

**MIDDLESBROUGH PARKING STRATEGY**

**August 2009**

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## 1.0 INTRODUCTION

1.1 This document sets out a parking strategy and associated five year action plan for Middlesbrough, concentrating on the Town centre and its fringe. The level of provision, accessibility, safety, pricing structure and attractiveness of car parking can directly impact upon:

- The vitality and viability of the Town centre
- Congestion within the Town centre
- The use of other sustainable travel modes
- Air Quality
- Residents' quality of life
- Crime rates.

Therefore, it is essential that the car parking strategy forms part of the integrated thinking on transport, planning, economy, environment and public safety and can support the development and implementation of the Town centre Strategy.

### **Aspirations**

1.2 The parking strategy complements and supports the aspirations of Middlesbrough's central role in the sub-region, whilst at the same time responds to commercial competition from neighbouring towns, Teesside Retail Park, Portrack Lane and Cleveland Retail Park.

1.3 The aspiration in the town centre strategy is for "Middlesbrough town centre to fulfil its potential as a retail, commercial and creative centre at the heart of the Tees Valley City Region by 2020." The car parking strategy supports the delivery of this aspiration by developing innovative approaches to parking availability in and around the town centre to ensure Middlesbrough Town centre is a place where people choose to live, work, shop and spend leisure time through the day time and evening.

1.4 The strategy supports the development of the town's aspirations for an evening economy by innovative approaches to parking availability in and around the town centre during the transition from the daytime to evening economies.

1.5 And finally, the parking strategy is an integral part of the Town centre Strategy and therefore supports the expansion of the town centre into Cannon Park and Middlehaven, while continuing to contribute to the success of the existing centre.

### **Aims and Objectives**

1.6 The main objective of the parking service in Middlesbrough is to complement the Council's regeneration objectives and maximise the efficient use of available parking spaces whilst minimising adverse effects on residents and the environment.

1.7 A number of key points form the basis of the strategy proposals. These include the importance of:

- Promoting economic growth and regeneration by providing safe, and accessible parking in appropriate locations within a quality environment
- Reinforcing Middlesbrough Town centre as the principal retail centre for the Tees Valley City Region and the Stockton-Middlesbrough urban core as the principal centre for shopping, culture, leisure and civic administration
- Providing a parking strategy that can accommodate the expansion of the town into Cannon Park and Middlehaven, while also continuing to support the existing centre
- Delivering major regeneration schemes at Greater Middlehaven to create sustainable communities that will make a significant contribution to Middlesbrough's role within the Tees Valley City region.
- Establishing an environment that encourages and supports economic vitality and a quality of life that attracts both people and businesses to Middlesbrough
- Reducing the number of car journeys, as a proportion of total trips, to help combat congestion and air quality and associated noise issues whilst supporting the economic role of the Town centre
- Promoting more sustainable travel choices linking improvements to public transport provision and perception with parking provision and pricing, whilst still maintaining the economic vitality and viability of the different areas of the town
- Improving road safety and providing sustainable parking solutions
- Ensuring that parking facilities within the town are safe, convenient and accessible for all users and comply with the Disability Discrimination Act 1995
- Adopt a charging strategy within Council owned car parks to ensure self-sufficiency and encourage economic and retail vitality
- Providing a service which is financially sustainable including investment to improve the security, environment and diversity of parking experience in Middlesbrough

1.8 In addition, it is acknowledged that as the economy of the Town centre grows further, the parking strategy will have a key role to play in ensuring the accessibility needs of the town and its centre are catered for. The aim is to increase usage of on street and increase dwell time in off street spaces, while at the same time providing short-term facilities to encourage visitors to businesses at the periphery of and approaches to the main shopping areas in the Town centre.

### **Existing Assets**

1.9 There are three broad categories of car parking in Middlesbrough:

- On-street – parking within the adopted highway boundary that is regulated by the Council
- Public off-street – car parks, normally provided and operated by the Council for the public

- Private off-street – car parks that are privately owned, for the use of the public, the owners and their employees or by patrons/customers.

These categories can be further sub-divided into 3 basic types of use:

- Limited stay – less than 1 hour
- Short stay – up to 4 hours
- Long Stay – more than 4 hours.

1.10 Annex A identifies the existing car parks and number of spaces.

### **Document structure**

1.11 Section 2 of this document provides a brief description on the context of Middlesbrough within the Tees Valley and the wider North and describes in more detail the make up of the car parking offered in the town.

1.12 This is followed, in section 3, by a summary of the national, regional and local policy context, which emphasises the importance of town centres in general and, at the sub-regional level, Middlesbrough town centre in particular.

1.13 Section 4 outlines the strategy for car parking in Middlesbrough supported by policies, which focus on the town centre and the adjacent regeneration areas. However, there is more to parking in Middlesbrough than just the Town centre and, therefore, there are policies which cover industrial estates, business parks, park and ride, district centres, local centres, health/hospital complexes, schools and core bus routes. Section 5 consists of a five year action plan which draws together the various policy actions into a simple table for ease of monitoring.

1.14 Having determined the car parking strategy and formulated a set of policies, it is important to be able to monitor and measure progress. Therefore, the final section, Section 6, identifies key monitoring indicators.

1.15 This strategy is based upon a clear understanding of the role of car parking in supporting wider objectives. It contains a set of policies and actions, which are specific to Middlesbrough, achievable within a reasonable timeframe and measurable.

1.16 The strategy will be subject to an annual review, reported through the reporting mechanism of the Executive Member for Transport. This review will consider feedback from the Town Centre Partnership and the Transport Local Economy Group of the Local Strategic Partnership.

## **2 BACKGROUND**

2.1 Situated in the north-east of England and with a population of 137,900, Middlesbrough is at the heart of the Tees Valley conurbation, which has a total population of 650,000 centred around the River Tees. The Tees Valley itself is strategically positioned between Newcastle to the north and Leeds to the south. It serves a substantial population between those two major regional centres. There are 890,000 people living within half an hour of Middlesbrough town centre and almost 2,800,000 with one hour.

2.2 Car ownership is lower in the Tees Valley than the national average (with 34.2% of households not owning a car or van), however, there are still over 247,000

cars and vans owned by households within the city region. The dispersed settlement pattern of the Tees Valley and the wider catchment means that the car is the primary mode of transport for many people. Data from the 2001 census suggests that of the 48,300 people working in Middlesbrough, almost 32,000 travel by car (either as a driver or passenger). Over recent years both road and bus patronage into the town centre has risen, whereas overall traffic flow entering the town centre corridor has reduced slightly. Thus car parking forms part of the overall accessibility offer of the town centre which needs to be promoted as a whole to demonstrate how accessible the town centre is for residents, shoppers and visitors alike.

- 2.3 Middlesbrough town centre is a major hub for shopping and education and provides a focus for cultural, social, business and community life in the town and the wider Tees Valley City Region. The town is one of the north-east's strongest performing shopping centres with an annual retail expenditure of £400m, second only to Newcastle and the Metro Centre in terms of retail floorspace. It is the single largest employment destination within the Tees Valley employing over 20,000 people and is, as such, the principal economic driver within the borough. Much of this employment, nearly 90%, is within the service sector. Teesside University has a growing reputation with over 26,000 students and together with another 12,000 at Middlesbrough College means education is a key driver of activity within the town centre. The Town also has a growing arts, leisure and culture sector that is helping to develop a vibrant evening economy with a concert venue, a cinema, restaurants, pubs and clubs.
- 2.4 Despite the importance of the Town centre to the sub-regional economy, there is constant external competition. In the face of such challenges Middlesbrough must continue to strive to enhance its Town centre and improve the quality of its employment land and premises portfolio. Advice from the development industry indicates that the provision of an adequate level of car parking is an important consideration for occupiers of office, retail and leisure accommodation.
- 2.5 Over recent decades the Council has played a major role in developing the Town centre and attracting major private investment including the The Mall, Hill Street and Captain Cook Square shopping centres and the pedestrianisation of Linthorpe Road. Following a strategic study in 1997, a Town centre partnership company (The Middlesbrough Town centre Company) was established. It has co-ordinated a step change in investment resulting in developments such as:
- A high quality public realm (Albert Road, Wilson Street, Grange Road and the pedestrianisation of Newport Road)
  - New arts and entertainment facilities (including the multi-screen cinema and Middlesbrough Road Leisure Park)
  - A cultural quarter comprising the Middlesbrough Institute of Modern Art (mima), the Town Hall performance space and new civic square.

Momentum has been maintained, including:

- The Middlesbrough College development of a single campus facility on Middlehaven

- Continued investment by the University of Teesside in its town centre campus
- Investment in the Boho zone to create a Digital Enterprise Centre, live work/units and small business space for creative, digital media and technology businesses

This momentum is continuing with a number of major schemes at the development stage, including:

- Planning permission for a hundred and twenty bed hotel, offices, a restaurant and car-parking on Dunning Street
- A mixed ground floor retail and upper floor student accommodation development on Linthorpe Road
- Residential/student accommodation with restaurant/cafes and car parking on the former Odeon/CSI sites
- The creation of a new retail quarter on the Canon Park site
- Redevelopment of the Crown House building to provide retail and business space
- Further expansion of the University of Teesside including a new dentistry school with additional facilities for sports therapy, laboratories, biomechanic and hydrotherapy, plus general teaching rooms and academic offices.
- Emerging plans for a high quality hotel and office development with associated car parking and landscaping at Centre Square East.
- Further development of the Middlehaven site, including residential dwellings, a hotel, offices and leisure facilities.

These projects will have a significant impact upon the regeneration of the town centre and the vitality and vibrancy of the town centre economy and will potentially put additional pressure on town centre accessibility requirements.

- 2.6 Over the last 12 or so years, new quality specialist shops, restaurants and bars have emerged along Linthorpe Road, together with a thriving university student population and urban economy. This has led to pressure on parking resources in the south of the town, which threatens continued business development and investment. A study is currently underway investigating the towns overall future parking needs and will seek to address the problems currently experienced and plan for the continued expansion of both the education and the unique niche independent retail and restaurant / café sector.
- 2.7 There has been a decline in office employment following competition from modern out of town development (particularly at Teesdale in Stockton) and from regional centres. Whilst, recent new development on Middlehaven and major refurbishments (e.g. Centre North East) are helping to redress this trend, car parking has a significant role to play in attracting office users back to Middlesbrough.

- 2.8 Establishing the commercial employment heart of the town is a key strand of the town centre strategy and ensuring Middlesbrough presents a strong and appropriate offer for mobile commercial investment is essential to competing with an out of town office offer. Whilst providing the right quality of office accommodation is a key part of this, so too is ensuring appropriate facilities including car parking as part of an overall approach to accessibility / travel-to-work planning.
- 2.9 Further expansion of the Town centre is constrained by the A66 and railway in the north and the older terraced housing in the south. Major regeneration activities in Greater Middlehaven provide an opportunity to examine the potential of this development to contribute to the Town centre as an economic driver. The Stockton and Middlesbrough Joint Retail Study (2008) shows that there is capacity for further retail growth in Middlesbrough. To accommodate this growth, Policy REG19 of the Regeneration DPD Submission Draft identifies Cannon Park as the Council's preferred location for the expansion of bulky goods retailing in the Town centre.
- 2.10 In addition, the Borough has a strong network of district and local centres meeting the day to day needs of residents. The district centres at Berwick Hills and Coulby Newham are thriving and each provides a comprehensive range of shopping (anchored by a superstore), leisure, library, health and other community and employment facilities for the large catchments they serve. However, several small local centres are in decline, particularly those serving more deprived communities in areas needing regeneration.

### **Current Parking Provision**

- 2.11 Parking provision in Middlesbrough (see Annex A) comprises similar arrangements as in any major economic centre, being a mixture of on and off street facilities for visitors to the town and dedicated zones for residents and in some cases businesses. The quantity and type of car parking spaces is summarised in the table below:

	<b>COUNCIL</b>	<b>PRIVATE</b>	<b>ON-STREET</b>	<b>TOTAL</b>
<b>SHORT STAY</b>	549	2104		2653
<b>LONG STAY</b>	2204			2204
<b>SHORT/LONG STAY</b>	430		824	1254
<b>LIMITED STAY</b>	101			101
<b>PRIVATE NON RESIDENTIAL</b>			1700	1700
<b>TOTAL</b>	3284	2104	2524	7912

- 2.12 In terms of car parks, Middlesbrough has 11 Council run facilities offering a total of 3,284 spaces, of which approximately two thirds are 'long stay'. Additionally, the Captain Cook Square car park offers the flexibility of short/long stay options. The remainder of the offer is a mixture of short or limited stay.

- 2.13 Middlesbrough also offers significant privately run facilities, via five Town centre car parks with a total of 2,104 spaces, bringing the total to 5,388 spaces in car parks.
- 2.14 In terms of the on-street offer, Middlesbrough Town centre benefits from 374 controlled spaces, (152 pay and display and 222 free limited waiting). Some 450 extra on-street controlled spaces have recently been provided in the Middlehaven area. There are additionally 1,700 private non-residential spaces in the town.
- 2.15 Middlesbrough has a relatively compact Town centre with the majority of main shopping centres and attractions located within a half mile radius of the junction of Corporation Road and Linthorpe Road. Access to the Town centre from the main road network is generally from the A66 for motorists coming from the east and west and down Marton Road and Linthorpe Road for motorists journeying from the south. Journeys from origins further north and south predominantly use the A19 trunk road before joining the A66 into the town
- 2.16 In Middlesbrough Town centre, the regulation of parking space has always been related to the type of use and the length of stay. Hence the town's most centrally located car parks have been reserved for shopper parking whilst long stay commuter parking tends to be located more on the periphery of the Town centre. The overall aim is to establish a concentric ring approach to parking, working from the Town centre outwards. The intention is to maintain an even distribution of facilities around the Town centre, which is linked, to the local highway network, to reduce unnecessary cross-town journeys.
- 2.17 As can be seen from Annex A the car parks are generally located in close proximity to these access points providing key gateways into the town with Middlesbrough Leisure Park, France Street, Buxton Street, Gurney Street providing spaces easily accessible from the A66 in the east. Denmark and Captain Cook Square provide the bulk of the off-street provision from the A66 in the west complimented by the Cannon Park spaces. Zetland is easily accessible from the A66 east or west and performs a function for the northern part of the town, whilst the private car parks, Dundas (NCP), the Mall, Hill Street perform a function in the retail core. There is currently no facility at the southern gateway to the town.
- 2.18 The most popular car parks for shoppers are the privately run car parks at Hill Street and The Mall, followed by the lower floors of the Council's Captain Cook Square car park and the Sainsburys Supermarket car park. The Hill Street, Mall and Sainsburys car parks operate at or close to capacity on Saturdays and on some month end Fridays. At other times motorists currently have few difficulties finding spaces in all these facilities. The short-stay capacity at the Captain Cook Square car park is also well used throughout the week and operates close to capacity on Saturdays. There is spare short stay capacity on Saturdays in the Buxton Street, Gurney Street and Mima car parks. All car parks are generally quieter on Sundays, but Hill Street and the Mall do occasionally operate close to capacity. Motorists visiting the Town centre for a quick half hour or one hour visit are accommodated in centrally located, high turnover on-street pay and display bays.

- 2.19 Zetland multi-storey car park is the busiest long stay car park, although with a capacity of 900, there are generally spaces available throughout the year. The smaller France Street, Station Street and Denmark Street long stay car parks and the long stay upper levels of Captain Cook Square operate close to capacity most weekdays, with France Street operating as a private car park exclusively for customers of the Middlesbrough Leisure Park at weekends.
- 2.20 The Zetland Car Park forms the main reservoir of available spaces in the town. Segregation from the rest of the Town centre by the A66 has given a perception of poor security and public safety. However, over recent years considerable effort has been expended in trying to address this perception, to the extent that the Zetland car park was the first in Middlesbrough to be awarded secured status. Opportunities to improve the perception of the approaches to the new car parks will be investigated to seek improvements to the gateway to the town. Zetland is currently the main Council asset for the allocation of contract parking spaces to the businesses in the Town centre. The contract parking was introduced specifically as an incentive to encourage reoccupation of vacant buildings and redevelopment of areas of the town with poor vehicular access. This scheme has proven successful and remains an option to aid the redevelopment of areas of the town with restricted accessibility
- 2.21 Parking demand is subject to large seasonal variations with peaks occurring at month end Saturdays and during school holidays. Demand reaches its peak usually the first week in December, the last two weeks before Christmas and the week between Christmas and New Year. At these times all the car parks can operate at, or close to, capacity with shoppers also taking advantage of the short stay tariff options in the long stay car parks. The aim at these times is to keep traffic moving with traffic management arrangements that ensure that, even when the car parks are working at full capacity, motorists can still get in and out of the Town centre without experiencing excessive congestion and delays.

### **3.0 POLICY CONTEXT**

#### **National**

- 3.1 The transport powers relating to the provision and management of parking are contained in two Acts of Parliament:
- The Road Traffic Regulation Act 1984 (the 1984 Act);
  - The Traffic Management Act 2004 (the 2004 Act).
- 3.2 The 1984 Act provides the Council with powers to introduce waiting restrictions on the Highway. The 2004 Act introduced a Network Management Duty, which focuses on the management of congestion and expeditious movement of traffic.

#### ***PPG13: Transport***

- 3.3 Planning Policy Guidance Note 13 encourages the use of parking policies, alongside other transport measures, to promote sustainable transport choices and reduce reliance on the car for work and other journeys.

### ***PPS6: Planning for Town centres***

- 3.4 Planning Policy Statement 6 advises that parking policy and strategy should be used to reinforce the attractiveness and competitiveness of town and city centres. It states that Local Authorities should ensure that “parking provision at peripheral developments is not set at high levels which would have the effect of significantly disadvantaging Town centres”.

### ***PPG3: Housing***

- 3.5 Planning Policy Statement 3 encourages “greater flexibility in the application of parking standards, which the Government expects to be significantly lower than at present”. It states that local planning authorities should “allow housing developments with limited or no off-street car parking in areas with good transport accessibility and where effective on-street parking control is present or can be secured”. Local Planning Authorities should not require developers to “provide more car parking than they or potential occupiers might want, nor to provide off-street parking where there is no need, particularly in urban areas where public transport is available or where there is a demand for car free housing”.

### **Regional**

#### ***RSS1: The North East of England Regional Spatial Strategy to 2021***

- 3.6 The approved RSS contains two policies of most relevance to this strategy, Demand Management Measures and Parking & Travel Plans.
- 3.7 Policy 53 Demand Management Measures states that Local Transport Plans (LTP) and other strategies, plans and programmes should develop integrated demand management measures to address congestion, environmental and safety issues.
- 3.8 Policy 54 Parking and Travel Plans seeks to complement car park pricing as a means of demand management. Calling for a suite of measures, especially where a location is a Prestige Employment Site, the policy sets out that LTP’s should, amongst other actions, set minimum parking standards for non-residential parking, secure travel plans for major development proposals and ensure that parking charges are consistent with local parking needs.

### **Sub-regional**

#### ***The Tees Valley Transport Strategy***

- 3.9 The Tees Valley Transport Strategy sets out the strategic policies that will guide the future planning of transport in the Tees Valley based on policies, which will try to ensure the integration of transport modes, which are accessible to everyone. It also identifies a need for improved enforcement of Town centre car parking.

### ***The Tees Valley Demand Management Framework***

- 3.10 The Tees Valley Demand Management Framework sets out a range of policies within which local authorities intend to manage the demand for travel by road in the Tees Valley, targeting sectors of the road transport market that cause particular environmental and safety problems, and are suitable for other more sustainable modes.

### **Local**

#### ***Sustainable Community Strategy & Strategic Plan***

- 3.11 The Sustainable Community Strategy has themes to which the Council contributes. The Strategic Plan sets out the Council's contribution to those themes through the Mayor's "Raising Hope" agenda. Those specifically relative to parking are described in the divisional service plan as:
- A clean, safe environment, in which people can go about their business without fear of crime and anti-social behaviour – Improved parking enforcement, reducing selfish and inconsiderate parking. Increased and highly visible parking patrols in residential areas helping to deter crime. Increased security in Council car parks.
  - Physical regeneration of the town's run down sites and buildings – Contract and Business parking areas provided to help attract potential investors. On-street pay and display and business parking areas introduced to encourage regeneration.
  - A business-friendly enterprise culture which welcomes would be investors – Proper enforcement of parking restrictions across the town under CPE helping to ensure access to local businesses for customers.
  - A transport network which can meet the needs of a town on its way up – Enforcement of illegal parking on sensitive routes and in bus stops and bus lanes helping to improve reliability and accessibility of public transport.

### **Middlesbrough Town Centre Strategy 2009**

- 3.12 The draft Middlesbrough Town Centre Strategy outlines the ambition for the future of the town centre within the context of the wider Tees Valley City Region. It seeks to build upon the positive assets of the town centre and address some of the current weaknesses, providing the link between various schemes and projects currently under development in town centre.
- 3.13 The draft vision for the future is for "Middlesbrough town centre to fulfil its potential as a retail, commercial and creative centre at the heart of the Tees Valley City Region by 2020." (The Town Centre Strategy vision has been the subject of significant comment during its consultation exercise and it is anticipated that this draft vision will change, the strategy will be updated to reflect any changes before being finalised).

The town centre can achieve this vision and aspiration and become a successful 21<sup>st</sup> century urban centre where:

- People choose to live, work, shop and spend leisure time throughout the daytime and evening;
- A broad range of shoppers and leisure users are attracted from a whole catchment area;
- There is a critical mass of economic and social activity across a diverse range of sectors;
- The environment together with a strong cultural, educational and retail offer is recognised locally and nationally for its distinctiveness and vibrancy

3.14 To achieve this, the strategy identifies three key themes:

- Developing and supporting key sectors;
- Creating the environment for investment; and
- Improving image and perception

The provision of appropriate car parking features is a key issue within the “creating the environment for investment” theme of the strategy. Car parking also contributes to a number of Strategy themes recognising that car parking arrangements in Middlesbrough can improve the perception of the town centre and help to attract visitors, new investment and new employment opportunities.

3.15 In short the car parking strategy is key to underpinning all the aspirations of the town centre strategy. As well as the need to ensure that parking is provided at appropriate locations, and actively managed to serve a range of different use, particular issues referred to in the Town centre Strategy which need to be taken forward by the Car Parking Strategy include:

- The need to improve directional signage to and from existing car parks for motorists, including variable message signing;
- The need to improve directional signage to and from existing car parks for pedestrians to and from the town centre;
- The need to enhance physical links between car parks and the town centre and the important role of car parks as key gateways;
- The need to address perceptions of crime and safety, particularly in relation with pedestrian routes to and from car parks, especially at night;
- The need to ensure appropriate car parking provision to support the development of the evening economy; and
- The need to address the perceived shortage of car parking on the southern gateway to the town and investigating the viability of an additional multi-storey car park

3.16 In addition, over the medium term, the car parking strategy and policies are essential in contributing to:

- The aspiration to increasing dwell time in the town centre
- The aspiration to develop and diversify the evening economy

- The aspiration to re-establish the commercial employment heart
- The aspiration to continue to grow and expand the education sector

3.17 It is essential that the draft Town centre Strategy and the Car Parking Strategy complement each other as ease of access/egress via all modes of transport is a key driver to the economic activity of the town centre. Therefore, the relevant issue identified in the drafting of the Town centre Strategy have been incorporated within the action plan for the Car Parking Strategy.

### **Middlesbrough Local Transport Plan (LTP) 2006 – 2011**

3.18 The second round (2006-2011) LTP sets the context for parking as it relates to transport policy and management:

- Investment in parking and related infrastructure, including park-and-ride;
- Parking control schemes, including conversion to decriminalised parking enforcement;
- Policies for the setting of parking tariffs and charges, in line with regional policy;
- Reference to planning policies for parking in new development;
- Investment in alternative means of access; and
- Parking changes that may result from Travel Plans.

### **Middlesbrough Core Strategy 2008**

3.19 The Core Strategy 2008 provides a spatial vision and objectives for Middlesbrough. It identifies the priorities the Council will seek to address through the planning system.

3.20 There are several Core Strategy policies which are relevant to the Parking Strategy, including:

- Policy CS13 Town, District, Local and Neighbourhood Centres which promotes the sub-regional role of the Town centre by directing the majority of retail, office and leisure development there;
- Policy CS17 Transport Strategy which will introduce measures to reduce congestion;
- Policy CS18 Demand Management which seeks to incorporate measures into development proposals which improve the choice of transport options available; and,
- Policy CS19 Road Safety, which aims to improve road safety and reduce the impact of traffic on surrounding areas.

### **Middlesbrough Regeneration DPD (2009)**

3.21 The Regeneration DPD provides more detailed policy guidance for some of the key regeneration initiatives identified in the Core Strategy. As such it provides a more detailed framework for considering development proposals, including the

provision of transport infrastructure and parking, within these areas. Policies that will be of relevance to the Parking Strategy include:

- Policy REG3: Greater Middlehaven, transport infrastructure;
- Policy REG6: Hemlington Grange, transport infrastructure;
- Policies REG8 - 11: These policies specify the criteria against which proposals will be judged in the regeneration areas of Gresham/Jewels Street, Abingdon, North Ormesby, and Grove Hill;
- Policies REG22 - 24: These policies specify the criteria against which development proposals will be judged within the different Town centre sectors including Cannon Park and Linthorpe Road South. These include the provision of public and off street parking;
- Policies REG25 to REG27: Identify the principal development opportunities within the Town centre. A number of these proposals involve the redevelopment and reprovision of car parking within the centre; and
- Policies REG34 to REG38: These policies deal with the provision of new transport infrastructure, including a new access road into, and the extension of Zetland multi-storey car park.

### ***Linthorpe Road Central Improvement Strategy (April 2008 Consultation Draft)***

- 3.22 The Linthorpe Road Central Improvement Consultation Draft sets out a strategy to improve the retail environment in Linthorpe Road in Middlesbrough. The needs for access and parking will be considered as part of this strategy work.

### **Middlehaven Transport Strategy**

- 3.23 To aid the development of the Middlehaven regeneration project, a comprehensive Transport Strategy was devised for the overall site to provide a framework as individual development opportunities are realised. Section 9.0 deals with car parking provision and states that in the future there may be a need for a large scale off-street provision, likely to include a multi-storey and thus contributions are needed from Developers as development proceeds so that, as a critical mass is reached, parking demands can be met through investment in long term parking provisions. In the meantime temporary parking provisions need to be catered for. The overall principle of paid-for parking to help manage demand has been incorporated.

## **4.0 STRATEGY AND PARKING POLICIES**

### **Town centre – Supporting the Development of the Town centre**

- 4..1 The Mayor's Vision and Transport Strategy, alongside various Government Policies, emphasises the importance of economic growth within Middlesbrough Town centre. In order to enhance the attractiveness of the Town centre to businesses and to compete with free parking on business parks, industrial estates and out of town retail parks, the Council will operate a flexible approach to operational parking provision. Each development will be considered on its merits as explained in the Council's Parking Standards

- 4.2 The provision of appropriate short stay parking near primary shopping areas will support this growth, as it ensures retail amenities are accessible by local residents and visitors. Since short stay parking facilities are predominantly aimed at shoppers, commuters will be discouraged from parking here.
- 4.3 A Business Permit Parking Scheme operates in the town to assist businesses by enabling operational parking in designated spaces near to their business location.
- 4.4 General growth in the town centre, particularly the growth in demand in specific areas of the town centre which may not be adequately served by existing parking provision needs to be assessed. The results of a parking needs assessment will help shape future parking provision with a view to supporting business growth and economic vitality. This will need to consider not only current growth trends and projections but also the impact of achieving the aspirations of the town centre strategy outlined above.
- 4.5 New parking facilities will be required to support new developments and regeneration schemes that have already occurred. An appropriate mechanism of developer contributions towards parking facilities needs to be established to ensure parking facilities are successfully created, operated and maintained. It is envisaged that this will form part of the Section 106 SPD being developed, taking account of the future introduction of the Community Infrastructure Levy.
- 4.6 However, with the aspiration within the town centre strategy to develop the evening economy and new developments occurring (outlined above), parking requirements to support changing evening economy activities is likely to change. It is important, therefore, to continue to assess the situation and be clear on the timing of provisions for evening and overnight secure parking.

**Policy 1: To support the continued economic growth of the Town centre by:-**

- a) **Allowing Operational Parking requirements for new non-residential development to be considered on their merits and be provided for the sole use of the occupiers of the development;**
- b) **Continuing to provide contract spaces at Zetland car park to new businesses reoccupying vacant offices in the Town centre;**
- c) **Extending the Business Permit Parking Scheme where appropriate;**
- d) **Continuing the principle of designating those spaces nearest to the primary shopping area as short stay appropriate to the needs of shoppers and the objective of increasing dwell times;**
- e) **Undertaking a study, by 2010, to inform the siting of new off-street car parks to serve the Town centre;**

- f) **Establishing, during 2010, an appropriate mechanism for seeking and retaining developer contributions for off-site parking;**
- g) **Operating parking standards for new development as contained in the adopted Tees Valley Highway Design Guide;**
- h) **Undertaking a review during 2010 of potential parking measures to meet the needs of current and future evening economic activities;**
- i) **Replacing free limited waiting with on-street pay and display across the whole of the Town centre by 2010; and**
- j) **Reviewing pedestrian access to and from car parks and the Town centre during 2009 and implement a programme of improvements from 2010 to emphasise car parks as key gateways to the town centre.**
- k) **Work with private sector car park operators to monitor and improve overall parking provision within the town centre.**
- l) **Review existing council car park payment systems to include consideration of pay on foot**

#### **Managing Car Use**

4.7 It is important to provide a quantity of car parking spaces that meets the demand at a location at different times throughout the year, but avoids economic inefficiencies by over-exceeding demand. A nationally recognised value that represents the higher level of demand is the 85<sup>th</sup> percentile figure. This is the value that the parking demand is at or below for 85% of the year. Correspondingly, it indicates the level of demand that is exceeded for only 15% of the time. Therefore, a parking supply that is set to cater for the 85<sup>th</sup> percentile demand will cater for the majority of the parking demand throughout the year. It is, however, vitally important that the future demand for people wishing to access Middlesbrough is met, to ensure that the centre's continued economic growth and prosperity is not compromised. We need to establish whether the 85<sup>th</sup> percentile rule is appropriate for Middlesbrough or if other factors need to be introduced into this assessment process. Work is currently being undertaken to establish occupancy levels in our car parks as part of policy 1e and this will help to inform this process.

4.8 Investment in walking and cycling measures across the Tees Valley has been made throughout the First LTP period, and encouragement of these modes has much wider benefits in terms of health, education and safer communities. As regeneration takes place, and trips become longer and more dispersed, there may be a decline in journeys made on foot or by cycle. However, investment should be focused on measures encouraging the use of such modes for short journeys within local communities and as part of a multi-modal journey that does not necessarily involve the private car at any stage. "The Council will generally need to increase parking charges in line with inflation and to ensure that it can undertake appropriate investment in the parking service. As part of the determination of the appropriate tariffs for parking the Council will consult interested parties to inform the decision making process".

**Policy 2: To manage private car use by:-**

- a) Maintaining the number of car parking spaces in the Town centre to meet demand projections. The method of calculating this demand projection is to be assessed by April 2010.**
- b) Increasing car parking charges in line with inflation to adequately cover operational issues;**
- c) Requiring the adoption of Sustainable Travel Plans for new developments;**
- d) Ensuring that adequate facilities are provided for walking and cycling at all new developments, e.g. convenient cycle parking;**
- e) Providing dedicated, secure motorcycle parking within off-street multi-storey car parks; and**
- f) Promoting car sharing to reduce the number of single occupancy commuting journeys by car.**
- g) Regularly reviewing the impact of growth projections and development aspiration to ensure parking provision is considered as part of an overall transport assessment.**
- h) Seeking opportunities to promote linkages with other modes, particularly rail and future metro proposals.**

**Quality, security and ease of access/egress of Car Parks**

- 4.9 Perceptions of car crime and personal security continue to be major issues for Town centre and car park users in Middlesbrough. The security of parking facilities is also an important factor in attracting both people and businesses into the Town centre.
- 4.10 Over recent years, improvements to the quality of parking and consistency of security levels throughout off-street car parks in Middlesbrough Town centre has reduced car crime to an all time low. Improvements have included monitored CCTV in all main car parks, improved lighting and customer help points.
- 4.11 These measures, coupled with the high profile presence of Civil Enforcement Officers in the car parks, has virtually eradicated car park crime whilst increasing confidence and reducing fear of crime amongst car park users. Town centre Council car parks are now virtually crime free, leading to increased usage as motorists choose to park in a secure environment rather than in more vulnerable on-street locations. This has had the added beneficial effect of reducing congestion by freeing up road space on sensitive routes.
- 4.12 The Park Mark Scheme is recognition of safe and secure car parking facilities awarded by the British Parking Association. To achieve this status, facilities must have met all requirements of a risk assessment conducted by the Police. Annual

- renewal of this award scheme will minimise crime levels and encourage people to use new car parking facilities they may not have previously used before.
- 4.13 Middlesbrough Council strongly supports the “Park Mark Safer Parking” initiative. All the main Town centre car parks have now received ‘Park Mark’ Safer Parking awards. Levels of car crime in the Council’s car parks are currently at an all time low making them safe places to park in the Town centre. These awards underline the Council’s ongoing commitment to eradicating crime and the fear of crime from all its parking facilities. However, making the car parks safe is not sufficient; making the Town centre a safe and attractive location for people to visit and shop, including the linkages between the Town centre and the car parks, is equally important. These issues are being addressed jointly through both the Town centre Strategy and the Parking Strategy.
  - 4.14 It is important that the parking facilities provided are accessible to all who wish to use them. To this end, all car parks need to meet the requirements of the Disability Discrimination Act 1995 with regard to physical access and egress from parking areas. As mentioned in paragraph 4.13 above, the link from the car parks to the main destinations also needs to be accessible.
  - 4.15 To provide further assistance to those visitors to the car parks with mobility problems, dedicated disabled parking facilities are provided free of charge in off-street car parks and dedicated on-street bays.
  - 4.16 Middlesbrough operates a growing Shopmobility service within the Town centre and it is important that links to and from the car parks are suitable to accommodate the rising number of shopmobility users. This enables Middlesbrough to compete with other alternative town centre locations.
  - 4.17 Information on route to and at car parks needs to be clear and concise to provide users of the car parks with clear directions and instructions. The signing on route should include; the name of the car park; the number of spaces available and the duration of stay. At the car park itself, the tariffs applicable need to be clear and easily understood. To this end it is proposed to introduce a parking guidance system for the town as part of an overall urban traffic management and control system. Pedestrian signage to and from the town centre is important to integrate the car parks with the surrounding areas and use the car parks as gateways to the town centre.
  - 4.18 Clear and easy to understand information can also be accessed prior to setting off on a journey and may even influence the destination chosen. The current Middlesbrough Council website contains up to date information on parking locations and tariffs. This information will also be added to the new Connect Tees Valley portal, which brings together travel information across modes. As the parking guidance system is installed and developed, real time parking information should be able to be displayed via these links.
  - 4.19 A system is in place in all Council pay and display car parks enabling motorists to pay for parking by credit/debit card through the use of their mobile phone. RingGo enables a user to set up with their credit/debit card details and then, when parking, they can simply use their mobile phone to log themselves in and

state the length of stay they require. Their account is thus deducted in line with the tariff. If, in unforeseen circumstances, the user is delayed then they are able to book extra parking time through their phone thus avoiding the need to rush back and feed the meter or face a Penalty Charge Notice. This is another example of making the parking service easier to use. The feasibility of extending this service to further parking areas will be investigated.

**Policy 3: To maintain the quality, security and ease of use of car parks in the Town centre by:-**

- a) **Designing any new car parks to achieve a Park Mark Award;**
- b) **Maintaining existing car parks to Park Mark Award standards;**
- c) **Improving access links to and from car parks, following a mobility audit which will review pedestrian access (linked to policy 1J);**
- d) **Establishing and developing a parking guidance system; and**
- e) **Developing improvements to parking information via the Tees Valley Connect web portal.**

#### **Town centre residential areas**

- 4.20 The residential areas around the University have been identified as being the Council's top priority for a new Residents Parking Scheme. Surveys carried out by consultants have confirmed that the streets around the University have more problems with non-resident parking than any other area in town.
- 4.21 Other residential areas within Middlesbrough have requested residents parking schemes. These were reviewed in 2006 and a priority list, subject to funding, was approved by Executive.
- 4.22 Working with the University local residents, a scheme is being introduced in September 2009 to enable a better quality of life for residents by more formally managing on street parking, whilst enabling on and off street parking for University users.
- 4.23 Improved parking signage, which was recently introduced, has reduced unnecessary and wasteful circulation of traffic. The introduction of new variable message signing at key points on the approach to the Town centre will further reduce these non-essential movements and direct drivers away from residential areas to car parks which have available spaces.

**Policy 4: To protect the residential areas in and on the fringes of the Town centre from commuter parking by;**

- a) **Seeking to provide accessible long stay car parking to serve the Town centre, which are in appropriate, convenient and accessible locations.**
- b) **Maintaining and enforcing Residents Permit Parking Schemes.**
- c) **Seek funding to introduce new residents parking schemes in accordance with the priority list approved by Executive**

### **Parking Enforcement and Highway Safety**

- 4.24 The importance given to providing a safer road environment is clearly demonstrated in the commitment given both locally, regionally and nationally in the Council's and Government's policies. The overarching aim of these is to improve road safety by reducing the levels of road accidents and their resulting casualties. Parking management and enforcement can contribute to this improvement in road safety. Inconsiderate and indiscriminate parking can have detrimental impacts on road safety. A particular area of concern is around schools in the afternoons. On routes into and within the Town centre, inconsiderate parking can lead not only to safety concerns but also impacts on congestion, both to buses and general traffic.
- 4.25 On 31st March 2008, new legislation came into force that changed the way parking restrictions are enforced in Middlesbrough.
- 4.26 Part 6 of the Traffic Management Act 2004 introduces Civil Parking Enforcement that is designed to create a reasonably transparent and proportionate system of parking enforcement that is applied consistently across the country. The main changes are as follows;
- Decriminalised Parking Enforcement becomes Civil Parking Enforcement.
  - The Council's Parking Patrol Officers have been renamed Civil Enforcement Officers Parking.
  - National Differential Penalty Charge levels have been introduced :
    - Higher Level £70 Penalty Charge for parking in a place where it is always prohibited such as on No Waiting At Any Time and No Loading restrictions or parking in a disabled bay without displaying a valid badge.
    - Lower Level £50 Penalty Charge for less serious contraventions such as overstaying in a parking place or parking outside a marked bay.
  - Both Higher and Lower Level Penalty Charges will be reduced by 50% for payments made within 14 days.

**Policy 5: To contribute to parking enforcement and highway safety by:-**

- a) **Restricting car parking to appropriate places;**

- b) **Providing loading, unloading and service bays in appropriate locations;**
- c) **Enforcing the parking regulations in accordance with Part 6 Traffic Management Act 2004; and**
- d) **Operating Civil Parking Enforcement to maintain and where possible, improve the flow of traffic.**

### **Regeneration Areas**

- 4.27 For Middlesbrough to be economically successful, sufficient appropriate parking spaces must be provided to ensure regeneration areas and the Town centre are accessible. It is essential that the 'product' is correct and a balance is achieved between different types of parking (long stay and short stay) at different locations to suit the type of land use and development taking place in the vicinity.
- 4.28 New parking facilities must be of a high standard, preferably achieving a Park Mark Award, which guarantees quality and security. This will ensure that the facilities are used and will help bring people in to the area.

**Policy 6: To give due consideration to parking policies and standards when conducting master planning for major regeneration schemes:-**

- a) **Incorporate the policies and standards contained within this strategy;**
- b) **Ensure that any parking provision is effectively incorporated into the overall design of development, including linkages and access with the surrounding areas and land use; and**
- c) **Encourage on site servicing for new developments or provide loading, unloading and service bays in appropriate locations.**

### **Park & Ride**

- 4.29 Park and Ride schemes can prove to be a key tool in reducing congestion problems. Other benefits include encouraging economic success by making areas more accessible, reducing the number and distance of car journeys and prompting improvements to public transport facilities. A Park and Ride scheme, however, is unlikely to ever work for Middlesbrough residents, who would all live closer to the centre than a Park and Ride site. For Park and Ride to be viable, demand for parking needs to consistently exceed supply and the level of congestion has to be such that parking on the outskirts and transferring to a bus is seen by motorists as a more convenient option.
- 4.30 The introduction of a Park and Ride scheme in Middlesbrough at the correct time could cater for the increased economic growth currently occurring in the Town centre and at Middlehaven. It would prove an excellent facility for commuters

working at these locations who would be able to park outside the Town centre at cheaper facilities and travel a short distance in to work on public transport.

**Policy 7: To investigate the timing and feasibility of providing a park and ride scheme for the town in conjunction with neighbouring authorities through the Joint Strategy Unit. The following general areas will be considered:-**

- a) East Middlesbrough Transport Corridor;
- b) A174 Parkway Corridor;
- c) A66 Corridor; and
- d) Tees Valley Metro corridor

**The car park at the Park and Ride facility will be designed to achieve a Park Mark Award.**

### **District Centres**

- 4.31 There are two district centres in the Borough, one sited at Coulby Newham and the other at Berwick Hills. Both district centres are anchored by a superstore and Coulby Newham contains an indoor shopping mall, several retail warehouses and several leisure facilities. There are 440 Council owned parking spaces at Coulby Newham and these are free of charge.

However, the Council is currently in the process of discussion with the owners of the Parkway Centre with a view to selling the car parks to the owners of the Parkway Centre. One of the conditions of any sale will be an agreement to keep the car parks free of charge.

- 4.32 The only enforcement action undertaken in either centre is at Coulby Newham in relation to parking in a disabled bay without displaying a valid Blue Badge.
- 4.33 The main aim of the Parking Strategy with respect to the district centres is to support their vitality and viability. Therefore, there should be sufficient spaces in a good quality and safe parking environment, which are accessible to the facilities they serve.

**Policy 8: To support the vitality and viability of the district centres by maintaining sufficient parking spaces to meet the demand and encourage the achievement of the Park Mark Award for these centres.**

### **Local Centres**

- 4.34 There is a network of local and neighbourhood centres in the Borough, which serve the day to day shopping, and local community needs. There are no plans to expand those centres and only development on an appropriate scale will be allowed. These centres are served by both on-street and off-street car parking.
- 4.35 Off-street parking is provided free of charge in surface car parks. However, several are in poor condition and require remedial works. Others are so bad that

more substantial reconstruction works are necessary. Most car parks have good pedestrian access and are convenient for the centres they serve. However, some are operating at full capacity at times, which causes difficulties for manoeuvring, queuing onto busy roads and inconsiderate or illegal parking.

- 4.36 As with the district centres, the main aim of the Parking Strategy is to support the vitality and viability of the local centres.

**Policy 9: To support the vitality and viability of the local and neighbourhood centres by continually looking to improve the off-street parking provision through the existing centre owners.**

### **Lorry and Coach Parking**

- 4.37 The drivers of freight vehicles are obliged to take statutory breaks and rest periods as directed by EU drivers' hours legislation. Consequently there is a need to provide adequate and suitable parking facilities for lorries for both short-stay and overnight periods. These should be located close to large industrial sites, ports and major highway interchanges and offer a high standard of facilities for drivers together with secure parking for vehicles. However, the lack of a comprehensive approach to the provision of such facilities combined with increased pressure to develop land in urban areas has resulted in goods vehicles being forced to park in less suitable locations in both urban and rural areas.

- 4.38 The existing pay and display lorry and coach park at Cannon Park will be relocated as part of the future redevelopment of the area. Thus it is necessary to plan for a replacement facility to serve the requirement of the area.

- 4.39 The provision of any new facility needs to take account of the environmental quality of the chosen location and mitigate against potential detrimental impacts.

**Policy 10: To work towards the provision of an overnight secure lorry park outside of the Town centre environs.**

### **Health and Education establishments**

#### **Health**

- 4.40 As health services have become more concentrated on fewer sites, access and car parking can become an issue. Problems can occur due to a lack of a co-ordinated travel plan for the facility, insufficiently managed dedicated parking for staff, patients and visitors or by people parking in nearby streets to avoid paying for parking at the health facility.

- 4.41 For example, the latter is a particular problem near to James Cook University Hospital (JCUH) and gives rise to numerous complaints from nearby residents. While implementing a Travel Plan can reduce the use of the car, there will always be people who are prepared to park in nearby streets rather than pay for a parking ticket. As the range of services continues to grow at the Hospital, so the problem is likely to increase.

- 4.42 Options for more sustainable transport to health facilities must also form part of the planning consideration in the form of public transport, cycling, walking etc. and in the case of JCUH, the possibility of a rail halt, alternative access arrangements and the introduction of a Resident's Parking Scheme. All of these proposals would incur a cost to the Council to prepare, implement, operate and enforce the arrangements. It may be necessary, therefore, to recoup those costs through a Section 206 Agreement attached to a planning permission for further development at the Hospital.

### **Education**

- 4.43 Similarly, the University of Teesside has grown significantly over recent years and is experiencing similar problems to James Cook University Hospital. A Residents Parking Scheme is being introduced in Summer 2009 to alleviate the problems associated with users of the University parking in residential streets. The scheme has been developed with the University and provision for on street pay and display, dedicated permits and a temporary park and ride service have been included to assist with the University operations. The University have also employed a dedicated Travel Plan Officer working to reduce the reliance on individual private car use.
- 4.44 The University has plans for future growth, which will have an impact on parking in the south of the town. The Council will work with the University on a demand study to seek to provide an appropriate parking provision for the University needs and also others in the south of the town centre.
- 4.45 A new Middlesbrough College has opened recently as an early development within the wider Middlehaven scheme. A parking strategy has been developed for Middlehaven and this policy is being pursued in terms of a mix of on site and on street parking provision to meet the needs of the College. The College has good accessibility to public transport, particularly Middlesbrough Railway Station and a shuttle bus service currently connects the Bus Station and the College. As with the University, a Travel Plan Officer is engaged to promote sustainable transport for college users. Any further education establishment developments will be required to follow similar policies as to the ones already being enacted at two further education sites within the town.
- 4.46 As both education establishments are looking at park and ride or bus transfer, it is proposed to investigate an education park and ride service linking the two establishments with a parking area and the bus and rail stations.

**Policy 11: Proposals for new health or education facilities must be accompanied by a comprehensive Travel Plan, including full parking needs assessment within a sustainable transport plan**

- a) **Any further development at James Cook University Hospital may require a S106 Agreement to fund a Residents Parking Scheme and other sustainable transport options such as public transport, cycling and walking**
- b) **Investigate the feasibility of a 'hoppla' service connecting the**

**University and College with a park and ride site, the Bus Station and the rail station**

**Riverside Stadium / Matchday Parking**

4.47 Middlesbrough Football Club attracts significant numbers of car borne trips for home games. There is insufficient parking at the ground and within town centre car parks to cope with this short-term influx. This has led to overflow parking occurring in residential street within the north eastern areas of the town. As Middlehaven grows, this is likely to become a more difficult problem to mitigate against. A Scrutiny Committee is looking at the issue of matchday parking and the strategy will be amended to incorporate any agreed findings from this work. In the meantime, the Council has engaged with the club to promote car sharing and has initiated discussions between the Club, the University and the College to see if mutual benefit can be gained from sharing car park resources. The Club are also actively seeking park and ride solutions to ease problems of parking and access associated with matchday travel.

**Policy 12 To work with Middlesbrough Football Club to reduce the impact of matchday travel on residential parking.**

**Physical Assets**

4.48 The buildings and surface car parks, which form the physical assets of the parking service, require regular maintenance and upkeep to ensure they are available for use. The charges for parking must cover the ongoing maintenance of these assets and ideally provide for capital funds to ensure that larger structural maintenance items can be undertaken in a timely fashion.

**Policy 13: Parking charges must reflect the need to plan for the whole life maintenance costs of the parking asset.**

**5.0 Five Year Action Plan**

<b>Policy number</b>	<b>Action</b>	<b>Target Date</b>	<b>Risk / Dependencies</b>
1e)	Undertake a study to inform the siting of a new off-street car park to service the Town centre	Study to commence April 2009 and be complete by April 2010	Need for additional parking needs to be established Lack of potential investor / operator interest.
1f)	Establish an appropriate mechanism for seeking and retaining Developer contributions for off site parking	Awaiting development of S106 SPD	Economic downturn reducing the speed of development. Changes to planning gain procedures within LDF process.
1h)	Undertake a review of potential parking measures to meet the needs of current	April 2010	Determine current and future activities Impact on operating costs of

	<b>and future evening economic activity</b>		<b>the Parking Service.</b>
<b>1i)</b>	<b>Replace free limited waiting with on-street pay and display across the whole of the Town centre</b>	<b>April 2012</b>	<b>Need to secure funding.</b>
<b>1j)</b>	<b>Review pedestrian access to and from car parks and the Town centre</b>	<b>Review 2009 Implement improvements from 2010</b>	<b>Secure funding for funding improvements resulting from review.</b>
<b>1l</b>	<b>Review existing council car park payment systems to include consideration of pay on foot</b>	<b>Review 2010</b>	<b>Look at suitability of pay on foot at Zetland and Captain Cook car parks.</b>
<b>2a)</b>	<b>Determine method of parking demand projection for Middlesbrough</b>	<b>April 2010</b>	<b>Study on occupancy level underway. Comparators for other centres to be determined.</b>
<b>3d)</b>	<b>Introduce a variable message car park guidance system</b>	<b>April 2009 through to April 2011</b>	<b>Urban Traffic Control system upgrade, Resource requirements to implement scheme in phases</b>
<b>7</b>	<b>Investigate Park and Ride possibilities</b>	<b>March 2010</b>	<b>Delivery of Major Bus Network enhancement scheme. Outcome of Tees Valley wide study Link to other developments of major transport schemes</b>
<b>10</b>	<b>To work towards making provision to replace the current lorry park facility</b>	<b>2011</b>	<b>Dependant on development of existing site and planning gain contributions to fund relocation. Lack of potential operators for a new facility</b>
	<b>Produce an annual monitoring report</b>	<b>2009/10</b>	<b>Link to LTP reporting format, to become part of overall management information.</b>

## **6.0 MONITORING AND MEASURING PROGRESS**

6.1 This document sets out a 5 year Parking Strategy for Middlesbrough, concentrating on the Town centre and on the fringe of centre areas. An action plan has been collated from the policies within this document identifying what needs to be achieved and by when. A review of progress will be undertaken annually to determine how much has been implemented and how much progress has been made on future schemes. The Annual Review will also monitor a set of indicators to provide ongoing management data, which will give an overview of the parking service.

### **Monitoring Indicators**

6.2 The Council will continue to collect and maintain data relating to a number of key statistics on parking covering:

- Numbers of spaces
- Length of stay
- Usage and income
- Crime
- Accessibility
- Public Perception

6.3 The Parking Strategy is a sister document to the Local Transport Plan 2006 -2011 and the Town centre Strategy. Parking activity is one of a number of transport indicators that can be used to assess the level of activity within the town, along with bus passenger numbers and rail patronage. Thus, a suite of indicators has been devised using existing data sources where practical to provide comparative year on year data.

### **Perception Monitoring**

6.4 The Council measures public perception for many issues as part of the new indicator set for Local Government. In addition, specific questions can be raised as part of the Council's Voiceover Peoples Panel.

### **Frequency and Monitoring**

6.5 The monitoring regime for the above targets and indicators is now in place through the Council's performance monitoring arrangements. The annual Monitoring Report for the Parking Strategy will reflect the LTP and LDF monitoring frequency and timing.

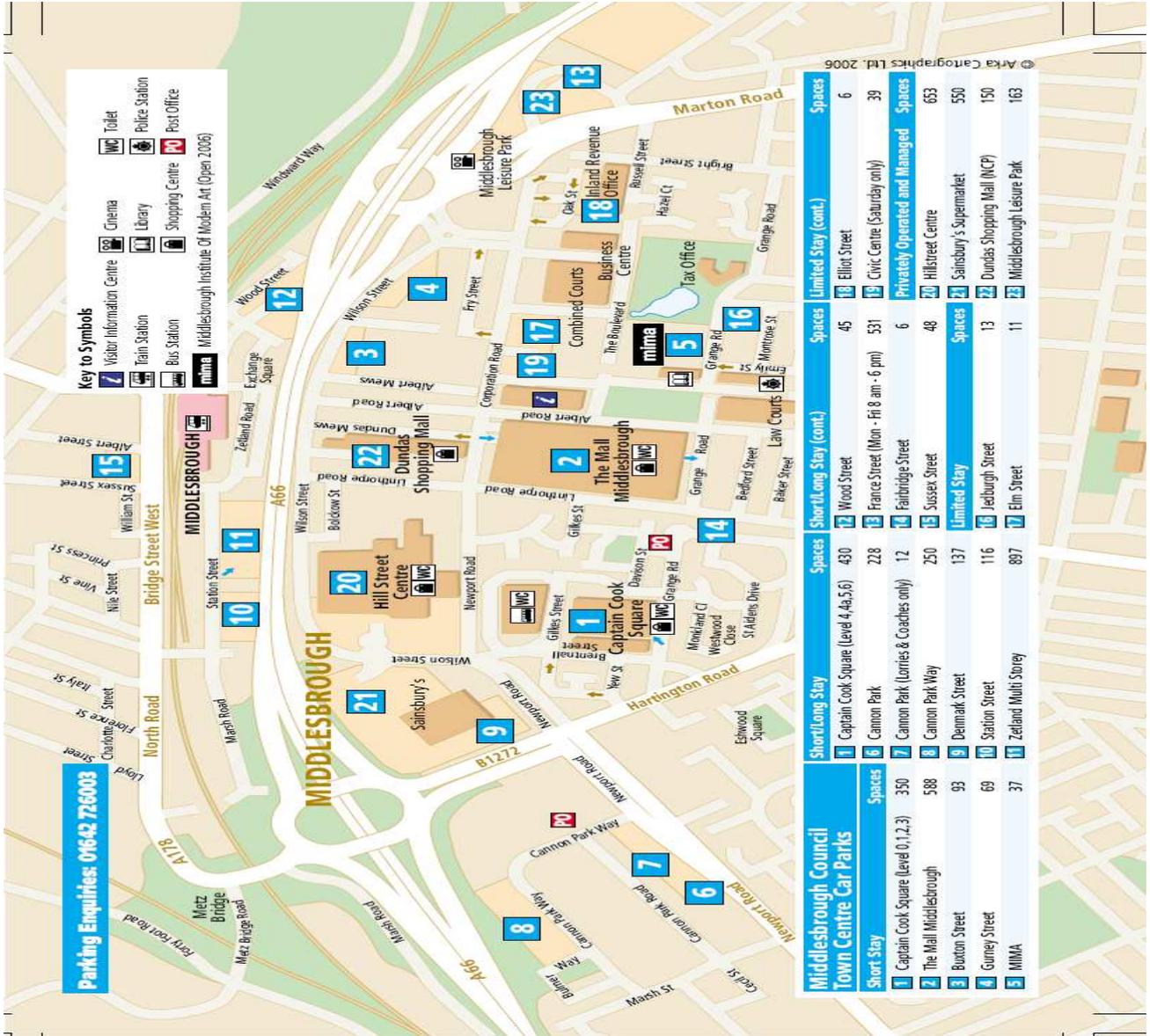
Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period						Direction of travel	Notes
					2009/2010	2010/2011	2011/2012	2012/2013	2013/2014		
PS1 (a) number of off-street short stay parking spaces in council ownership	Number of controlled parking spaces	2008/09	549	Actual	549						
PS1 (b) number of off-street short stay parking spaces in private ownership		2008/09	2104	Actual	2104						
PS1© number of off-street long stay parking spaces		2008/09	2204	Actual	2204						
PS1 (d) number of on-street pay and display spaces		2008/09	824	Actual	824						
PS1 (e) number of short / long stay spaces		2008/09	430	Actual	430						
PS1 (f) number of limited waiting spaces		2008/09	101	Actual	101						
PS1 (g) number of private non-residential spaces.		2008/09	1700	Actual	1700						

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period					Direction of travel	Notes	
				2009/2010	2010/2011	2011/2012	2012/2013	2013/2014			
PS2 (a) usage in off-street short stay parking spaces in council ownership		2008/09	407,000	Actual							No target just information
PS2 (b) usage in off-street short stay parking spaces in private ownership		2008/09	No information	Actual							
PS2© usage in off-street long stay parking spaces		2008/09	450,000	Actual							
PS2 (d) usage in on-street pay and display spaces		2008/09	480,000	Actual							
PS2 (e) usage in short / long stay spaces		2008/09	150,000	Actual							
PS3 (a) average length of stay in off-street short stay parking spaces in council ownership	Average length of stay	2008/09	2 hours	Actual							

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period					Direction of travel	Notes	
					2009/2010	2010/2011	2011/2012	2012/2013			2013/2014
PS3 (b) average length of stay in off-street short stay parking spaces in private ownership		2008/09	No information	Actual							
PS3© average length of stay in off-street long stay parking spaces		2008/09	8 hours	Actual							
PS3 (d) average length of stay in on-street pay and display spaces		2008/09	1 hour	Actual							
PS3 (e) average length of stay in short / long stay spaces		2008/09	4 hours	Actual							
PS4 crime in council owned car parks	Reported crime per 100,000 tickets purchased	2008/09	0.4								
PS5 provision of disabled bays in off-street car parks	Percentage of disabled bays in off-street car parks	2008/09	2.7%								

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period					Direction of travel	Notes
				2009/2010	2010/2011	2011/2012	2012/2013	2013/2014		
PS6 Park Mark awards	Percentage of off-street car parks covered by Park Mark Awards	2008/09	100%							
NI177	Local bus passenger journeys originating in the authority area	2008/09								
LTP local 1 rail patronage	Thousands of rail passengers from Middlesbrough station	2008/09								
LTP local 6 daily traffic flow into the Town centre	Average Annual Daily Traffic Flow (AADT) at the Town centre cordon	2008/09								

**ANNEX A  
PARKING STOCK**



Car parking data as at March 2009

<b>Car Park</b>	<b>Spaces</b>
◆ Short Stay	<b>549</b>
Captain Cook Square (0, 1, 2 & 3)	350
Buxton Street	93
Gurney Street	69
MIMA	37
◆ Short/Long Stay	<b>430</b>
Captain Cook Square (4, 4a, 5 & 6)	430
◆ Long Stay	<b>2204</b>
Zetland	897
France Street	531
Cannon Park	228
Denmark Street	137
Station Street	116
Wood Street	45
Cannon Park Way	250
◆ Limited Stay	<b>101</b>
◆ Other Car Parks (privately operated)	<b>2104</b>
Hill Street Centre (Short Stay)	653
Sainsburys (Short Stay)	550
Middlesbrough Leisure Park (Short Stay)	163
NCP Dundas (Short Stay)	150
The Mall (Short Stay)	588
◆ TOTAL	<b>5388</b>

- ◆ Private Non Residential Spaces - (PNR) 1700
- ◆ On-Street Spaces

Pay and Display -	152
Free Limited Waiting -	222
Middlesbrough Pay & Display -	450

**Typical Parking Charges in the Town centre (Apr 2009)**

The typical scale of charges for Town centre parking is as follows:-

- Limited stay on-street      £1.00 for 1 hr
- Short stay                      £1.70 for 2 hrs
- Long stay                        £3.00 for all day

Due to its less central location, the on-street charges are set differently in Middlehaven compared to Middlesbrough Town centre. The scale of charges is as follows:

- £1.60 for up to 2 hours
- £2.20 for up to 4 hours
- £2.80 for all day

**ANNEX B  
ENFORCEMENT STRATEGY**

## **Enforcement Strategy**

Provision, Operation and Enforcement

### **KEY AIMS**

To provide, operate and enforce on and off street parking in accordance with Council objectives and in the interests of road safety, traffic management and crime prevention.

To manage the traffic network to ensure the expeditious movement of all traffic modes, as required under the Traffic Management Act 2004 Network Management Duty.

To manage and reconcile the competing demands for kerb space.

### **KEY ACTIONS**

Operate Civil Parking Enforcement to improve road safety, reduce congestion, support the local economy, improve access to public transport and reduce commuter parking in residential areas.

Introduce on-street parking controls in areas adjacent to major travel, generating development to minimise the potential displacement of parking where on-site parking is limited.

Provide parking where it is safe and desirable within the context of the overall parking and transportation strategy.

Restrict parking where the interests of traffic management, road safety, the environment and crime prevention require.

Consider the needs of local residents, shops and businesses including loading and unloading and servicing.

Rationalise Traffic Regulation Orders to ensure they are necessary, correct and appropriate, and are clearly and accurately signed and lined.

Publish enforcement rules and procedure and deal with appeals and representations regarding Penalty Charge Notices in a timely, reasonable and proportionate manner.

Publish an annual report regarding on-street and off-street enforcement activities.

Pursue parking ticket evaders to recover debt owed to the Council.

Utilise parking patrols in residential areas and security in Council car parks to create a cleaner and safer environment to help deter crime.