

This Report will be made public on 11 July 2017.

Folkestone

Hythe & Romney Marsh
Shepway District Council



Report Number

C/17/19

To: Cabinet
Date: 19 July 2017
Status: Non-Key Decision
Head of Service: Andy Blaszkowicz, Head of Commercial and Technical Services
Cabinet Member: Councillor A. Berry, Cabinet Member for Transport and Commercial
SUBJECT: Parking Proposals for Princes Parade, Hythe and Sandgate Esplanade.

SUMMARY: This report puts forward proposals to introduce new on-street pay & display spaces along the Princes Parade, Hythe. Charging along this seafront will create a greater turnover of spaces. The report also makes recommendations for restrictions to be extended to include Sandgate Esplanade to address potential displacement parking.

REASONS FOR RECOMMENDATIONS:

Cabinet is asked to agree the recommendations set out below because:

- a) The demand for parking along the Princes Parade seafront is very high during the summer. Parking Charges should be introduced to manage the supply.
- b) It is highly likely that parking will be displaced into Sandgate Esplanade, which will add to the existing pressures.

RECOMMENDATIONS:

- a) To receive and note Report C/17/19.
- b) That a statutory consultation be carried out for the introduction of pay & display spaces along the north side of Princes Parade.
- c) That Sandgate Esplanade be included in the draft Traffic Regulation Order (TRO) for shared use parking (permit and P&D).
- d) That the maximum stay for on-street P&D bays be restricted to 4 hours and the proposed charges be:

Up to 1 hour	£1.20
Up to 2 hours	£2.30
Up to 3 hours	£3.40
Up to 4 hours	£4.50

- e) That the proposed operational hours for the Princes Parade P&D scheme be Monday-Sunday, 8am- 8pm, April- October.
- f) That the proposed operational hours for Sandgate Esplanade scheme be Monday-Sunday, 8am-8pm, all year round.
- g) That the proposed fees for permits for Sandgate Esplanade replicate arrangements for existing schemes in the district as follows:

Residents' Permit	£30 per year
Additional resident permit	£30 per year
Shared Resident permit	£30 per year
Resident Visitor permit	£1.04 per day
Business permit	£60 per year
Replacement lost or stolen permit	£5.20
Special permit (Health & care workers)	Free

- h) That the proposals include reduced off-street charges as shown below in Battery Point, Seapoint and Twiss Fort car parks.

£1 per hour
£6 over 5 hours

- i) To agree that parking services review the parking situation in adjacent streets three months after the implementation of this scheme as recommended in the report on the parking study carried out by Project Centre in 2009.
- j) That Officers report back to the Cabinet Member for Transport any objections to the proposed TRO.
- k) That members agree to financing the proposed expenditure from the capital budget.
- l) That members note the potential permitted use of any generated surplus as detailed in the Road Traffic Regulation Act 1984 section 55.

1. BACKGROUND

- 1.1. There is an influx of visitors to the beach during summer months. This causes huge strain on the limited parking stock along the seafront and some residents and businesses have been raising concerns.
- 1.2. The council commissioned a parking study in 2009. The report on this study is attached as appendix 1. The assessment concluded that a parking scheme in Princes Parade and Sandgate Esplanade will be viable.

2. PROPOSALS

Princes Parade

- 2.1 The proposal is to introduce paid for parking along the landward side of Princes Parade, Hythe. Officers recommend that the restrictions are to be operational Monday-Sunday, 8am-8pm between the months of April and September although an alternative model has been provided with the operational hours of 8am – 6pm. There is no pavement on the seaward side to place machines and they cannot be installed on the sea wall. The existing yellow lines along the landward side will be moved to the seaward side. Consideration should be given to the safety problems that may arise as people will have to cross the road to go to the beach. These issues will be discussed with KCC so that suitable pedestrian crossing(s) may be installed to address any safety issues.
- 2.2 It is proposed that pay & display only bays are installed and they are limited to a maximum stay of 4 hours. It is also proposed that the charges be:

Up to 1 hour	£1.20
Up to 2 hours	£2.30
Up to 3 hours	£3.40
Up to 4 hours	£4.50

Visitors wishing to park for longer than 4 hours should be encouraged to use the nearby council car parks.

Sandgate Esplanade

- 2.3 Parking along the seaward side is also currently unrestricted and concerns have been raised about this area being heavily parked in the height of the summer. As it is also an attractive seaside location, it is highly likely that this area will experience significant displacement parking if restrictions are introduced along Princes Parade.
- 2.4 It is therefore recommended that the restrictions are extended to include this stretch of road Monday-Sunday, 8am-8pm, all year round although an alternative model has been provided with the operational hours of 8am – 6pm.
- 2.5 There are around 120 residential and business properties along the Sandgate Esplanade, which makes it necessary to introduce parking permits. The parking places along the seaward side could be designed as shared use bays, which will allow residents and businesses with valid permits unlimited parking whilst visitors to the area will be restricted to a maximum of four hours paid parking.
- 2.6 It is also recommended that the proposed fees for parking permits replicate arrangements in the 2017/18 pricing structure for other schemes in the district as follows:

Residents' Permit	£30 per year
Additional resident permit	£30 per year
Shared Resident permit	£30 per year
Resident Visitor permit	£1.04 per day
Business permit	£60 per year
Replacement lost or stolen permit	£5.20
Special permit (Health & care workers)	Free

- 2.7 Parking legislation requires that all TRO's should exempt blue badge holders, allowing them to park free of charge and without time limit at on-street pay & display spaces and on single and double yellow lines for up to three hours.

Off Street

- 2.8 The three car parks in Sandgate Esplanade and Princes Parade: Battery Point, Sea Point and Twiss Fort are currently underused. This is because many of the visitors to the area opt to park on-street to avoid the charges. This has significant impact on the limited spaces available for residents in Sandgate Esplanade and causes parking congestion along Princes Parade.
- 2.9 To encourage more medium and long term use of the off-street facilities, it is recommended that the car park charges are set at a lower rate than the on-street charges. It is proposed that reduced off-street charges are introduced in line with the on-street P&D and are set as follows:

£1 per hour
£6 over 5 hours

- 2.10 The concession for blue badge holders in car parks i.e. free parking for up to 3 hours should continue.

3. FINANCIAL IMPLICATIONS

- 3.1 Table 1 below presents three scenarios (worst, medium & best) of estimated income & expenditure for the proposed on-street P&D schemes in Princes Parade and Sandgate Esplanade. It is also expected that the income from car parks will increase. Table 2 presents similar scenarios with the operational hours reduced to 8am-6pm.

Table 1 ON-STREET PAY & DISPLAY INCOME & EXPENDITURE ASSUMPTIONS

Princes Parade	320						
Sandgate Esplanade (excl permit spaces)	50						
Total spaces for on-street parking	370						
Chargeable hours per day- 8am-8pm	12						
Income Assumptions		Worst case		Medium case		Best case	
Hourly rate (based on average stay of 4 hours)	£ 1.125	2017/18	2018/19	2017/18	2018/19	2017/18	2018/19
Summer Occupancy		30%		50%		70%	
Winter Occupancy		2%		5%		10%	
Capital Expenditure							
P&D machines incl. installation-£3k x 17	£ 51,000			£ 51,000		£ 51,000	
Lining costs	£ 3,000			£ 3,000		£ 3,000	
Signage incl installation	£ 6,000			£ 6,000		£ 6,000	
Revenue Set-up Costs							
TRO advertising	£ 150			£ 150		£ 150	
Printing and stationery costs	£ 1,500			£ 1,500		£ 1,500	
Temporary part-time Admin staff costs for consultation and set-up process	£ 12,600			£ 12,600		£ 12,600	
Ongoing revenue costs for cash collections, cashless parking, machine maintenance etc			£ 20,000		£ 20,000		£ 20,000
Total Costs		£ 74,250	£ 20,000	£ 74,250	£ 20,000	£ 74,250	£ 20,000
Estimated income from P&D							
Summer			£ 274,226		£ 457,043		£ 639,860
Winter			£ 2,457		£ 6,143		£ 12,285
Estimated income from residents & business permits (50)			£ 1,800		£ 1,800		£ 1,800
Total Income		0	£ 278,483	0	£ 464,985	0	£ 653,945
Net Income (-) /expenditure		£ 74,250	- £258,483	£ 74,250	- £444,985	£ 74,250	- £633,945

Table 2		ON-STREET PAY & DISPLAY INCOME & EXPENDITURE ASSUMPTIONS					
Princes Parade	320						
Sandgate Esplanade (excl permit spaces)	50						
Total spaces for on-street parking	370						
Chargeable hours per day- 8am-6pm	10						
Income Assumptions		Worst case		Medium case		Best case	
Hourly rate (based on average stay of 4 hours)	£ 1.125	2017/18	2018/19	2017/18	2018/19	2017/18	2018/19
Summer Occupancy			30%		50%		70%
Winter Occupancy			2%		5%		10%
Capital Expenditure							
P&D machines incl. installation-£3k x 17		£ 51,000		£ 51,000		£ 51,000	
Lining costs		£ 3,000		£ 3,000		£ 3,000	
Signage incl installation		£ 6,000		£ 6,000		£ 6,000	
Revenue Set-up Costs							
TRO advertising		£ 150		£ 150		£ 150	
Printing and stationery costs		£ 1,500		£ 1,500		£ 1,500	
Temporary part-time Admin staff costs for consultation and set-up process		£ 12,600		£ 12,600		£ 12,600	
Ongoing revenue costs for cash collections, cashless parking, machine maintenance etc			£ 20,000		£ 20,000		£ 20,000
Total Costs		£ 74,250	£ 20,000	£ 74,250	£ 20,000	£ 74,250	£ 20,000
Estimated income from P&D							
Summer			£ 228,521		£ 380,869		£ 533,216
Winter			£ 2,048		£ 5,119		£ 10,238
Estimated income from residents & business permits (50)			£ 1,800		£ 1,800		£ 1,800
Total Income		0	£ 232,369	0	£ 387,788	0	£ 545,254
Net Income (-) /expenditure		£ 74,250	- £212,369	£ 74,250	- £367,788	£ 74,250	- £525,254

3.2 There has not been any historical data to base occupancy rates so the following assumptions have been made when calculating the potential income:

- The charges are set based on the average stay of 4 hours which equates to an hourly rate of at £1.125 On Street
- Total number of on street spaces for pay & display use -370
- A total of 50 spaces will be available for P&D users in Sandgate Esplanade
- 12 hr charging period- 8am-8pm all days with table 2 showing 10 hr charging period 8am-6pm, all days.
- Resident permits will cost £30 and business permits will cost £60 pa.
- A total of 50 resident/business permits will be sold

3.3 Enforcement of the on street places would not need the Civil Enforcement Officers to deviate from their current patrol routes and could be absorbed within existing resources. The proportion of time spent at each allocated location would be adjusted accordingly. However, additional resource of 12.6K for a temporary part-time support officer (18.5 hours per week) will be required to assist with the additional administrative work associated with the implementation of the schemes.

3.4 Although the aim of the on-street parking operation is to improve traffic management for the benefit of the community, it must be run efficiently, effectively and economically. The statutory guidance states that such operations should be self-financing as soon as practicable.

3.5 The on-street operation has had a net cost to the council over the years (details shown on Table 3 below), and this position cannot be sustained. The main reason for the deficits is because the vast majority of the on-street parking places are free of charge and permit charges have remained very low, when compared with other districts.

Table 3 On-Street Parking Account Summary			
		£	£
2011/12			
	Income		303687.55
	Costs		534595.48
	Net Expenditure		230907.93
2012/13			
	Income		443653.69
	Costs		629237.36
	Net Expenditure		185583.67
2013/14			
	Income		487424.75
	Costs		656408.79
	Net Expenditure		168984.04
2014/15	Income		533347.25

Costs	681482.8
Net Expenditure	148135.55

2015/16 Income	556835.03
Costs	638489.6
Net Expenditure	81654.57

- 3.6 The potential income from this scheme suggests that on-street parking operations will be self-financing from 2018/19 onwards and there may be a surplus in the account if the schemes are fully implemented.
- 3.7 Parking legislation states that any surplus income in relation to on-street must be spent on transport related activities as detailed in section 55(4) of the Road Traffic Regulation Act 1984 (attached as Appendix 2). Further to this, under an agreement with Kent County Council, any net income from on-street parking over £100k can only be spent on transport related schemes with Kent County Council's approval. Transport related activities include the provision and maintenance of off-street car parks, facilities for public passenger transport, highway improvement projects and environmental improvements such as outdoor recreational facilities available to the general public without charge.
- 3.8 To implement the scheme in 2017/18, a Capital budget of £60,000 and a Revenue budget of £14,250 will be required. The additional revenue costs for 2018/19 and subsequent years will be £20k. No income will be received until 2018/19, and the income calculations are based on the new scheme being ready for 1st April 2018 (i.e. a full year).

4 CONCLUSIONS AND SUMMARY

- 4.1 The key objective of these proposals is for the council to have the ability to effectively manage parking in these areas during periods of high demand.
- 4.2 Pay & display parking, although controversial, is a highly effective way of managing parking pressures. Experience has shown that people who have paid to park are far more likely to comply with restrictions, which in turn reduces the cost of enforcement of limited waiting. P&D also encourages better use of alternate means of transportation, walking, cycling and car sharing.
- 4.3 Officers believe that limiting the on-street parking to a maximum stay of 4 hours and reducing the off-street charges will encourage better use of the car parks particularly for long-term use. This in turn, will relieve on-street parking congestion during periods of high demand.

5. RISK MANAGEMENT ISSUES

- 5.1 A summary of the perceived risks follows:

Perceived risk	Seriousness	Likelihood	Preventative action
The on & off street places historically have been free	Medium	Medium	Residents and businesses need to be well informed

and if they became chargeable there is likely to be some opposition from local residents & businesses.			about the reasons behind the Council's decision. Full public consultations and press releases to communicate plans.
There is a close relationship between parking enforcement, parking charges and other available parking. Officers have attempted to consider these issues in a holistic way, but there is a risk that income will not be achieved.	Medium	Low	Civil Enforcement Officers to frequently patrol surrounding roads/car parks to dissuade motorists from breaking parking restrictions. The new on street parking scheme will prevent drivers from parking in unsuitable areas. It is also proposed to review parking in adjacent uncontrolled streets 3 months after implementation.

6. LEGAL/FINANCIAL AND OTHER CONTROLS/POLICY MATTERS

6.1 Legal Officer's Comments (DK)

Subject to the Council complying with the Road Traffic Regulation Act 1984 and to relevant SDC officers liaising with Kent CC upon the proposals, there are no legal implications arising directly out of this report.

6.2 Finance Officer's Comments (RH)

All the financial implications are covered in the body of the report. Funding required for 2017/18 - Capital of £60,000 and Revenue £14,250. Additional revenue costs for 2018/19 and subsequent years will be £20,000. The proposed scheme will generate a surplus which will off-set the on-going deficit.

6.3 Diversities and Equalities Implications (SS)

There are no negative implications arising from this report, particularly in relation to holders of disabled badges. The existing concessions in car parks will continue to apply.

7. CONTACT OFFICERS AND BACKGROUND DOCUMENTS

Councillors with any questions arising out of this report should contact the following officer prior to the meeting

Officer: Andy Blaszkowicz, Head of Commercial and Technical Services

Telephone: 01303 853684
E-mail: Andy.blaszkowicz@shepway.gov.uk

The following background documents have been relied upon in the preparation of this report:

None

Appendices:

Appendix 1 – Suitability assessment report

Appendix 2 – Road Traffic Regulation Act 1984 Section 55