10mph advisory speed limit
- 2.3 The current occupiers of the site are Pets at Home and Majestic Wine.
- 2.4 Parking surveys of the Retail Park car park were undertaken in February 2024 as outlined in ADL's Highway Response Note February 2024 which was submitted with the planning application. The peak hour results are summarized in Table 2A and demonstrate that the car park is currently 31% occupied during the Saturday peak with 58 spaces available.

Table 2A Peak Parking Survey Results

	Time	No. Vehicles Parked	% Spaces Occupied	No. Spaces Available
Friday Peak	15:00	20	24%	64
Saturday Peak	11:30	26	31%	58

- 2.5 The permitted development is for the change of use of Unit 2A. There would be no change to the car park layout or parking provision.
- 2.6 The occupier of the unit would be McDonald's Restaurants Ltd.
- 3.0 EXISTING CAR PARK MANAGEMENT**
- 3.1 The overall management of the car park is the responsibility of the Landlord (Threadneedle Pensions Ltd).
- 3.2 Threadneedle Pensions Ltd have appointed Horizon Parking Ltd as specialist parking management agents for the Retail Park. They would be the first point of contact for any parking related issues. Contact details for Horizon are provided below;

- Karl Chester (Client Relations Manager)
Horizon Parking Ltd; Fintor House, 2 Hanbury Road, Essex, CM1 3AE
Email: clientsupport@horizonparking.co.uk

- 3.3 Parking at the Retail Park is limited to 2 hours. Taxis, private hire vehicles and mini cabs are prohibited from waiting or parking. The Penalty Charge Notice for exceeding the parking limit is £80 reduced to £48 if paid within 14 days.
- 3.4 Staff are exempt from this restriction. Horizon have been provided with an online exemption list of number plates by the existing occupiers. Each tenant has log in credentials with Horizon so the Management can easily log in and change details if required.
- 3.4 The disabled spaces are allocated for blue badge holders only.
- 3.5 Signage is provided within the Retail Park car park to notify customers of the restrictions. This is shown as Figure 3A below

Figure 3A Car Park Signage



3.3 Horizon Parking monitor the car park periodically in person.

4.0 PROPOSED CAR PARK MANAGEMENT

- 4.1 The overall management of the car park will remain the responsibility of the Landlord (Threadneedle Pensions Ltd). The car park management will be enforced by Horizon Parking.
- 4.2 The proposed car park layout is shown on the plan in Attachment 2.0. It is proposed that 6 spaces would be allocated for 'click and serve' customers. These are customers who have placed orders on line or through the McDonald's App and then have their order brought to them by a crew member on arrival. There would be 7 spaces allocated for couriers from delivery providers such as Uber Eats Just Eats and Deliveroo.

- 4.3 Parking in standard bays will be limited to 2 hours and parking in disabled spaces will be restricted to blue badge holders.
- 4.4 Staff would be exempt from the restrictions as existing. McDonalds would be provided with on line log in details for Horizon prior to occupation to be able to provide details of staff exempt vehicles.
- 4.5 The 3 spaces allocated to Majestic Wine and 3 spaces allocated to Pets at Home will be retained but all other standard spaces will be shared use between the retail units and unallocated.
- 4.6 The Business Manager will be responsible for monitoring McDelivery drivers and directing them to the designated loading areas. It is expected that couriers will become familiar with the restaurant and parking arrangements as they make repeated visits. The Business Manager will retain copies of Attachment 2.0 to distribute to delivery drivers if necessary.
- 4.7 Signage will be provided which will encourage McDelivery drivers to leave the premises quietly and respectful manner.
- 4.8 The Click and Serve spaces will be signed/marked so customers entering the car park will know to use the designated spaces.
- 4.9 TRACK analysis is included in Attachment 3.0 and shows the McDonald's delivery vehicle (11.8m Low Level Rigid Vehicle) accessing the loading bay. The vehicle does not overrun any parking spaces. McDonald's deliveries would be scheduled to occur during quiet trading periods and would be scheduled so as not to coincide with Majestic Wine deliveries.

5.0 PROPOSED CUSTOMER MANAGEMENT IN RESTAURANT AND CAR PARK

- 5.1 McDonald's restaurants have a strict protocol in place for ensuring that noise and disturbance is kept to a minimum. All shift managers will receive conflict resolution training sufficiently to ensure they can effectively deal with noise or anti-social behaviour.

- 5.2 External complaints will be taken extremely seriously. In extreme circumstances the restaurant manager will liaise with the Council and Police to discuss noise and behavioural mitigation measures if the proposed measures are not effective.
- 5.3 The restaurant manager will work in partnership with the local police force to prevent crime and disorder where needed. This will include tasks such as providing witness statements and CCTV footage to the Police in the event of anti-social behaviour.
- 5.4 The management team are trained to monitor the restaurant and the area outside the restaurant consistently to ensure that customers who cause any undue disruption or noise are asked to leave immediately. If necessary, the Police will be alerted.
- 5.5 McDonald's restaurants also operate an extensive digital CCTV system with external cameras to monitor and deter anti-social behaviour. The CCTV footage can be passed onto the police and or local council for further action.
- 5.6 Signage will be installed internally by the exit informing customers to exit the restaurant to leave in a quiet and respectful manner.
- 5.7 Incidents of anti-social behaviour at existing McDonald's restaurants are kept to an absolute minimum through strategies such as staff training, liaison with community police officers and the use of CCTV cameras where necessary. The measures proposed at the Bridge Retail Park restaurant are therefore considered sufficient to prevent anti-social behaviour within the car park.

6.0 MCDONALD'S LITTER MANAGEMENT

- 6.1 Litter Management is an integral part of McDonald's Restaurants operation.
- 6.2 The restaurant manager will walk around the surrounding roads and footpaths at different times of day to familiarise themselves with the surrounding area and assess where if any McDonald's litter is being left and determine the route and frequency of the patrols. A minimum of 150 metres in all directions around the restaurant will be assessed. This would therefore cover the whole of the Bridge Retail Park car park

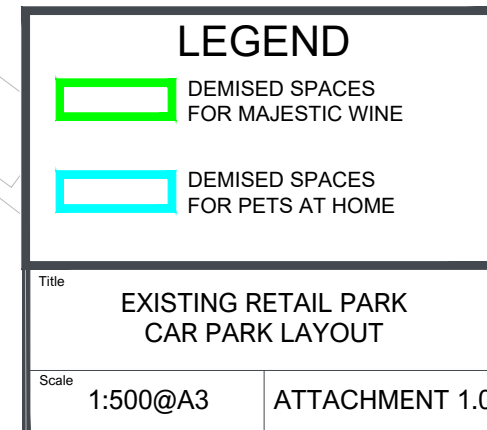
- 6.3 Upon determining the route and frequency of the litter patrols, staff will be scheduled to go on the patrols and the necessary equipment will be provided. Staff will remove all litter within the litter patrol area (minimum 150 metres from the restaurant boundary).
- 6.4 The frequency of litter patrols will be determined by the restaurant management. This is typically 3 per day, however 1 patrol per day is used as a minimum. The most effective times for the patrols will be determined by the restaurant management.

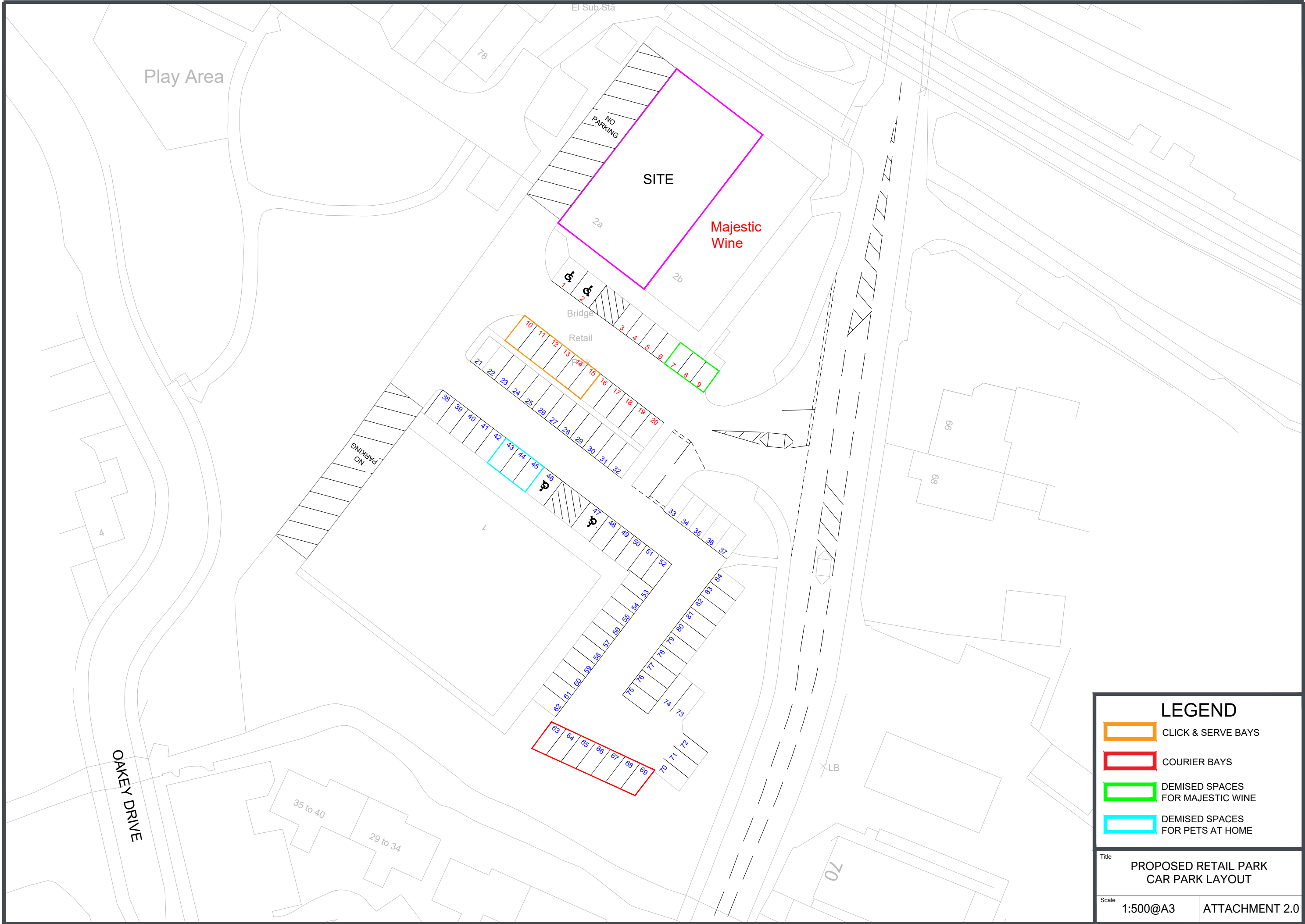
7.0 CONCLUSION

- 7.1 This Parking Management Strategy has been prepared to discharge condition No. 3 of planning application 232752 for the proposed change of use of Unit 2A from Class E to mixed use restaurant/takeaway (Sui Generis). The unit is proposed to be occupied by McDonald's Restaurants Ltd.
- 7.2 The car park is already subject to parking restrictions implemented by the Landlord and enforced by Horizon Parking. These restrictions are to be retained and modified slightly to include designated spaces for couriers and click and serve customers.
- 7.3 McDonald's Restaurants propose to implement standard anti-social behaviour and litter management strategies which would ensure that there would be no adverse effects on other users of the car park.

ATTACHMENTS

- ATTACHMENT 1.0 EXISTING RETAIL PARK CAR PARK LAYOUT**
- ATTACHMENT 2.0 PROPOSED RETAIL PARK CAR PARK LAYOUT**
- ATTACHMENT 3.0 TRACK ANALYSIS: MCDONALD'S DELIVERY VEHICLE**





LEGEND

CLICK & SERVE BAYS

COURIER BAYS

DEMISED SPACES
FOR MAJESTIC WINE

DEMISED SPACES
FOR PETS AT HOME

Title

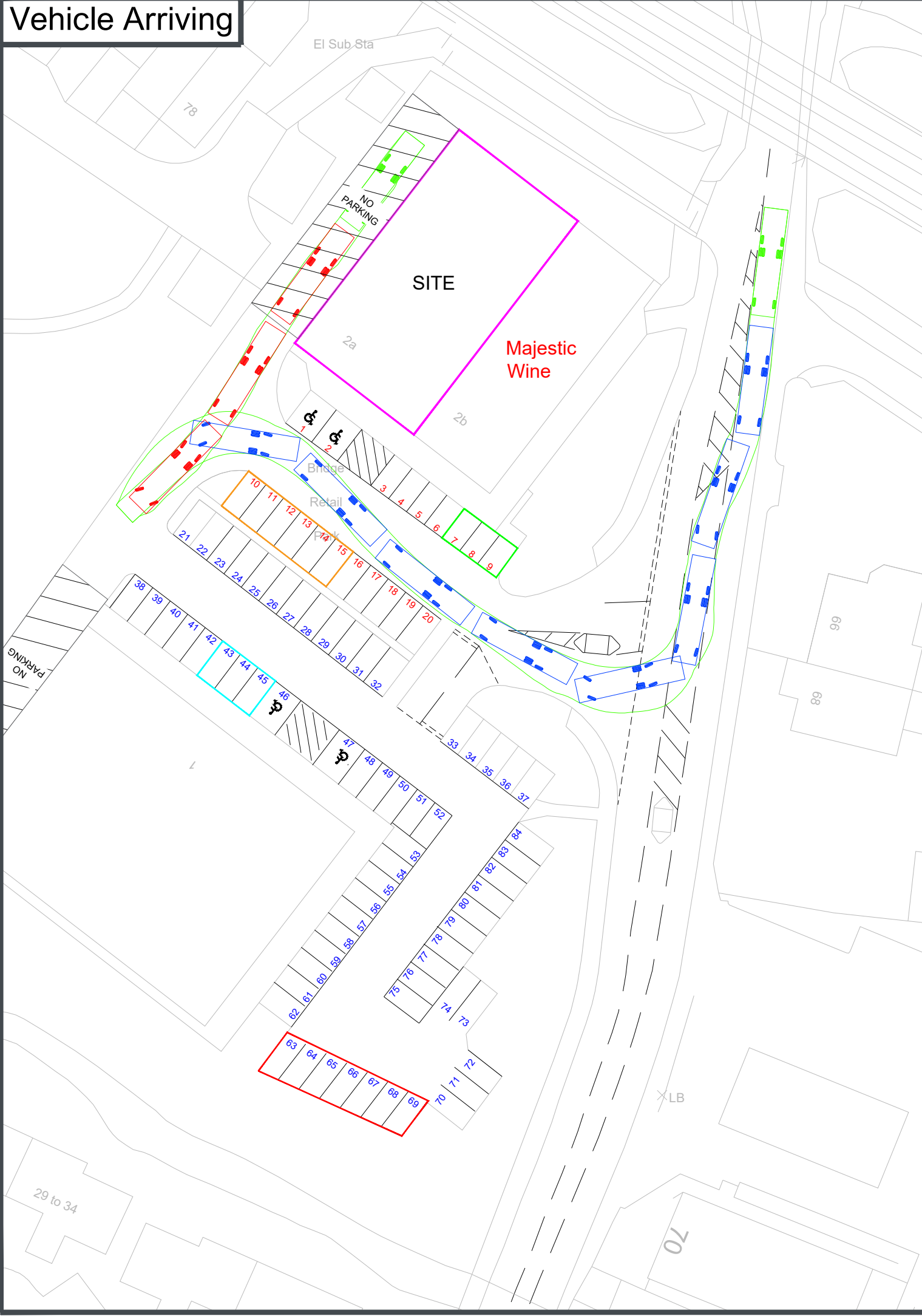
PROPOSED RETAIL PARK
CAR PARK LAYOUT

Scale

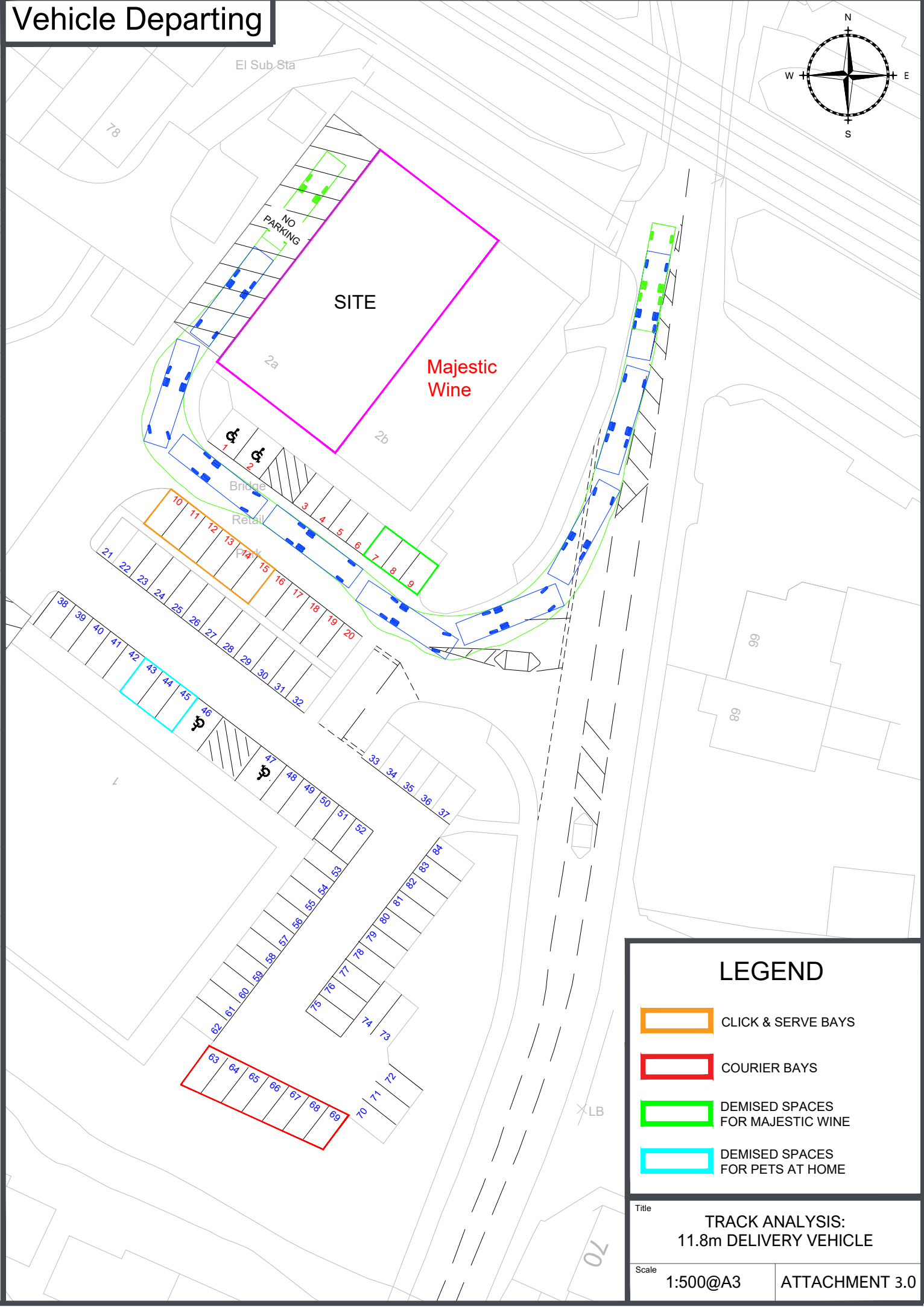
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ATTACHMENT 2.0

Vehicle Arriving



Vehicle Departing



LEGEND

- CLICK & SERVE BAYS
- COURIER BAYS
- DEMISED SPACES FOR MAJESTIC WINE
- DEMISED SPACES FOR PETS AT HOME

Title
TRACK ANALYSIS:
11.8m DELIVERY VEHICLE

Scale
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ATTACHMENT 3.0