

PROJECT CENTRE

Sandgate Parking Study Final Report

Shepway District Council

November 2009



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Report Reference	Issue	Description	Originator	Checked	Authorised
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EXECUTIVE SUMMARY

Sandgate Esplanade and Princes Parade give access to part of the attractive coastline of Kent which attracts many tourists and local visitors to the area throughout the year.

The existing on street parking controls are required to be reviewed due to the increasing number of visitors to the area together with the fact that Shepway DC are already proposing to introduce a charge within the off street car parks in the area.

The proposed design by Shepway DC officers is considered to be a viable scheme and in keeping with the nearby coastal towns which already have on street parking charges.

In consideration of the proposed parking scheme on the seafront the only issue that should be highlighted is the possibility of displacement from the seafront into the roads off Sandgate High Street which with the exception of some waiting restrictions and limited waiting free bays on Sandgate High Street remain uncontrolled. Whilst the traders of this shopping area are likely to be against charges it is recommended that a monitoring exercise should take place prior to the implementation of the proposed parking scheme on the seafront and three months after the operational date to determine if there has been a displacement of visitor parking.

1. CLIENT REQUIREMENTS

1.1 Project Centre has been commissioned by Shepway District Council to undertake a parking study of the Councils proposals to introduce Shared Use and Pay & Display parking bays on Sandgate Esplanade and Princes Parade. Shepway DC is proposing to introduce parking charges in the off street car parks in this area and the overall objective of the Sandgate Parking study is to encourage visitors to utilise the car parks and free up space on street.

1.2 The following list contains a summary of the outputs of this report:

- A suitability assessment of the proposed design of the parking bays carried out by Shepway DC officers;
- A recommendation of the proposed parking charges and maximum length of stay for vehicles parking within the proposed bays;
- An estimate of the number of Pay & Display machines required to allow visitors to pay the parking charges and
- Any recommendations and further considerations.

2. SITE INSPECTION AND OBSERVATIONS

- 2.1 A site inspection was carried out on 16th November 2009 to carry out a suitability assessment of the proposed design provided by Shepway DC officers to convert the existing free parking area on the southern side of Sandgate Esplanade to Shared Use parking bays and provide Pay & Display parking bays on the North side of Princes Parade along its entire length.

Sandgate Esplanade

- 2.2 The current parking restrictions on Sandgate Esplanade provides free parking on the southern side and yellow line waiting restrictions on the northern side together with restricted bus stops at various locations along its entire length. There are residential properties on the northern side of the Esplanade and due to the lack of off street parking many of the residents and their visitors currently park on the Esplanade free of charge.



Photo 2.2 Sandgate Esplanade 1

Princes Parade

- 2.3 The current parking restrictions on Princes Parade provide free parking on the southern side and double yellow line waiting restrictions on the northern side along its entire length. Currently vehicles park on the southern side adjacent to the 750mm high flood protection barrier. There are three Council owned free car parks on Princes Parade, Battery Point Car Park at the eastern end, Seapoint Car Park and Twiss Road Car Park at the western end. Shepway DC proposes to introduce parking charges in these car parks in 2010.



Figure 2.3 Princes Parade 1

3. SUITABILITY ASSESSMENT OF THE PROPOSED DESIGN

Sandgate Esplanade

- 3.1 The proposed design on Sandgate Esplanade is to convert the existing free parking area on the southern side to Shared Use parking bays. The existing restricted bus stops and waiting restrictions opposite junctions will remain and the new proposals will produce 107 parking spaces (5.5 metre long standard length bays).
- 3.2 Shared Use parking bays would be available to resident and business permit holders and visitors purchasing a Pay & Display ticket.
- 3.3 The proposed charges by Shepway DC would be £25 for a 12 month Resident permit and £50 for a 12 month Business permit. Permit holders will be eligible to park with no time limit within the Shared Use bays.

Princes Parade

- 3.4 The proposed design to Princes Parade is to relocate the existing double yellow line waiting restrictions to the southern side of the road adjacent to the flood protection barrier and provide Pay & Display bays on the northern side of the road. These new proposals will produce 320 parking spaces (5.5 metre long standard length bays).

Assessment

- 3.5 The implementation of the parking controls proposed by Shepway DC in tandem with the charges in the off street car parks will fulfil the Council's objective to encourage visitors to use the car parks to free up spaces in the proposed Shared Use and Pay & Display parking bays.
- 3.6 There would be a requirement to provide 5 Pay & Display machines in Sandgate Esplanade and 12 Pay & Display machines in Princes Parade to allow visitors to purchase a ticket to park within these bays. This calculation is based upon a maximum spacing of 150 metres between the machines.
- 3.7 Shepway DC officers are proposing a tariff of £1.10 per hour within the off street car parks therefore it is recommended to implement a tariff of £1.20 per hour with a maximum stay of 4 hours within the new on street parking bays to encourage visitors to use the off street car parks. Please refer to item 4.1 for a comparison of parking charges in neighbouring coastal towns.

4. PROPOSED PAY & DISPLAY TARIFF

4.1 To assist Shepway DC officers to make a financial assessment Project Centre have contacted the neighbouring Councils which have coastal towns similar to Folkestone where there are already on street parking charges which are detailed below. Shepway DC officers have already confirmed the intention to charge £1.10 per hour for parking in their off street car parks in the area therefore a £1.20 per hour tariff with a 4 hour maximum stay would be in keeping with the other coastal towns.

■ Broadstairs	£ 1.10/hour
■ Ramsgate	£ 1.10/hour
■ Dover	£ 1.10/hour
■ Deal	£ 1.10/hour
■ Sandwich	£ 0.90/hour

5. RECOMMENDATIONS AND FURTHER AREAS FOR CONSIDERATION

- 5.1 It is recommended that the proposals are progressed to statutory consultation, following approval by the Council, with the proposed design using a tariff of £1.20 per hour with a maximum stay of 4 hours for the Pay & Display charges.
- 5.2 A total of 17 Pay & Display machines will be required for this parking scheme.
- 5.3 Having undertaken an initial study it is concluded that whilst the introduction of a Shared Use and Pay & Display scheme is viable there is one key area that requires further investigation;
- The roads off Sandgate High Street would remain uncontrolled and visitors to the area are likely to park in a free parking bay rather than making a payment to park. A design could be proposed to incorporate the roads off Sandgate High Street within the scheme however consultation would be required with the local residents and traders in this shopping area. A monitoring exercise could be carried out prior to the implementation of the parking controls on the seafront and then a further survey and review three months after the operational date of the scheme to identify any displacement if there are concerns in incorporating the roads off Sandgate High Street within the existing proposals.

Quality

It is the policy of Project Centre to supply Services that meet or exceed our clients' expectations of Quality and Service. To this end, the Company's Quality Management System (QMS) has been structured to encompass all aspects of the Company's activities including such areas as Sales, Design and Client Service.

By adopting our QMS on all aspects of the company, Project Centre aims to achieve the following objectives:

- Ensure a clear understanding of customer requirements;
- Ensure projects are completed to programme and within budget;
- Improve productivity by having consistent procedures;
- Increase flexibility of staff and systems through the adoption of a common approach to staff appraisal and training;
- Continually improve the standard of service we provide internally and externally;
- Achieve continuous and appropriate improvement in all aspects of the company;

Our Quality Management Manual is supported by detailed operational documentation. These relate to codes of practice, technical specifications, work instructions, Key Performance Indicators, and other relevant documentation to form a working set of documents governing the required work practices throughout the Company.

All employees are trained to understand and discharge their individual responsibilities to ensure the effective operation of the Quality Management System.



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