

**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.**

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 unless otherwise identified for disabled users.

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;
- Disabled parking bays shall remain reserved for Blue Badge holders where provided;
- 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.

Should parking misuse become problematic, the management company may introduce additional operational controls including:

- Time restrictions;
- Permit arrangements;
- Parking monitoring;
- Private parking enforcement measures.

Any formal Traffic Regulation Orders required on adopted highway areas shall be agreed separately with the Highway Authority where applicable.

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:

- Turning heads remain unobstructed;
- 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.

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.