

# Reigate & Banstead Borough Council

## Redhill Town Centre Parking Options

### Stage 3: Summary Report

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# EXECUTIVE SUMMARY

Reigate and Banstead Borough Council (RBBC) commissioned Hyder Consulting (UK) Ltd to undertake a Parking Options Study to inform policy development in the preparation of the Redhill Town Centre Area Action Plan (RAAP). Redhill has long been recognised as an area of strategic importance and is at the heart of the Borough's New Growth Point proposals. This growth may see increased parking pressures in Redhill and it is essential that a comprehensive plan is produced to respond to changes in parking demand. This report forms part of the evidence base that will be used to inform policy development and the preparation of a Redhill Parking Management Plan. The objectives of the study were:

- Provide a matrix of bespoke and flexible parking options that supports the projected growth in Redhill and form the basis for a Parking Management Strategy for Redhill.
- Provide the evidence base to support development of a parking policy for the RAAP.

This is the stage 3 summary report. More in-depth analysis and further details can be found in the accompanying stage 1 and 2 reports.

## Parking Policy

Key national and local policies influencing parking strategy in Redhill were reviewed. Relevant policies include Planning Policy Guidance (PPG), Surrey Local Transport Plan, and the emerging Redhill Town Centre Area Action Plan (RAAP). Throughout national and local policy there is recognition of the need to minimise the adverse impacts of private car use and promote alternative, more sustainable modes of travel. Controlling parking provision is recognised as one of the key tools to achieve this aim. For example, Planning Policy Guidance 13 – Transport (PPG13) states, *"The availability of car parking has a major influence on the means of transport people choose for their journeys. Some studies suggest that levels of parking can be more significant than levels of public transport provision in determining means of travel (particularly the journey to work) even for locations very well served by public transport"*.

## Current Parking Provision

Overall, there is a significant amount of spare parking capacity in Redhill Town Centre, with approximately 1,056 out of the 4,095 parking spaces unused during the peak parking periods. 36% of the sampled off-street parking spaces are unused during the peak parking period (12:00-14:00) in 2008. Similarly, 34% of available on-street parking spaces within 800m (10 minute walk) of the town centre were unused. This surplus in car parking spaces could be used to help manage any increases in parking demand as a result of new development.

The most recent set of parking data from 2008 was compared to data going back to 2002. Between 2007 and 2008 there was a drop in parking demand of 16% in the car parks surveyed, with the most significant drop observed before 9:30. Likewise, the number of season ticket holders has also dropped. Further analysis showed that parking demand at council run off street car parks peaked in 2004-05, when it was twice as high as current levels, and then started to decline long before the recession started.

A 50/50 split of short stay and long stay customers exists in Redhill. However, the proportion of long stay and short stay customers varies from car park to car park. Car parks are well located in relation to their designation as short or long stay car parks. Long stay car parks (e.g. Gloucester Road) are located on the outskirts of Redhill Town Centre whilst short stay car parks (e.g. Marketfield Way) are located in Redhill Town Centre.

Parking charges have increased by an average of 32% between 2008 and 2011. This is likely to be suppressing parking demand. However, due to the wide range of factors that influence parking demand it is not possible to precisely determine the impact this has had. The Council has no obligation to provide lorry parking facilities, but several options have been considered. Gloucester Road is the only car park in Redhill used for overnight lorry parking. However, with no visible signage, poor access from the A23 and limited manoeuvrability on site when cars are parked, Gloucester Road car park has poor suitability for overnight HGV parking.

### Parking Demand Forecasts

Using updated development figures for Redhill for the four likely scenarios below, we have shown that it is extremely likely there will be sufficient spare parking spaces to accommodate demand over the lifetime of the RAAP to 2027 as long as some demand management measures are implemented. The following likely development scenarios were considered as part of this study:

- Scenario 1: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy with a small supermarket on Station Road car park
- Scenario 2: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy with a large supermarket on Station Road car park
- Scenario 3: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy and Reading Arch Road with a small supermarket on Station Road car park
- Scenario 4: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy and Reading Arch Road with a large supermarket on Station Road car park

These scenarios represent likely development scenarios across some town centre sites. The scenarios have been used to explore how parking could be affected if various developments across the town centre do or do not take place. Two parking demand forecasts for each scenario were produced. The first assumes that parking demand is in line with the RTC parking standard, which reflects that the good public transport links in the town centre are likely to minimise demand for parking. This is labelled as the Redhill Town Centre (RTC) Standard. The second assumes that parking demand is in line with parking levels observed at similar locations in the UK, taken from the TRICS database. In addition, sensitivity tests were carried out to test the impact of 25% higher and lower growth in each scenario.

**Table i: Redhill Town Centre Parking Forecasts – Spare Spaces**

Scenario	Existing		2010-16		2017-21		2022+	
	RTC	TRICS	RTC	TRICS	RTC	TRICS	RTC	TRICS
1	1056		1874	1331	1371	416	1371	416
2						481		481
3						416	1656	612
4						481		677

As shown the table above, the forecasts show it is extremely likely there will be sufficient spare parking spaces to accommodate demand over the lifetime of the RAAP to 2027, although if there is 'unfettered' parking demand (TRICS forecast) then there is likely to be some parking stress starting in 2017-21.

Scenarios 1 and 2 are likely to result in the least amount of spare parking capacity in 2022+, with scenarios 3 and 4 resulting in a larger amount of spare capacity due to the availability of public parking at the Reading Arch Road development.



## Parking Issues and Options

A preliminary list of parking issues and concerns acknowledged in previous consultations and reports were collated. In addition, a stakeholder workshop was held, revealing parking stress in residential areas, parking signage and balancing sustainable transport with car parking provision to be the most pressing car parking concerns. Based on the findings of the stakeholder workshop site visits and further desktop research, a revised list was produced, containing the following issues:

**Table ii: Final List of Redhill Town Centre Parking Issues**

<b>Final List of Redhill Town Centre Parking Issues</b>
A. Poor car park signage and information for drivers wishing to park in Redhill
B. Car parks not always placed strategically in relation to the road network
C. Commuters and retail users parking in residential areas
D. Residents' parking supply in Redhill Town Centre
E. Car parking too freely available, encouraging people to drive to Redhill
F. Perceived high parking charges
G. Safety, security, and quality
H. Perception that car parking at Redhill Station is insufficient to meet demand
I. Impact of 'humanising' the ring road'
J. Disabled parking
K. Cycle and motor cycle parking
L. Overnight lorry parking provision
M. Parking around schools at peak times
N. Development specific issues (all scenarios)
O. Car park specific issues
P. Need to draw people in to Redhill Town Centre to boost local shops and businesses

In response, a list of options has been compiled following a desktop study, a stakeholder workshop, and a site visit. As detailed in the Stage 1 report, there is significant spare parking capacity in Redhill Town Centre. As such, we recommend options should concentrate on locking in benefits and managing existing demand effectively. The recommended timeline for implementing options is shown in the table below.

**Table iii: Final List of Redhill Town Centre Parking Options**

Final List of Redhill Town Centre Parking Options		Cost	Policy Score	2010-16	2017-21	2022+
4	Introduce Wayfinding maps	£££££	7	Green	Grey	Grey
2	Rationalise / Review signage	£££££	5	Green	Grey	Grey
6	Improve access at Clarendon Road	£££££	5	Green	Grey	Grey
13	Build a multi-storey car park at Redstone Hill	£££££	4	Green	Grey	Grey
9	Alter the mix of long/short stay parking	n/a	n/a	Grey	Green	Green
3	Introduce Parking Guidance Information System	£££££	6	Grey	Yellow	Yellow
1	Locate new development at accessible locations	£££££	9	Green	Green	Green
18	Support car clubs and car sharing	£££££	8	Green	Green	Green
16	Improve pedestrian and cycling links	£££££	8	Green	Green	Green
17	Implement Smarter Travel measures	£££££	6	Green	Green	Green
19	Information & Marketing	£££££	5	Green	Green	Green
20	School options: P&D and/or Park and Stride	£££££	5	Green	Green	Green
24	Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment	£££££	3	Green	Green	Green
8	Apply RTC parking standards to new developments	n/a	n/a	Green	Green	Green
26	Stagger development	n/a	n/a	Green	Green	Green
27	Cleaning and Maintenance	n/a	n/a	Green	Green	Green
15	Improve public transport	n/a	n/a	Green	Green	Green
11	Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs)	£££££	5	Yellow	Yellow	Yellow
10	Change pricing regime	£££££	5	Yellow	Yellow	Yellow
21	Disabled parking options	n/a	n/a	Yellow	Yellow	Yellow
22	Cycle and Motorcycle parking options	n/a	n/a	Yellow	Yellow	Yellow
23	Lorry parking options	n/a	n/a	Yellow	Yellow	Yellow
7	Place new car parks at strategic locations on the edge of Redhill Town Centre	£££££	6	Yellow	Yellow	Yellow
14	Implement Park and Ride	£££££	6	Grey	Grey	Grey
12	Build a multi-storey car park at Gloucester Road	£££££	3	Grey	Grey	Grey
25	Build temporary car park to accommodate displaced parking during the redevelopment	£££££	2	Grey	Grey	Grey
5	Allow right turns into car parks off Marketfield and Princess Way	n/a	n/a	Grey	Grey	Grey

*Green = Implement option. Yellow = Consider Option. Grey = Do not implement option.*

Pricing is an effective tool for managing parking demand as motorists appear to be particularly sensitive to parking prices. Prices can either be increased to reduce demand, or decreased to increase demand. Free parking, variable parking charges, and scratch-cards may also provide effective tools for managing demand.

The redevelopment of the Marketfield Way site in 2010-16 will lead to the loss of 97 off-road parking spaces at this location. In addition, the redevelopment of the Gloucester Road and

Station Road sites in 2017-21 will lead to the loss of 503 off-road parking spaces. However, additional public parking will be made available at Warwick Quadrant and Cromwell Road, which could be used as a replacement for the lost parking. Overall, there will be an increase of 292 publically available parking spaces across the whole time period in scenarios 1&2, and an increase of 639 spaces in scenarios 3&4. There is a peak in public parking provision in 2010-16 as additional parking is made available at Warwick Quadrant and Cromwell Road, before parking at Gloucester Road and Station Road is lost in 2017-21. Additional parking could be provided at The Belfry and Redstone Hill. However, based on the findings of the parking forecasts there is no clear cut need to do so.

In both RTC and TRICs forecasts it is clear that there is likely to be a larger demand for long stay spaces than short stay spaces in the future. As such, Reigate & Banstead Borough Council should ensure that there is adequate provision of long stay spaces, which can easily be provided by utilising existing and forecast spare capacity across the town centre, without needing to build additional car parks. Of the spare capacity available between 160 and 461 need to be allocated for short stay use, and between 350 and 710 need to be allocated for long stay use. This long stay parking is needed due to the displaced parking from the Gloucester Road and Station Road developments.

The situation should be kept under review. Annual or biannual surveys of parking usage across the town centre would provide an excellent basis to make decisions about the provision of new parking in the future. If current parking demand exceeds 85% of supply, or if current plans for developments change and major new developments are planned, or a significant number of parking spaces are likely to be lost, then the situation may need to be revisited. These surveys could be jointly funded by all new developments as part of section 106 agreements, and would require a related policy to be included in the RAAP.

Issues and options have been presented in a parking 'matrix' and also in a series of flow diagrams to aide the decision making process and inform the parking discussion, and contribute to the RAAPs vision for Redhill (section 7).

Annual or biannual surveys of parking usage across the town centre would provide an excellent basis to make decisions about the provision of new parking in the future. These surveys could be jointly funded by all new developments as part of section 106 agreements, and would require a related policy to be included in the RAAP.



# 1 STUDY CONTEXT

## 1.1 Introduction

Reigate and Banstead Borough Council (RBBC) commissioned Hyder Consulting (UK) Ltd to undertake a Parking Options Study to inform policy development in the preparation of the Redhill Town Centre Area Action Plan (RAAP). The RAAP will provide the planning policy framework required to support the growth agenda. The RAAP Preferred Options Document (RBBC 2009) states:

*“Redhill Town Centre is at a turning point. Opportunities are emerging to transform perceptions of the town, addressing its negative image and setting high standards for the future. The town benefits from being one of the most accessible locations in the region and is at the heart of the Borough’s Growth Point proposals. New development sites are coming forward and organisations are keen to invest in the town centre and its infrastructure. New town centre homes will bring in new people and their money, to support existing and the provision of, additional, services and facilities”.*



**Figure 1: Map of Redhill**

One of the strategic proposals of the emerging RAAP is the development of robust and flexible parking options that can support the proposed level of growth projected over the plan period. This study will develop these options and build on previous studies completed by Atkins and Hyder.

In order to support the parking policy development in Redhill Town Centre for the Submission Version of the RAAP, Reigate and Banstead Borough Council require a parking study which:

- Provides a matrix of bespoke and flexible parking options that supports the projected growth in Redhill and form the basis for a Parking Management Strategy for Redhill.
- Provides the evidence base to support development of a parking policy for the RAAP.

The main output from this parking study is the production of a matrix of flexible parking options that takes into consideration the anticipated phasing of development in Redhill Town Centre and includes short, medium and long term recommendations accordingly in relation to the RAAP. Indicative costs and possible locations for providing additional parking spaces will also be investigated. The findings of this study will feed into the future development of a Parking Management Plan for Redhill.

## 1.2 Policy & Best Practice

Key national and local policies influencing parking strategy in Redhill were reviewed. Until the draft *National Planning Policy Framework (DCLG 2011)* is adopted and the *South East Plan (SEEDA 2009)* is eventually abolished, relevant policies and best practice include:

- **National Policy** - Planning Policy Guidance Note 13: Transport (DCLG 2011), Planning Policy Statement 1: Delivering Sustainable Transport (ODPM 2005), Planning Policy Statement 3: Housing (DCLG 2006).
- **Regional Policy** – The South East Plan (SEEDA 2009)
- **Sub-Regional and Local Policy** – Surrey Local Transport Plan 3 (SCC 2011), Building Design into the Surrey Hills (Surrey Hills Partnership 2005), Reigate and Banstead Borough Local Plan (RBBC 2005), Reigate and Banstead LDF Core Strategy (RBBC forthcoming), Redhill Town Centre Area Action Plan (RBBC 2008-ongoing), Local Distinctiveness Design Guide (RBBC 2004), Parking Standards for Development (RBBC 2003).
- **Best practice** – Manual for Streets (Department for Transport 2007), Manual for Streets 2 (Chartered Institution of Highways and Transportation 2010), Better Places to Live by Design: A companion guide to PPG3 (ODPM 2004), Car Parking, What Works Where (The National Regeneration Agency 2006).

Throughout national and local policy there is recognition of the need to minimise the adverse impacts of private car use and promote alternative, more sustainable modes of travel. Controlling parking provision is recognised as one of the key tools to achieve this aim. For example, Planning Policy Guidance 13 – Transport (PPG13) states, “*The availability of car parking has a major influence on the means of transport people choose for their journeys. Some studies suggest that levels of parking can be more significant than levels of public transport provision in determining means of travel (particularly the journey to work) even for locations very well served by public transport*”. Other particularly useful policy documents are outlined below.

**Redhill Town Centre Area Action Plan (RBBC, forthcoming):** The RAAP is a development plan document which forms part of the Local Development Framework. It will establish key themes and a vision for future development. It notes the parking strategy in Redhill will seek to create a balance between providing sufficient parking in appropriate locations, whilst strongly encouraging greater use of public transport by: increasing the incentives to use public transport through car parking charges and public transport improvements; consolidating car parking provision; and, providing accessible car parks to reduce congestion. The Council have consulted on both Issues and Options and Preferred Options documents, and are due to issue a further public consultation in Jan/Feb 2012.

**Parking Standards for Development (Reigate and Banstead Borough Council, 2003):** With the abolition of parking standards in *PPG13 - Transport* and the replacement of *A Parking Strategy for Surrey (SCC 2003)*, relevant parking standards for Reigate and Banstead are now defined by *Parking Standards for Development*. The document is based on *A Parking Strategy for Surrey* and reference is made of the need to use “Parking Areas” to obtain relevant parking standards for different parts of the borough.

**A Parking Strategy for Surrey (SCC, 2003):** Although it has now been replaced by the LTP3 documents, the broad approach contained in ‘A Parking Strategy for Surrey’, which covers all parking aspects across the county, remains a useful way of assessing accessibility and conceptualising parking control within the Borough. The document sets out the concept of ‘Parking Package Areas’ (PPAs) which can be used to reduce parking standards according to the location of development and public transport provision. Redhill Town Centre would fall into

PPA 1, “A regional or major town centre, with excellent access to public transport”, to which 0-25% of the maximum parking standard should be applied.

## 1.3 Previous Studies

The following previous studies were particularly useful.

**Redhill Parking Strategy (Hyder Consulting 2008):** Hyder was previously instructed by RBBC to review parking provision, parking utilisation, and to devise a car parking strategy for Redhill Town Centre.

Phase 1 of the study found 25% of people travel to Redhill Town Centre on foot, 25% by bus, and only 4% by bicycle. The train is predominately used by commuters travelling out of Redhill. With regards to parking the study found Redhill Rail Station car park demand currently exceeds parking supply, 30% of off-street spaces in Redhill Town Centre were used by season ticket holders, and peak parking hours were 09:30-14:00 for off-street parking and 14:00-16:00 for on-street parking. The Phase 1 study concluded that existing parking provision, both on-street and within existing public car parks is more than adequate to cater for the existing parking demand. However, areas of on street parking stress exist to the North, East and South of the town centre.

Phase 2 of the study explored potential future demand, based on much higher predictions of future growth than the current study. A number of measures were identified to manage the additional parking demand caused by this growth including: information and marketing; Variable Message Signs (VMS); establishing car clubs; a workplace parking levy; workplace and school travel plans; and, extending the Fastway service.

**Design and Parking Review (Atkins Consulting 2008):** Atkins was commissioned to provide a detailed review of design and parking requirements in the Borough. The study identified significant spare car park capacity exists in public car parks, and that spare capacity in Redhill has increased significantly in recent years in response to changing charging regimes. A number of measures were recommended including a review of the charging regime for public car parks, a review of on-street parking restrictions, provision of parking information and VMS, Travel Plans, Smarter Working, improvements in public transport, and car clubs.

**Surrey County Council Redhill S-Paramics Microsimulation Model:** Surrey County Council constructed traffic model that was used to investigate Preferred Options from the Redhill Town Centre Area Action Plan. Interrogation of Surrey County Council’s traffic model revealed over 60% of traffic in peak periods is through traffic. The model also estimates that 35% of Redhill Town Centre car park users arrive from the East, where public parking facilities are limited.

**Reigate and Banstead Borough Council Retail and Leisure Needs Assessment (2007) and Updates (2009 and 2011):** Reigate and Banstead Borough Council commissioned Roger Tym and Partners to undertake a borough-wide Retail and Leisure Needs Assessment. It revealed 18% of respondents visited Redhill to buy food, 12% to use services such as banks and building societies, and 28% for non-food shopping. In 2009, an update to the study was produced which recommended a new superstore in Redhill Town Centre. In 2011, a further update study was produced, which revised the findings of the earlier two studies. The report showed that there are far fewer requirements than before the economic downturn.

**Surrey TravelSMART: Key Component Bid (SCC 2011):** Surrey County Council’s successful Sustainable Transport Fund bid aims to promote economic growth and increase sustainable travel throughout Surrey. The initial focus of the work will be on Guildford, Woking and Reigate and Banstead, but the intention is to create a template of measures, which will later be rolled out to all Surrey towns. Measures include bus improvements, walking and cycling improvements, car clubs, traffic and transport information, and travel planning and promotion.

**Surrey TravelSMART: Large Bid (SCC 2011):** In addition to the Key Component Bid, Surrey County Council also prepared initial proposals for a Sustainable Transport Fund ‘Large Bid’,

which remains to be confirmed. The initial bid includes provision for a Redhill Sustainable Travel Town project. In light of DfT feedback, a business case will be required for submission by 20 December 2011.



## 2 CURRENT PARKING PROVISION

Overall, there is a significant amount of spare parking capacity in Redhill Town Centre, with 1,056 of 4,095 parking spaces unused during the peak parking periods. 36% of the sampled off-street parking spaces are unused during the peak parking period (12:00-14:00) in 2008. Similarly, 34% of available on-street parking spaces within 800m (10 minute walk) of the town centre were unused. This surplus in car parking spaces could be used to help manage any increases in parking demand as a result of new development.

The location and numbers of off-street public and private car parking spaces are shown in Figure 2. Linkfield Corner car park (56 spaces) is to the West of the Town Centre.

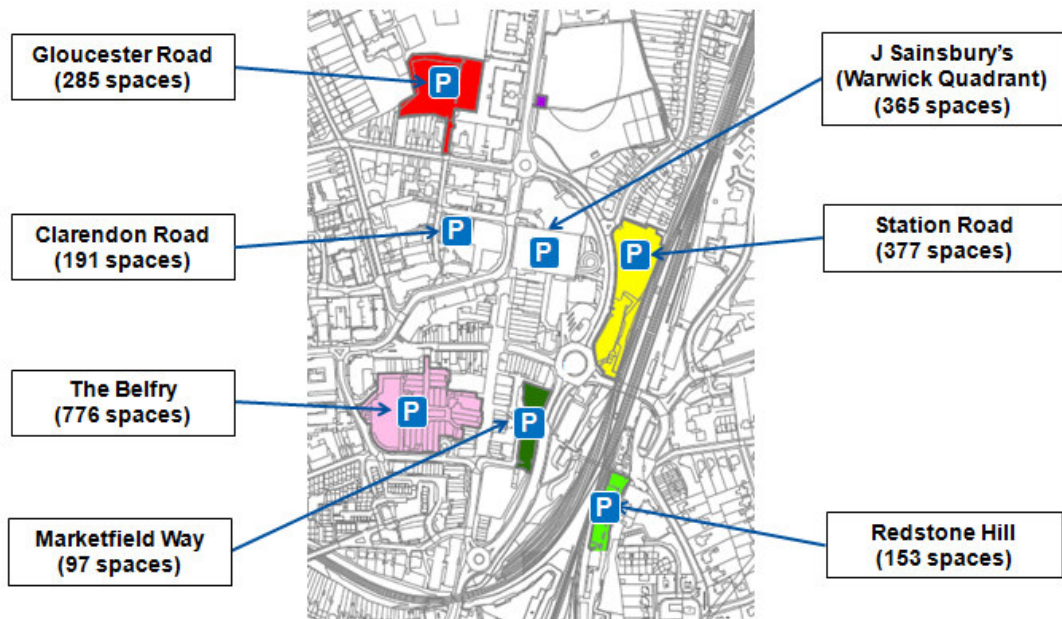


Figure 2: Location of Off-Street Car Parking in Redhill

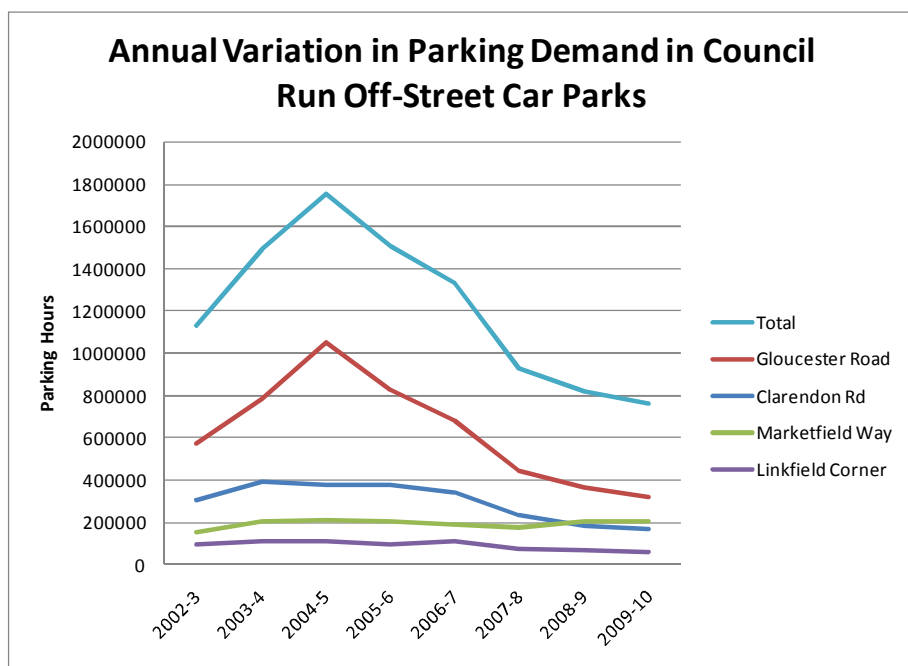
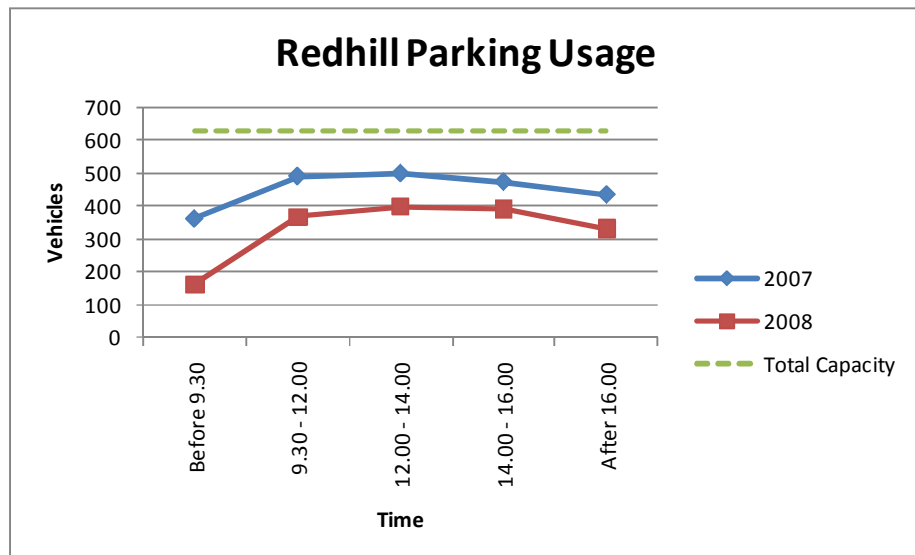


Figure 3: Annual Variation in Parking Demand in Council Run Off-Street Car Parks



**Figure 4: Redhill Parking Usage in council run car parks**

The most recent set of parking data from 2008 was compared to data going back to 2002. Between 2007 and 2008 there was a drop in parking demand of 16% in the car parks surveyed, with the most significant drop observed before 9:30 (Figure 4). Likewise, the number of season ticket holders has also dropped, suggesting that less long-term commuters use the off-street car parks. Further analysis showed that parking demand at council run off street car parks peaked in 2004-05, when it was twice as high as current levels, and then started to decline long before the recession started (Figure 3). It is not possible to pinpoint the exact reason for the ongoing falling demand in Redhill Town Centre, but likely reasons include the economic downturn, competition from other retail centres, alternative informal parking in Redhill Town Centre, and introduction of the Fastway bus service and other public transport improvements.

From the data provided, it appears that parking demand remains reasonably constant throughout the year, with demand dropping off in August, January, and February. However, it was not possible to undertake a thorough analysis of seasonal variation with the data provided.

A 50/50 split of short stay and long stay customers exists in Redhill. However, the proportion of long stay and short stay customers varies from car park to car park. Car parks are well located in relation to their designation as short or long stay car parks. Long stay car parks (e.g. Gloucester Road) are located on the outskirts of Redhill Town Centre whilst short stay car parks (e.g. Marketfield Way) are located in Redhill Town Centre.

Parking charges have increased by an average of 32% between 2008 and 2011. This is likely to be suppressing parking demand. However, due to the wide range of factors that influence parking demand it is not possible to precisely determine the impact this has had.

Gloucester Road is the only car park in Redhill used for overnight lorry parking. However, with no visible signage, poor access from the A23 and limited manoeuvrability on site when cars are parked, Gloucester Road car park has poor suitability for overnight HGV parking.

The levels of parking provision in Redhill Town Centre are comparable to Epsom and Woking town centres, which have similar characteristics in relation to rail access, retail floor space and employment opportunities.

Parking stress maps, which show the exact locations of on-street parking stress can be found in **Appendix A**.

# 3 PARKING DEMAND FORECASTS

## 3.1 Forecasts

Using updated development figures for Redhill for the four scenarios below, we have shown that it is extremely likely there will be sufficient spare parking spaces to accommodate demand over the lifetime of the RAAP to 2027. The figure below shows the development sites identified in Redhill Town Centre.

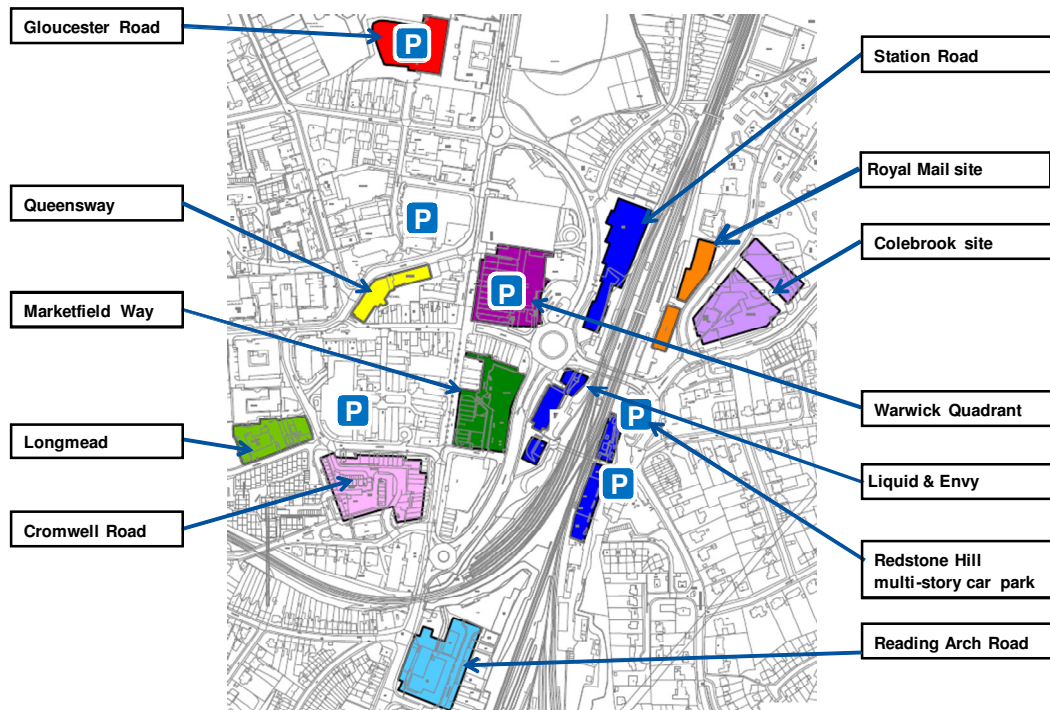


Figure 5: Development sites map

The following development scenarios were considered as part of this study:

- Scenario 1: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy with a small supermarket on Station Road car park
- Scenario 2: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy with a large supermarket on Station Road car park
- Scenario 3: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy and Reading Arch Road with a small supermarket on Station Road car park
- Scenario 4: Supermarkets on Warwick Quadrant, Cromwell Road, Queensway, Liquid & Envy and Reading Arch Road with a large supermarket on Station Road car park

These scenarios represent likely development scenarios across some town centre sites. The scenarios have been used to explore how parking could be affected if various developments across the town centre do or do not take place. Two parking demand forecasts for each scenario were produced. The first assumes that parking demand is in line with the RTC parking standard, which reflects that the good public transport links in the town centre are likely to minimise demand for parking. This is labelled as the Redhill Town Centre (RTC) Standard. The second assumes that parking demand is in line with parking levels observed at similar locations

in the UK, taken from the TRICS database. In addition, sensitivity tests were carried out to test the impact of 25% higher and lower growth in each scenario.

Figure 6 shows the total parking provision, and forecast parking usage in Redhill Town Centre across all scenarios and time periods. The shaded red area shows where over 85% of available parking spaces are being used, resulting in parking stress. It is evident that there is very little overall difference between the four scenarios being considered.

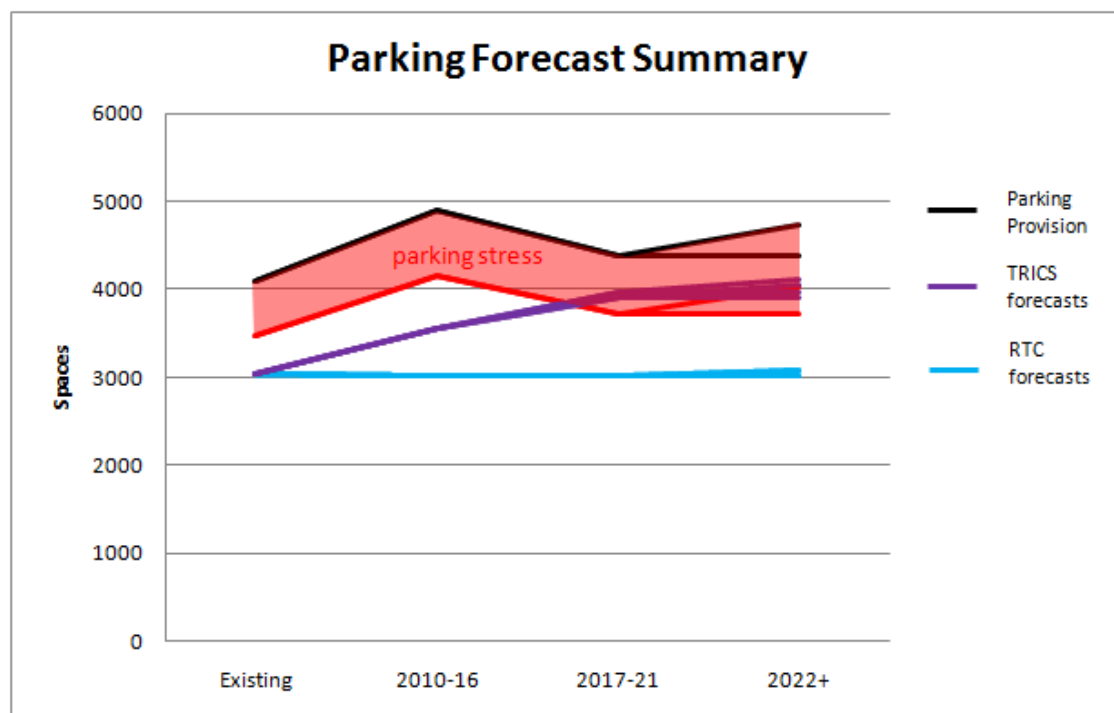


Figure 6: Parking Forecast Summary

Table 1: Redhill Town Centre Parking Forecasts – Spare Spaces

Scenario	Existing		2010-16		2017-21		2022+	
	RTC	TRICS	RTC	TRICS	RTC	TRICS	RTC	TRICS
1	1056	1874	1331	1371	416	1371	416	
2					481		481	
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4					481		677	

As shown the table above, the forecasts show it is extremely likely there will be sufficient spare parking spaces to accommodate demand over the lifetime of the RAAP to 2027, although if there is 'unfettered' parking demand (TRICS forecast) then there is likely to be some parking stress starting in 2017-21.

Scenarios 1 and 2 are likely to result in the least amount of spare parking capacity in 2022+, with scenarios 3 and 4 resulting in a larger amount of spare capacity due to the availability of public parking at the Reading Arch Road development.

## 3.2 Implications

There is currently a significant amount of spare parking capacity in Redhill Town Centre. This spare capacity could be used to accommodate increased parking demand as a result of

development. If additional spaces associated with development are provided there will be a substantial over supply of parking in Redhill Town Centre.

There is currently a 50/50 split of short stay and long stay customers. In both RTC and TRICs forecasts it is clear that there is likely to be a larger demand for long stay spaces than short stay spaces in the future. As such, Reigate & Banstead Borough Council should ensure that there is adequate provision of long stay spaces, which can easily be provided by utilising existing and forecast spare capacity across the town centre, without needing to build additional car parks. Of the spare capacity available between 160 and 461 need to be allocated for short stay use, and between 350 and 710 need to be allocated for long stay use. The long stay requirement is due to displaced parking as a result of the Gloucester Road and Station Road developments.

The redevelopment of the Marketfield Way site in 2010-16 will lead to the loss of 97 off-road parking spaces at this location. In addition, the redevelopment of the Gloucester Road and Station Road sites in 2017-21 will lead to the loss of 503 off-road parking spaces. However, additional public parking will be made available at Warwick Quadrant and Cromwell Road, which could be used as a replacement for the lost parking. Overall, there will be an increase of 292 publically available parking spaces across the whole time period in scenarios 1&2, and an increase of 639 spaces in scenarios 3&4. There is a peak in public parking provision in 2010-16 as additional parking is made available at Warwick Quadrant and Cromwell Road, before parking at Gloucester Road and Station Road is lost in 2017-21. Additional parking could be provided at The Belfry and Redstone Hill. However, based on the findings of the parking forecasts there is no clear cut need to do so.

## 4 PARKING ISSUES

A preliminary list of parking issues and concerns acknowledged in previous consultations and reports were collated. In addition, a stakeholder workshop was held, revealing parking stress, parking signage and balancing sustainable transport with car parking provision to be the most pressing car parking concerns. Based on the findings of the stakeholder workshop (see **Appendix E** for the stakeholder workshop report), site visits and further desktop research, a revised list was produced, containing the following issues:

**Table 2: Final List of Redhill Town Centre Parking Issues**

<b>Final List of Redhill Town Centre Parking Issues</b>
A. Poor car park signage and information for drivers wishing to park in Redhill
B. Car parks not always placed strategically in relation to the road network
C. Commuters and retail users parking in residential areas
D. Residents' parking supply in Redhill Town Centre
E. Car parking too freely available, encouraging people to drive to Redhill
F. Perceived high parking charges
G. Safety, security, and quality
H. Perception that car parking at Redhill Station is insufficient to meet demand
I. Impact of 'humanising' the ring road'
J. Disabled parking
K. Cycle and motor cycle parking
L. Overnight lorry parking provision
M. Parking around schools at peak times
N. Development specific issues (all scenarios)
O. Car park specific issues
P. Need to draw people in to Redhill Town Centre to boost local shops and businesses

### **Issue A: Poor car park signage and information for drivers wishing to park in Redhill**

Poor signage and information for drivers in Redhill was identified as a major parking issue during the stakeholder workshop, and confirmed by a site visit undertaken by Hyder. Likewise, the RAAP notes "Information on the availability of parking spaces is lacking". The lack of clear signage and information leads to underutilisation of some car parks, whilst others are near their capacity. This causes congestion as drivers hunt for parking spaces, queuing for some car parks. Poor signage may also help to explain why parking stress is reported in some areas, when there is ample parking provision across the town centre.

### **Issue B: Car parks not always placed strategically in relation to the road network**

The location of car parks was agreed as a parking issue at the stakeholder workshop. Currently if you are driving into Redhill on a main road and wish to park, you have to enter the town centre and use the one way system. The one-way system in Redhill Town Centre causes a number of access issues in particular for drivers wishing to visit short-stay car parks. This was identified as an issue through the desktop study of previous consultations and policies and was confirmed during a site visit. Access is particularly complicated for the 16% of car park users arriving from

A23 London Road<sup>1</sup> who must make a series of detours or U-turns to reach any of the short stay-car parks in the town centre.

### **Issue C: Commuters and retail users parking in residential areas**

Participants at the workshop noted that a fine balance must be achieved as car parking restrictions are likely to affect the viability of Redhill Town Centre, and noted members of the public have previously complained about commuter parking in residential streets. Regeneration will bring about extra footfall, which will inevitably generate some car traffic. Car parking restriction in new developments could potentially make the parking situation worse in Redhill. It was felt that if Residential Parking Zones (RPZs) were introduced, more long-stay spaces would be required in order to enable commuters to park. The idea of providing new long-stay parking spaces on corridors into the town centre was suggested.

### **Issue D: Residents' parking supply in town centre**

Parking for residents in the town centre needs to be considered. One option would be to provide off-site parking, for example by reserving sections of multi-storey car parks for residents to park, preferably through a parking permit scheme. Another would be to provide parking associated with developments.

### **Issue E: Car parking too freely available, encouraging people to drive to Redhill**

Participants at the stakeholder workshop agreed that an ample parking supply may encourage people to drive, adding to traffic congestion. Increasing congestion could potentially discourage people from visiting the town centre. It was noted that a fine balance between parking demand and supply must be achieved; otherwise the viability of Redhill Town Centre could be affected.

### **Issue F: Perceived high parking charges**

Previous public consultations have highlighted high parking charges as an issue. However, on closer comparison with other boroughs in the area, the current charges in Redhill Town Centre can be seen to be similar to those in neighbouring boroughs. During the stakeholder workshop participants felt that charges should not be raised further as this would affect the viability of the town centre. It is suggested that RBBC considers managing public expectation of parking charges through marketing or other forms of communication.

### **Issue G: Safety, security, and quality**

The stakeholder workshop thought that improvements in safety, security, and quality associated with public transport and pedestrian links to car parks in Redhill were essential. It was noted that there is a particular need for improving safety in the tunnel beneath the railway to/from the Redstone Hill car park. This was confirmed during the site visit, however, elsewhere the overall quality of most car parks was good.

### **Issue H: Perception that car parking at Redhill Station is insufficient to meet demand**

This was identified as an issue through the desktop study of previous consultations and policies and in the stakeholder workshop. There are about 377 existing spaces and Network Rail has proposed an increase to 459 to the Rail Regulator (source Network Rail), the maximum number Council Members agreed to. Network Rail estimate the rail industry requires up to 600 spaces with some provision for expansion.

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<sup>1</sup> See Stage 1 report: Appendix B – Results of traffic modelling exercise

However, some of this demand may be due to relatively cheap parking at the station compared to other long stay car parks in Redhill Town Centre.

#### **Issue I: Impact of 'humanising the ring road'**

The plan to 'humanise the ring road' as set out in the RAAP (RBBC 2009), will have implications for parking in Redhill, and make some of the aforementioned issues more acute. For example, the scheme will prevent u-turns on the A25 Redstone Hill / A23 Princess Way roundabout, making access to the Sainsbury's car park from the North even more difficult. If implemented, the scheme will result in a more attractive walking environment, which may add to the attraction of using surrounding car parks such as Redstone Hill.

#### **Issue J: Disabled parking**

No specific disabled parking issues were identified during the study. However, all new developments and car parks should adhere to the disabled parking guidelines as set out the Local Plan (RBBC 2003).

#### **Issue K: Cycle and Motorcycle Parking**

During the site visit it was noted that cycle parking at the train station was not sufficient for demand, with a large amount of bikes piled up immediately outside the station. As noted in the Redhill Town Centre Parking Strategy (2008) there appear to be adequate cycle storage facilities in the rest of the town centre. In addition, all developments should adhere to the parking guidelines as set out in the Local Plan (RBBC 2003).

#### **Issue L: Overnight lorry parking provision**

Gloucester Road is the only car park in Redhill used for overnight lorry parking. The car park is currently free between 6pm and 8am, but there is no data currently available on usage. Freight access to the car park is currently quite poor. There is no visible signage, poor access from the A23 and limited manoeuvrability on site for lorries. Whilst the Council is not legally required to provide freight parking facilities, we have considered alternative arrangements for accommodating freight parking in Redhill. The main problem with any lorry parking is how to ensure that the drivers use the correct locations and not turn up where they want.

In terms of other locations close to Redhill that are currently used for freight parking, we understand that lorries occasionally park overnight in a small industrial estate in Merstham, just north of Redhill. The site backs onto large rear gardened properties and the property owners have complained about the noise of the refrigeration units on the trailers going on and off all night.

#### **Issue M: Parking around schools at peak times**

One area of concern raised by RBBC is an inadequate level of available parking for some parents on the school run. Phase 1 of the Redhill Parking Strategy (Hyder 2008) found that on street parking demand is greatest at 15.15 hours, when the majority of streets with on-street parking are 75-100% occupied, indicating that the school run is adding to parking stress levels. While there will never be enough parking spaces outside schools at drop off and pick up times, this does not mean the issue should be ignored and solutions not investigated.



## Issue N: Development Specific Issues (all scenarios)

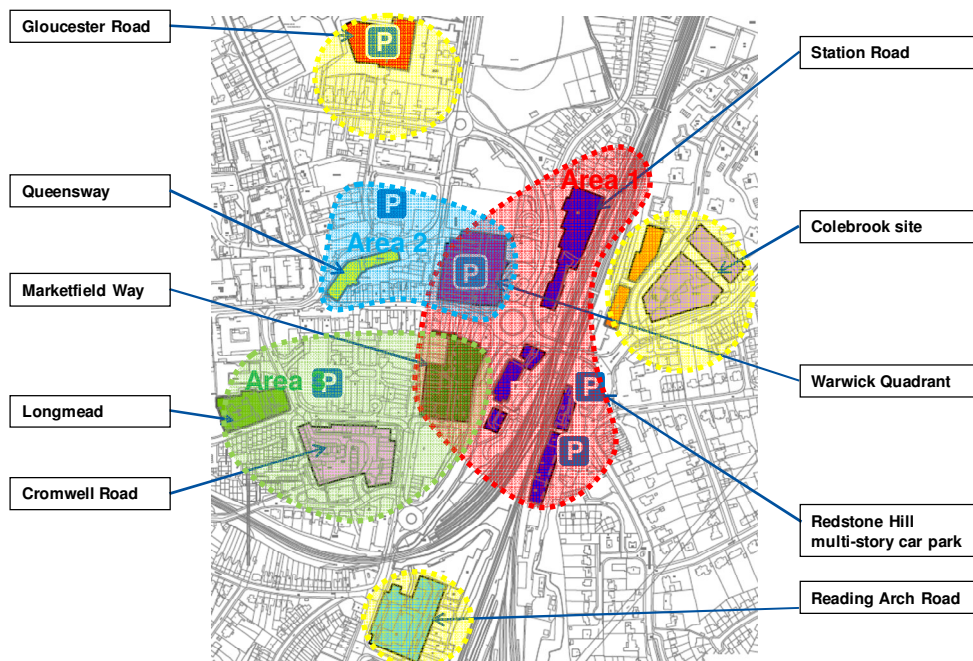


Figure 7: Relationships between development sites

Figure 7 shows indicative relationships between the development sites. For example, the Reading Arch Road road and Gloucester Road sites are some distance from each other and are unlikely to have a major impact on each other. Likewise the Colebrook and Royal Mail sites are quite isolated. While there may be some interaction with the Redstone Hill and station car parks, people living and working at these sites are unlikely to want to park at the Belfry. These types of interactions should be considered when decisions about development phasing are made.

## Issue O: Car park specific issues

During the site visit a number of issues and observations were made regarding off-street car parks in Redhill, and recommendations made. Where appropriate these have been incorporated into the report. The complete site visit report can be found in **Appendix D**.

## Issue P: Need to draw people in to Redhill Town Centre to boost local shops and businesses

At present, local shops and businesses may be suffering as a result of the economic downturn. Parking management can play a role in encouraging more people to visit the town centre. In particular, the price of parking and information and marketing are likely to have a large impact in this area. Measures such as improvements to public transport, car clubs, and improving the overall quality of experience are also likely to help.

## 5 PARKING OPTIONS

The following section presents a refined list of parking options identified through a desktop study, consultation with RBBC officers, and the Stakeholder Workshop. The study has identified that there is currently a surplus of parking in Redhill and it is extremely likely that this will remain the case until at least 2027. As such, this section of the report puts forward options to improve the quality of the parking experience in Redhill, make best use of existing facilities, and manage demand where necessary. The complete list of options is shown below. The options have been listed with the most effective at the top of the list. Options that could not be rated, due to a wide range of potential impacts, are shown at the bottom of the table, but may be particularly effective if well implemented.

**Table 3: Final List of Redhill Town Centre Parking Options**

Final List of Redhill Town Centre Parking Options		Cost	Accessibility	Growth	Sustainable Transport	Policy Score	Weighted Score
1	Locate new development at accessible locations	££££££	...	...	...	9	8
18	Support car clubs and car sharing	££££££	...	...	...	8	7
4	Introduce Wayfinding maps	££££££	...	...	...	7	6
16	Improve pedestrian and cycling links	££££££	...	...	...	8	5
10	Change pricing regime	££££££	...	...	...	5	5
2	Rationalise / Review signage	££££££	...	...	...	5	4
6	Improve access at Clarendon Road	££££££	...	...	...	5	4
13	Build a multi-storey car park at Redstone Hill	££££££	...	...	...	4	4
19	Information & Marketing	££££££	...	...	...	5	4
20	School options: P&D and/or Park and Stride	££££££	...	...	...	5	4
3	Introduce Parking Guidance Information System	££££££	...	...	...	6	3
17	Implement Smarter Travel measures	££££££	...	...	...	6	3
24	Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment	££££££	...	...	...	3	2
11	Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs)	££££££	...	...	...	5	2
7	Place new car parks at strategic locations on the edge of Redhill Town Centre	££££££	...	...	...	6	1
14	Implement Park and Ride	££££££	...	...	...	6	1
12	Build a multi-storey car park at Gloucester Road	££££££	...	...	...	3	-2
25	Build temporary car park to accommodate displaced parking during the redevelopment	££££££	...	...	...	2	-3
9	Alter the mix of long/short stay parking	n/a	n/a	n/a	n/a	n/a	n/a
8	Apply RTC parking standards to new developments	n/a	n/a	n/a	n/a	n/a	n/a
26	Stagger development	n/a	n/a	n/a	n/a	n/a	n/a
27	Cleaning and Maintenance	n/a	n/a	n/a	n/a	n/a	n/a
15	Improve public transport	n/a	n/a	n/a	n/a	n/a	n/a
21	Disabled parking options	n/a	n/a	n/a	n/a	n/a	n/a
22	Cycle and Motorcycle parking options	n/a	n/a	n/a	n/a	n/a	n/a
23	Lorry parking options	n/a	n/a	n/a	n/a	n/a	n/a
5	Allow right turns into car parks off Marketfield and Princess Way	n/a	n/a	n/a	n/a	n/a	n/a

A description of each option is set out in the following section. Where possible we have also identified potential indicative costs of each option and performed a headline assessment of the options' contribution to the RAAP policy goals of increasing accessibility, supporting growth, and promoting sustainable modes of travel. Where possible the cost and scoring was based on available evidence, but in other cases scoring and costs was based on a best estimate, and as such, should be treated as indicative only. The following rating system has been used.

### Cost

£££££-£££££ = Under £100,000

£££££-£££££ = £100,000-£1m

£££££ = Over £1m

### Policy Contribution

••• = No impact / Negative Impact

•• = Slight beneficial impact

•• = Moderate beneficial impact

••• = Large beneficial impact

The total policy contribution is summed to obtain an overall policy score between 0 and 9. The weighted score has been calculated by a simple addition of these factors. For example, a cost of £££££ with a policy contribution in each area of •• gives a score of 2. Using this methodology results in low scores for high cost options such as building new multi-storey and temporary car parks, and high scores to low cost, high impact options, such as locating new development at accessible locations, wayfinding maps, changing pricing regimes, and car clubs & car sharing.

### Option 1: Locate new development at accessible locations

Locating new development at accessible locations will reduce congestion and make the town centre a more accessible location. For this option to succeed close working between the transport team and RBBC planning team will be required. The ability to fully implement this option will depend on a range of factors including practicalities, revenues for the Council, and other drivers for growth. The cost of this option will depend on the specific development, but is likely to be paid for by the developer.

### Option 2: Rationalise / Review Signage

This option would entail a comprehensive review of car park signage in Redhill ensuring that signage is clear and directs motorists to the most convenient car park. This option could be carried out at the same time as the introduction of VMS to reduce duplicated work. Proposals for new car parks and plans to humanise the ring road should also be taken into account. The option would make a large contribution to accessibility and reduce congestion, contributing to sustainable transport goals.

### Option 3: Introduce Parking Guidance Information System

The aim of PGI systems is to manage the available parking spaces in highly populated urban areas more efficiently. A study of Southampton's PGI system found that 8% of parkers claimed to have changed their parking destination as a result of the information, cutting search times and therefore congestion<sup>2</sup>. Implementation will need to take into account plans to humanise the ring road, and plans to remove and/or



<sup>2</sup> KONSULT (2009) Parking Guidance and Information.

[http://www.konsult.leeds.ac.uk/private/level2/instruments/instrument040/l2\\_040summ.htm](http://www.konsult.leeds.ac.uk/private/level2/instruments/instrument040/l2_040summ.htm)

build additional car parks. Due to the excess spare capacity in Redhill, PGI systems are unlikely to offer significant benefits.

#### **Option 4: Introduce Wayfinding Maps**

Many people can be put off walking by inconsistent, confusing signage and misconceptions over the distances between areas. Wayfinding projects implemented in Bristol and areas of London aim to tackle these issues by providing better information and maps. We recommend that town centre car parks are identified on wayfinding signs and on any walking maps produced. This option will be enhanced by improving pedestrian links as part of the public realm network outlined in the RAAP. As an indicator of cost, a total of £25,000 was allocated for a Wayfinding project in Barking Town Centre in 2009/10. The scheme will make a positive contribution to the three policy goals, promoting accessibility, growth, and sustainable transport.

#### **Option 6: Improve access at Clarendon Road**

Access to Clarendon Road car park is an issue identified during a site visit undertaken by Hyder. Any vehicles approaching from the North of the town centre or from Princess Way must make an elaborate detour to access the car park. This is due to a slightly raised kerb on the entrance to the car park which prevents access to car park from Clarendon Road from both directions. This small alteration would need to be incorporated on any signage or VMS. The scheme would be enhanced by improving the surrounding pedestrian environment.

#### **Option 7: Place new car parks at strategic locations on the edge of Redhill Town Centre**

The concept in the RAAP Preferred Options (RBBC 2009) to transform the ring road into an urban multi-function street would be enhanced by reducing the amount of cars circulating the town centre looking for a space. However, this reduction in circulating traffic is not likely to happen in any of the four development scenarios being considered due to additional parking being provided in the town centre. To achieve the Living Streets proposals for the ring road it is likely that parking would have to be removed from the town centre and replaced on the outskirts of town. A car park on Redstone Hill would be a good location in terms of intercepting vehicles from the north-east and would help to reduce parking stress in this area. In addition, Gloucester Road car park could be used to intercept vehicles from the north. Constructing new car parks is an expensive option, with a multi-storey car park costing in the region of £10k-£15k per space.

#### **Option 8: Apply RTC standards to new developments**

Planning Policy Guidance 13 – Transport (PPG13) reads at paragraph 49, *“The availability of car parking has a major influence on the means of transport people choose for their journeys. Some studies suggest that levels of parking can be more significant than levels of public transport provision in determining means of travel (particularly the journey to work) even for locations very well served by public transport”*. The town centre can be considered to have good levels of accessibility to public transport and contains a mix of housing, employment and retail, which all argue in favour of applying reduced parking standards. However for reduced parking standards to really work requires that car ownership levels and people’s lifestyles mirror the reduced standards, otherwise problems such as overspill parking onto neighbouring streets or spend leaking out to other town centre will occur. The level of reduction therefore needs to be carefully thought about. Based on the findings of the Stage 1 report we recommend that the RTC Standard provides an appropriate level of parking restraint. RBBC could adopt a step change approach with a 25-50% standard initially.

### **Option 9: Alter the mix of long/short stay parking**

In response to “Issue D: Residents parking supply in the town centre” some spaces currently designated as short stay could be given over to long stay permit holders. In both RTC and TRICs forecasts it is clear that there is likely to be a larger demand for long stay spaces than short stay spaces in the future. As such, Reigate & Banstead Borough Council should ensure that there is adequate provision of long stay spaces, which can easily be provided by utilising existing and forecast spare capacity across the town centre, without needing to build additional car parks. Of the spare capacity available between 160 and 461 need to be allocated for short stay use, and between 350 and 710 need to be allocated for long stay use.

### **Option 10: Change pricing regime**

Parking charges have been used by a number of local authorities to influence travel behaviour and meet policy goals. Pricing is an effective tool as motorists appear to be particularly sensitive to parking prices because they are a direct charge. Compared with other out-of-pocket expenses, parking charges have a greater effect on vehicle trips. For example, a £1 per trip parking charge is likely to cause the same reduction in vehicle travel as a fuel price increase that averages £1.50 to £2 per trip<sup>3</sup>. Conversely, a reduction in parking prices is likely to draw more people in to the town centre and may help to revitalise the local economy. Prices can either be increased to reduce demand, or decreased to increase demand. Free parking, variable parking charges, and scratch-cards may also provide effective tools for managing demand.

### **Option 11: Introduce Residential Parking Zones (RPZ) or Controlled Parking Zones (CPZ)**

Controlled Parking Zones (CPZs) are controls put on the parking of vehicles on-street or in an area in order to prevent dangerous parking and/or to give priority to residents and local business cars displaying a voucher or permit. It is usual practice to allow parking of other drivers' vehicles in these bays at restricted times either for free or on a pay and display basis. Residents Parking Zones (RPZ) are CPZs that are available for residents to obtain a permit to park only. The advantages of CPZs include the removal of all-day commuter parking, which frees up space for residents and visitors such as shoppers. The disadvantages include the cost to residents of the CPZ permit (around £35-£50 per car in Surrey), less flexibility for visiting friends or family, no guarantee that a parking space will be available, and the enforcement costs for the local highway authority can be high. Based on case studies the scheme cost is likely to be in the region of £100k.

### **Option 12: Build a multi-storey car park at Gloucester Road**

Gloucester Road car park is currently a surface car park located to the north of Redhill Town Centre. Considered a key development site as part of the RAAP, a new multi-storey car park with 500-800 spaces could potentially be constructed on the present site of Gloucester road car park. However, our parking forecasts show there is unlikely to be demand for this car park. In addition, financial assessments undertaken by the Council have revealed that construction of a multi-storey car park at Gloucester Road would show a negative return and represent a long term financial risk and liability to the Council Capital Programme. The estimated capital costs in 2007 were between £3.1m and £5.5m. These prices are likely to have risen in the intervening years. Over the past three years income from the car park was £276k in 2007-08, £160k in 2008-09, and £117k in 2009-10. These figures are unlikely to change significantly due to the

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<sup>3</sup> VTPI (2009) Transport Elasticities, TDM Encyclopaedia. [http://www.vtpi.org/tdm/tdm11.htm#\\_Toc161022578](http://www.vtpi.org/tdm/tdm11.htm#_Toc161022578)

small increases in additional demand for parking in the future. As such the conclusion of the previous financial assessment still stands.

### **Option 13: Build a multi-storey car park at Redstone Hill**

Redstone Hill car park is a surface car park serving Redhill Station. Redhill Station has insufficient car parking to meet demand and, as a result, suffers from high levels of parking stress. The construction of a multi-storey car park on the site of the existing Redstone Hill car park would increase parking provision for Redhill Station, and the town centre. Prior to construction of the multi-story car park, alternative car parking spaces would have to be sought in or around Redhill Town Centre so that there is not a shortfall in parking provision during the 11 month anticipated construction period. Improvements would be required to the existing pedestrian environment surrounding the site and the signage to and from site. The car park will be provided by a developer and will therefore be of no cost to the Council. Due to the increased Park & Rail provision there may be a slight benefit to sustainable transport in the region as a whole.

### **Option 14: Implement Park & Ride**

Park & Ride can help accommodate traffic growth, thereby preventing traffic congestion whilst reducing the need for major urban road construction. Similarly, Park & Ride frees up valuable space in town centres for development other than parking. However, our parking forecasts show there is unlikely to be sufficient demand for Park & Ride. One stakeholder comment noted that it would only be worth revisiting the Park & Ride option if there is going to be guaranteed funding for the proposal for several years. Park & Ride would need to be cheaper than town centre parking, which would require a long term subsidy, which may be better spent on improving existing public transport services, or other demand management options.

### **Option 15: Improve public transport**

The 2001 Census data for Redhill suggested that just 2.2% of employees used the bus as their main mode of transport to work. However, since then the Fastway bus service has dramatically improved bus services in Redhill and this percentage can be expected to have risen. Further improvements to public transport set out in the RAAP include a major multi-mode interchange, enhanced town bus route, and extension of the quality bus route. These improvements are likely to support further modal switch and reduce parking stress in Redhill.

### **Option 16: Improve pedestrian and cycle links**

Pedestrian and cycle links are generally of good quality in Redhill. However, there are areas where links need to be improved, in particular the pedestrian subway at Redstone Hill, which was highlighted in the RAAP and in our stakeholder workshop. The 2008 Hyder Redhill Parking Strategy report also noted possible improvements to cycle links, including signalling junctions, and improvements to pedestrian links by reducing severance and providing crossing facilities on the ring road. Specific recommendations were made to improve pedestrian links on the northern side of the one-way system close to Clarendon Road car park, and from the Redstone Hill car park through to the A23.

### **Option 17: Implement Smarter Travel measures**

Smarter Travel initiatives facilitate modal shift and include Workplace Travel Plans, Travel Awareness Campaigns, Personalised Travel Planning, Teleworking, and Home shopping and delivery. Smarter Travel measures work best when they are introduced alongside real improvements in public transport, cycling and walking infrastructure. Costs vary widely, but are approx £50 per employee for Workplace Travel Plans, £20-40 per household for PTP programmes, and around 20-50p per resident for a travel awareness campaign. With many measures developers can be asked to make significant contributions.

### **Option 18: Support Car Clubs and Car Sharing**

It is generally considered that one car club takes six private cars off the road. Smarter Choices (DfT 2005) estimates that car club members reduce their mileage by about a third compared to car owners. Promoting the use of car clubs in the borough could help to reduce the number of privately owned cars and therefore demand for parking spaces. Many schemes are now self-financing and expanding without any external support.

### **Option 19: Information & Marketing**

To raise awareness of the locations of car parks and parking facilities in Redhill, the council may wish to consider producing a map showing parking facilities in the town. A parking map can also include mobility management information such as locations of car clubs, cycle hire, bus stops etc. Partnering with local restaurants or theatres for promotions may be another way of increasing awareness of the car park offering and encouraging people to visit the town centre. For example, a 'Park and Dine' promotion could be initiated with a local restaurant, where customers get free parking with their meal.

### **Option 20: School Options – Pay&Display and/or Park & Stride**

One option to better cater for school-run parking is to use curfews as part of a CPZ (see option 11). Alternative options include deploying pay and display meters around schools to encourage shorter stays, and the use of 'Park & Stride'. In a Park & Stride scheme parents are encouraged to park away from the school and walk the last five or ten minutes. They may park in a pub or supermarket car park with the agreement of the owners or just in a quiet side street. Cars are no longer concentrated in one mass outside the school gates, making it safer for all. Surrey County Council currently promote Park & Stride as part of the Golden Boot Challenge.

### **Option 21 and 22: Disabled Parking Options and Cycle & Motorcycle Parking Options**

All developments and car parks should adhere to the parking standards set out in the Local Plan (RBBC 2003).

### **Option 23: Lorry Parking Options**

Options for lorry parking include: Continue to allow use of Gloucester Road car park; Rely on drivers to make their own arrangements; and, Direct drivers to lay-bys along major routes, such as the A217 just north of the M25 junction where there are two lay-bys, one on each side.

### **Option 24: Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment**

During the RAAP period several of the existing car parks in Redhill are due to be redeveloped, and the displaced parking will need to be accommodated elsewhere in the town centre. The spare parking capacity could theoretically be used to help absorb displaced parking. Appropriate signage and information would need to be put in place to redirect drivers.

### **Option 25: Build a temporary car park to accommodate displaced parking during the redevelopment**

The second option to accommodate displaced parking during redevelopment is to build a temporary car park. Due to the large amount of spare capacity it is unlikely that this option would be required. If an appropriate site cannot be found in the town centre, a Park & Ride style temporary car park could be built on the outskirts of town. Alternatively, if Park & Ride has been implemented, one of these sites could be used.

### **Option 26: Stagger development**

The third option to mitigate against the effects of displaced parking during the development phases is to stagger developments. This measure was strongly supported at the stakeholder workshop. The timing of larger developments with an associated temporary or permanent loss of parking spaces should be timed to minimise the disruption caused. Depending on the construction times, developments should be staggered within the RAAP time periods.

### **Option 27: Cleaning and Maintenance**

Overall the quality and cleanliness of off-street car parks in Redhill was very good, as noted during the site visit. However, there were a few instances as with the Clarendon Road car park (pictured), where cleanliness could be improved.

### **Option 5: Improve access to car parks by allowing right turns off Marketfield and Princess Way**

After speaking with Surrey CC modelling team it appears there would be little benefit in this option, and would lead to more congestion on the northbound section of the road. As such this option has been discounted and not included in the matrix.



## 6 TIMING OF ISSUES AND OPTIONS

There is significant spare parking capacity in Redhill Town Centre. As such, we recommend options should concentrate on locking in benefits and managing existing demand effectively. The recommended timeline for implementing options is shown in the table below.

**Table 4: Final List of Redhill Town Centre Parking Options - Timings**

Final List of Redhill Town Centre Parking Options		Cost	Policy Score	2010-16	2017-21	2022+
4	Introduce Wayfinding maps	£££££	7			
2	Rationalise / Review signage	£££££	5			
6	Improve access at Clarendon Road	£££££	5			
13	Build a multi-storey car park at Redstone Hill	£££££	4			
9	Alter the mix of long/short stay parking	n/a	n/a			
3	Introduce Parking Guidance Information System	£££££	6			
1	Locate new development at accessible locations	£££££	9			
18	Support car clubs and car sharing	£££££	8			
16	Improve pedestrian and cycling links	£££££	8			
17	Implement Smarter Travel measures	£££££	6			
19	Information & Marketing	£££££	5			
20	School options: P&D and/or Park and Stride	£££££	5			
24	Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment	£££££	3			
8	Apply RTC parking standards to new developments	n/a	n/a			
26	Stagger development	n/a	n/a			
27	Cleaning and Maintenance	n/a	n/a			
15	Improve public transport	n/a	n/a			
11	Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs)	£££££	5			
10	Change pricing regime	£££££	5			
21	Disabled parking options	n/a	n/a			
22	Cycle and Motorcycle parking options	n/a	n/a			
23	Lorry parking options	n/a	n/a			
7	Place new car parks at strategic locations on the edge of Redhill Town Centre	£££££	6			
14	Implement Park and Ride	£££££	6			
12	Build a multi-storey car park at Gloucester Road	£££££	3			
25	Build temporary car park to accommodate displaced parking during the redevelopment	£££££	2			
5	Allow right turns into car parks off Marketfield and Princess Way	n/a	n/a			

*Green = Implement option. Yellow = Consider Option. Grey = Do not implement option.*

Based on the development quanta given to us by RBBC, there will be a significant amount of development in 2010-16, but this will have minimal impact on overall parking demand. We recommend a several 'quick win' options for this period including introduce wayfinding maps, rationalise/review signage and improve access at Clarendon Road. In addition, a number of ongoing options that should be implemented across all three time periods, should start/continue

to be implemented in this period. These include supporting car clubs, improving pedestrian and cycling links, working with schools to reduce parking stress at pick up/drop off times, and making use of spare capacity elsewhere in the town centre during redevelopment. There are a number of options that could also be considered including introducing Controlled Parking Zones, and changing prices. Finally, there are several options that should not be considered further at this time including implementing Park & Ride and building temporary car parking.

2017-21 sees a much larger increase in parking demand, although it is very likely there will be sufficient spare spaces to accommodate this. During this period Smarter Travel measures will need to be increased to avoid parking stress. In addition, the long stay parking lost at Gloucester Road and Station Road car parks will need to be re-provided in other existing car parks. Finally, a PGI system may need to be implemented if parking stress is at the upper end of our forecasts.

The only potential development taking place in 2022+ is Reading Arch Road. As such, this would be a good time to implement pedestrian and cycle link improvements between Reading Arch Road and the town centre core. In addition, it is recommended to implement options from 2017-21 that could not be implemented and maintain ongoing programmes.

Pricing is an effective tool for managing parking demand as motorists appear to be particularly sensitive to parking prices. Prices can either be increased to reduce demand, or decreased to increase demand. Free parking, variable parking charges, and scratch-cards may also provide effective tools for managing demand.

The redevelopment of the Marketfield Way site in 2010-16 will lead to the loss of 97 off-road parking spaces at this location. In addition, the redevelopment of the Gloucester Road and Station Road sites in 2017-21 will lead to the loss of 503 off-road parking spaces. However, additional public parking will be made available at Warwick Quadrant and Cromwell Road, which could be used as a replacement for the lost parking. Overall, there will be an increase of 292 publically available parking spaces across the whole time period in scenarios 1&2, and an increase of 639 spaces in scenarios 3&4. There is a peak in public parking provision in 2010-16 as additional parking is made available at Warwick Quadrant and Cromwell Road, before parking at Gloucester Road and Station Road is lost in 2017-21. Additional parking could be provided at The Belfry and Redstone Hill. However, based on the findings of the parking forecasts there is no clear cut need to do so.

The situation should be kept under review. Annual or biannual surveys of parking usage across the town centre would provide an excellent basis to make decisions about the provision of new parking in the future. If current parking demand exceeds 85% of supply, or if current plans for developments change and major new developments are planned, or a significant number of parking spaces are likely to be lost, then the situation may need to be revisited. These surveys could be jointly funded by all new developments as part of section 106 agreements, and would require a related policy to be included in the RAAP.

## 7 PARKING MATRIX

The following pages contain the Redhill Town Centre parking issues and options matrix. This summarises the key findings of this report, shows all the issues, and highlights key options and dependencies for each.

In addition, a series of flow diagrams have been made to aid the decision making process. Flow diagrams show identical issues and options to the matrix, just in a more accessible format. These flow diagrams can be found in **Appendix C**.

Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes	
A. Poor car park signage and information for drivers wishing to park in Redhill	2. Rationalise / Review Signage	£££££	5	Most cost effective if done at same time as PGI	For every option the location of future car parking provision should be taken into account.	
	3. Introduce PGI System	£££££	6	Parking supply should match demand		
	19. Information & Marketing	£££££	5	Can be combined with Smarter Travel campaigns		
B. Car parks not always placed strategically on the road network	12. Build multi-storey car park at Gloucester Road to intercept traffic from the North	£££££	3	Sufficient funding & demand for parking	The options set out above for improved signage and information can also help solve this issue.	
				Alternative parking arrangements during construction		
				Ensure good access for all modes and mitigate/ design out traffic impacts		
	13. Build car park at Redstone Hill to intercept traffic from the East	£££££	4	Sufficient funding & demand for parking		Improvements to pedestrian and cycle links will make new car parks more attractive to customers.
				Alternative parking arrangements during construction		
				Ensure good access for all modes and mitigate/ design out traffic impacts		
	14. Implement Park & Ride	£££££	6	Successful transport hub bid		
Land availability						
6. Improve access to Clarendon Road	£££££	5	None			

Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
C. Commuters and retail users parking in residential areas	9. Provide some free short stay parking	n/a	n/a	Information & Marketing	A fine balance must be made to ensure the viability of the town centre
	13. Build a multi-storey car park on Redstone Hill to provide additional long-stay parking	££££££	4	Sufficient funding & demand for parking	
				Alternative parking arrangements during construction	
				Improve pedestrian link through tunnel	
	11. Introduce RPZ and CPZ to control parking in residential areas	££££££	5	Ensure good access for all modes and mitigate/ design out traffic impacts	
				Public support	
	14. Implement P&R to provide additional long stay parking	££££££	6	Available alternative parking spaces	
Successful transport hub bid					
15. Improve public transport	n/a	n/a	Land availability		
			Transport hub bid		
17. Implement Smarter Travel measures	££££££	6	Improve perceptions of public transport in Redhill		
			Improvements to public transport, walking and cycling links		

Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
D. Residents parking supply in town centre	1. Locate new developments at accessible locations	££££££	9	None	Spare capacity in council run off-street car parks may be available to use for residents parking in the short-medium term. In the longer term additional capacity may be needed. The demand management measures listed would free up more spaces and mitigate this issue.
	18. Support car clubs and car sharing	££££££	8	Smarter Travel measures Information & Marketing	
	12. Build multi-storey at Gloucester Road	££££££	3	Sufficient funding & demand for parking Alternative parking arrangements during construction Ensure good access for all modes and mitigate/design out traffic impacts	
	9. Provide more long-stay spaces in off-street car parks	n/a	n/a	Information & Marketing	
	8. Apply RTC standard to new developments	n/a	n/a	None	
	15. Improve public transport	n/a	n/a	Transport hub bid Improve perceptions of public transport in Redhill	
	17. Implement Smarter Travel measures	££££££	6	Improvements to public transport, walking and cycling links	
	11. Introduce RPZ and CPZ	££££££	5	Public Support Available alternative parking spaces	

Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
E. Car parking too freely available, encouraging people to drive to Redhill	9. Alter the mix or long/short stay parking	n/a	n/a	Information & Marketing	A fine balance between sustainable transport and providing adequate parking provision for Redhill town centre must be made
	11. Introduce RPZ and CPZ	£££££	5	Public support Available alternative parking spaces	
	8. Apply RTC standards to new developmets	n/a	n/a	None	
	10. Change pricing regime	£££££	5	Information & Marketing	
F. Perceived high parking charges	19. Information & Marketing	£££££	5	None	This is a problem of perceptions rather than reality as Redhill has low parking charges compared to surrounding towns
	9. Provide some free short stay parking	n/a	n/a	Test implications using a financial model	
	17. Implement Smarter Travel measures to gain support for sustainable transport measures including parking charges	£££££	6	Improvements to public transport, walking and cycling links	
G. Safety, security, and quality	4. Introduce Wayfinding maps	£££££	7	Information & Marketing	Overall quality of the parking experience in Redhill is good, although improvements are needed along some pedestrian routes
	16. Improve pedestrian and cycle links	£££££	8	None	
	16. Improvements to pedestrian access to town centre from Clarendon Road	£££££	8	None	
H. Perception that car parking at Redhill Station is insufficient to meet demand	18. Support car clubs and car sharing	£££££	8	Smarter Travel measures	Provision of a new multi-storey car park is likely to be a very expensive option. Demand management measures should be fully explored first.
				Priority car share and car club spaces	
				Information & Marketing	

Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
	13. Build a multi-storey car park on Redstone Hill	££££££	4	Sufficient funding Alternative parking arrangements during construction Improve pedestrian link through tunnel Ensure good access for all modes and mitigate/design out traffic impacts	
	9. Provide more long-stay spaces in off-street car parks	n/a	n/a	Information & Marketing	
	14. Implement Park & Ride	££££££	6	Successful transport hub bid Land availability	
	15. Improve public transport	n/a	n/a	Transport hub bid Improve perceptions of public transport in Redhill	
	17. Implement Smarter Travel measures	££££££	6	Improvements to public transport, walking and cycling links	
	10. Raise prices	n/a	n/a	Public support & cooperation with Train Operating Company & Network Rail	
I. Impact of 'humanising the ring road'	7. Place new car parks at strategic locations on the edge of town centre	££££££	6	None	Mitigation measures are aimed at intercepting traffic before it enters the town centre and demand
	4. Introduce Wayfinding maps	££££££	7	Information & Marketing	



Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
	14. Implement Park & Ride	££££££	6	Successful transport hub bid Land availability	
	15. Improve public transport	n/a	n/a	Transport hub bid Improve perceptions of public transport in Redhill	
	17. Implement Smarter Travel measures	££££££	6	Improvements to public transport, walking and cycling links	
J. Disabled parking	Ensure all developments and car parks meet disabled parking standards and requirements	n/a	n/a	None	
K. Cycle and motorcycle parking	Ensure all developments and car parks meet cycle parking standards and requirements	n/a	n/a	None	
	Investigate innovative cycle storage solutions	n/a	n/a	None	
L. Provision of overnight lorry parking	Continue to use existing sites	n/a	n/a		Location of designated lorry parking should be communicated to relevant companies
	Use Gloucester Road car park	n/a	n/a	Redevelopment of Gloucester Road	
	Use A217 lay-bys	n/a	n/a		
M. School parking	17. Implement Smarter Travel	££££££	8	transport, walking and	
	11. CPZ with curfews	££££££	5	Information & Marketing	
	20. Introduce Pay & Display near schools	££££££	5	Information & Marketing	
	20. Introduce Park & Stride	££££££	5	School Travel Plans	

Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
N. Development specific issues	24. Rely on spare capacity of public off-street car parks to accommodate displaced parking	£££££	3	Expansion of Belfry car park as planned	The current plan to accommodate displaced parking at the Belfry should be carried out. However, if the redevelopment occurs later than planned when there is more parking stress in Redhill then alternative arrangements should be made.
				PGI/VMS	
				Rationalise signage	
				Information & marketing	
	Introduce CPZ and RPZ				
25. Build temporary car park / P&R (if not sufficient capacity)	£££££	2	Same as above		
Direct traffic to park and ride built as part of transport hub (if implemented)	n/a	n/a	Same as above		
24. Stagger development to minimise displaced parking (in all cases)	n/a	n/a	None		
O. Car park specific issues	See site visit note	n/a	n/a	None	
P. Need to draw people in to Redhill Town Centre to boost local shops and businesses	10. Change pricing regime	£££££	5	Information & Marketing	
	19. Information & Marketing	£££££	5	Can be combined with Smarter Travel campaigns	
	15. Improve public transport	n/a	n/a	Transport hub bid	
				Improve perceptions of public transport in Redhill	
	16. Improve pedestrian and cycle links	£££££	8	None	
18. Support car clubs and car sharing	£££££	8	Smarter Travel measures		
			Priority car share and car club spaces		
			Information & Marketing		

## 8 CONCLUSIONS

Based on analysis of parking data going back to 2002, we found that following a peak in 2004-05, there is currently significant spare parking capacity in Redhill Town Centre. The reasons for this decrease in parking demand are likely to include the economic downturn, people seeking cheaper alternatives such as on-street parking, and the introduction of the fastway bus service.

Using updated development figures for Redhill and an improved method of calculation, we have found it is extremely likely there will be sufficient spare parking spaces to accommodate demand over the lifetime of the RAAP to 2027.

A preliminary list of parking issues and concerns acknowledged in previous consultations and reports were collated. In addition, a stakeholder workshop was held, revealing parking stress in residential areas, parking signage and balancing sustainable transport with car parking provision to be the most pressing car parking concerns. Based on the findings of the stakeholder workshop site visits and further desktop research, a revised list was produced.

In response, a list of options has been compiled following a desktop study, a stakeholder workshop, and a site visit. As detailed in the Stage 1 report, there is significant spare parking capacity in Redhill Town Centre. As such, we recommend options should concentrate on locking in benefits and managing existing demand effectively. The recommended timeline for implementing options is shown in section 6.

Pricing is an effective tool for managing parking demand as motorists appear to be particularly sensitive to parking prices. Prices can either be increased to reduce demand, or decreased to increase demand. Free parking, variable parking charges, and scratch-cards may also provide effective tools for managing demand.

The redevelopment of the Marketfield Way site in 2010-16 will lead to the loss of 97 off-road parking spaces at this location. In addition, the redevelopment of the Gloucester Road and Station Road sites in 2017-21 will lead to the loss of 503 off-road parking spaces. However, additional public parking will be made available at Warwick Quadrant and Cromwell Road, which could be used as a replacement for the lost parking. Overall, there will be an increase of 292 publically available parking spaces across the whole time period in scenarios 1&2, and an increase of 639 spaces in scenarios 3&4. There is a peak in public parking provision in 2010-16 as additional parking is made available at Warwick Quadrant and Cromwell Road, before parking at Gloucester Road and Station Road is lost in 2017-21. Additional parking could be provided at The Belfry and Redstone Hill. However, based on the findings of the parking forecasts there is no clear cut need to do so.

In both RTC and TRICs forecasts it is clear that there is likely to be a larger demand for long stay spaces than short stay spaces in the future. As such, Reigate & Banstead Borough Council should ensure that there is adequate provision of long stay spaces, which can easily be provided by utilising existing and forecast spare capacity across the town centre, without needing to build additional car parks. Of the spare capacity available between 160 and 461 need to be allocated for short stay use, and between 350 and 710 need to be allocated for long stay use.

Issues and options have been presented in a parking 'matrix' and also in a series of flow diagrams to aide the decision making process and inform the parking discussion, and contribute to the RAAPs vision for Redhill (section 7).

Annual or biannual surveys of parking usage across the town centre would provide an excellent basis to make decisions about the provision of new parking in the future. These surveys could

be jointly funded by all new developments as part of section 106 agreements, and would require a related policy to be included in the RAAP.

Finally, it should be noted that the concept in the RAAP Preferred Options (RBBC 2009) to transform the ring road into an urban multi-function street would be enhanced by reducing the amount of cars circulating the town centre looking for a space. However, this reduction in circulating traffic is not likely to happen in any of the four development scenarios being considered due to additional parking being provided in the town centre. To achieve the Living Streets proposals for the ring road it is likely that parking would have to be removed from the town centre and replaced on the outskirts of town. However, this would require revisiting the current development scenarios, many of which have already substantially progressed.

## 9 GLOSSARY OF TERMS

<b>Term</b>	<b>Description</b>
Car park utilisation	The amount or percentage of car parking spaces that are in use.
CPZ	Controlled Parking Zone - controls put on the parking of vehicles on-street or in an area in order to prevent dangerous parking and/or to give priority to residents and local business cars displaying a voucher or permit.
Demand Management Measures	Strategies or policies that can be used to minimise car travel
DfT	Department for Transport
Fastway	A part guided bus system serving routes around Redhill, with destinations including Crawley, Horley and Gatwick Airport
GFA	Gross Floor Area – the total floor area inside a building, including the external walls, and excluding the roof.
HGV	Heavy Goods Vehicle
Parking Capacity	The number of parking spaces provided
Parking Demand	The number of parking spaces that are likely to be needed/used
Parking Provision	The number of parking spaces that are likely to be provided
Parking Requirement	The number of parking spaces that are likely to be needed/used
Parking Stress	Drivers are likely to experience difficulty in finding a parking space. This typically occurs when 85% of parking capacity in an area is in use.
Private Parking (Development Parking)	Parking spaces that are specifically for use by occupants/visitors of the development, and cannot be used by members of the general public E.g. Residential parking
P&D	Pay & Display
PGI System	Parking Guidance Information System – Electronic signs and supporting system directing drivers to the nearest available parking spaces.
PPG	Planning Policy Guidance – National planning guidance documents
PPS	Planning Policy Statements – National planning guidance documents
PTP	Personalised Travel Planning – talking one-to-one with residents to inform them of alternatives to private car use. Also referred to as Individualised Travel Marketing.
Public Parking	Parking spaces that can be used by members of the public
RTCAAP	Redhill Town Centre Area Action Plan
RBBC	Reigate & Banstead Borough Council
RTC Standard	Redhill Town Centre Standard – The maximum parking standard for Redhill Town Centre. The standard sets the maximum number of spaces that can be provided associated with any developments in the town centre.
RPZ	Residential Parking Zone – A controlled parking zone for residents only.
SCC	Surrey County Council
Section 106	A voluntary legal agreement between the Local Planning Authority and developer, tied to a planning permission, which covers matters outside the scope of normal planning conditions.
Spare Capacity	The number of parking spaces that are unused
Smarter Choices/Travel	Techniques for influencing people's travel behaviour towards more sustainable options.
TEMPRO	A Department for Transport program that provides projections of growth for use in local and regional transport models. It presents projections of growth in planning data, car ownership, and resultant growth in trip-making by different modes of transport.
TRICS estimate/forecast	TRICS is the national standard system of trip generation and analysis. It is a database system which allows its users to establish potential levels of trip generation for a wide range of development and location scenarios, and is widely used as part of the planning application process by both developer consultants and local authorities. In this report TRICS estimate/forecast refers to parking forecasts that have been calculated using data from the TRICS database.
VMS	Variable Message Signs – Electronic traffic signs used to give travellers information including congestion, accident, parking, and speed limit information.
Wayfinding	Maps used in public spaces to provide walking information.



# APPENDIX A: PARKING STRESS MAPS





# APPENDIX B: PARKING DEMAND FORECAST TABLES



# APPENDIX C: FLOW DIAGRAMS



# APPENDIX D: SITE VISIT NOTE



# APPENDIX E: CONSULTATION NOTE