Reigate & Banstead Borough Council

Redhill Town Centre Parking Options

Stage 2: Parking Matrix

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Reigate & Banstead Borough Council

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Stage 2: Parking Matrix

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Report No	006-GD3110-GDF-09
Date	22nd November 2011

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EXECUTIVE SUMMARY

Reigate and Banstead Borough Council (RBBC) commissioned Hyder Consulting (UK) Ltd (Hyder) to undertake a Parking Options Study to inform policy development in the preparation of the Redhill Town Centre Area Action Plan (RTCAAP).

The Stage 1 report found it is extremely likely there will be a significant oversupply of parking in Redhill Town Centre until at least 2027. However, if no demand management measures or parking restraints are put in place in 2010-16 the town centre is likely to experience parking stress starting in 2017-21. A stakeholder workshop and review of previous studies identified a number of additional issues relating to parking. Concerns were raise about illegal parking and commuter parking in residential areas, poor car park signage and information, and parking around schools at peak times. There are also broader issues such as the need to balance sustainable transport solutions with car parking provision.

This Stage 2 report explores these issues in more detail, before setting out a range of options to tackle them. In order to assist the decision making process each option is described in detail, with linkages between various options considered. The complete list of issues and options is then combined in the Redhill Town Centre Parking Matrix – a tool to assist decision makers in tackling the parking issues identified. Options have been given indicative costs and rated for their contribution to the broad policy goals set out in the Redhill Town Centre Area Action Plan (RBBC 2009). Several 'quick win' options have been identified including a review of car park signage, and improvements to vehicular access at Clarendon Road. Other more strategic options such as building new car parks and creating Controlled Parking Zones have also been discussed in detail. For each option key dependencies and linkages with issues are highlighted.

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.As detailed in the Stage 1 report, there is significant spare parking capacity in Redhill Town Centre. As such options should concentrate on locking in benefits and managing existing demand effectively. We have not found that there is a clear cut case to build new car parks or park & ride sites. In addition, we do not foresee that temporary car parks will be required.

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. These long stay spaces are needed to accommodate displaced parking from Gloucester Road and Station Road car parks and, under the TRICS forecast, 'overspill' parking associated with developments.

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 recommended timeline for implementing options is shown in the table below.

Table i: Redhill Town Centre Parking Options and Suggested Timings

	Final List of Redhill Town Centre Parking Options	Cost	Policy Score	2010-16	2017-21	2022+
1	Locate new development at accessible locations	£	9			
18	Support car clubs and car sharing	£	8			
4	Introduce Wayfinding maps	£	7			
16	Improve pedestrian and cycling links	£££	8			
10	Change pricing regime		5			
2	Rationalise / Review signage	£	5			
6	Improve access at Clarendon Road	£	5			
13	Build a multi-storey car park at Redstone Hill		4			
19	Information & Marketing	£	5			
20	School options: P&D and/or Park and Stride	£	5			
3	Introduce Parking Guidance Information System	£££	6			
17	Implement Smarter Travel measures	£££	6			
24	Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment	£	3			
11	Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs)	£££	5			
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			
9	Alter the mix of long/short stay parking	n/a	n/a			
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			
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			
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.

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 RTCAAP.

The concept in the RTCAAP 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, a 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. However, this would require revisiting the current development scenarios, many of which have already substantially progressed.

1 INTRODUCTION

Reigate and Banstead Borough Council (RBBC) commissioned Hyder Consulting (UK) Ltd (Hyder) to undertake a Parking Options Study in two stages to support the parking policy development for the Submission Version of the Redhill Town Centre Area Action Plan (RTCAAP). The objectives of this Stage 2 report are:

- To provide a matrix of bespoke and flexible parking options that support the projected growth in Redhill Town Centre and form the basis for a Parking Management Strategy for Redhill.

- To provide the evidence base to support the development of a parking policy for the RTCAAP.

The Stage 1 report established the study context, reviewed previous studies, updated previous parking studies using additional data, estimated future parking demand, and identified parking issues and options.

Overall, there is a significant amount of spare parking capacity in Redhill Town Centre, with approximately 1,056 out of the 4,095 available 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.

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 RTCAAP 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 all 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 Redhill Town Centre (RTC) Standard, which reflects that demand management measures and the good public transport links in the town centre are likely to minimise demand for parking. The second assumes that parking demand is in line with parking levels observed at similar locations in the UK, taken from the TRICS database.

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
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 RTCAAP 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.

Preliminary parking issues and concerns acknowledged in previous consultations and reports were collated in a single table for analysis. A stakeholder workshop was held, revealing parking stress and illegal parking in residential areas, parking signage and balancing sustainable transport with car parking provision to be the most pressing car parking concerns. Various parking options were identified from previous studies and stakeholder consultation.

The following elements are included in this Stage 2: Parking Matrix report:

- Discussion of parking issues and options;
- Commentary on dependencies between parking options;
- Parking Matrix for Redhill Town Centre;
- Decision trees to aide the decision making process.

2 PARKING ISSUES

The following section presents the key parking issues facing Redhill Town Centre, based on the initial findings in the stage 1 report. For each issue, key options are identified. These options are presented in full in section 3.

The parking issues were collated from a variety of sources including previous Redhill parking studies, council policy documents, previous council consultations and a workshop with key stakeholders held in September 2009.

Each workshop sub-group was asked to select, from a list of issues/concerns identified from previous consultations and desktop research, five issues/problems that they perceive as being the most important. They were then asked to rank these five issues/problems by order of priority.

Whilst the workshop sub-groups gave different collective responses, they all named the following issues/problems amongst their 'top five':

- Parking stress, illegal parking and commuter parking in residential areas;
- Poor car park signage and information for drivers wishing to park in Redhill;
- Balancing sustainable transport solutions with car park provision.

The radar diagram below illustrates the results of this exercise. For more details see Appendix B 'Stakeholder Workshop note'.

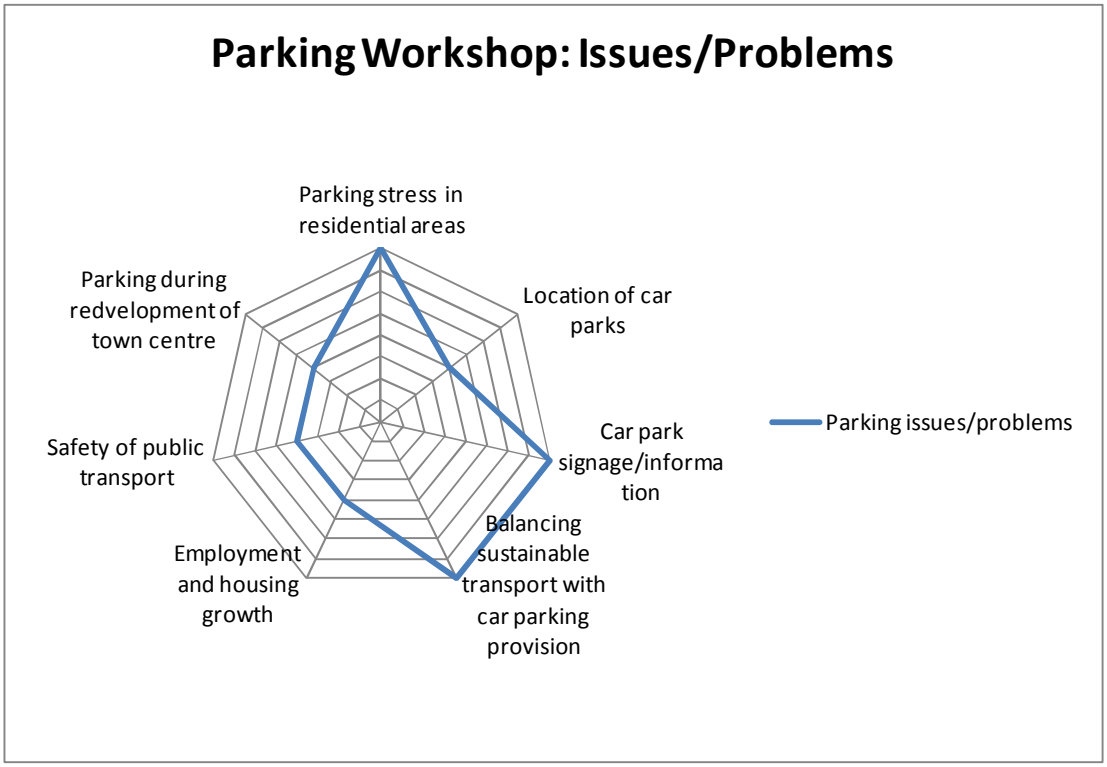


Figure 1 Top Parking Issues/Problems

Based on the findings of the stakeholder workshop, 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

Final List of Redhill Town Centre Parking Issues
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. 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 RTCAAP 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, queueing 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.

Linked options: 1. Locate new development at accessible locations, 2.Rationalise / Review signage, 3. Introduce Parking Guidance Information System, 19. Information & Marketing

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.

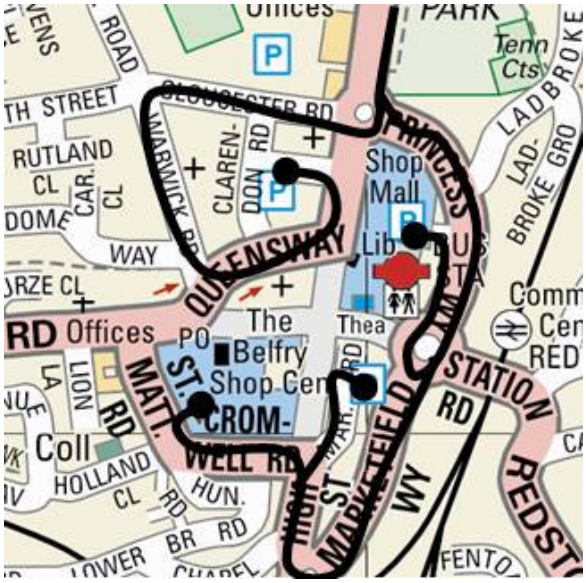


Figure 2: Car park access routes and signage

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[1] who must make a series of detours or U-turns to reach any of the short stay-car parks in the town centre (above left).

Linked options: 1. Locate new development at accessible locations, 2. Rationalise / Review signage, 3. Introduce Parking Guidance Information System, 6. Improve access to Clarendon Road car park, 7. Place new car parks at strategic locations on the edge of Redhill Town Centre, 14. Implement Park & Ride, 19. Information & Marketing.

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. However, based on the findings of the stage 1 report, these long stay spaces could be accommodated in existing car parks.

[1] See Stage 1 report: Appendix B – Results of traffic modelling exercise

Linked options: 11. Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs), 9. Alter the mix of long/short stay parking, 14. Implement Park & Ride, 15. Improve public transport, and other demand management options.

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. The stage 1 report suggests that there is currently spare public parking capacity, which could be used to accommodate residential parking. However, the most likely solution is to provide residential parking associated with developments.

Linked options: 11. Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs), 9. Alter the mix of long/short stay parking, 14. Implement Park & Ride, 18. Support car clubs and car sharing, and other demand management options.

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

Findings from the stage 1 report show there is currently significant spare parking capacity in the town centre, which may be 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.

Linked options: 8. Apply reduced parking standards to new developments, 24. Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment, 9. Alter the mix of long/short stay parking.

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.

Linked options: 10. Change pricing regime, 17. Implement Smarter Choices measures, 19. Information & Marketing.

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.

Linked options: 4. Introduce Wayfinding maps, 19. Information & Marketing, 21. Disabled parking options, 30. Cleaning and Maintenance, 16. Improve pedestrian and cycling links.

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. During the site visit the station car parks were filled to

capacity, although no parking data for these car parks has been analysed as part of this study. 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.

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.

Linked options: 9. Alter the mix of long/short stay parking, 13. Build a multi-storey car park at Redstone Hill, 14. Implement Park & ride, 15. Improve public transport, 17. Smarter Travel measures, and other demand management options.

Issue I: Impact of 'humanising the ring road'

The plan to convert the ring road to a Living Streets area, as set out in the RTCAAP (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 Warwick Quadrant 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. However, increased parking provision at Warwick Quadrant and Cromwell Road is likely to lead to increased traffic flows on this section of road and work against the aims of the project to humanise the ring road.

Linked options: 2. Rationalise / Review signage, 4. Introduce Wayfinding Maps, 7. Place new car parks at strategic locations on the edge of Redhill Town Centre, 21. Disabled parking options, 22. Cycle and Motorcycle parking options, 15. Improve public transport, and other demand management options.

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 2005).

Linked options: 21. Disabled parking options, 15. Improve public transport, and other demand management options.

Issue K: Cycle and Motorcycle Parking

Figure 3: Cycle parking at Redhill Station

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 2005).

Linked options: 22. Cycle and Motorcycle options, 17. Smarter Travel measures, 16. Improve pedestrian and cycle links, and other demand management options.

Issue L: Overnight lorry parking provision

There is no obligation for the Council to provide lorry parking spaces. However, if the Council wish to do so, there are a number of options. Gloucester Road is the only car park in Redhill used by lorries for overnight 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 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.

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. The company in question takes deliveries from midnight to 8am on a pre-booked system and has worked over several years to try to reduce the impact of its operations on the neighbours. One of the main actions is for each booking slot allocated they send the haulage company website links and GPS coordinates for parking areas they consider more appropriate if the drivers turn up before their booked-in time slot. Two main areas are used: 1) Clacket Lane Services and 2) the lay-bys on the A23 just over the border into LB Croydon. However, by the time the jobs have been sub-contracted to someone else who may also themselves use a sub-contractor, the driver turning up may not have the information. The other main problem with any lorry parking is how to ensure that the drivers use the correct locations and not turn up where they want.

Linked options: 23. Lorry parking options.

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, 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.

Linked options: 20. School options: P&D and/or Park & stride, 17. Smarter Travel Options, 15. Improve public transport, and other demand management options.

Issue N: Development Specific Issues (all scenarios)

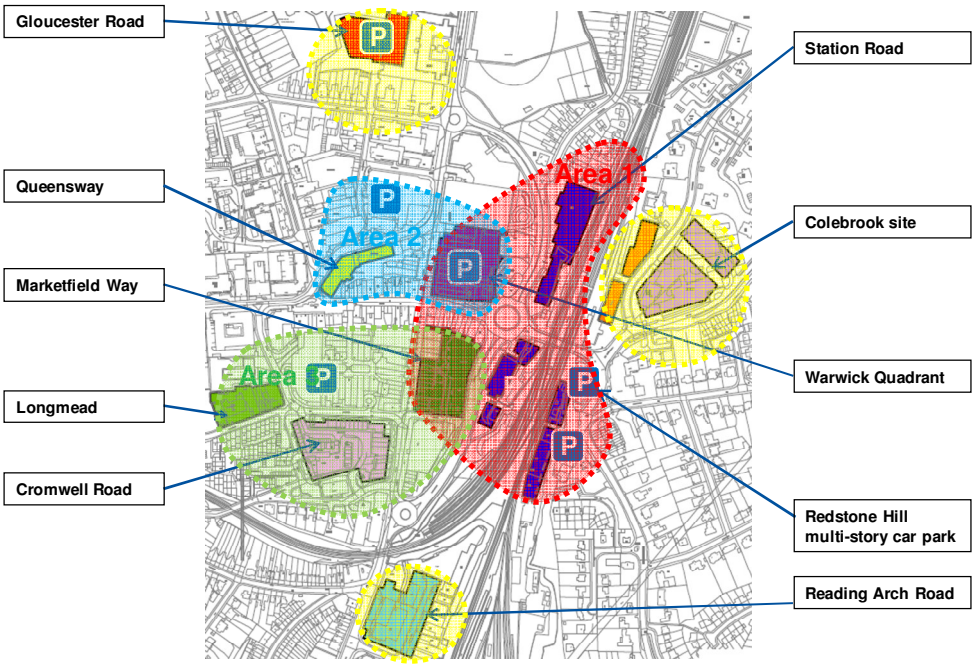


Figure 4: Relationships between development sites

The map above 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, particularly regarding decisions about where to accommodate displaced parking from Gloucester Road and Station Road car parks.

Linked options: All

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 A**.

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.

Linked options: 10. Change pricing regime, 19. Information & Marketing, 15. Improve public transport, 16. Improve pedestrian and cycling links, 18. Support car clubs and car sharing.

3 PARKING OPTIONS

The following section presents a refined list of parking options identified in the Stage 1 through a desktop study, consultation with RBBC officers, and the Stakeholder Workshop held on 30th September 2009. Stage 1 of this study 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 facilties, and manage demand where necessary.

A description of each option, including the evidence base, links to the parking issues facing Redhill and other options 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 RTCAAP 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
£££-££££ = Over £100,000, but under £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.

Weighted Score

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:

Weighted score = policy contribution – Cost

= 1+1+1 - 1

= 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. Some options have not been scored due to the wide range of possible costs and outcomes.

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
1	Locate new development at accessible locations	£	●●●	●●●	●●●	9
18	Support car clubs and car sharing	£	●●●	●●○	●●●	8
4	Introduce Wayfinding maps	£	●●●	●○○	●●●	7
16	Improve pedestrian and cycling links	£££	●●●	●●○	●●●	8
10	Change pricing regime	£	●○○	●●○	●●○	5
2	Rationalise / Review signage	£	●●●	●○○	●○○	5
6	Improve access at Clarendon Road	£	●●●	●○○	●○○	5
13	Build a multi-storey car park at Redstone Hill	£	●○○	●●○	●○○	4
19	Information & Marketing	£	●●○	●○○	●●○	5
20	School options: P&D and/or Park and Stride	£	●●○	○○○	●●●	5
3	Introduce Parking Guidance Information System	£££	●●●	●○○	●●○	6
17	Implement Smarter Travel measures	£££	●●○	●○○	●●●	6
24	Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment	£	●○○	●○○	●○○	3
11	Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs)	£££	●○○	●○○	●●●	5
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
9	Alter the mix of long/short stay parking	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
26	Stagger development	n/a	n/a	n/a	n/a	n/a
27	Cleaning and Maintenance	n/a	n/a	n/a	n/a	n/a
15	Improve public transport	n/a	n/a	n/a	n/a	n/a
21	Disabled parking options	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
23	Lorry parking options	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

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.

Dependencies/Requirements: Available sites and investment.

Key issues addressed: C. Commuters and retail users parking in residential areas. D. Residents parking supply in town centre, positive impact on almost all issues.

Cost	££££££
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

Cost and policy contribution: The cost of this option will depend on the specific development, but is likely to be paid for by the developer. Ensuring good land use planning will make a strong contribution to each of the policy goals.

POLICY SCORE: 9 **WEIGHTED SCORE: 8**

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.

Dependencies/Requirements: 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.

Key issues addressed: A. Poor car park signage and information for drivers wishing to park in Redhill. B. Car parks not always placed strategically on the road network. G. Safety, security, and quality. H. Car parking at Redhill Station is insufficient to meet demand. I. Impact of 'humanising the ring road'

Cost	££££££
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

Cost and Policy contribution: An individual traffic sign costs between £200 and £2000 depending on the size and whether it is lit or not[2]. The option would make a large contribution to accessibility and reduce congestion, contributing to sustainable transport goals.

POLICY SCORE: 5 **WEIGHTED SCORE: 4**

[2] Source http://www.wiltshire.gov.uk/parkingtransportandstreets/roadsafetyandsafesustainabletransport/trafficschemes/costwiltshighwaysworks.htm

Option 3: Introduce Parking Guidance Information System

A typical Parking Guidance Information (PGI) system consists of monitoring equipment to establish the flow into and out of the car park, a central computer to process the counts and control the dissemination of information to the public via VMS or other media such as radio or a web site. VMS displays should be located at suitable decision points on the network, so that a driver's journey time to a vacant space is minimised.

The aim of PGI systems is to manage the available parking spaces in highly populated urban areas more efficiently. Studies have shown that PGI systems can influence drivers' choice of car park and reduce the time spent looking for a parking space. This affects traffic flows and queuing outside the most popular car parks. The overall effect is a reduction in congestion and air pollution which will lead to enhancement of urban areas.

A study of Southampton's PGI system in 1994 found that 8% of parkers claimed to have changed their parking destination as a result of the information, cutting search times and therefore congestion[3]. However, there is a potential danger that by helping the motorist, PGI systems can reduce the probability of drivers using an alternative mode.

Benefits from a PGI system are greatest when the demand for off-street parking is approximately equal to supply. This is because the system helps drivers search for a space when capacity is limited. PGI systems are not expected to benefit Redhill Town Centre in the short term due to an excess of spare spaces. However, if parking stress is experienced from 2017 the Council may wish to consider this option.

Dependencies/Requirements: Implementation will need to take into account plans to humanise the ring road, and plans to remove and/or build additional car parks.

Key issues addressed: A. Poor car park signage and information for drivers wishing to park in Redhill, B. Car parks not always placed strategically on the road network, G. Safety, security, and quality. H. Car parking at Redhill Station is insufficient to meet demand. I. Impact of 'humanising the ring road'

Cost and policy contribution: Based on desktop research into VMS costs in Worthing and Romford we estimate such a scheme would incur the following costs:

- Purchase and Installation: £150,000 to £200,000
- Maintenance: £15,000 to £35,000 per annum

Cost	£££ff
Accessibility	●●●
Growth	●○○
Sustainable Transport	●●○

As described above, PGI is likely to make a contribution to accessibility and growth, by cutting congestion and emissions, although the sustainable transport impact less clear cut.

POLICY SCORE: 6 WEIGHTED SCORE: 3

[3] KONSULT (2009) Parking Guidance and Information.
http://www.konsult.leeds.ac.uk/private/level2/instruments/instrument040/l2_040summ.htm

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. The pilot phase in London was in the Bond Street area in November 2007, and is now being expanded to other areas. The pilot phase in Bond Street showed journeys were quicker by an average of 16%, with two thirds of respondents saying the new system would encourage them to walk more.[4] We recommend that town centre car parks are identified on wayfinding signs and on any walking maps produced.

Dependencies/Requirements: This option will be enhanced by improving pedestrian links as part of the public realm network outlined in the RTCAAP.

Key issues addressed: G: Safety, security, and quality. A. Poor car park signage and information for drivers wishing to park in Redhill.

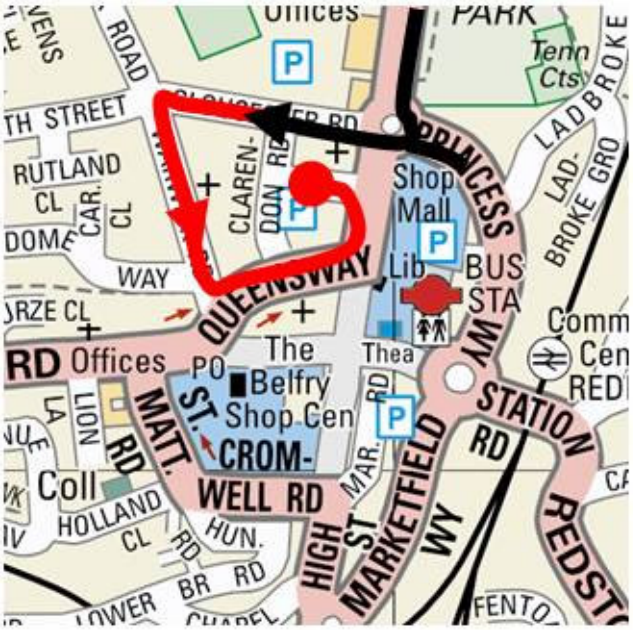
Cost and policy contribution: As an indicator of cost, a total of £25,000 was allocated for a Wayfinding project in Barking Town Centre in 2009/10. The scheme will make a positive contribution to the three policy goals, promoting accessibility, growth, and sustainable transport.

Cost	£££££
Accessibility	●●●
Growth	●○○
Sustainable Transport	●●●

POLICY SCORE: 7 WEIGHTED SCORE: 6

[4] More information at: http://www.legiblelondon.info/wp01/?page_id=10

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 (above left). 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 (above right). Parking signs are in place to direct drivers around the detour; however, upon reaching Queensway the signage all but disappears. There is one sign before the left hand bend at the top of High Street showing a parking symbol, but there are no markings or signings near the actual left hand turn to access Clarendon Road. From the North there are no signs to Clarendon road.

Dependencies/Requirements: This small alteration would need to be incorporated on any signage or VMS. The scheme would be enhanced by improving the surrounding pedestrian environment.

Key issues addressed: A. Poor car park signage and information for drivers wishing to park in Redhill, B. Car parks not always placed strategically on the road network, I. Impact of 'humanising the ring road'

Cost and policy contribution: The scheme would have a very low cost and would have a large impact on accessibility of car parks and the town centre as a whole.

Cost	£££££
Accessibility	●●●
Growth	●○○
Sustainable Transport	●○○

POLICY SCORE: 5 **WEIGHTED SCORE: 4**

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

The concept in the RTCAAP 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.

Dependencies/Requirements: This option would be enhanced by a Wayfinding scheme and improving pedestrian links as part of the public realm network outlined in the RTCAAP. Updating signage will also be crucial and VMS would make this easier. When choosing where to develop these new car parks, developments relating to Park & Ride around Redhill should also be taken into account to ensure several car parks do not serve the same entry/exit route.

Key issues addressed: A. Car parks not always placed strategically to the road network or located logically in the town centre. I. Impact of 'humanising the ring road'.

Cost and policy contribution: Constructing new car parks is an expensive option, with a multi-storey car park costing in the region of £10k-£15k per space. This option contributes strongly to accessibility and growth goals as it is likely to allow more people to visit Redhill Town Centre, although to what extent will depend on how well the option is implemented. It is also likely to lead to less cars entering the town centre, which will support sustainable travel at the local level, but may lead to more car usage in order to reach the edge of the town centre.

Cost	£££££
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

POLICY SCORE: 6 WEIGHTED SCORE: 1

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".*

Restraining the amount of parking provided as part of new developments can be used as a tool to deter car usage and promote the use of other modes of transport such as public transport. The town centre can be considered to have good levels of accessibility to public transport (but many people will always prefer the car for certain kinds of trips) 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. The Redhill-Reigate Transport Hub would provide a step in the right direction in terms of creating the right conditions for reduced

parking standards to work. 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

As described in the Stage 1 report, car parks in Redhill Town Centre are well located in relation to their designation as short or long stay car parks. For example, the charging regime at the Station encourages long stay car parking, whilst the Belfry is well situated and priced for 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.

The cost and contribution to policy goals will depend on the mix chosen. The cost implications could be explored using a pricing model.

Option 10: Change pricing regime

Impact of pricing

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[5]. Indeed, the drop in parking levels between 2007-08 in Redhill could be partly attributed to increased prices.

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.

Free parking days

The use of free-parking days could be an effective tool to help boost the local economy. For example, on 27th November 2010 free parking was available at council run off-street car parks in Redhill. This initiative could be repeated throughout the year, with associated information and marketing activity.

[5] VTPI (2009) Transport Elasticises, TDM Encyclopaedia. http://www.vtpi.org/tdm/tdm11.htm#_Toc161022578

Variable pricing

The choice of car park and utilisation can also be affected by variable pricing. At present car park charges are uniform across council car parks in Redhill Town Centre. To manage demand more effectively, the Council could consider increasing charges in popular car parks, and decreasing charges in the least popular ones. Another type of variable charging that the Council might wish to consider in support of its sustainable transport objectives is carbon dioxide based variable charging. For example, LB Richmond operated a variable parking charges based on CO_2 emissions of vehicles, increasing charges by 25% for the most polluting cars.[6]

Several local authorities such as Birmingham and Surrey County Council are investigating or have implemented variable charges based on congestion levels or time of day. The scheme in Birmingham consists of discounted 'shoppers' rates, and discounted off-peak rates on evenings and Sundays.[7] However, attendees at the stakeholder workshop did not feel this could work due to the large number of station parking, and need for flexible office parking. The revenue implications of a different approach to pricing could be examined using a financial model. The specific issue of cheap long term parking at the station should also be explored.

Scratch-cards

The introduction of a scratch-card payment system could also be used to influence parking demand.

For example, to reduce long stay demand, commuters could only be given enough scratchcards to park for 4 days of the week. Alternative methods of getting to work such as car sharing, or public transport, or even home working would then be incentivised. Such a scheme should be implemented along with Smarter Choices measures such as a travel plan to help increase support for the measures.

Alternatively, to draw shoppers into the town centre, shoppers could be given free scratchcards allowing them to park for free at a time of their choosing.

Pricing in relation of location of parking and mix of short and long stay parking

Council run off street parking in Redhill Town Centre currently has the same price structure regardless of the location or designation as a short stay or long stay car park. In the short term, prices could be reduced for short stay parking where there is currently spare capacity. Currently underutilised car parks such as Gloucester Road could see further reductions to help boost demand here. This is likely to draw more shoppers into the town centre and boost the local economy. In order to be effective, parking levels and income would need to be consistently monitored and adjusted as necessary.

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[6] Richmond's parking charges: http://www.whatgreencar.com/news-item.php?Richmond-to-pursue-CO2-parking-charge-plan

[7] Birmingham's parking charges: http://www.birmingham.gov.uk/GenerateContent?CONTENT_ITEM_ID=71177&CONTENT_ITEM_TYPE=0&MENU_ID=14085&EXPAND=12077

Dependencies/Requirements: Ensuring public acceptance is crucial and changes could be supported through marketing or a travel awareness campaign. Such changes are likely to be more broadly supported when there are improvements to public transport.

Key issues addressed: C. Commuters and retail users parking in residential areas, D. Residents parking supply in town centre, G. Safety, security, and quality, H. Car parking at Redhill Station is insufficient to meet demand, E. Car parking too freely available, encouraging people to drive to Redhill, F. Perceived high parking chargers. P. Need to draw people in to Redhill Town Centre to boost local shops and businesses.

Cost	£££££
Accessibility	●○○
Growth	●●○
Sustainable Transport	●●○

Cost and policy contribution: Any scheme could be cost neutral or even cost positive, and depending on implementation could have positive impacts on growth and sustainable transport goals.

POLICY SCORE: 5 WEIGHTED SCORE: 5

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. CPZs are imposed through the Road Traffic Regulation Act 1984 as amended by the Transport Act 2000. A Traffic Regulation Order (TRO) is prepared by the local highway authority following a public consultation exercise. 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.

An alternative to using resident and/or business parking permits is to implement parking curfews whereby on-street parking is restricted for a short space of time (for example one hour) during the day. This allows residents to park all day (even if they have to move their car for a short time whilst the curfew is in place) but stops commuters parking for the whole day or parents on the school run from parking depending on the timings of the curfew. The enforcement costs associated with this are much lower.

RBBC has consulted residents in the following roads to obtain their views on various types of parking restrictions:

- Garlands Road
- Lynwood Road
- Ridgeway Road
- Grovehill Road

- Upper Bridge Road
- Ravens Close
- Carlton Road
- Vandyke Close

Carlton Road and Vandyke Close are particularly affected by school traffic so it is likely that the one hour parking curfew is appropriate in these locations. The areas covered clustered around the schools to the north of the town centre, and near to the employment area to the south-west. The roads to the north (Lynwood Road, Carlton Road, Vandyke Close and Ravens Close) are not to have alternative parking restrictions imposed, apart from Carlton Road and Vandyke Close where parking will be prohibited for one hour only in the middle of the day. This should stop commuter parking during the day leading to a loss of 30 spaces for commuters, which would be transferred elsewhere. The roads to the south-west considered (Upper Bridge Road, Ridgeway Road and Grovehill Road) are to have restrictions imposed throughout the working day apart from Grovehill Road. The loss of parking spaces on-street for employees working in the area or commuters is 29. Again this will lead to displacement parking elsewhere.

Table 4: Public Consultation Results for the RBBC Car Parking Restriction Consultation

Road	Issues Raised	Proposed Action
Lynwood Road	Most wanted RPZ or curfew parking with permits for residents* Several residents without off-street parking concerned that they would have nowhere to park even with a curfew in place with different restrictions on either side.	No change to waiting restrictions
Upper Bridge Road	Assistance required for emergency and refuse vehicles. Need some on-street parking for those without off-street parking	No waiting Monday to Friday 08:00 – 18:30 hours on the north-western side (even numbers) only
Ridgeway Road	Assistance required for emergency and refuse vehicles. Need some on-street parking for those without off-street parking	No waiting Monday to Friday 08:00 – 18:30 hours on the south-eastern side (odd numbers) only
Grovehill Road	Responses too varied to give consensus on lower half. No consensus for upper half except for RPZ.	Lower half – no change Upper half – double yellow lines on junction with Linkfield Lane
Carlton Road	Need to prevent commuter parking. Need to allow parents to deliver and collect their children from St Bedes School	Curfew parking – no waiting Monday to Friday 11:00 to 12:00 hours
Vandyke Close	Not much commuter parking, however, if further restrictions implemented on Carlton Road, current commuters would probably shift to Vandyke Close.	Curfew parking – no waiting Monday to Friday 11:00 to 12:00 hours
Ravens Close	Residents need to be able to park so a RPZ only suitable solution	No change

*This is not possible without an RPZ in place.

Dependencies/Requirements: This option will be more viable if people are more aware of alternative parking provision, and alternative methods of transport. Information and Marketing, and Smarter Travel initiatives could play a key role in gaining support for extending CPZ.

Key issues addressed: C. Commuters and retail users parking in residential areas, D. Residents parking supply in town centre, E. Car parking too freely available, encouraging people to drive to Redhill,

Cost	£££££
Accessibility	●○○
Growth	●○○
Sustainable Transport	●●●

Cost and policy contribution: Based on case studies the scheme cost is likely to be in the region of £100k. The strongest policy contribution will be to the sustainable transport goal.

POLICY SCORE: 5 WEIGHTED SCORE: 2

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. 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 stage 1 report showed there is unlikely to be a need 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 small increases in additional demand for parking in the future. As such the conclusion of the previous financial assessment still stands.

Dependencies/Requirements: 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. Other than the initial financial outlay required to construct the car park, a maintenance programme to maintain the car park would have to be adopted, whilst improvements would be required to the existing pedestrian environment surrounding the site and the signage to and from site. The capacity of the Princess Way/Queensway/London Road junction would also have to be assessed.

Key issues addressed: C. Commuters and retail users parking in residential areas, D. Residents parking supply in town centre

Cost	£££££
Accessibility	●○○
Growth	●●○
Sustainable Transport	○○○

Cost and policy contribution: This is an extremely expensive option, and would work to the disadvantage of sustainable transport in Redhill.

POLICY SCORE: 3 WEIGHTED SCORE: -2

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

Redstone Hill car park is a surface car park serving Redhill Station. Based on comments by Network Rail at the stakeholder workshop and observations during a site visit, 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.

Dependencies/Requirements: 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.

Key issues addressed: C. Commuters and retail users parking in residential areas. H. Car parking at Redhill Station is insufficient to meet demand

Cost and policy contribution: 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.

Cost	£££££
Accessibility	●○○
Growth	●●○
Sustainable Transport	●○○

POLICY SCORE: 4 WEIGHTED SCORE: 4

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. Likewise, Park and Ride is generally regarded as a 'green option' by the public and encourages people to use public transport for part of their journey. Finally, Park & Ride makes other policies like pedestrianisation and bus priority measures more feasible to implement. The introduction of Park & Ride to Redhill Town Centre would contribute to tackling congestion and improving pedestrianisation throughout Redhill Town Centre. A Park & Ride site could also provide alternative parking during the redevelopment of existing car parks. Care needs to be taken when choosing the Park & Ride site to ensure it is far enough out of the town centre to not attract drivers from the outer suburbs to the detriment of existing public transport users.

Our stage 1 report showed there is currently an overprovision of car parking in the town centre and therefore no real need for Park & Ride. In addition, 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.

Dependencies/Requirements: Park & Ride would require the construction of out-of-town car parks on key routes into and out of Redhill Town Centre. Likewise, a dedicated bus fleet would need to be purchased, along with the installation of bus infrastructure (bus shelters, flagpoles etc.) and a real-time bus information system at Park & Ride car parks surrounding the town. Smarter Travel measures and information and marketing would also enhance the scheme, and CPZ/RPZ would be needed to prevent parking on-street in the town centre.

Key issues addressed: I. Impact of 'humanising the ring road', B. Car parks not always placed strategically on the road network, C. Commuters and retail users parking in residential areas, H. Car parking at Redhill Station is insufficient to meet demand.

Cost and policy contribution: This is an expensive option to implement and maintain, but could support growth. As long as due care is taken Park & Ride can also make a significant contribution to sustainable transport, especially from the point of view of local travel within the town centre.

Cost	£££££
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

POLICY SCORE: 6 WEIGHTED SCORE: 1

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 RTCAAP 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.

Dependencies/Requirements: Public transport usage could be further increased through Smarter Travel measures, and changes to parking charges. The stakeholder workshop raised concerns about safety on public transport in Redhill which also need to be addressed. Restrictions to on street parking such as CPZs and RPZs will also have a beneficial impact. Public transport will receive more funding if the transport hub bid is successful.

Key issues addressed: C. Commuters and retail users parking in residential areas, D. Residents parking supply in town centre, H. Car parking at Redhill Station is insufficient to meet demand, I. Impact of 'humanising the ring road', P. Need to draw people in to Redhill Town Centre to boost local shops and businesses.

Cost and policy contribution: Scheme costs and policy contribution are likely to vary widely according to the specific scheme and have not been assessed here.

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 RTCAAP and in our stakeholder workshop. The 2008 Hyder Redhill Parking Strategy report also noted possible improvements to cycle links, including signalising 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. Many of these issues will be addressed by the RTCAAP plans to re-humanise the ring road. Improving pedestrian and cycle links could work to make some car parks more attractive as destinations and also reduce parking stress by increasing the use of sustainable modes.

Dependencies/Requirements: Smarter Travel measures and Wayfinding signs as previously mentioned.

Key issues addressed: G. Safety, security, and quality, B. Car parks not always placed strategically on the road network, J. Disabled parking, P. Need to draw people in to Redhill Town Centre to boost local shops and businesses.

Cost and policy contribution: Costs and impacts of improvement schemes will vary widely, but there is likely to be a significant positive impact on accessibility and sustainable transport in particular. Improving walking and cycling is likely to make Redhill a more attractive destination and contribute to economic growth.

Cost	£££ff
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

POLICY SCORE: 8 **WEIGHTED SCORE: 5**

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, some of which are briefly described below.

On average Travel Plans reduce car commuting by 18%, with the most successful being implemented by Orange Temple Point which achieved a 66% reduction in commuter cars. The Travel Plans required through planning applications in Redhill should be implemented as soon as possible.[8] Travel awareness campaigns can utilise a range of media, including posters, websites, leaflets, promotional events, TV/Radio adverts, and even the use of VMS. Travel awareness campaigns lead to a direct reduction in car trips among the targeted population of around 1% and work in synergy with other Smarter Travel initiatives, increasing the take-up of workplace travel plans, car clubs, and public transport use. Personalised Travel Planning (PTP) is a particularly effective soft measure used to reduce car trips in areas with good transport links such as Redhill. Experience from the sustainable travel demonstration towns shows that PTP cuts car trips by around 10%, with a cost benefit ratio of up to 1:30.

Smarter Travel measures would be an effective way for the Council to manage parking demand in Redhill and ensure that parking capacity is adequate over the lifetime of the RTCAAP.

Dependencies/Requirements: Smarter Travel measures work best when they are introduced alongside real improvements in public transport, cycling and walking infrastructure. Additional measures such as the introduction of MobiHubs (community level transport interfaces centred on local facilities), improvements in cycle parking facilities and pedestrian signage (a pedestrian wayfinding system) would further add to the desirability of these modes, acting to further reduce demand for parking.

Key issues addressed: C. Commuters and retail users parking in residential areas, D. Residents parking supply in town centre, H. Car parking at Redhill Station is insufficient to meet demand, I. Impact of 'humanising the ring road'

Cost and policy contribution: 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. Such measures would make a significant contribution to all policy goals[9].

Cost	£££
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

POLICY SCORE: 6 **WEIGHTED SCORE: 3**

[8] For a complete list see http://www.surreycc.gov.uk/SCCWebsite/sccwspages.nsf/searchresults/b00849a8645f9b7f802573f700382caa?OpenDocument

[9] For more information see DfT (2004) Smarter Choices: Changing the Way We Travel

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. TfL and carplus have recently launched www.carclubs.org.uk to provide a comparison of using a car club car compared to owning a car.

Such a car club could be utilised by workers, shoppers, and residents. In general car club operators prefer on-street bays because they are more visible and accessible, but this could be overcome through good signage and marketing.

For car sharing, local businesses car register with Surrey Car Share to obtain help accessing and setting up employees within the database. For businesses of up to 49 employees registration to Surrey Car Share is free. Car sharing can be implemented for new development through the S106 Agreement process and is due to be developed across the county as part of Surrey County Council's successful Local Sustainable Transport Fund bid.

Dependencies/Requirements: Promotion of car clubs could be tied into a wider Smarter Choices campaign, and would contribute to achieving the goal of reducing parking standards for new developments, without limiting accessibility.

Key issues addressed: C. Commuters and retail users parking in residential areas, D. Residents parking supply in town centre, P. Need to draw people in to Redhill Town Centre to boost local shops and businesses.

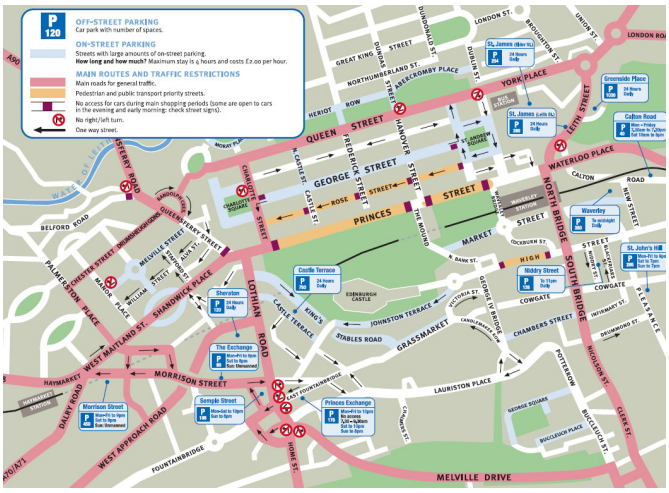
Cost	££££££
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

Cost and policy contribution: Car clubs are run by private companies, but sometimes require some pump-priming funding for the first few years until the club becomes established. The option would make a positive contribution to the policy goals as shown.

POLICY SCORE: 8 WEIGHTED SCORE: 7

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 such as the one shown for Edinburgh (right). We are unaware of any maps of parking facilities currently being made available to the public showing details of parking facilities in Redhill Town Centre.



A parking map can also include mobility management information such as locations of car clubs. This tactic was used in Italy in the town of Mestre (Venice), which also highlighted park and ride facilities in the area. A campaign with brochures was carried out in order to inform citizens and commuters of the possibility of park & ride and the position of the interchange parking. A map of the Mestre and Marghera area was produced showing the interchange car parks and alternative mobility possibilities available (car sharing, hire of electric vehicles and bicycle hire).[10]

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.

'Parking free days' have recently been used by a number of towns in the UK as an incentive to shoppers and visitors. A parking free day in combination with activities promoting the town centre's retail and leisure offering could be used as a way of increasing the number of regular visitors to the town centre.

Dependencies/Requirements: This option would be supported by Smarter Travel initiatives such as a Travel Awareness Campaign, and would be particularly effective to raise awareness of newly constructed car parks or park and ride sites.

Key issues addressed: C. Commuters and retail users parking in residential areas, F. Perceived high parking charges, G. Safety, security, and quality, H. Car parking at Redhill Station is insufficient to meet demand, J. Disabled parking, P. Need to draw people in to Redhill Town Centre to boost local shops and businesses.

Cost and policy contribution: This is a low cost option, which will make a positive contribution to accessibility and, depending on implementation, sustainable transport. Contributions could be obtained from sponsorship of local businesses.

Cost	£ £ £ £
Accessibility	●●○
Growth	●○○
Sustainable Transport	●●○

POLICY SCORE: 5 **WEIGHTED SCORE: 4**

[10] More information available at: http://www.civitas-initiative.net/measure_sheet.phtml?language=en&id=120

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

As previously mentioned, 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.[11] Examples of Councils introducing such schemes include Durham and Luton. Surrey County Council currently promote Park & Stride as part of the golden boot challenge.

Dependencies/Requirements: Park&Stride would be supported by Smarter Travel initiatives, and is usually delivered through the existing School Travel Plan programme. Installation of Pay&Display meters outside school is likely to involve additional parking enforcement.

Key issues addressed: M. Parking around schools at peak times, G. Safety, security, and quality

Cost and policy contribution: This is a relatively low cost option, which will make a positive contribution to accessibility and sustainable transport.

Cost	£ £ £ £ £
Accessibility	●●●
Growth	●●●
Sustainable Transport	●●●

POLICY SCORE: 5 **WEIGHTED SCORE: 4**

Option 21: Disabled Parking Options

All developments and car parks should adhere to the parking standards set out in the Local Plan (RBBC 2005), shown below.

"For non-residential developments, 5% of parking spaces should be allocated for disabled persons. In areas of high parking restraint this may not give sufficient spaces, hence a minimum standard of one space per 750 sq m should be provided in zone types 1 and 2. In all cases, parking for the disabled should be sufficient to meet demand.

Car parking spaces for people with disabilities should be larger than usual to enable a wheelchair user to transfer easily to and from a car, and thus should have minimum dimensions of 5.0m x 3.6m. They should be located close to an accessible entrance, preferably the main entrance. The entrance should be ideally under cover, clearly signed and not more than 50m from the designated parking spaces."

[11] Source: http://brightkidz.co.uk/walking-to-school/park-stride.html

Option 22: Cycle and Motorcycle Parking Options

All developments and car parks should adhere to the parking standards set out in the Local Plan (RBBC 2005), which states.

"At least one 'Sheffield' type stand should be provided per 20 car parking spaces, subject to a minimumof 2 stands being provided.

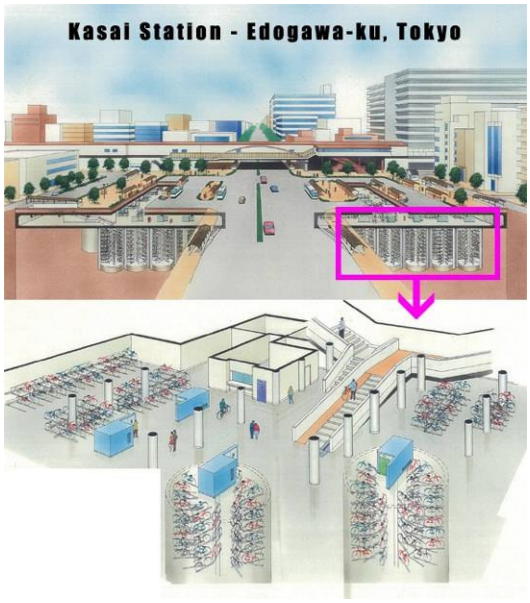
Stands should be located within 20 metres of the access to the premises, which they serve.

Stands provided in a group should be undercover, lit, secure and adequately signed.

Cycle parking may be waived for developments of less than 250 sq m gross floor area (GFA) if adequate provision is available within 20 metres of the building access".

The document sets out specific cycle parking standards for each land use type.

If cycle parking continues to grow at the station, Network Rail and the council may wish to expand the cycle parking with the provision of double decker stands, carousels, or even hi-tech underground cycle parking as shown on the right.



Option 23: Lorry Parking Options

The Council is not obligated to provide parking for lorries. However, if the Council wish to do so, options for lorry parking include:

- Continue to allow use of Gloucester Road car park. Gloucester Road is currently designated for overnight lorry parking, however as previously mentioned, the site is poorly suited for such a use. There are also a number of residential units around the car park which may experience noise problems if lorries parked here in any numbers.

- Rely on drivers to make their own arrangements. Drivers currently use Clacket Lane Services and the lay-bys on the A23 just over the border into LB Croydon. The risk here is that if lorry numbers increase and/or if Gloucester Road is no longer available, lorries could park overnight in unsuitable locations creating safety hazards or nuisance to residents,

- 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. However, turning at this location is likely to be a problem and there are no facilities for food and drink, although most lorry drivers are reasonably self-sufficient. Further work would be needed to identify suitable lay-bys or sites where lay-bys could be created.

Dependencies/Requirements: Use of Gloucester Road would have to take into account the planned redevelopment of the site.

Key issues addressed: L. Lorry parking, G. Safety, security, and quality

Cost and policy contribution: The cost is likely to vary widely according to the option chosen, and is not suspected to make a significant contribution to the RTCAAP policy goals.

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

During the RTCAAP 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 next three options set out three possible solutions to this problem, which could be implemented independently, or in conjunction with each other.

Stage 1 of this study noted that according to 2008 data there is spare capacity in off-street car parks. This spare capacity could theoretically be used to help absorb displaced parking. Appropriate signage and information would need to be put in place to redirect drivers. Ideally drivers would be redirected to the nearest car park; however this depends on the level of utilisation in that car park.

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.

Dependencies/Requirements: This option would depend on updating the surrounding signage, and may be enhanced by information and marketing materials. The introduction of one or more CPZs and RPZs would prevent the displaced parking moving to on street areas, and some additional parking enforcement may be required. Conversely, the introduction of CPZs may lead to higher utilisation of off street car parks such as the Belfry and reduce the spare capacity available for accommodating the displaced parking from Marketfield Way.

Key issues addressed: Displaced parking due to the redevelopment of Marketfield Way / Gloucester Road

Cost and policy contribution: The scheme is very low cost and would keep accessibility levels to the town high, whilst supporting growth.

POLICY SCORE: 3 **WEIGHTED SCORE: 2**

Cost	£ £ £ £ £
Accessibility	● ○ ○
Growth	● ○ ○
Sustainable Transport	● ○ ○

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 extremely 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.

Dependencies/Requirements: This option would depend on updating the surrounding signage, and would require information and marketing materials. The introduction of CPZs and RPZs would prevent the displaced parking moving to on street areas, and some additional parking enforcement may be required.

Cost	£££££
Accessibility	●○○
Growth	●○○
Sustainable Transport	○○○

Key issues addressed: Displaced parking during redevelopment

Cost and policy contribution: The scheme cost is high, but it would keep accessibility levels to the town high, whilst supporting growth.

POLICY SCORE: 2 WEIGHTED SCORE: -3

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 RTCAAP time periods where possible.

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.

Discounted Options

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.

4 TIMING OF ISSUES AND OPTIONS

There is currently significant spare parking capacity in Redhill Town Centre. Using updated development figures for Redhill and an improved method of calculation, we have found it is extremely likely there will be a significant oversupply of parking in Redhill Town Centre until at least 2027. However, if no demand management measures or parking restraints are put in place in 2010-16 the town centre is likely to experience parking stress starting in 2017-21. As such options should concentrate on locking in benefits and managing existing demand effectively. We have not found that there is a clear cut case to build new car parks or park & ride sites. In addition, we do not foresee that temporary car parks will be required.

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. These long stay spaces are needed to accommodate displaced parking from Gloucester Road and Station Road car parks and, under the TRICS forecast, 'overspill' parking associated with developments.

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.

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.

The recommended timeline for implementing options is shown in the table below.

Table 4: Redhill Town Centre Parking Options and Suggested Timings

	Final List of Redhill Town Centre Parking Options	Cost	Policy Score	2010-16	2017-21	2022+
1	Locate new development at accessible locations	£	9			
18	Support car clubs and car sharing	£	8			
4	Introduce Wayfinding maps	£	7			
16	Improve pedestrian and cycling links	£££	8			
10	Change pricing regime		5			
2	Rationalise / Review signage	£	5			
6	Improve access at Clarendon Road	£	5			
13	Build a multi-storey car park at Redstone Hill		4			
19	Information & Marketing	£	5			
20	School options: P&D and/or Park and Stride	£	5			
3	Introduce Parking Guidance Information System	£££	6			
17	Implement Smarter Travel measures	£££	6			
24	Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment	£	3			
11	Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs)	£££	5			
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			
9	Alter the mix of long/short stay parking	n/a	n/a			
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			
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			
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.

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 RTCAAP.

As highlighted previously, options that provide alternatives to car travel (e.g. 16. Improve pedestrian and cycling links, 18. Support car clubs and car sharing, and 15. Improve public transport) would work well when implemented with Smarter Travel and information options (e.g. 4. Introduce Wayfinding maps, 17. Implement Smarter Travel measures, 19. Information and Marketing). Conversely, options that promote car travel (e.g. building new parking capacity) would work against the goals of Smarter Travel measures and other Information and Marketing.

In addition, cost savings may be achieved by implementing the following measures at the same time:

- 1. Rationalise / Review signage, 6. Improve access at Clarendon Road.
- 17. Implement Smarter Travel Measures, 19. Information & marketing, 4. Introduce Wayfinding maps, 18. Support car clubs and car sharing
- 11. Introduce Residential Parking Zones (RPZs) or Controlled Parking Zones (CPZs), 19. Information & marketing

5 REDHILL 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.

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 imformation 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	
				Improve pedestrian link through tunnel	
	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	
				Ensure good access for all modes and mitigate/ design out traffic impacts	
	11. Introduce RPZ and CPZ to control parking in residential areas	£££££	5	Public support	
				Available alternative parking spaces	
	14. Implement P&R to provide additional long stay parking	£££££	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	

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 Priority car share and car club spaces Information & Marketing	Provision of a new multi-storey car park is likely to be a very expensive option. Demand management measures should be fully explored first.

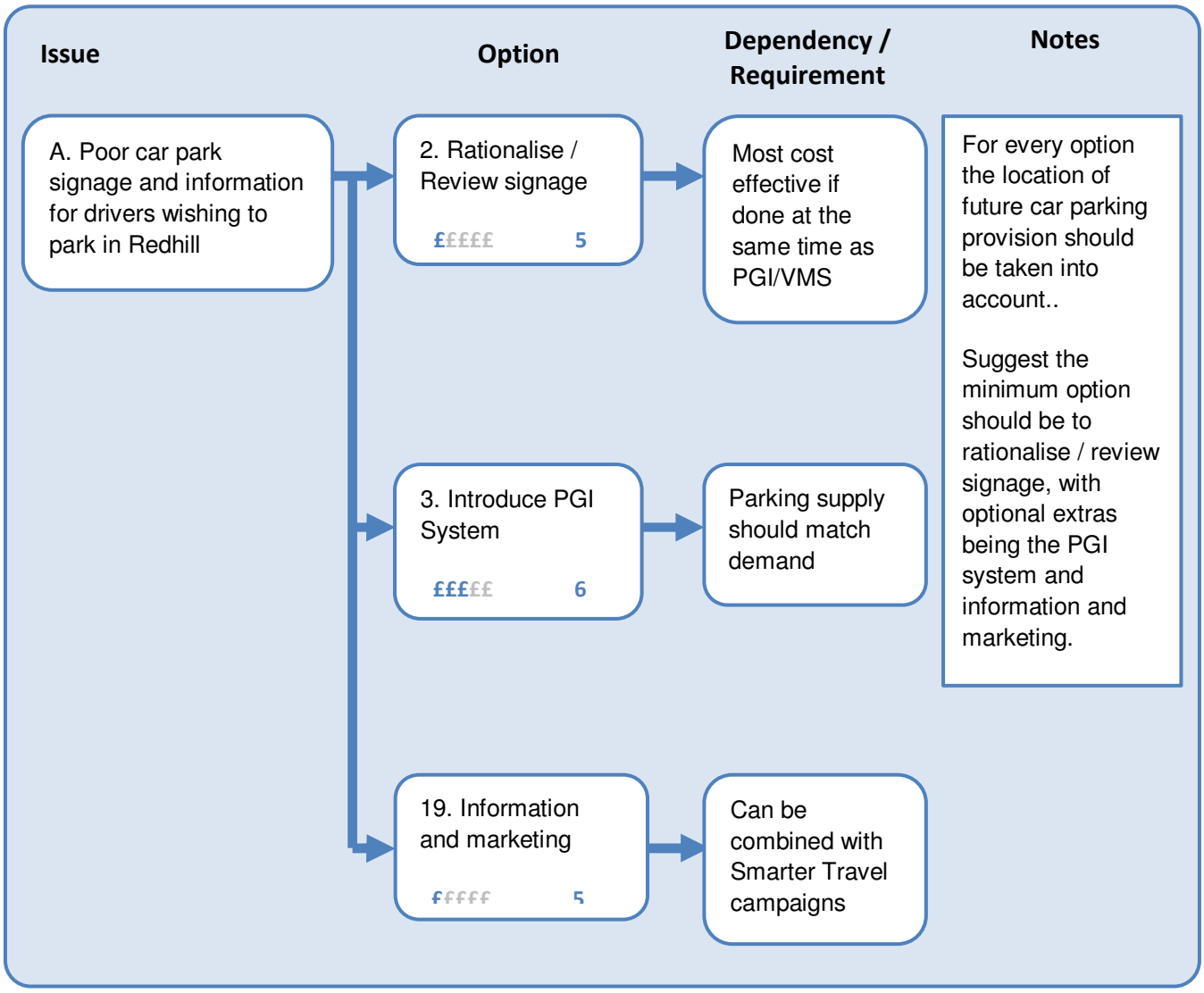
Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
	13. Build a multi-storey car park on Redstone Hill	£££££	4	Sufficient funding Alternative parking arrangements during construction Improve pedestrian link through tunnel Ensure good access for all modes and mitigate/ design out traffic impacts	
	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	

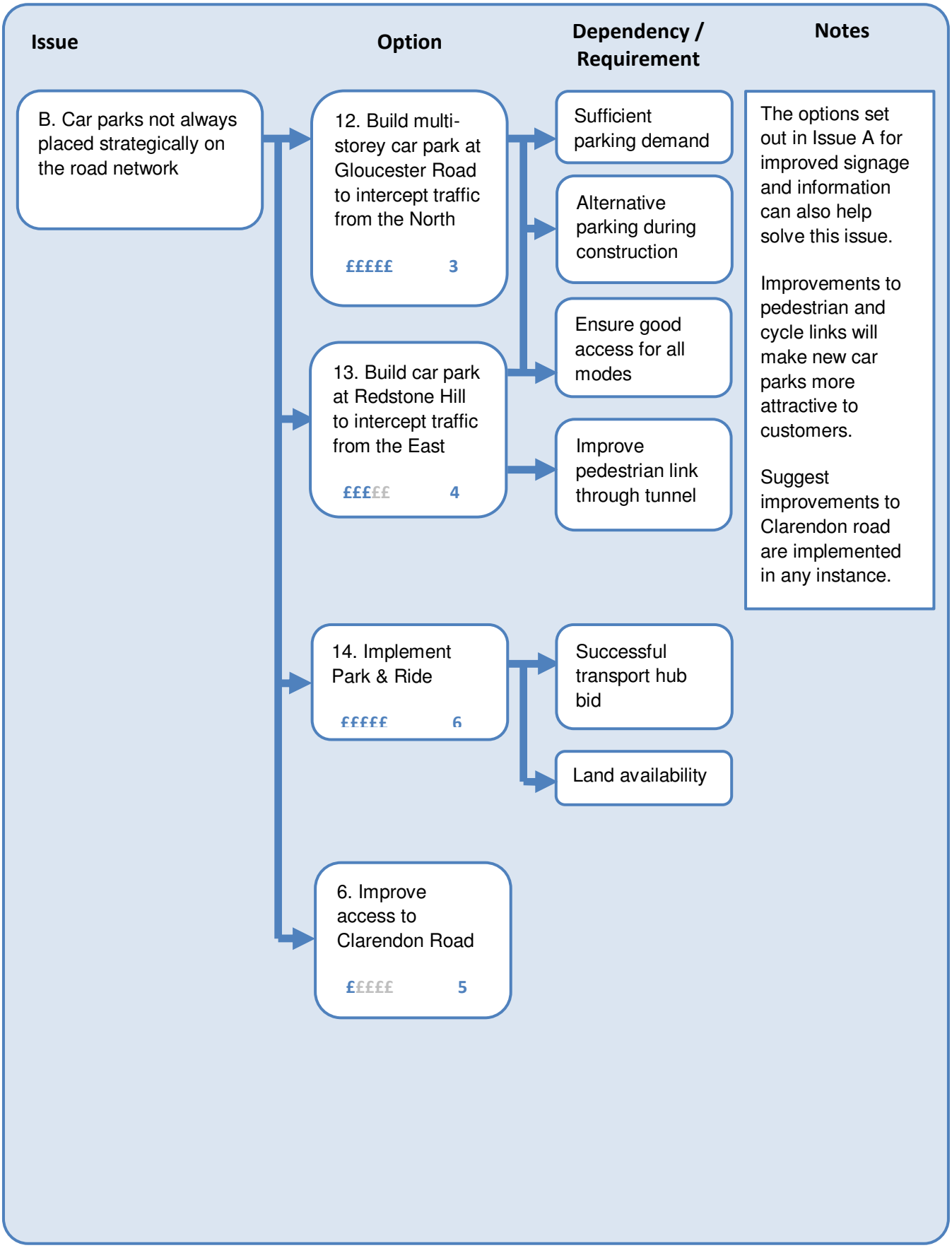
Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
	14. Implement Park & Ride	£££££	6	Successful transport hub bid	
				Land availability	
	15. Improve public transport	n/a	n/a	Transport hub bid	
				Improve perceptions of public transport in Redhill	
	17. Implement Smarter Travel measures	£££££	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	

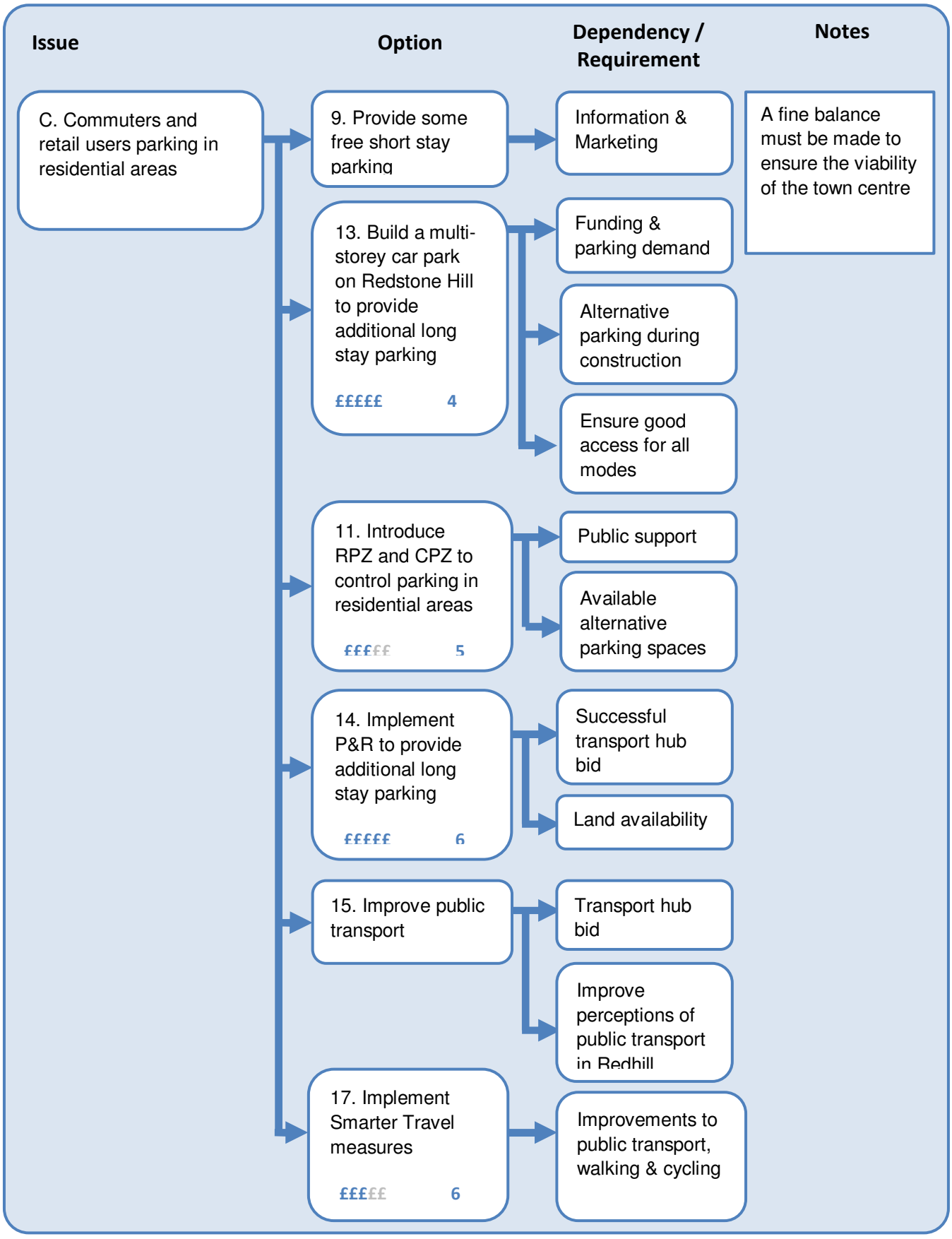
Issue	Option	Cost	Policy Score	Dependency-Requirement	Notes
N. Development specific issues	24. Rely on spare capacity of public off-street car parks to accommodate displaced parking	£	3	Expansion of Belfry car park as planned PGI/VMS Rationalise signage Information & marketing Introduce CPZ and RPZ	The 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.
	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	

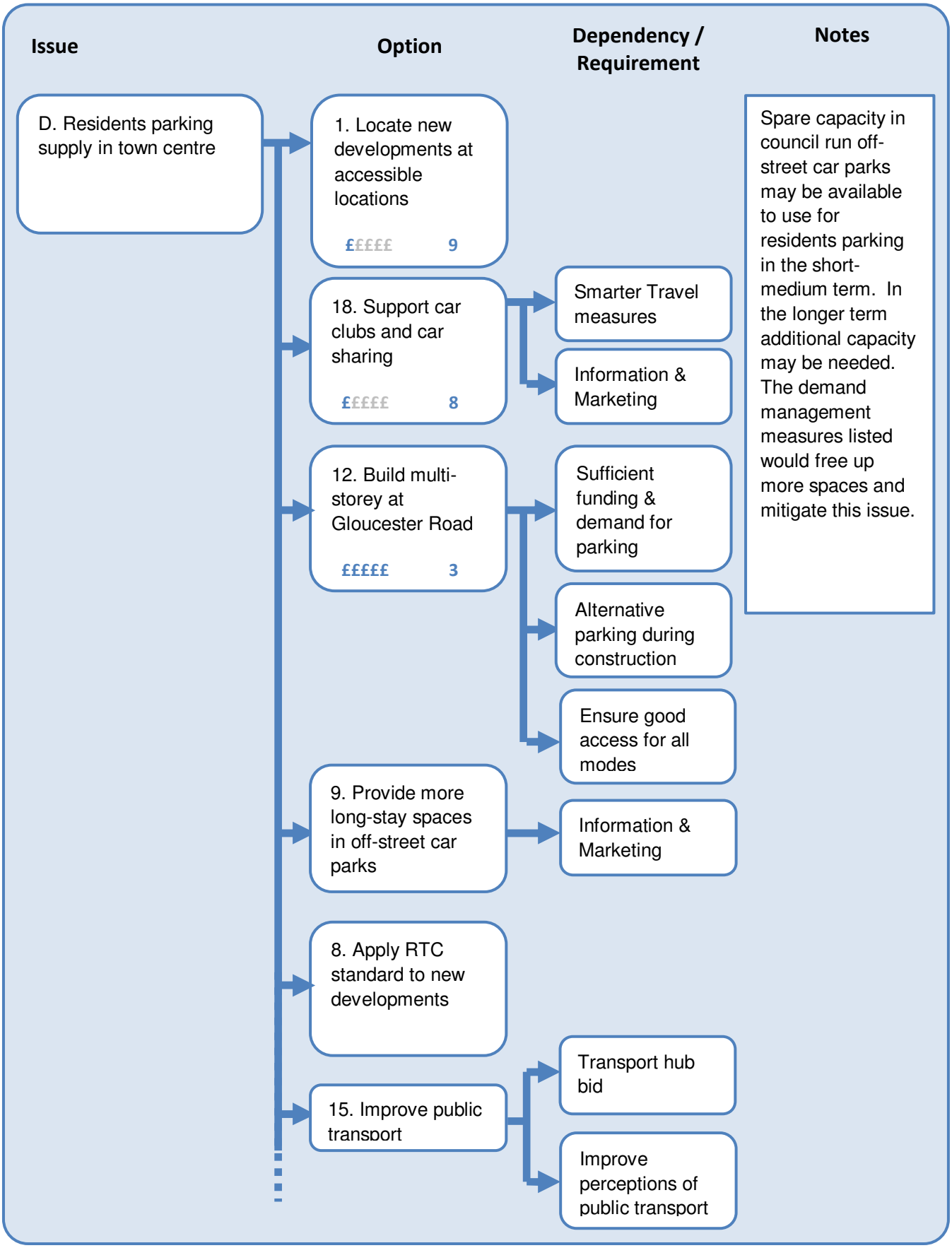
6 FLOW DIAGRAMS

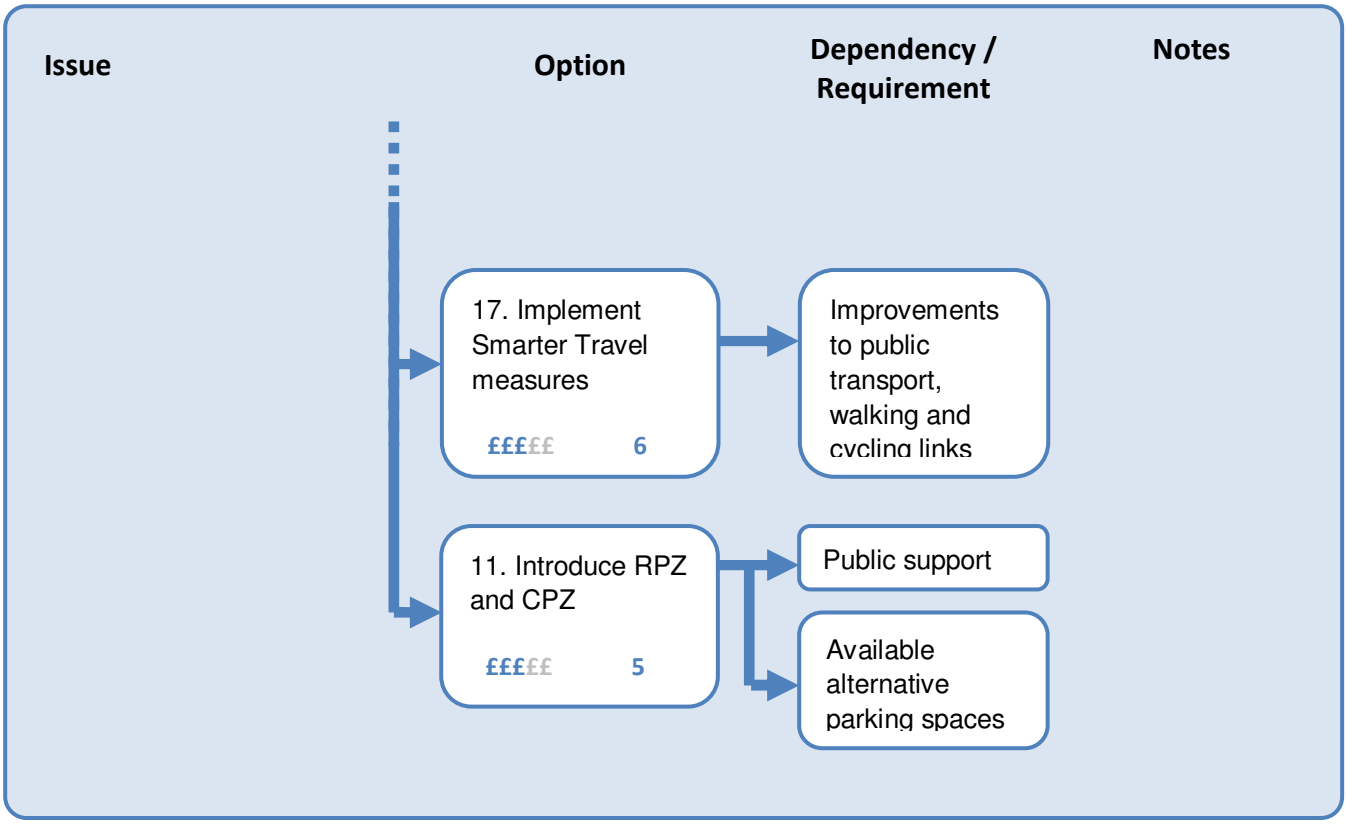
The following flow diagrams have been made to aide the decision making process. Flow diagrams show identical issues and options to the matrix, just in a more accessible format.

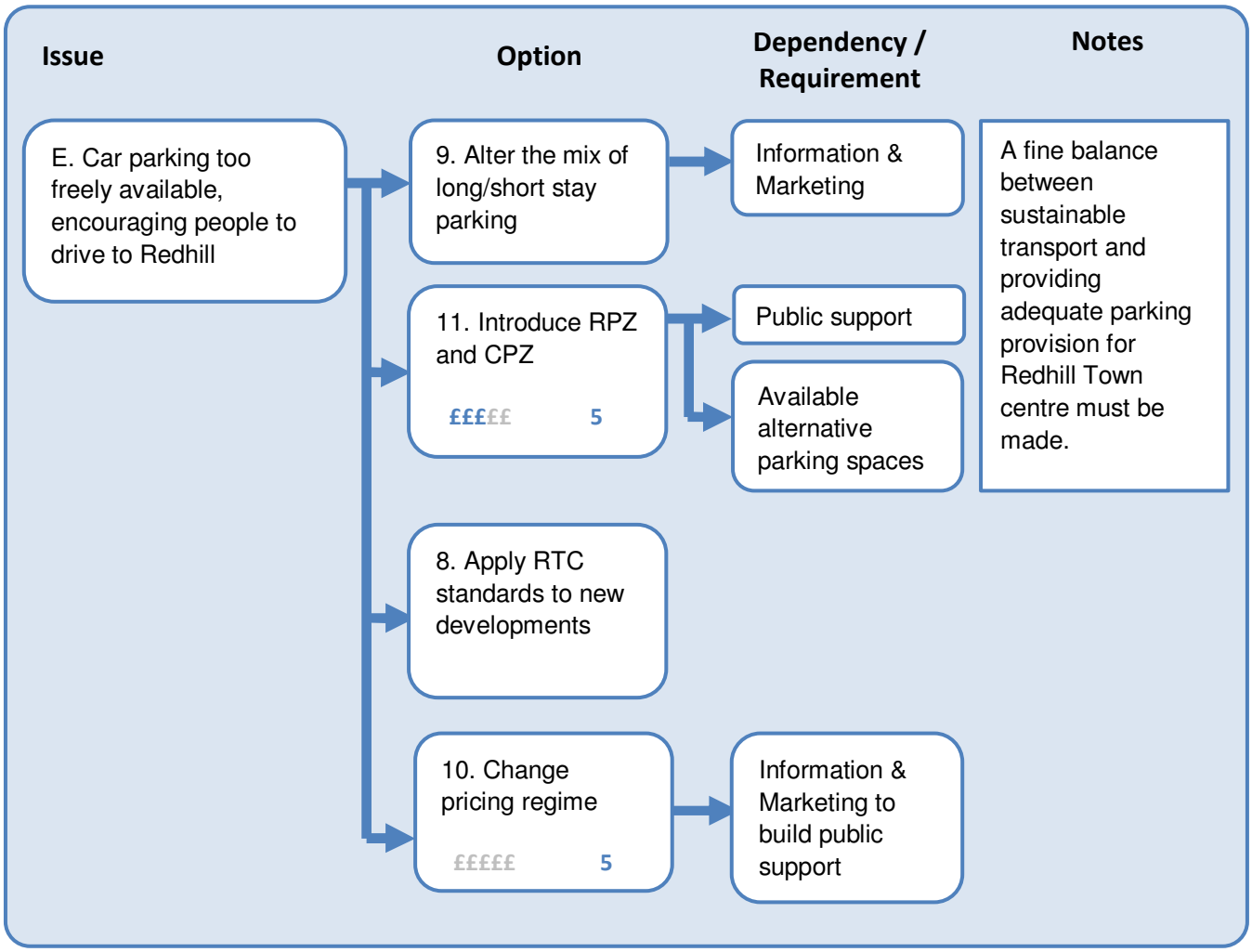

Issue
Option
Dependency / Requirement
Notes
A. Poor car park signage and information for drivers wishing to park in Redhill
2. Rationalise / Review signage
££££
5
Most cost effective if done at the same time as PGI/VMS
3. Introduce PGI System
£££
6
Parking supply should match demand
19. Information and marketing
£
5
Can be combined with Smarter Travel campaigns
For every option the location of future car parking provision should be taken into account..
Suggest the minimum option should be to rationalise / review signage, with optional extras being the PGI system and information and marketing.

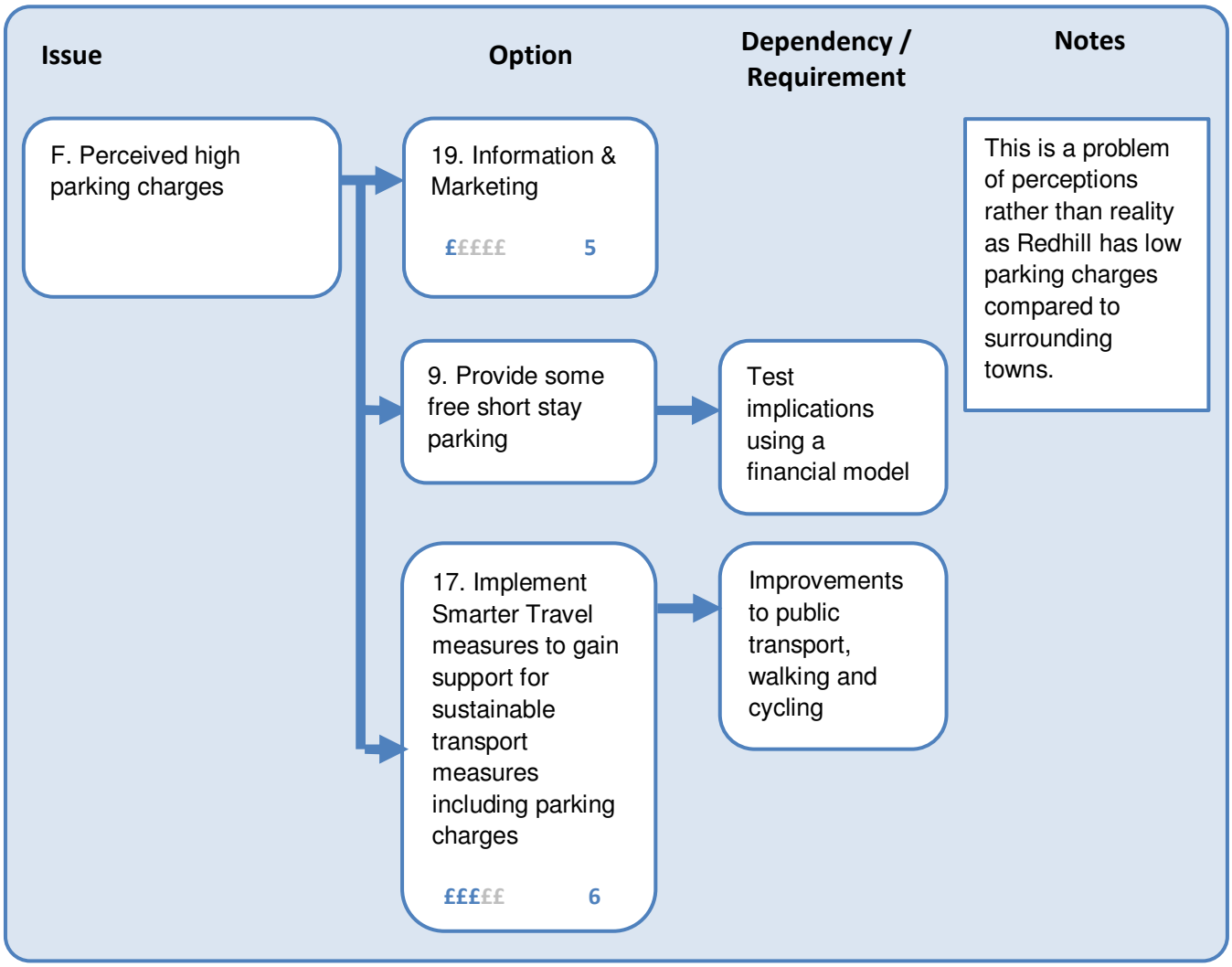

Issue
Option
Dependency / Requirement
Notes
B. Car parks not always placed strategically on the road network
12. Build multi-storey car park at Gloucester Road to intercept traffic from the North
£££££ 3
13. Build car park at Redstone Hill to intercept traffic from the East
£££££ 4
14. Implement Park & Ride
£££££ 6
6. Improve access to Clarendon Road
£££££ 5
Sufficient parking demand
Alternative parking during construction
Ensure good access for all modes
Improve pedestrian link through tunnel
Successful transport hub bid
Land availability
The options set out in Issue A for improved signage and information can also help solve this issue.
Improvements to pedestrian and cycle links will make new car parks more attractive to customers.
Suggest improvements to Clarendon road are implemented in any instance.

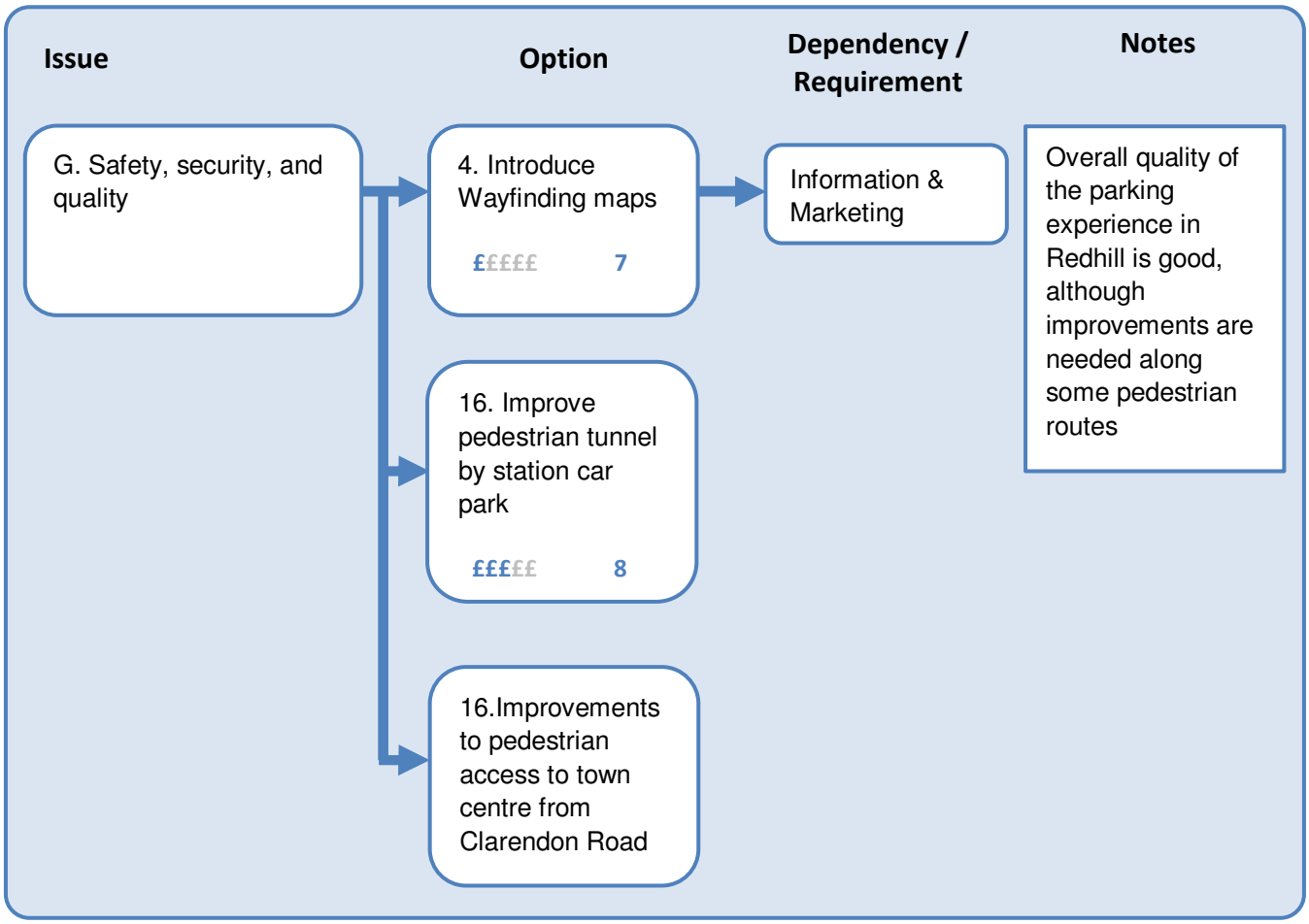

Issue
Option
Dependency / Requirement
Notes
C. Commuters and retail users parking in residential areas
9. Provide some free short stay parking
Information & Marketing
A fine balance must be made to ensure the viability of the town centre
13. Build a multi-storey car park on Redstone Hill to provide additional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

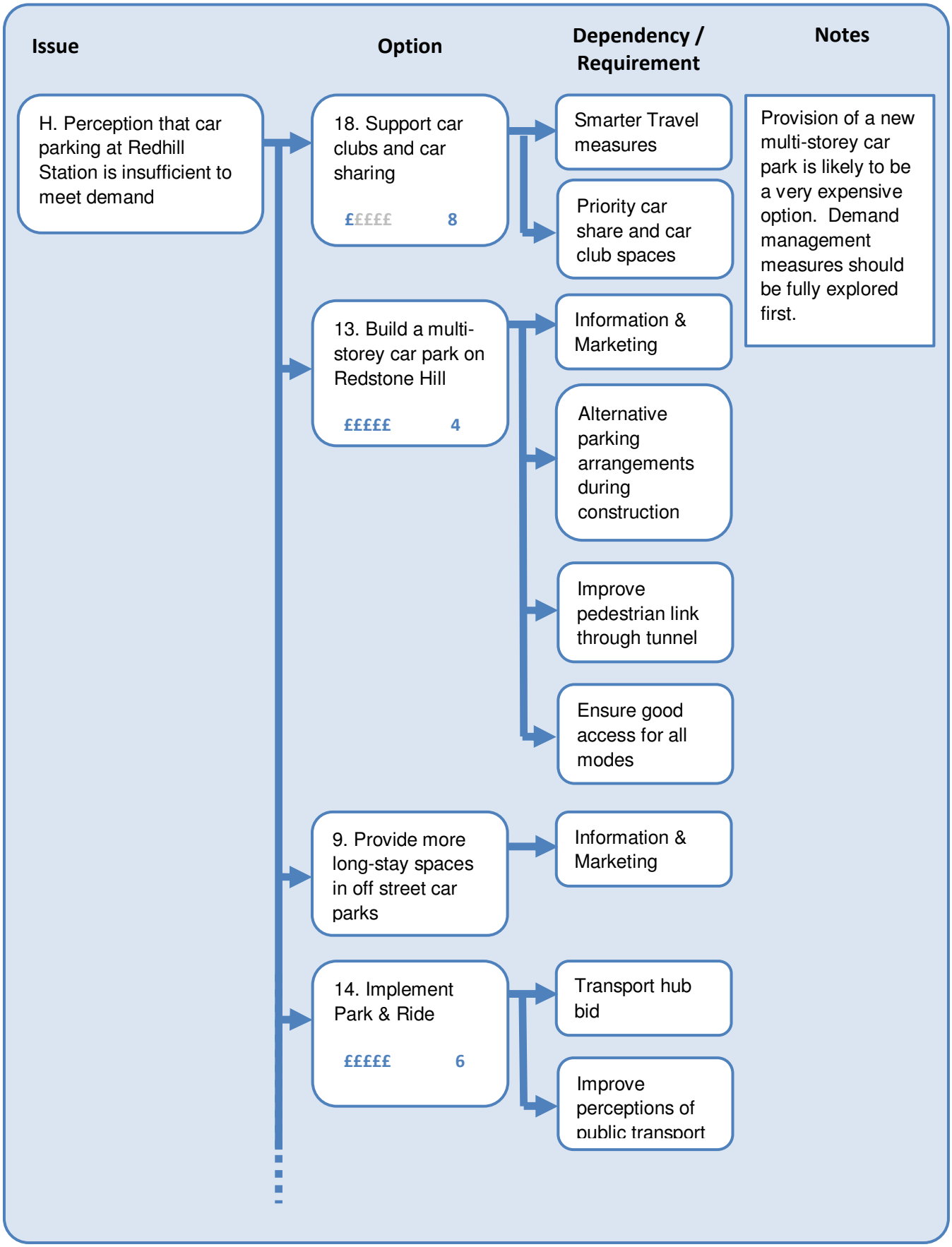

Issue
Option
Dependency / Requirement
Notes
D. Residents parking supply in town centre
1. Locate new developments at accessible locations
£££££ 9
18. Support car clubs and car sharing
£££££ 8
Smarter Travel measures
Information & Marketing
12. Build multi-storey at Gloucester Road
£££££ 3
Sufficient funding & demand for parking
Alternative parking during construction
Ensure good access for all modes
9. Provide more long-stay spaces in off-street car parks
Information & Marketing
8. Apply RTC standard to new developments
15. Improve public transport
Transport hub bid
Improve perceptions of public transport
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.

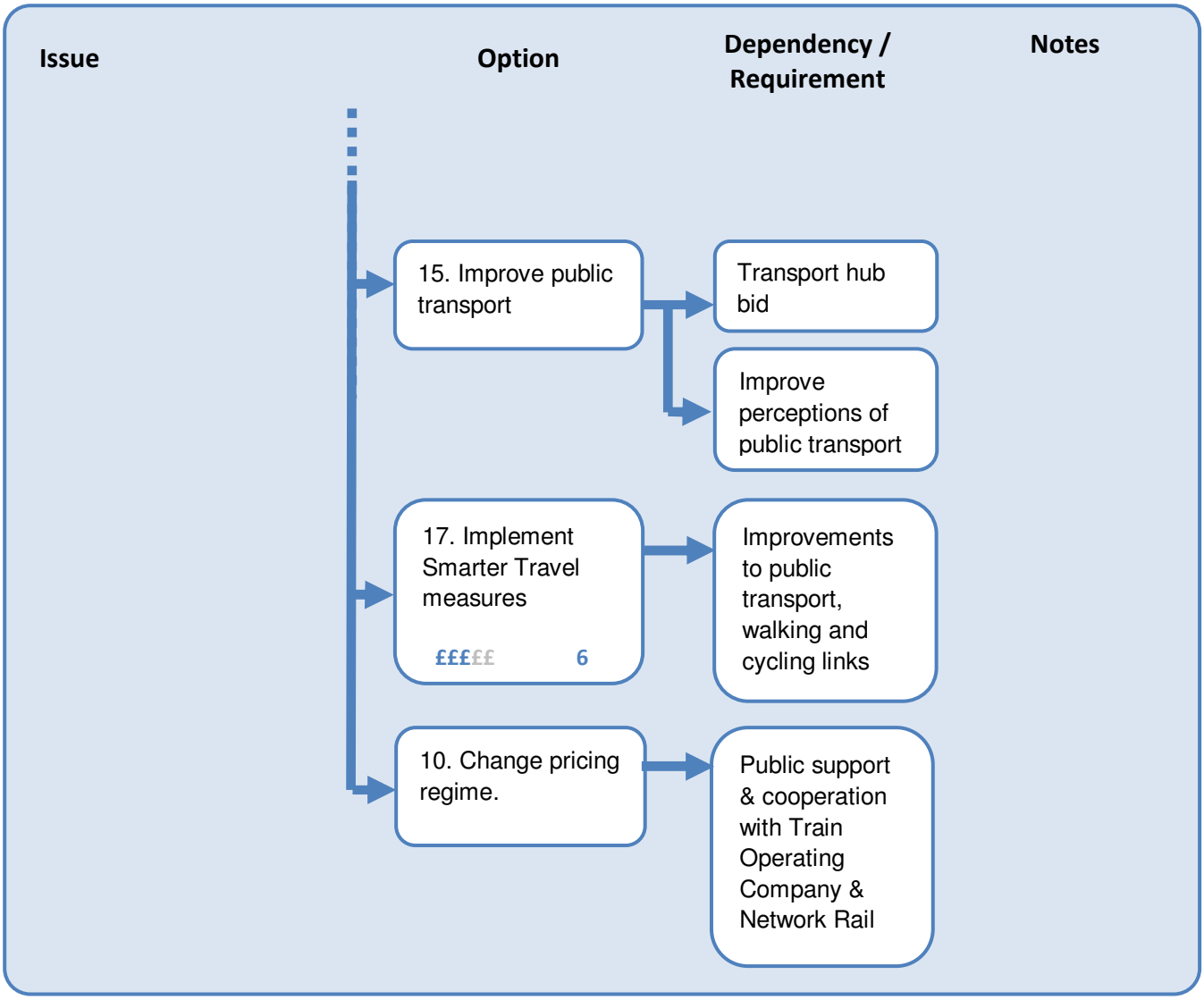

Issue
Option
Dependency / Requirement
Notes
17. Implement Smarter Travel measures
£££££ 6
Improvements to public transport, walking and cycling links
11. Introduce RPZ and CPZ
£££££ 5
Public support
Available alternative parking spaces

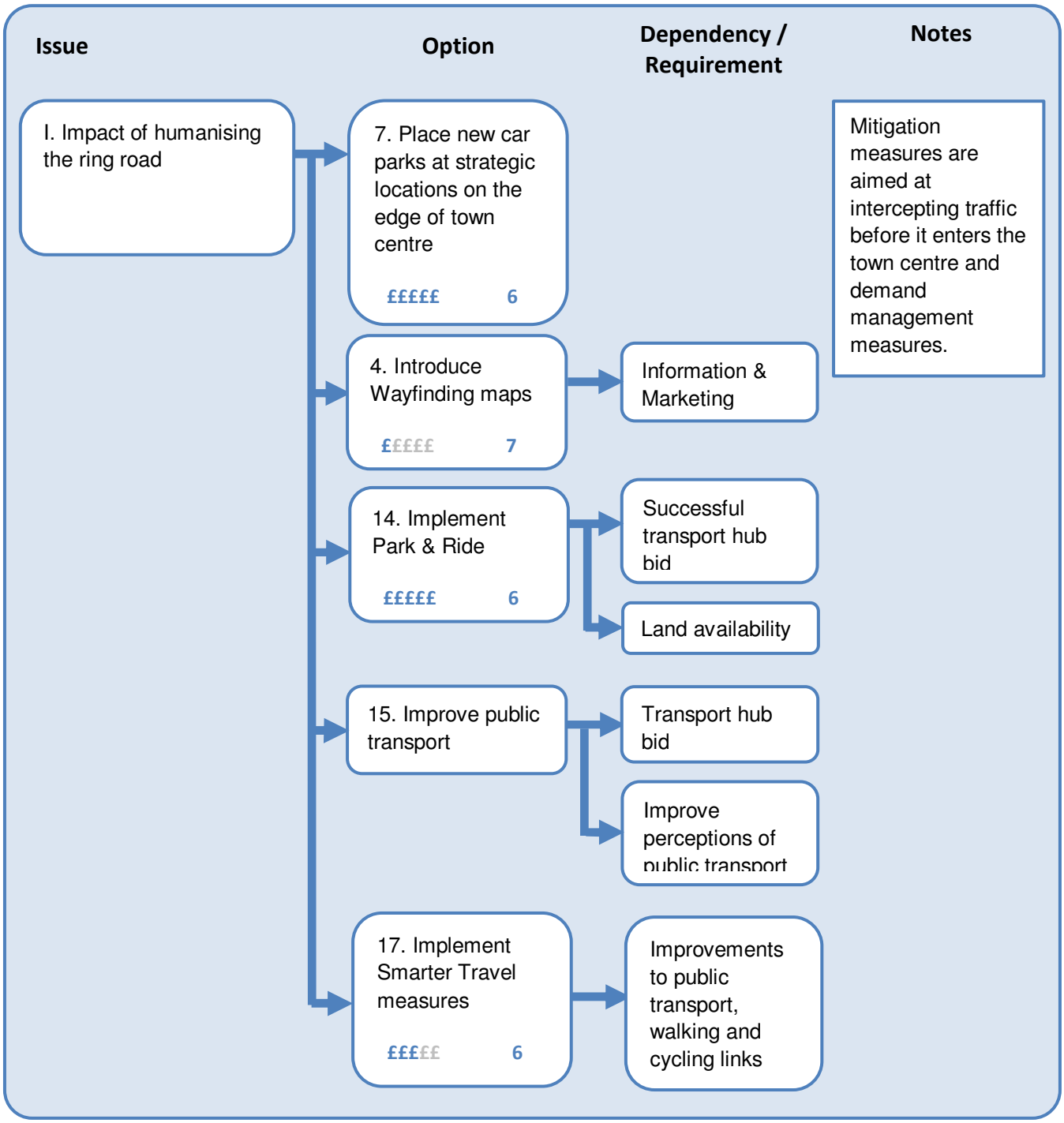

Issue
Option
Dependency / Requirement
Notes
E. Car parking too freely available, encouraging people to drive to Redhill
9. Alter the mix of long/short stay parking
Information & Marketing
11. Introduce RPZ and CPZ
£££££ 5
Public support
Available alternative parking spaces
A fine balance between sustainable transport and providing adequate parking provision for Redhill Town centre must be made.
8. Apply RTC standards to new developments
10. Change pricing regime
£££££ 5
Information & Marketing to build public support

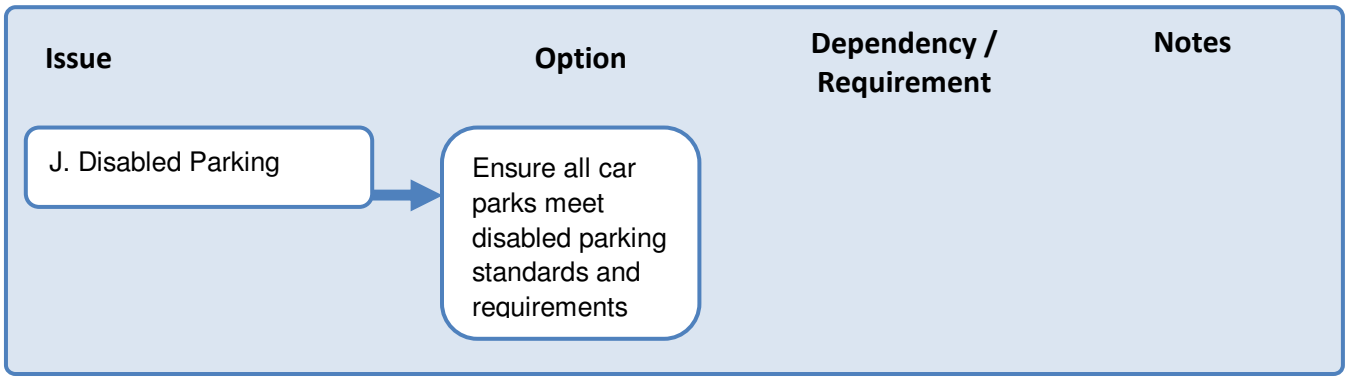

Issue
Option
Dependency / Requirement
Notes
F. Perceived high parking charges
19. Information & Marketing
£££££ 5
9. Provide some free short stay parking
Test implications using a financial model
17. Implement Smarter Travel measures to gain support for sustainable transport measures including parking charges
£££££ 6
Improvements to public transport, walking and cycling
This is a problem of perceptions rather than reality as Redhill has low parking charges compared to surrounding towns.

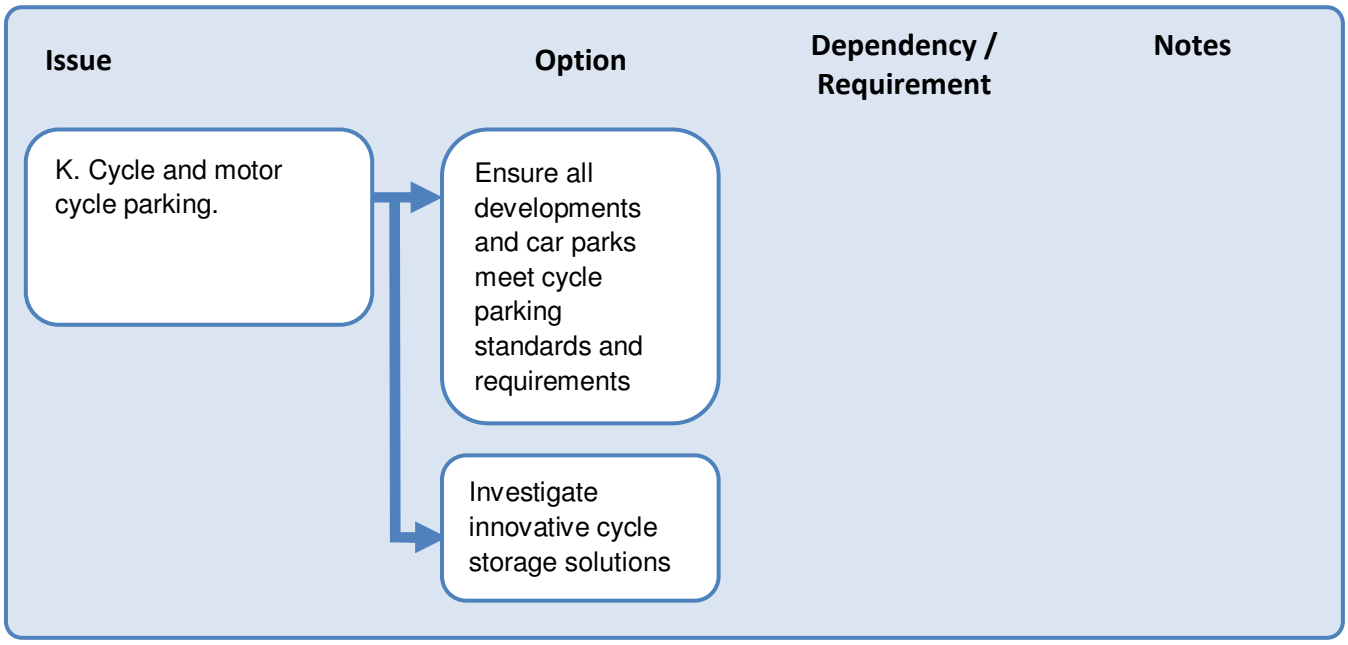

Issue
Option
Dependency / Requirement
Notes
G. Safety, security, and quality
4. Introduce Wayfinding maps
££££ 7
16. Improve pedestrian tunnel by station car park
£££ 8
16.Improvements to pedestrian access to town centre from Clarendon Road
Information & Marketing
Overall quality of the parking experience in Redhill is good, although improvements are needed along some pedestrian routes

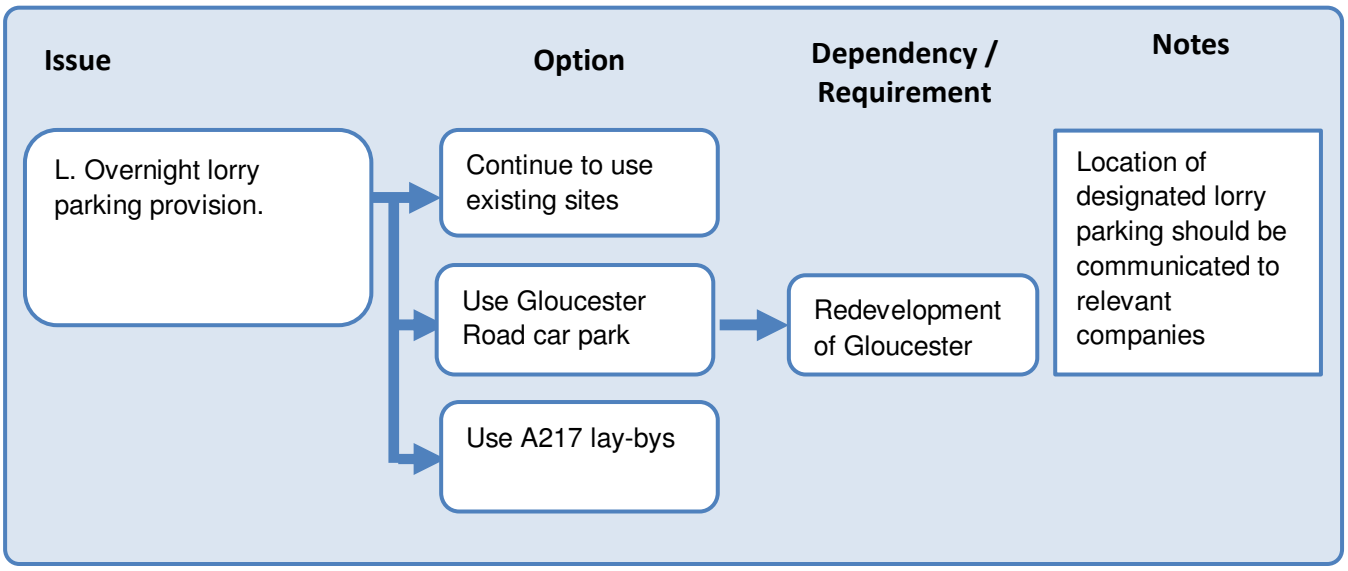

Issue
Option
Dependency / Requirement
Notes
H. Perception that car parking at Redhill Station is insufficient to meet demand
18. Support car clubs and car sharing
£££££ 8
Smarter Travel measures
Priority car share and car club spaces
Provision of a new multi-storey car park is likely to be a very expensive option. Demand management measures should be fully explored first.
13. Build a multi-storey car park on Redstone Hill
£££££ 4
Information & Marketing
Alternative parking arrangements during construction
Improve pedestrian link through tunnel
Ensure good access for all modes
9. Provide more long-stay spaces in off street car parks
Information & Marketing
14. Implement Park & Ride
£££££ 6
Transport hub bid
Improve perceptions of public transport

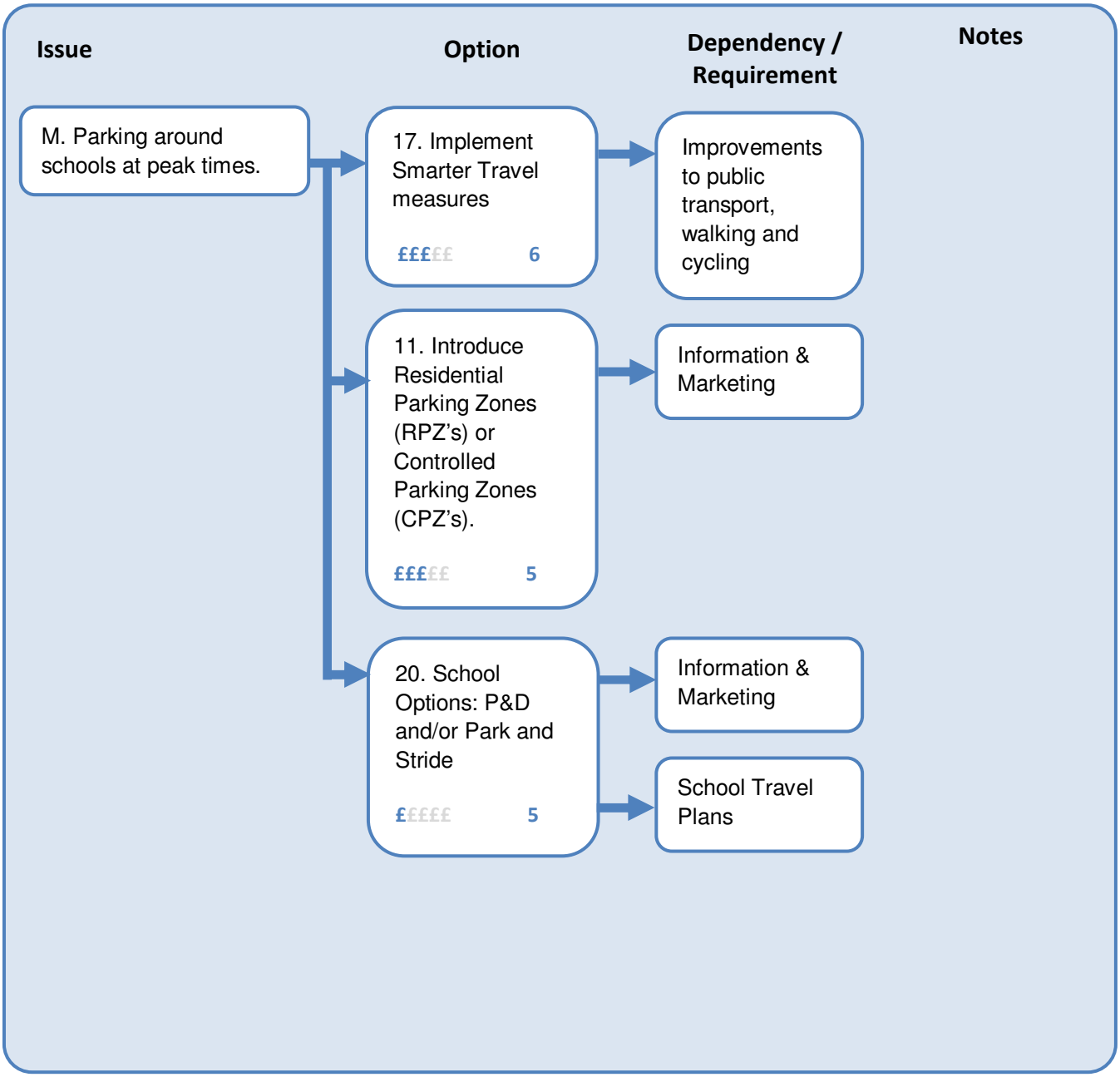

Issue
Option
Dependency / Requirement
Notes
15. Improve public transport
Transport hub bid
Improve perceptions of public transport
17. Implement Smarter Travel measures
£££££ 6
Improvements to public transport, walking and cycling links
10. Change pricing regime.
Public support & cooperation with Train Operating Company & Network Rail

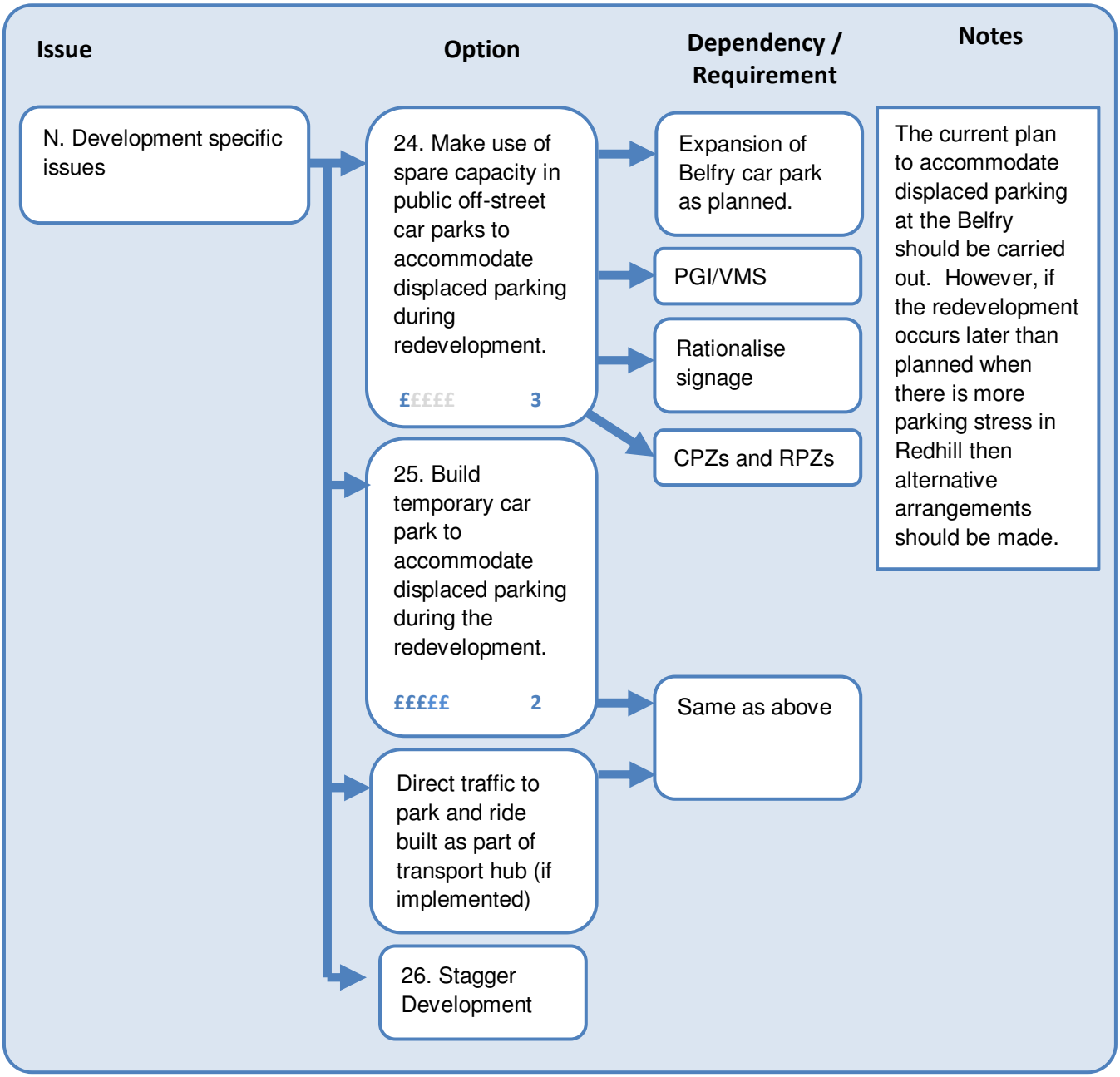

Issue
Option
Dependency / Requirement
Notes
I. Impact of humanising the ring road
7. Place new car parks at strategic locations on the edge of town centre
£££££ 6
Mitigation measures are aimed at intercepting traffic before it enters the town centre and demand management measures.
4. Introduce Wayfinding maps
££££ 7
Information & Marketing
14. Implement Park & Ride
£££££ 6
Successful transport hub bid
Land availability
15. Improve public transport
Transport hub bid
Improve perceptions of public transport
17. Implement Smarter Travel measures
£££ 6
Improvements to public transport, walking and cycling links

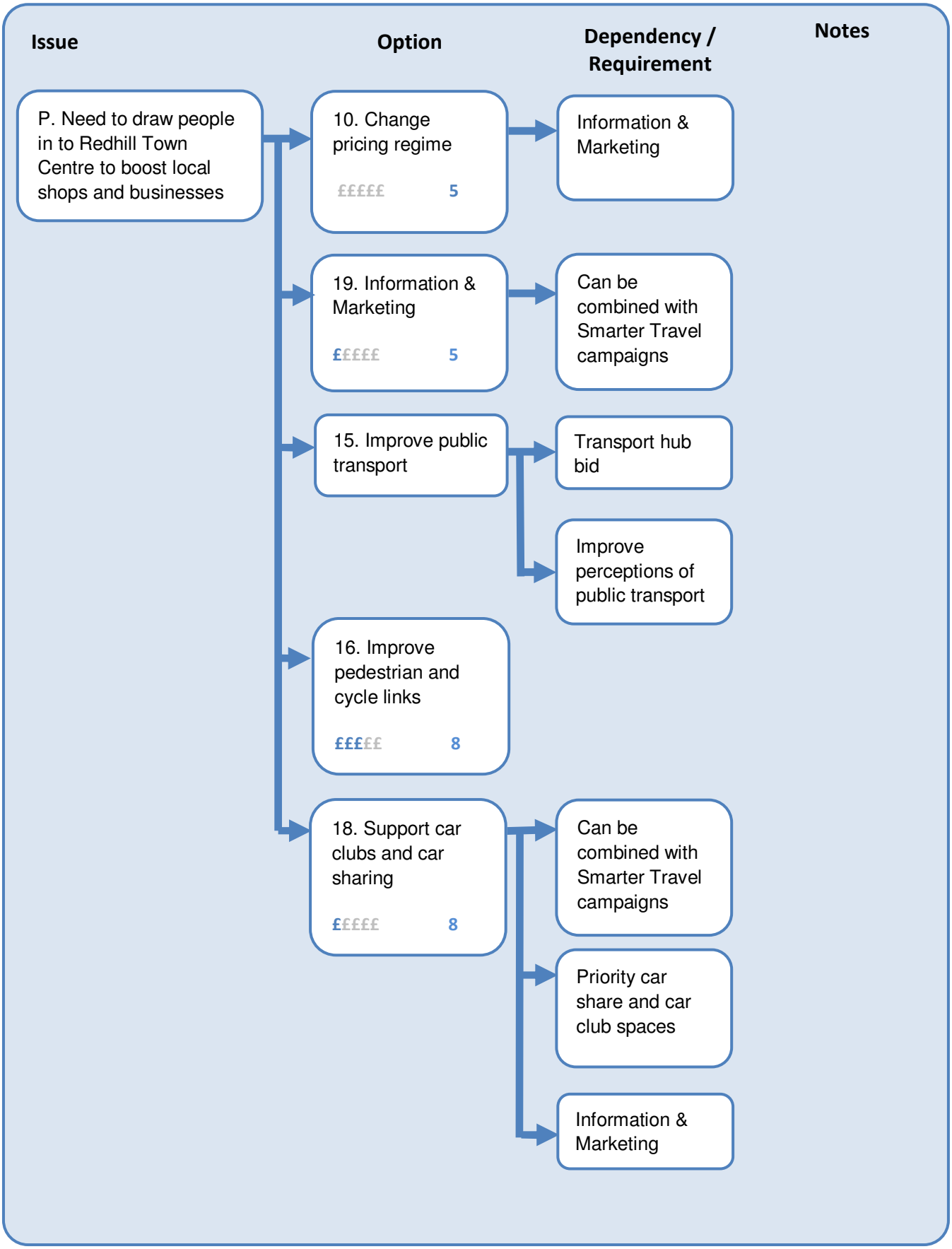

Issue
Option
Dependency / Requirement
Notes
J. Disabled Parking
Ensure all car parks meet disabled parking standards and requirements


Issue
Option
Dependency / Requirement
Notes
K. Cycle and motor cycle parking.
Ensure all developments and car parks meet cycle parking standards and requirements
Investigate innovative cycle storage solutions


Issue
Option
Dependency / Requirement
Notes
L. Overnight lorry parking provision.
Continue to use existing sites
Use Gloucester Road car park
Use A217 lay-bys
Redevelopment of Gloucester
Location of designated lorry parking should be communicated to relevant companies


Issue
Option
Dependency / Requirement
Notes
M. Parking around schools at peak times.
17. Implement Smarter Travel measures
£££££ 6
Improvements to public transport, walking and cycling
11. Introduce Residential Parking Zones (RPZ's) or Controlled Parking Zones (CPZ's).
£££££ 5
Information & Marketing
20. School Options: P&D and/or Park and Stride
££££ 5
Information & Marketing
School Travel Plans


Issue
Option
Dependency / Requirement
Notes
N. Development specific issues
24. Make use of spare capacity in public off-street car parks to accommodate displaced parking during redevelopment.
£££££ 3
25. Build temporary car park to accommodate displaced parking during the redevelopment.
£££££ 2
Direct traffic to park and ride built as part of transport hub (if implemented)
26. Stagger Development
Expansion of Belfry car park as planned.
PGI/VMS
Rationalise signage
CPZs and RPZs
Same as above
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.


Issue
Option
Dependency / Requirement
Notes
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
Transport hub bid
Improve perceptions of public transport
16. Improve pedestrian and cycle links
£££££ 8
18. Support car clubs and car sharing
£££££ 8
Can be combined with Smarter Travel campaigns
Priority car share and car club spaces
Information & Marketing

7 CONCLUSIONS

Reigate and Banstead Borough Council (RBBC) commissioned Hyder Consulting (UK) Ltd (Hyder) to undertake a Parking Options Study in two stages to support the parking policy development for the Submission Version of the Redhill Town Centre Area Action Plan (RTCAAP).

The Stage 1 report found it is extremely likely there will be a significant oversupply of parking in Redhill Town Centre until at least 2027. However, if no demand management measures or parking restraints are put in place in 2010-16 the town centre is likely to experience parking stress starting in 2017-21. A stakeholder workshop and review of previous studies identified a number of additional issues relating to parking. Concerns were raise about illegal parking and commuter parking in residential areas, poor car park signage and information, and parking around schools at peak times. There are also broader issues such as the need to balance sustainable transport solutions with car parking provision.

This Stage 2 report explore these issues in more detail, before setting out a range of options to tackle them. In order to assist the decision making process each option is described in detail, with linkages between various options considered. The complete list of issues and options is then combined in the Redhill Town Centre Parking Matrix – a tool to assist decision makers in tackling the parking issues identified.

Several 'quick win' options have been identified including a review of car park signage, and improvements to vehicular access at Clarendon Road. Other more strategic options such as building new car parks and creating Controlled Parking Zones have also been discussed in detail. For each option key dependencies and linkages with issues have also been highlighted.

The timing of issues and options is described, along with an action plan, in section 4. In summary, we have not found there is a clear cut case to build new car parks. There will be ample spare capacity to accommodate the lost parking as a result of the Marketfield Way redevelopment. In addition, the additional public parking made available at Warwick Quadrant and Cromwell Road developments could be used to accommodate lost parking as a result of the closures of the Gloucester Road and Station Road car parks. Additional parking could also be provided at The Belfry and Redstone Hill. The loss of these two long stay car parks will mean that spaces within existing car parks must be designated as long stay. Further measures should concentrate on locking in benefits and managing demand effectively.

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.

Finally, it should be noted that the concept in the RTCAAP 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.

8 GLOSSARY OF TERMS

Term	Description
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: SITE VISIT REPORT

APPENDIX B: STAKEHOLDER WORKSHOP NOTE