Guildford Town Centre Parking Strategic Review

Stage 2: Car Parking Management Proposals

Revised final draft

September 2013

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1   Introduction

Overview

1.1   This Stage 2 report for the Guildford Strategic Car Parking Review, directly follows on from the Stage 1 report and contains recommendations for managing the supply and demand for parking across the town centre whilst facilitating economic activity. The report is structured across the following chapters.

1.2   It should be noted that the scope of this work has been limited to car parking only and so does not including consideration of cycle parking, motorcycle parking and so forth.

1.3   The proposed objectives of a revised strategy for Guildford are that car parking:

❙ Is managed in a manner consistent with overall transport and economic development objectives;

❙ Is maintained to the level required to support economic growth;

❙ In central Guildford is prioritised for short-term users with long term users being encouraged to park in more peripheral areas;

❙ Is managed and maintained by the Borough Council;

❙ Tariffs, signing and management are clear to the user; and

❙ Usage is actively monitored and reported on.

1.4   These objectives have guided the development of this Stage 2 report.

Chapter 2 - Parking Supply and Demand

1.5   Analysis of future year parking supply and demand from the Stage 1 report, comparing parking supply and demand to calculate system-wide parking availability or deficit for three different development growth scenarios.

Chapter 3 - Additional Parking Supply

1.6   The potential for increasing the level of town centre parking supply has been considered at sites identified by the council. Each site has been reviewed considering current utilisation, potential number of additional car parking spaces, relative costs of redevelopment, and visual impact to surrounding properties and amenities. An analysis of traffic flows by each approach to the town centre and distribution of pedestrian footfall across the town centre has informed recommendations for locations for additional car parking.

Chapter 4 - Managing Parking Demand

1.7   Having assessed levels of parking availability or deficit, a series of recommendations have been made to provide sufficient town centre parking, manage the demand for parking and make more efficient use of the existing parking supply. These recommendations also include measures to increase the volume of travel to the town centre by more sustainable modes of travel, linked to the recent successful Local Sustainable Transport Fund bid TravelSMART and Surrey County Council's Local Transport Plan.

Chapter 5 – Proposed Car Parking Strategy

1.8   This Chapter includes the proposed objectives of the car parking strategy for Guildford, the key strategic activities and a more detailed implementation plan including indicative costs.

1.9

Appendix A

1.10   A summary of national and local planning legislation, policy and guidance regarding parking is included in Appendix A.

Appendix B

1.11   Two case studies of further suggested improvements to York Road and Farnham Road car parks is included in Appendix B.

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2   Parking Supply and Demand

Introduction

2.1   A summary of the findings of our Stage 1 analysis of existing and forecast future parking supply and demand is presented in this Chapter.

2.2   Firstly parking supply is considered based on planned and maximum parking standards for development associated with the three different development scenarios. Parking demand for each of the scenarios has then been considered based on existing demand and that from trip generation for each development scenario. Comparing parking supply and demand, the deficit or surplus has been calculated for each development scenario and three time periods (weekday morning peak, Friday evening and Saturday morning peak) for short stay and long stay parking.

2.3   When considering future parking provision the Council's desire to ensure that parking availability does not have an undue impact on economic growth has been taken into account.

Development Scenarios and Parking Supply

2.4   Analysis conducted as part of Stage 1 work forecast the net parking supply in the town under three different development scenarios The scenarios are based on the following developments:

❚ Low Growth: Bellerby Theatre (Waitrose)
❚ Medium Growth: all town centre proposals except The Friary; and
❚ High Growth: all town centre proposals including North Street.

2.5   For each scenario, the net impact on parking supply was determined based on known construction or loss of parking spaces, and by applying maximum parking standards for town centre development.

2.6   The forecast net total parking supply under each of the three development scenarios is presented in Table 2.1 below.

TABLE 2.1   NET TOTAL FORECAST PARKING SUPPLY MAXIMUM PARKING STANDARDS

Scenario	Weekday Morning Peak Period		Friday Evening		Saturday Morning Peak Period	
	Short Stay	Long Stay	Short Stay	Long Stay	Short Stay	Long Stay
Low Growth (2031)	3,080	1,934	3,178	1,934	3,357	1,939
Medium Growth (2031)	2,553	2,060	2,651	2,060	2,830	2,065
High Growth (2031)	3,473	2,060	3,751	2,060	3,750	2,065

Development Scenarios and Parking Demand

2.7   Parking demand forecasts associated with each of the three development scenarios are presented in Table 2.2 below. These scenarios include the application of trip generation data from the TRICS database to each growth scenario. It is acknowledged future forecast parking supply and demand should largely align, as the use of TRICS database considers approximate parking standards to determine mode share.

TABLE 2.2   TOTAL PARKING DEMAND FORECASTS

Scenario	Weekday Morning Peak Period		Friday Evening		Saturday Morning Peak Period	
	Short Stay	Long Stay	Short Stay	Long Stay	Short Stay	Long Stay
Low Growth (2031)	2,035	1,410	1,740	276	2,733	755
Medium Growth (20310	2,063	1,572	1,758	280	2,763	758
High Growth (2031)	2,357	1,572	2,468	280	3,892	758

Parking Surplus or Deficit

2.8   Forecast future year parking surplus or deficit is calculated by comparing forecast parking demand against supply, considering the data presented in Tables 2.1 and 2.2 above. The current Guildford Parking Strategy nominally aims to maintain 85% occupancy (at peak times) in short-stay car parks, thereby, achieving high utilisation but with reasonable levels of availability. Table 2.3 below, displays the number of spaces required, under each development scenario, to ensure that the average maximum car park occupancy is 85% or less. This table assumes the distinction between short stay and long stay car parking is maintained, and that additional demand for short stay car parking is not accommodated using long stay parking capacity.

2.9   It should be noted that this analysis is based on parking demand for an average month. For peaks in parking demand, such as the Christmas period demand will be higher. Alternative approaches for managing these peaks in demand are discussed later.

TABLE 2.3   PARKING SURPLUS / DEFICIT WITH 85% OCCUPANCY LEVELS – (SUPPLY BASED ON PARKING STANDARDS)

	Weekday Morning Peak Period		Friday Evening		Saturday Morning Peak Period	
	Short Stay	Long Stay	Short Stay	Long Stay	Short Stay	Long Stay
Low Growth (2031)	-583	-234	-961	-1,368	-120	-893
Medium Growth (20310	-107	-179	-495	-1,471	358	-997
High Growth (2031)	-595	-179	-567	-1,471	705	-997

2.10   Therefore, given forecast levels of parking supply and demand, there would be a deficit of short stay car parking in the following time periods:

❙ Medium growth scenario: Saturday morning peak (c.300 -400 spaces).
❙ High growth scenario: Saturday morning peak (c.700 spaces).

2.11   Table 2.4 illustrates parking surplus/deficit if car parking is built out to current parking densities for the town centre for each development.

TABLE 2.4   PARKING SURPLUS / DEFICIT WITH 85% OCCUPANCY LEVELS – (SUPPLY BASED ON CURRENT PARKING DENSITIES)

	Weekday Morning Peak Period		Friday Evening		Saturday Morning Peak Period	
	Short Stay	Long Stay	Short Stay	Long Stay	Short Stay	Long Stay
Low Growth (2031)	-595	-234	-977	-1,368	-143	-893
Medium Growth (20310	-105	-261	-497	-1,553	346	-1,074
High Growth (2031)	-734	-261	-742	-1,553	439	-1,074

2.12   This scenario also shows a deficit of short stay car parking for the following time periods:

❙ Medium growth scenario: Saturday morning peak (c.300 -400 spaces).
❙ High growth scenario: Saturday morning peak (c.400 - 500 spaces).

2.13   Figures 2.1 to 2.3 below and overleaf show the total levels of parking supply and demand across the three growth scenarios. Note that the supply levels are based on an optimum maximum car park utilisation of 85%.

2.14   The graphs show that in all three scenarios, total car parking supply is sufficient to accommodate demand, albeit, if there was a change to the way in which the distinction between short and long stay car parking is implemented.

2.15   It is notable that in the medium and high growth scenarios short stay car parking during the Saturday peak period is in excess of short stay car parking supply (given a maximum utilisation of 85%).

FIGURE 2.1   CAR PARKING SUPPLY AND DEMAND – LOW GROWTH SCENARIO
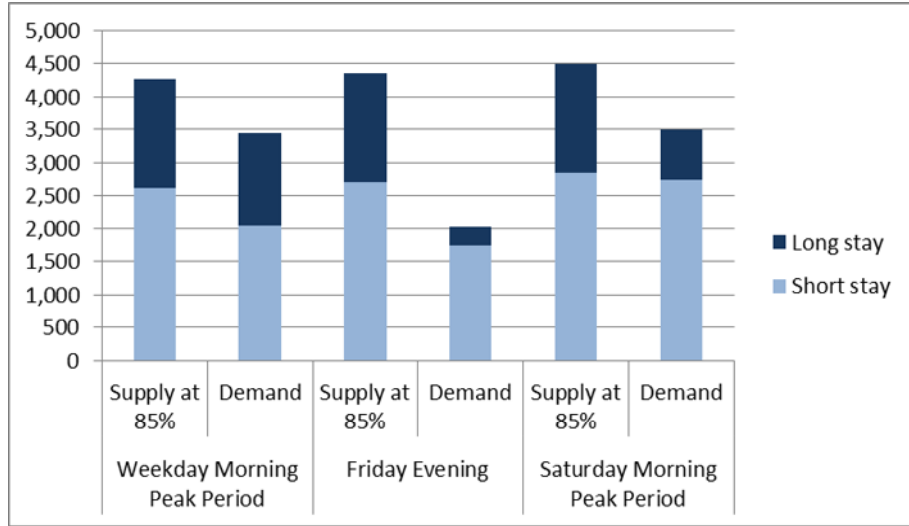
FIGURE 2.2   CAR PARKING SUPPLY AND DEMAND – MEDIUM GROWTH SCENARIO

FIGURE 2.3   CAR PARKING SUPPLY AND DEMAND – HIGH GROWTH SCENARIO

3   Additional Parking Supply

Introduction

3.1   Decisions regarding the supply (location, quantity and type) of car parking are influenced by a number of factors. These include:

l   forecast demand including the origin and desired destinations of those travelling by car and how they are spread across the transport network as a result.

l   minimising the generation of unnecessary extraneous car journeys seeking out spaces;
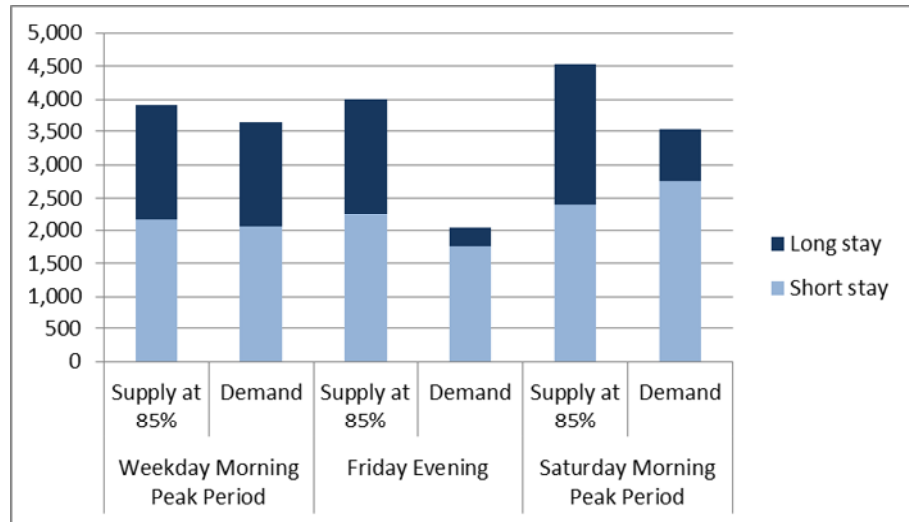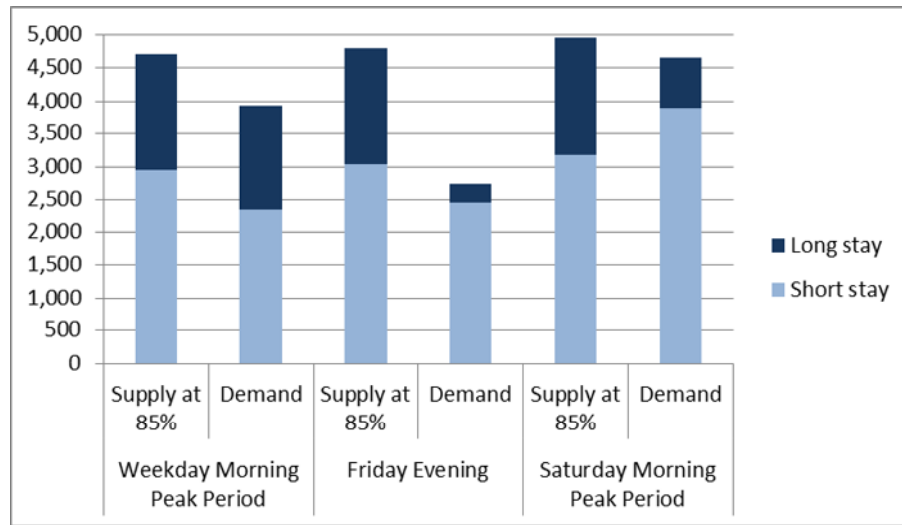
l   the duration of the required stay of the car user at their chosen destination.

3.2   This chapter starts by considering the current demand for car parking across the town for short and long stays by reviewing pedestrian activity in the town centre, current car park usage and car flows by key approaches to the town. The working assumption for this report is that, in economic terms, Guildford is a centre for employment, leisure, tourism and retail. The provision of car parking should support these activities which are different in nature.

3.3   The typical duration of a visit to any town centre for leisure/retail purposes is less than for commuter journeys. In addition people are less likely to walk long distances, from a car park, if their intention is to stay in the area for a relatively short amount of time. These points combined suggest that short term parking in close proximity to any town centre is a pre-requisite for reasons of economic sustainability.

3.4   Locations where there is an imbalance between car park demand and car park supply are identified, based on this analysis.

3.5   The chapter then reviews potential sites for future car park expansion to provide additional capacity.

Short stay car parking

Town centre pedestrian activity

3.6   An objective of the parking strategy is to prioritise parking in central Guildford for short-term users with long term users being encouraged to park in more peripheral areas. To help achieve this objective it is important to understand where town centre users ultimately want to visit and therefore where parking is most likely to be in demand. This supports the economic sustainability of those facilities.

3.7   To this end, analysis has been undertaken of pedestrian activity in the town centre, to show the distribution of shoppers and town centre visitors. The map in Figure 3.1 shows the variation in hourly pedestrian footfall across the town centre on a Saturday (based on a PMRS survey in January 2013). Those areas highlighted in red show high volumes of pedestrian activity, while areas highlighted in blue show low volumes of pedestrian activity.

3.8   On a Saturday the highest levels of pedestrian activity are in the following locations:

- High Street (West) from Marks & Spencer to Sainsbury's; and
- The Friary (and entrance from North Street)

3.9   There is a notable drop off in pedestrian activity to the east of the High Street, particularly to the east of the junction with North Street.

FIGURE 3.1   TOWN CENTRE PEDESTRIAN ACTIVITY
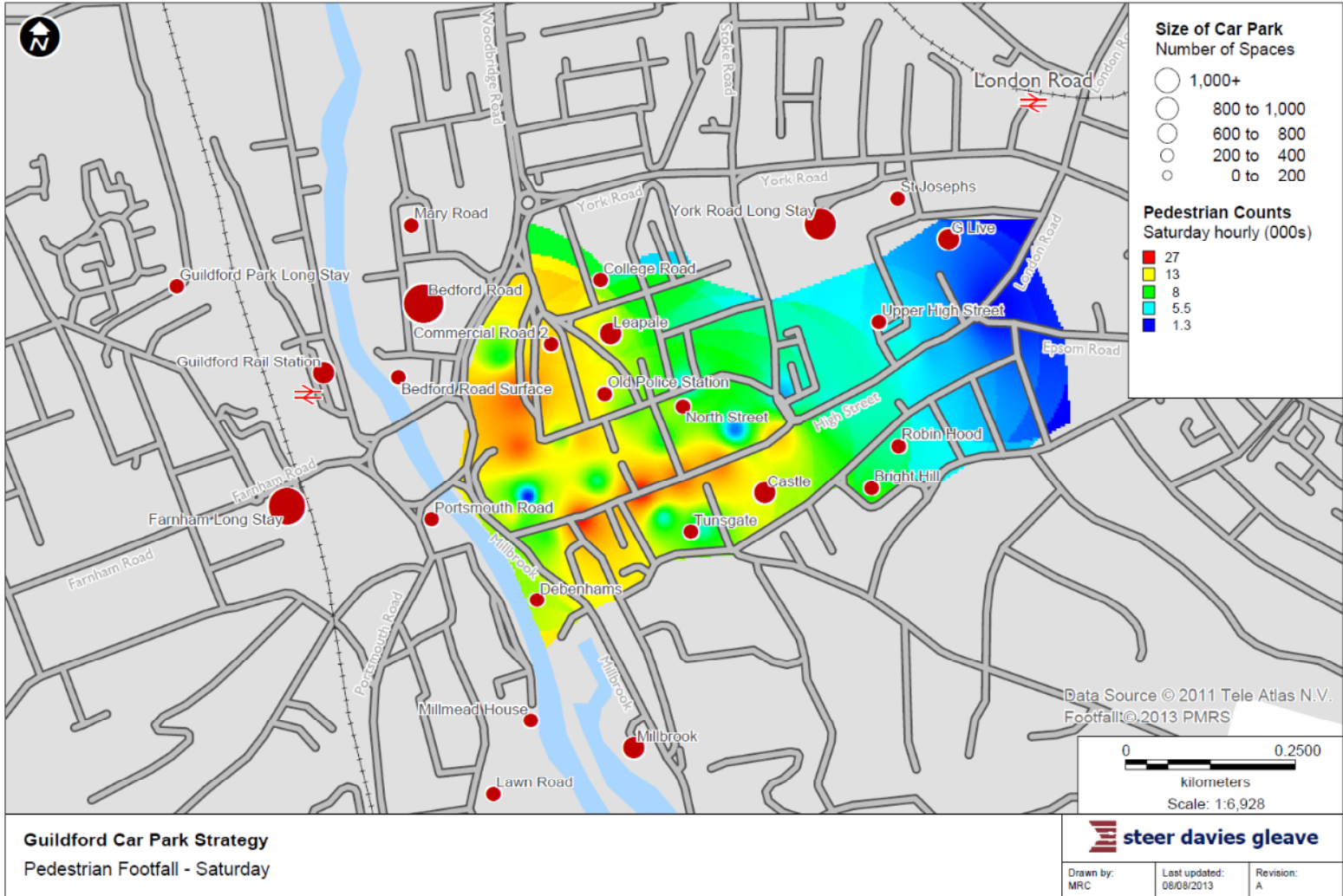
Town centre car park usage

3.10 The map in Figure 3.2 shows the variation in the numbers of car park spaces occupied on a Saturday (based on our survey in March 2012). Those areas highlighted in red show high volumes of cars parked, while areas highlighted in blue show low volumes of cars parked.

3.11 Car park activity is also greatest at the larger car parks closest to locations with high volumes of pedestrian activity (as shown in Figure 3.1). These include:

  ❙ Castle car park;
  ❙ Leapdale car park;
  ❙ York Road car park; and
  ❙ Bedford Road car park.

3.12 Car parks with the lowest levels of activity are furthest from the town centre, including Guildford Park, Lawn Road and G-Live.

Short stay parking zone

3.13 Based on analysis of the key destinations of town centre shoppers and visitors (in Figure 3.1) and current Saturday car park usage we have defined a proposed short stay parking zone. This zone is based on the main centre of activity in the town and the car parks best placed to serve this demand. The proposed zone is shown in Figure 3.2.

FIGURE 3.2   TOWN CENTRE CAR PARK USAGE – SATURDAY
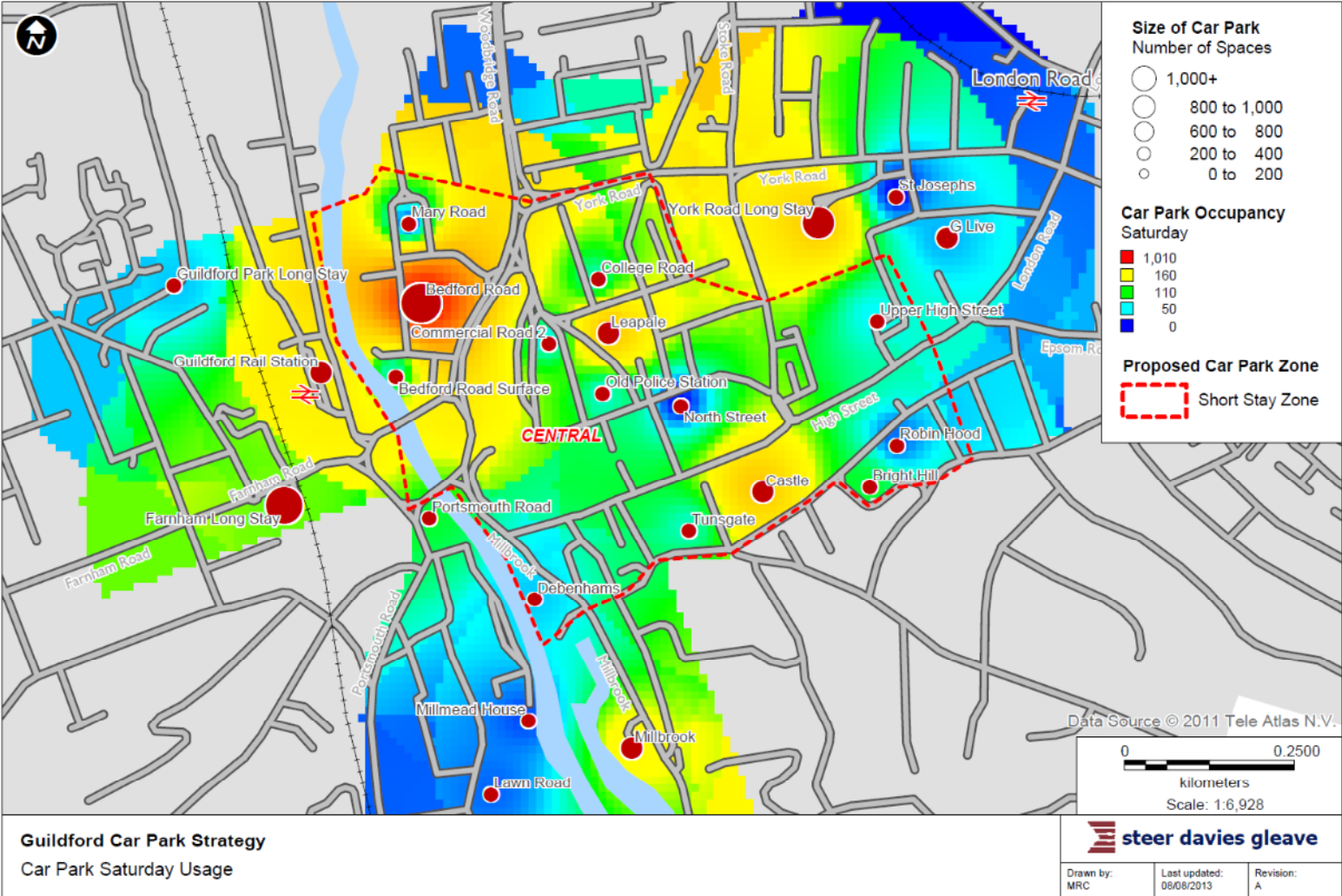
Long stay car parking

3.14   An objective of the parking strategy is to reduce long stay use of town centre car parks and to reduce town centre congestion. Congestion in the town centre can be reduced if long stay town centre visitors are able to park at locations on their approach to the town centre.

3.15   We have analysed car flows into the town by key approaches to show where car parking demand originates. This analysis then compares, by direction of approach to the town, the distribution of car trips to the geographic provision of edge of town car parking.

3.16   This analysis has used car flows from Surrey County Council's SINTRAM model on key approaches to Guildford town centre. Figure 3.3 shows average hourly flows during the AM peak (7am to 10am) for 2009 (base year) and 2031 (Scenario 2) on key approaches to the town centre.

3.17   The main approaches to Guildford and the edge of town car parks which geographically serve these approaches have been split into four long stay parking zones (North, South, East and West), as shown in Figure 3.3. The share of AM peak hour vehicle flows and share of edge of town parking on a weekday for each zone is shown in Table 3.1.

TABLE 3.1   SPACES AND DEMAND BY APPROACH DIRECTION

Approach direction	Weekday spaces (2013)		AM hourly peak trips to Guildford (2009)		AM hourly peak trips to Guildford (2031)	
	Number	Share	Number	Share	Number	Share
North (Woodbridge Road and Stoke Road)	605	30%	707	20%	923	20%
East (London Road and Epsom Road)	220	11%	823	23%	1,062	23%
South (Millbrook and Portsmouth Road)	224	11%	1,518	42%	1,676	37%
West (Farnham Road)	983[1]	48%	574	16%	889	20%

[1] Excluding Guildford station car park

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FIGURE 3.3   TRAFFIC FLOWS AND CAR PARK LOCATIONS
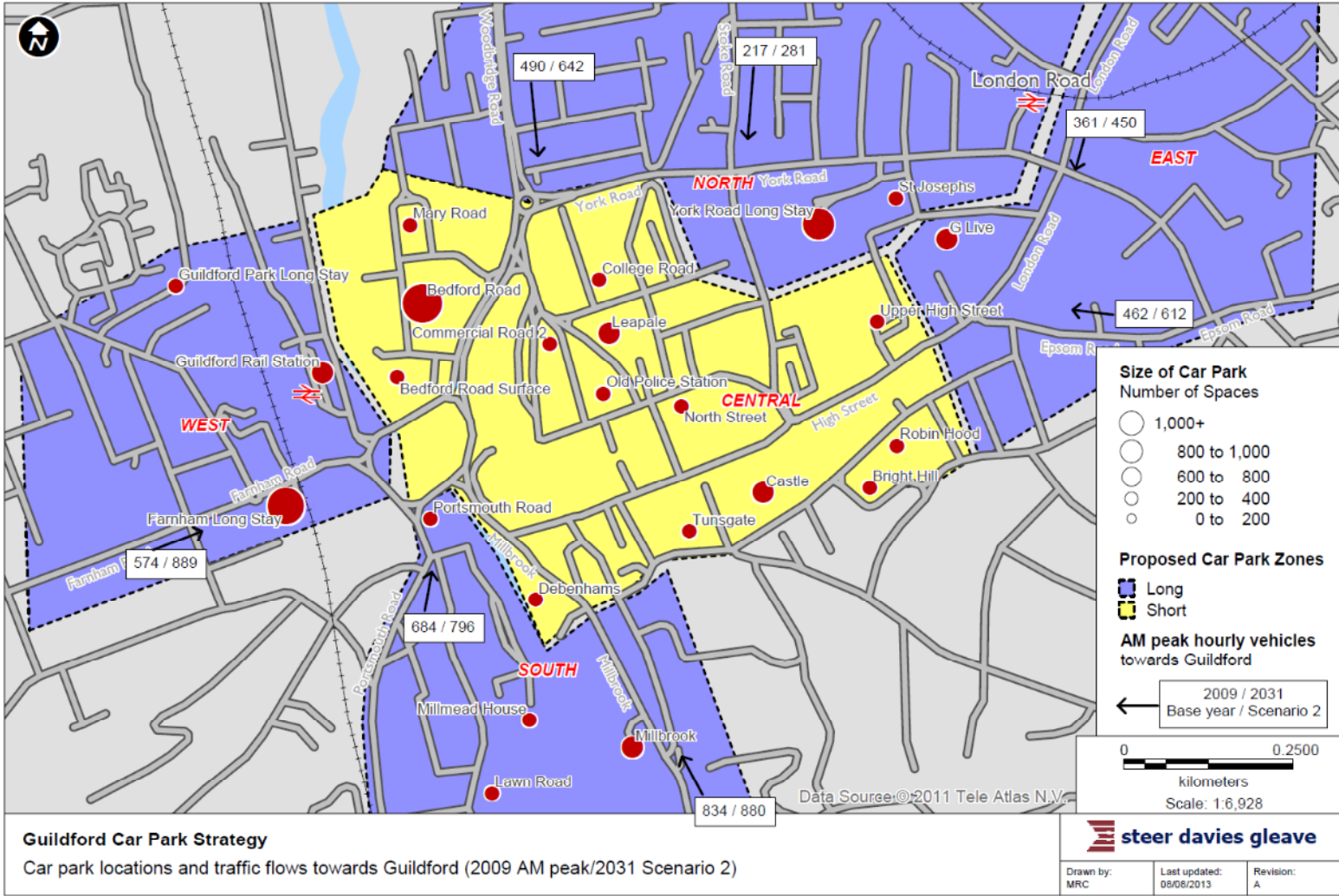
3.18   The analysis in Table 3.1 shows a disparity between the share of vehicles on each approach to the town centre and the current provision of long stay car parking spaces. We note that allocating each long stay car park to one of four approaches is relatively crude, but it does provide a broad overview of whether supply of parking spaces by approach broadly matches demand.

3.19   Key findings include:

i   To the north and west of the town centre the proportion of long stay car parking spaces is considerably higher than the proportion of demand.

i   Demand from south of the town centre is the greatest, with around 40% of trips arriving in town from the south. This compares to only 11% of car park spaces which are located on the southern approaches.

i   Trips from east of the town represent 23% of demand but the only car park located in close proximity to the eastern approach (G-Live) provides only 11% of car parks supply.

Potential Sites for Car Park Expansion

3.20   In this section we assess options to provide short stay car parking in locations with the greatest demand and provide additional long stay car parking in locations close to town centre approaches which reduce the need for car travel around the town centre.

3.21   Short stay requirements:

1.   More provision to west of town centre (provide as part of Friary redevelopment)

2.   Better use of car parks to east of town centre (reclassify G Live as long stay)

3.22   Long stay requirements:

3.   More provision to south of town centre (expand Millbrook)

4.   More provision to east of town centre (reclassify G Live as long stay)

3.23   Guildford Borough Council have identified locations where additional provision of car parking could be feasible. The majority of these locations are existing car parks, with the exception of The Friary.

3.24   Each of the following potential sites has been reviewed with regard to their feasibility considering current demand, location (accessibility and distance from town centre), potential number of additional spaces, and an indication of likely cost levels.

3.25   The sites below are ordered by desirability for the provision of additional space:

High Priority:
❚   The Friary
❚   Millbrook
Medium Priority:
❚   Mary Road
❚   Bright Hill
❚   York Road
Low Priority:
❚   Guildford Park

3.26   The map in Figure 3.4 overleaf shows the location of each of the following sites we are considering.

3.27   Table 3.2 overleaf, contains a summary of potential opportunities to expand car parking at these sites. The chapter then considers each location in more detail. A more detailed review of these sites was carried out in 2006 by PMP[2].

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[2] Replacement Short Stay Parking Analysis, Guildford Borough Council, PMP, 14 July 2006

TABLE 3.2   POTENTIAL SITES FOR CAR PARK EXPANSION

	Potential Spaces	Net additional spaces	Location constraints?	Costs	Notes
High Priority					
The Friary	Dependent on scheme		Existing Development	High	Likely to be funded by a developer
Millbrook	550-650	350-450	Attractive Riverside site	Average	Based on 3 storeys
Medium Priority					
Mary Road	250-350	150-250	Few	Average	Based on 3 storeys
Bright Hill	300-400	200-300	Slopping site	High	Based on 3 storeys
York Road	Not known		Existing multi storey	Very high	Land available not known
Low Priority					
Guilford Park	1000-1200	600-800	Few	Average	Less central location

FIGURE 3.4   LOCATIONS FOR POTENTIAL CAR PARK EXPANSION
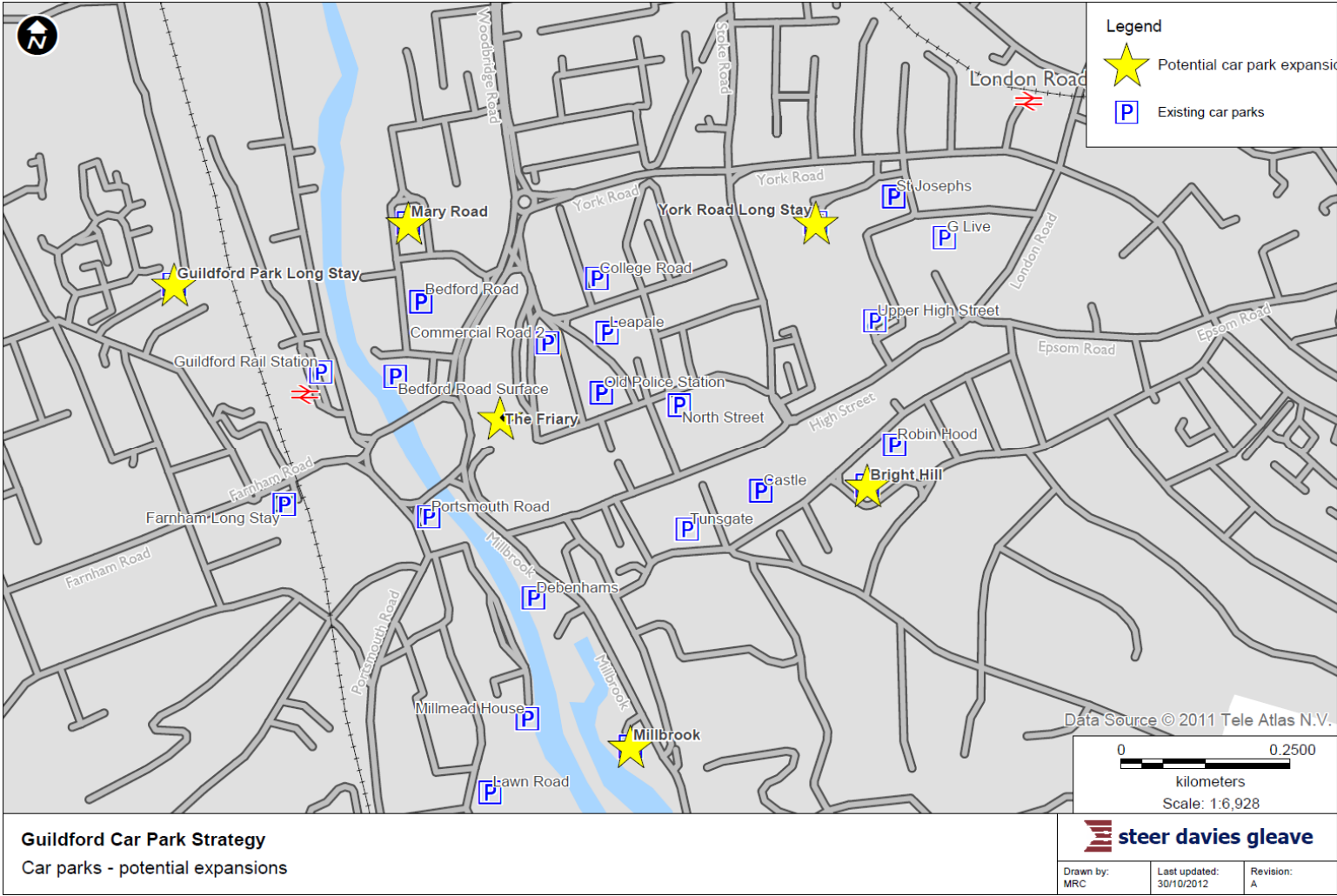
High priority locations

The Friary

3.28 The Friary has been identified as a key location for provision of additional car parking. Currently The Friary is not served by its own car park. Nearby town centre car parks provide spaces for visitors to the shopping centre and rest of the town centre, although these car parks are busy, particularly at weekends, with over 85% utilisation). With a new development at The Friary there is likely to be an increased demand for short stay parking in this prime location, particularly at weekends.

3.29 The potential for car parking at the Friary Centre would be developer-led which is likely to reduce the costs to the Council associated with additional provision.

Millbrook

3.30 Currently long stay car parking on the southern approaches to the town is limited, compared to the share of traffic approaching the town centre from the south.

3.31 Millbrook (the road) is one of the two main roads into Guildford from the south from Horsham and Cranleigh. From the Millbrook car park it is around a 10 minute walk to The Friary and the main shopping area.

3.32 Millbrook is a surface level car park with 244 spaces. Current utilisation levels are high on a weekday and a Saturday at 75% and 80% respectively. In the evenings, utilisation is lower at around 60%.

3.33 The car park is located between the road and the Wey Navigation, the area is low lying with few surrounding buildings. The car park is overlooked by residential properties on higher ground on the other side of the road, with river views.

3.34 It would be possible to expand the site with a multi-storey development. We estimate that a three storey multi-storey car park could provide around 550 to 650 spaces (a net addition of between 350 and 450 spaces). Given the attractive riverside site a multi-storey expansion at this site would be need to be sensitively designed to be supported by local residents. We also note that there are potential planning issues related to access rights over the car park to the boat house.

Medium priority locations

Mary Road

3.35 Mary Road is located to the north west of the town centre. Given the volume of pedestrian activity in this west of the town centre this location is considered a medium priority, with additional car parking at the Friary in the town centre nearby a higher priority.

3.36 Mary Road is a surface level car park with 107 spaces. Current utilisation levels are high in the evenings (around 80%) and lower on weekdays and weekends (50% and 20% respectively). Charges during the day (Monday to Friday) are £1.20 per hour, with no increase in charges for the fourth hour.

3.37 The car park is located in the town centre although Onslow Street (with four lanes of traffic) forms a barrier between the car park and the main shopping streets.

Mary Road is located close to Bedford Road multi-storey and surface car park and between Guildford Law Courts and the Crown Court.

3.38 The site is located amongst a mixture of low rise buildings of 2 or three storeys (The Crown Court and the Law Courts) and taller buildings of up to six storeys (Bedford Road car park and flats). A multi storey development would not necessarily be out of place, given this mix of surrounding buildings. We estimate that a three storey multi-storey car park could provide around 250 to 350 spaces (a net addition of around 150 to 250 spaces).

3.39 Council policy is that planning permission will be granted for the redevelopment of the site for additional short stay public car parking and/or housing use. There are no current planning applications for this site.

Bright Hill

3.40 Bright Hill is located to the east of the town centre. Given lower levels of pedestrian activity to the east of the town centre, expansion of this site is likely to be a lower priority than sites to the west of the town centre.

3.41 Bright Hill is a surface level car park with 121 spaces. Current weekday and weekend utilisation is high at 70% and 85% respectively. Evening utilisation is considerably lower at less than 10%. Charges during the day (Monday to Friday) are £1.20 per hour, with no increase in charges for the fourth hour.

3.42 The car park is can be accessed via Epsom Road and Harvey Road. The car park is situated on site on the side of Bright Hill with three tiered levels of car parking available. The town centre can be accessed from exits at the north and west side of the car park, at the bottom of Bright Hill itself.

3.43 Given the sloping nature of the site, a modest multi-storey, of two or three storeys could be possible on the site, with excavation of the southern part of the site into Bright Hill itself to level the site. This would be likely to limit the visual impact from the southern approach. We estimate that a three storey multi-storey car park could provide 300 to 400 spaces (a net addition of around 200 to 300 spaces).

3.44 The site has been also been identified for a mixed use development including around 50 flats although there are no current planning applications for the site.

York Road

3.45 York Road is located to the north east of the main activity in the town centre. Given lower levels of pedestrian activity close to this area, expansion of this site is likely to be a lower priority than sites to the west of the town centre.

3.46 York Road is a multi-storey car park with 605 spaces. Current utilisation levels are 66% on a weekday, 64% at the weekend and only 15% in the evening.

3.47 The car park is located to the north of the town centre and is easily accessible from the northern approaches to Guildford including Woodbridge Road, Stoke Road and London Road. The car park provides direct access to the town centre via Chertsey Road from the upper levels of the car park.

3.48 The site is located within a former quarry site and it relatively hidden from surrounding residential properties. It may be possible to reconstruct the car park to provide more space, although this is likely to be at a considerable cost.

Low priority locations

Guildford Park

3.49   Guildford Park has been identified as a low priority option in terms of locations to provide additional car parking. Provision of long stay car parking to the west of town already include over 900 spaces at Farnham Road, while utilisation at the existing Guildford Park car park is lower than at many other sites.

3.50   Guildford Park is currently a long stay surface car park with 400 spaces. Utilisation levels on a weekday and weekend are both around 60%. Evening utilisation levels are considerably lower at approximately 20%.

3.51   The car park is located to the north west of the town centre and Guildford rail station, to the west of the railway lines. The town centre is a 15 to 20 minute walk, or a short bus ride from the car park. The car park is located behind a low rise residential development on Guildford Park Avenue, however, the existing urban realm to and from the car park is of low quality, with poor lighting.

3.52   A 3,000 square metre office development has been mooted, retaining the current 400 space car park, but a planning application has not been approved.

3.53   If alternative planning permission for a multi-storey car park were to be granted at this site, a large car park could be constructed. Given three storey, we estimate a new car park could provide between 1,000 and 1,200 spaces (a new addition of between 600 and 800 spaces).

4   Managing Parking Demand

4.1   The following assessment is based on the local desire to maintain central car parking provision in pursuance of the town's economic growth objectives and to reflect concerns that car parks located further from the town centre may be less attractive to short term users. The ongoing investment in measures to reduce reliance on the car in the area should also be noted.

4.2   Analysis presented in Chapter 2 demonstrated that there is a potential short-fall in short stay car parking provision during Saturday peak time periods for both medium and high growth scenarios. It should also be noted that there is a surplus of long stay car parking at Saturday peak periods. If short and long stay parking supply is considered in total, there is sufficient capacity to provide parking for forecast demand at an occupancy level of less than 85% for all growth scenarios.

4.3   In this chapter, consideration is given to how to best manage demand for parking through a series of recommendations to accommodate the additional demand for parking. In addition, consideration is given to mitigating the negative impacts on congestion resulting from additional demand for travel to the town centre, and mitigating the impacts of congestion on town centre economic vitality.

4.4   The recommendations are based on the following interventions:

❚   Managing parking demand:

- more efficient use of existing car parking;
- improvements to parking;
- locational factors/accessibility associated with short and long stay car parking;
- improving the quality of parking, pedestrian wayfinding, and urban realm along key desire lines;
- modifications to parking pricing; and

❚   Improvements to sustainable transport and its promotion.

Managing Parking Demand

More efficient use of existing car parking

4.5   On a typical weekday, car park utilisation (as reported in Table 2.3 of the Stage 1 Report) is well balanced between long stay and short stay, with average utilisation of around 70% across long stay and short stay car parks. This is illustrated in Figure 4.1.

4.6   On a typical Friday evening, parking demand for long stay parking is considerably lower than the demand for short stay parking. As evening demand for car parking is generally lower across all car parks, parking supply is not of particular concern under any future development scenario. Friday evening car park utilisation is illustrated in Figure 4.2 and shows that higher utilisation is concentrated in the most central, smaller car parks.

4.7   Saturday peak demand for car parking is high across short stay car parks. On average Saturday peak short stay utilisation is 82%, with several car parks fully utilised. By comparison, long stay car parks are less than half full, with average utilisation of 39%. Figure 4.3 shows Saturday peak car park utilisation. Car parks are most utilised in the town centre, while those to the north east of the town (York Road, G Live and St Josephs) and to the west of the river (the rail station, Farnham Road and Lawn Road) have lower levels of utilisation.

FIGURE 4.1 CAR PARK OCCUPANCY - WEEKDAY
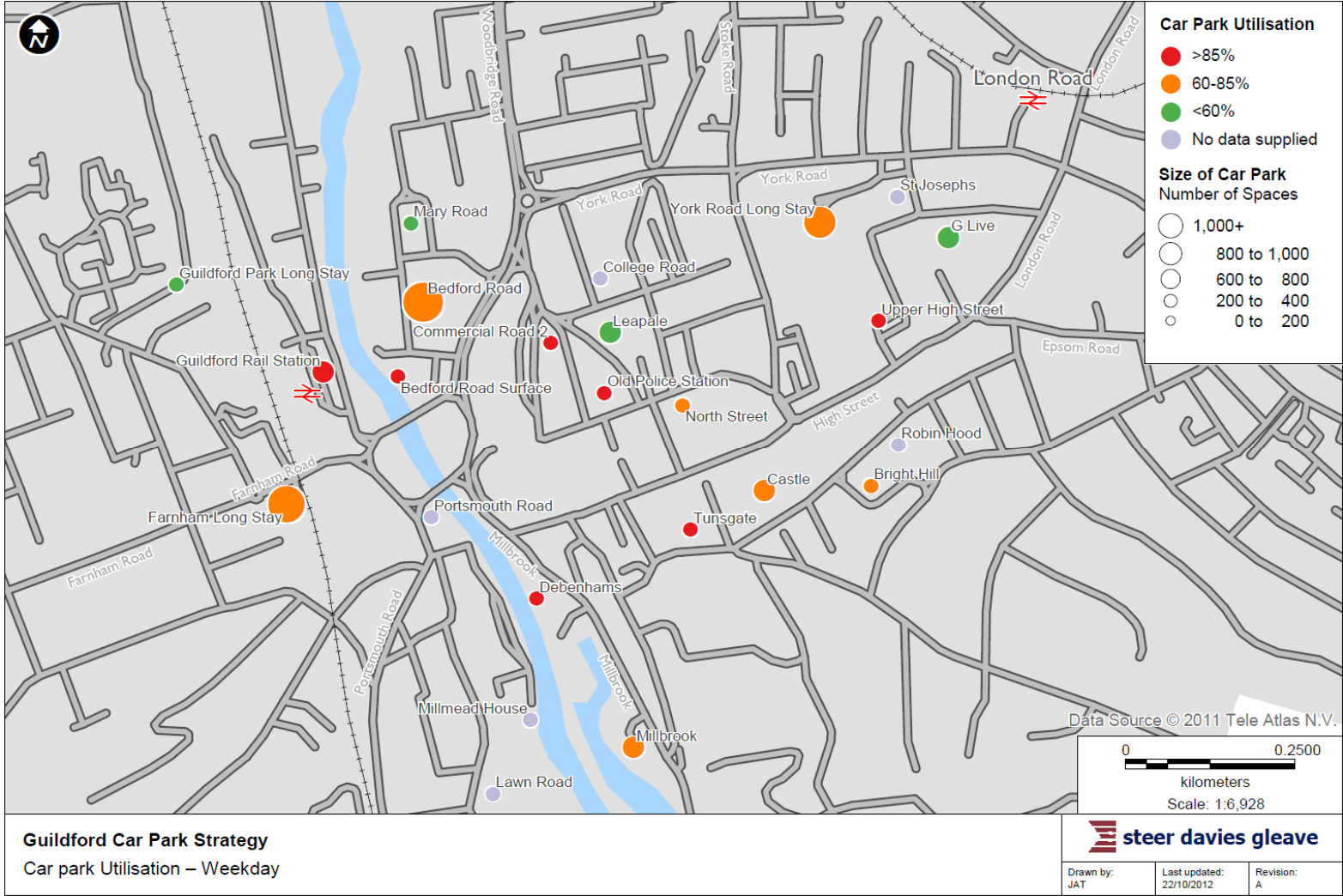
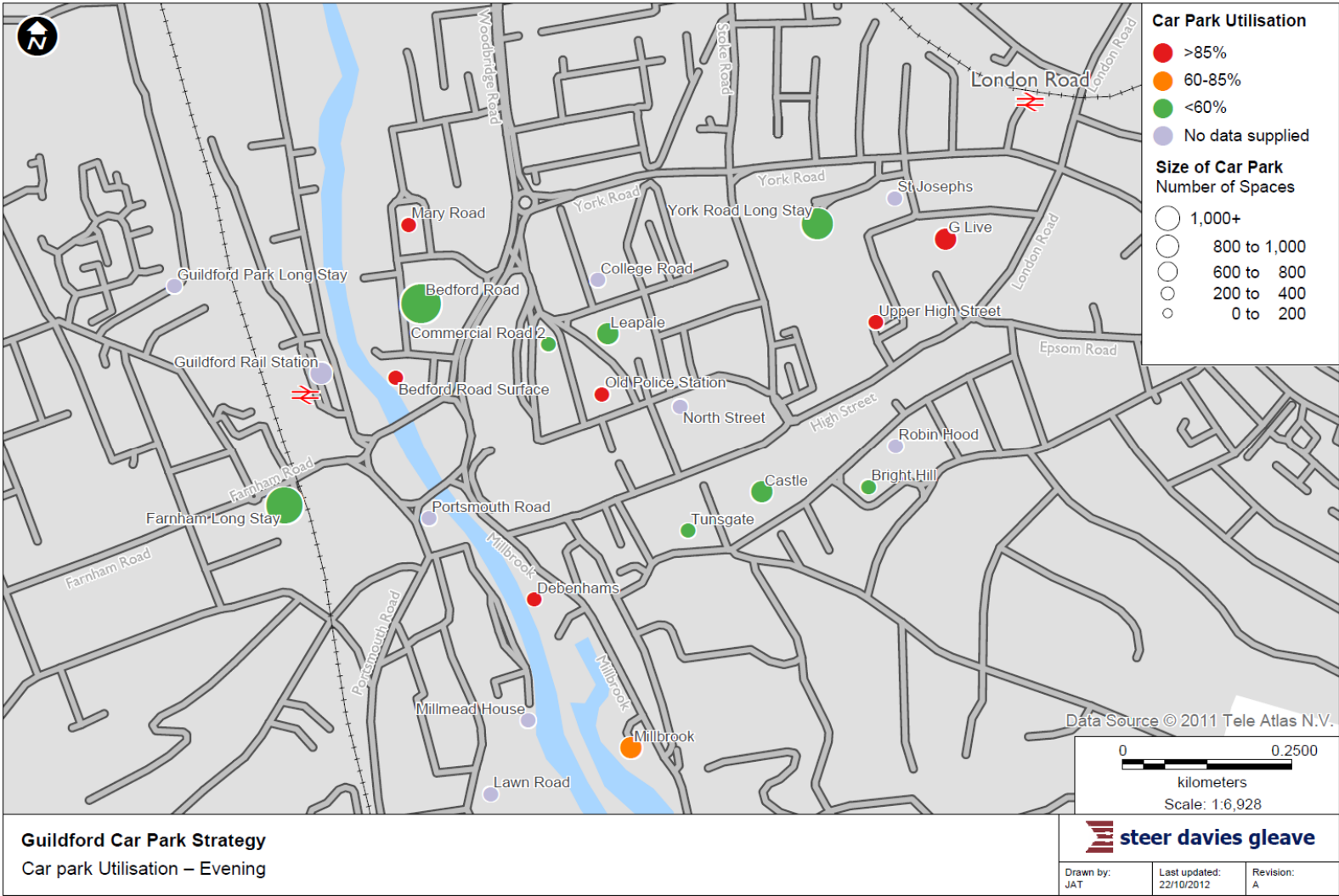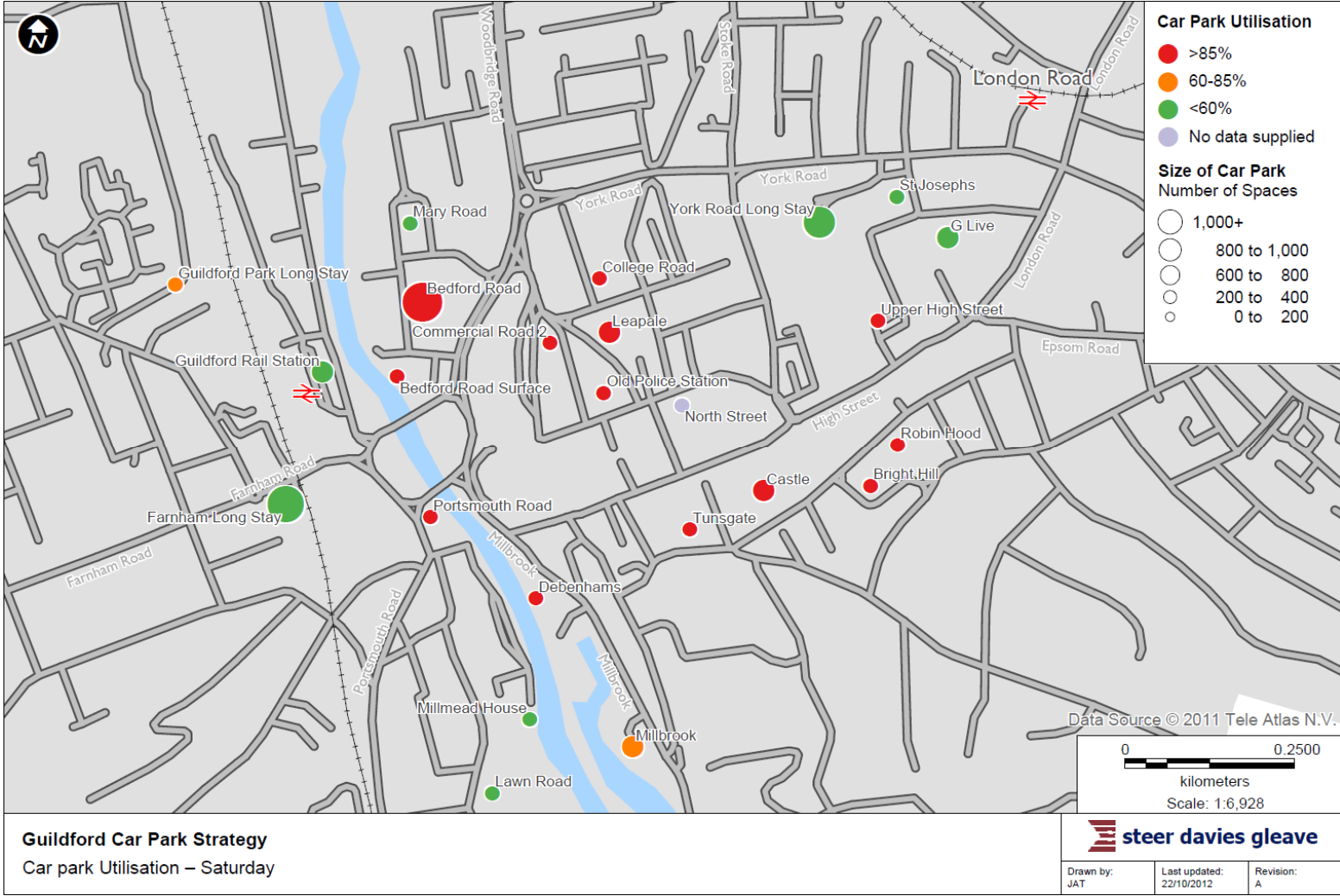**FIGURE 4.2   CAR PARK OCCUPANCY - FRIDAY EVENING PEAK**

FIGURE 4.3   CAR PARK OCCUPANCY – SATURDAY PEAK

4.8   Table 4.1 below shows car park utilisation levels at peak times on a Saturday (when parking utilisation is highest) for each development scenario, including:

▮ occupancy as forecast by three growth scenarios;
▮ a 10% shift of parking demand from short stay car parks to long stay car parks; and
▮ a 15% shift of parking demand from short stay car parks to long stay car parks.

4.9   The effect of re-distributing car parking demand from long stay parking to short stay parking reduces average occupancy levels at the most heavily utilised car parks. If 15% of demand were to be transferred to long stay parking, utilisation levels could be reduced to under 85% under all growth scenarios.

TABLE 4.1   SATURDAY CAR PARK OCCUPANY – GIVEN MORE EFFICIENT CAR PARK USE

Spaces	Short-Stay	Long-Stay	Total
Low Growth	3426	2382	5808
Medium Growth	2899	2508	5407
High Growth	4099	2508	6607
Forecast Average Occupancy	**Short-stay**	**Long-stay**	**Total**
Low Growth	81%	39%	64%
Medium Growth	97%	37%	69%
High Growth	96%	37%	74%
Forecast Average Occupancy with a 10% Shift	**Short-stay**	**Long-stay**	**Total**
Low Growth	71%	53%	64%
Medium Growth	87%	49%	69%
High Growth	86%	53%	74%
Forecast Average Occupancy with a 15% Shift	**Short-stay**	**Long-stay**	**Total**
Low Growth	66%	61%	64%
Medium Growth	82%	54%	69%
High Growth	81%	62%	74%

4.10   The following parts of this chapter recommend ways to redistribute demand more efficiently across car parks across the town. It is recognised that there will always be high levels of demand for parking near to or at key town centre destinations. We have, therefore, considered potential expansion of existing car park sites in Chapter 3

Managing peaks in demand

4.11   It is acknowledged that at certain times and in certain locations there will be peaks in demand for car parking that may exceed capacity. A notable example being the Christmas and New Year shopping period.

4.12   The view on resolving these types of short term peaks is to consider it as part of any overall town centre access strategy for high demand periods such as the Christmas and New Year shopping period. Options that could be considered include:

- temporary park and ride;
- on the ground operational changes including improvements to variable message signing (see later), promotion of under-utilised car parks and so forth;
- introduction of incentives to encourage journeys to be made by public transport, cycle and on foot; and
- temporary changes to parking tariffs across the town during (retail) peak periods.

4.13   It may be helpful to consider these matters as part of the concurrent work looking at town centre access.

Improvements to Signage and Wayfinding

Variable Message Signs

4.14   Variable Message Signs (VMS) are present on each of the seven main approach roads to the town centre. We have reviewed the VMS car park information provided on each approach road. The main approach roads indicate the following car parks on their VMS signs[1]:

- Portsmouth Road (Farnham Road and Bedford Road);

- Millbrook (Millbrook, Farnham Road, Bedford Road);

- Epsom Road (Castle*, G Live*, York Road);

- London Road (York Road, G Live*, Castle*);

- Stoke Road (York Road*, Leapale Road*, Bedford Road);

- Woodbridge Road (Bedford Road, York Road, Leapale Road);

- Guildford Park Road (Farnham Road and Bedford Road); and

- Farnham Road (no VMS), but VMS at train station gyratory and Onslow Street (Bedford Road, York Road*, Leapale Road*).

4.15   Generally, VMS signs are well located on main approach roads into the town centre. Some VMS signs simply note 'SPACES' or 'OPEN' rather than the number of spaces available.

General Car Park Signage

4.16   An initial examination of car park signage has identified a number of improvements which could be made to provide clearer directions to car parks on a number of approach roads. The following examples of improvements to signage could help drivers to locate car parks more readily and encourage greater usage of underutilised car parks.

Bedford Road Car Park

4.17   The sign to the entrance to Bedford Road Car Park at Onslow Street and Bedford Road can become obscured during summer months when foliage obscures the sign to drivers, as shown in Figure 4.4. This lack of visible signage to the largest town centre multi-story car park can cause confusion for drivers unfamiliar with the town centre, and could add to town centre congestion is indicated next to a car park where the VMS signs showed 'SPACES' rather than the number of spaces, at a recent observation.

FIGURE 4.4   BEDFORD ROAD – OBSCURED SIGNAGE

York Road Car Park

4.18   When approaching York Road Car Park from York Road, there are currently no signs to direct drivers to turn off the road to the car park from either direction. Drivers unfamiliar with the town centre are likely to miss the turning, causing confusion and congestion as they try to find an alternative place to park. The approaches to York Road car park from the west is shown in Figure 4.5.

FIGURE 4.5   YORK ROAD LACK OF SIGNS

G Live Car Park

4.19   When approaching the G Live Car Park, the entrance to the site is marked by small signs on the ground, which are not clearly visible (see first photo below in Figure 4.6)..

FIGURE 4.6   G LIVE – UNCLEAR SIGNS
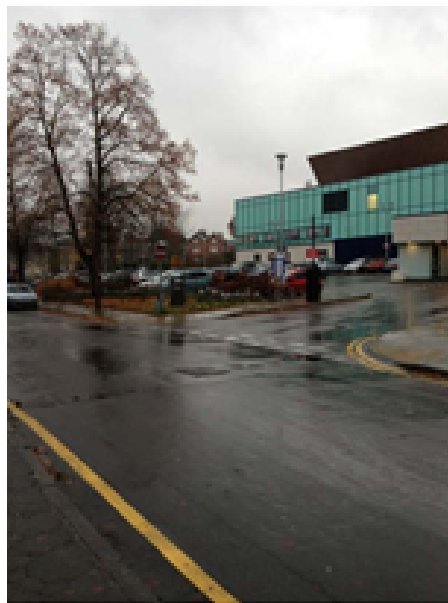
St Josephs Car Park

4.20   Josephs Car Park is a permit only surface level car park during the week and available for the public at the weekend. Current signage identifying the car from the road is obscured from the view of drivers and signage identifying the car park is available for public use at weekends is hidden. Without close inspection the car park appears to be a private car park associated with the church.

4.21 Appendix B includes a more detailed examination of Farnham Road and York Road, both large multi-storey car parks with low Saturday utilisation.

4.22 A comprehensive review of car park signage is recommended to ensure that signage provides clearly marked routes to each of the car parks using conventional signage and VMS on each approach road, and clear entry-point signposting approaching car park entrances.

Improving the Quality of Parking and Urban Realm

4.23 Analysis of parking utilisation data demonstrates that during the busiest times of the week, Saturday in particular, car park utilisation is highest for car parks closest to the town centre. Car parks which are less utilised include car parks west of the town centre to the west of the Wey Navigation and car parks to the north east of the town centre.

West of the Town Centre

4.24 There are three car parks to the west of the town centre (Farnham Road Car Park, Guildford Rail Station Car Parks and Guildford Park Car Park). The Wey Navigation is a physical barrier between the car parks and the town centre. There is a foot bridge which provides access to the town centre, although this route is not immediately obvious and wayfinding could be improved..

4.25 This busy three lane gyratory includes a mixture of underpasses and surface crossings for pedestrians to access to town centre. The gyratory and series of underpasses results in rather unattractive and indirect access to the town centre, with directions not obvious to the occasional visitor.

4.26 Public realm improvements and an additional pedestrian crossing between the station and the current Bedford Road Car Park, as part of a redevelopment of the station and new bus station, could provide more attractive access to town centre at surface level. These improvements could provide better links between these car parks and the town centre and improve utilisation levels.

4.27 In the short term a review of pedestrian wayfinding is recommended to ensure that walking between each car park and the town centre is clearly and simply signposted.

North East of the Town Centre

4.28 There are three car parks to the north east of the town centre (York Road, G Live and St Josephs). All three car parks are located in close proximity to each other on the edge of the town centre, to the town centre side of York Road. Internally, York Road is a well maintained multi storey car park, well lit, with spaces clearly marked. The car park provides easy pedestrian access to the town centre from the upper levels. Pedestrian access to the street from the ground floor level is via an awkward exit, next to the car entry and exit, which is poorly surfaced (causing water to collect) and surrounded by outdated and excessive signage at the car park entrance.

4.29 G Live Car Park includes both a surface level car park and a multi storey car park (under a new hotel/leisure complex) which are both well maintained. Issues with vehicle signage apply to pedestrian wayfinding as well, as documented previously in this chapter.

4.30 Relatively simple pedestrian wayfinding improvements on the approach to and exit from these three car parks would help to remedy the issues identified, and could help to improve utilisation levels and spread peak demand.

Modifications to Parking Pricing

4.31 Car park pricing for short stay car parks in the town centre is designed to discourage longer stay parking with daytime Monday to Saturday charges increasing from £1.10 or £1.20 per hour for the first three hours to £2.00 for each subsequent hour. Pricing for long stay multi storey car parks (Farnham Road and York Road) are 90p per hour daytime Monday to Saturday. The graph in Figure 4.7 illustrates the difference in typical costs to use a town centre short stay car park, compared to a long stay multi storey car park for different lengths of stay.

FIGURE 4.7   PARKING CHARGES BY LENGTH OF STAY
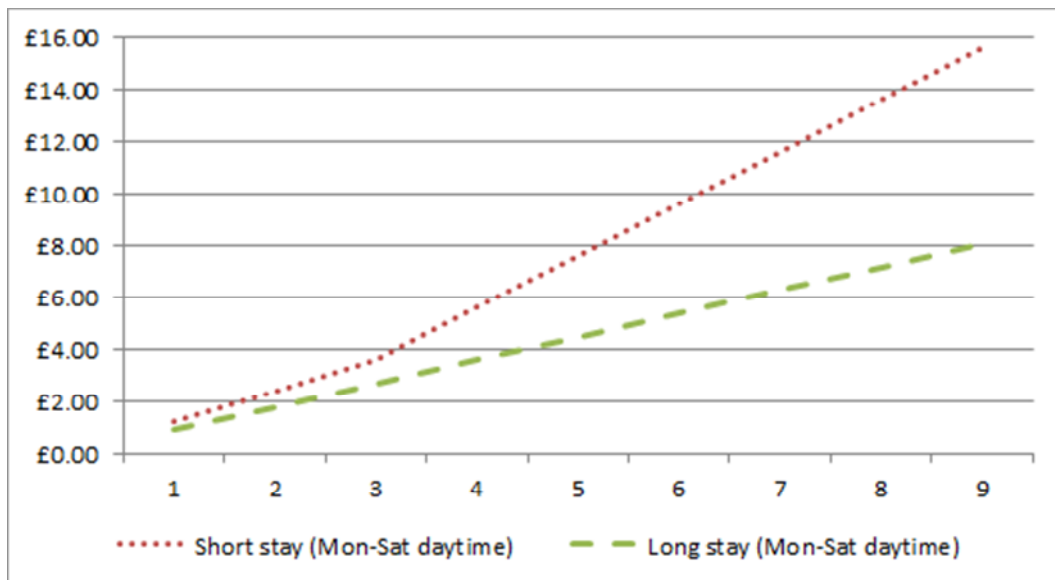
4.32 Analysis of Guildford Borough Council's parking ticket data shows how average length of stay varies between long stay and short stay car parks:

❙ Long stay car parks

▪ York Road (58% < three hours, 26% 3 to 6 hours, 16% over 6 hours)
▪ Farnham Road (29% < three hours, 24% 3 to 6 hours, 47% over 6 hours)

❙ Short stay car parks

▪ Tunsgate (81% < 3 hours, 17% 3 to 6 hours, 2% over 6 hours)
▪ Castle (84% < 3 hours, 15% 3 to 6 hours, 1% over 6 hours)

4.33 Better use could be made of existing car park supply by encouraging those people using short stay car parking for stays of three or more hours to use long stay car parking. One way of encouraging this change of use is to alter the pricing structure, for example increasing the differential between long and short stay car parking. This could be achieved in a number of ways, for example:

- capping the maximum long stay tariff on a Saturday to a three or four hour charge; or
- increasing the hourly charge for short stay car parking over three hours.

4.34   Any change in pricing structure will need to be sufficient to encourage some users to alter their choice of car park and must be promoted to car park users to raise awareness and increase the use of car parks which may be further from the town centre. Any changes should also be subject to demand and revenue modelling.

Improvements to Sustainable Travel Measures

4.35   Surrey County Council, in partnership with Guildford Borough Council has recently been awarded £18.2m for the successful TravelSMART Local Sustainable Transport Fund bid. The programme is designed to boost the local economy by improving sustainable transport and addressing traffic congestion, and to reduce carbon emissions. Elements of the programme which are planned for Guildford include a new Park & Ride site and operation, bus improvements, and walking and cycling improvements.

4.36   All improvements to the sustainable transport networks will help reduce the demand for parking in comparison to forecast levels of parking demand, helping to reduce the overall level of utilization across the system of town centre car parks.

New Park & Ride

4.37   A proposal to develop a fourth Park & Ride site at Onslow Park, on the Guildford Park Road approach to the town centre has been funded through the Local Sustainable Transport Fund. This new site is expected to provide 550 surface level spaces.

Bus Improvements

4.38   £1.6m of funding has been secured to develop Quality Bus Corridors linking the town centre with employment and residential areas including:

- Guildford Park Road;
- Woodbridge Road and A322/A323
- Woking Road
- London Road
- Epsom Road
- Millbrook
- Portsmouth Road

4.39   The work includes electronic travel information and traffic management measures to improve bus service reliability.

Walking and Cycling Improvements

4.40   £570,000 of funding has been secured for walking and cycling improvements in the borough. The range of improvements planned include signage, tactile paving, and dropped kerbs. The detailed forward programme of works will be subject to public and stakeholder engagement.

5 The proposed car parking strategy

5.1 This section brings together the work presented earlier in this report and that in the Stage 1 report. The proposed strategy is outlined below and supported by an Implementation Plan (Table 5.1).

Vision, Aims and Objectives

5.2 The key assumption in us concluding this assessment is the desire to ensure supply of central area car parking is optimised in support of economic growth objectives.

5.3 In this context the proposed objectives of a revised strategy for Guildford are that car parking:

l Is managed in a manner consistent with overall transport and economic development objectives;

l Is maintained to the level required to support economic growth;

l In central Guildford is prioritised for short-term users with long term users being encouraged to park in more peripheral areas;

l Is managed and maintained by the Borough Council;

l Tariffs, signing and management are clear to the user; and

l Usage is actively monitored and reported on.

5.4 Decisions regarding the future management of parking should be taken with these objectives in mind. They should also take into account the findings of the concurrent town centre access work that is currently also being taken forward as a separate piece of work.

Key Strategic Actions

5.5 In order to support the achievement of these objectives there are a series of strategic actions that need to be taken forward which will then feed the development of a more detailed series of activities.

5.6 These strategic actions are described in more detail below and set out within the Implementation Plan in Table 5.1

Designation of a 'central parking zone' for short stay parking

5.7 To secure the effective management of car parking in the town a 'central parking zone' should be designated with the area highlighted in Figures 3.2 and 3.3 earlier proposed. The intention being that parking in this zone will, as a general rule, be exclusively for short-term use and that overall supply will be managed so as not to exceed an agreed maximum. In this respect existing short stay parking in this zone should be protected and proposals brought forward to convert long stay car parking to short stay. The detailed approach to this should be subject of a separate feasibility study.

Provide suitable long stay parking on each approach to the town centre based on demand

5.8 Analysis of the provision of long stay car parking on each key approach shows an imbalance between demand and supply. In particular the share of total car trips

entering the area from the south and east exceeds the share of long stay car parking provision to the south and east.

5.9 It is therefore recommended that additional long stay car parking is provided on the southern and eastern approaches to the town. This could include redevelopment and expansion of the Millbrook site and the classification of the G-Live site to Long Stay parking.

5.10 The detailed approach to this should be subject of a separate feasibility study in parallel with that for the short stay parking in the central area.

Provide suitable parking for new developments in the central area

5.11 Linked to the above designation of a 'central parking zone', analysis of key destinations for town centre shoppers shows the western part of the town centre (western part of the High Street and The Friary) has the greatest levels of demand. Car park utilisation around this western area is also the greatest.

5.12 It is therefore advised that as town centre development sites come forward, including The Friary, the opportunity is taken to maximise on site short stay parking provision as much as possible within the context of both economic growth and sustainable travel policy objectives.

Improve driver way finding of car parking

5.13 A signing review would ensure that signage for drivers from each approach road to car parks is clear to allow drivers to:

- quickly identify the car park they intend to use on the approach to the town centre (through information on spaces from VMS or other car park signs);
- follow clear signs from the approach road to the selected car park; and
- locate the car park easily, minimising wrong turns contributing to congestion.

5.14 The review should consider:

- location of signs
- consistency of design of signs
- sign maintenance regime (cleaning signs and cutting back trees/vegetation that
- obscures signs)
- distinction between long stay and short stay parking
- the share of traffic being directed to each car park, to ensure an appropriate
- distribution of directions; and
- car park entrance signs, large enough to be visible and to welcome visitors.

5.15 A review of signing would consider signs at the following decision making locations:

- on each approach road into the town centre
- on the approach and at major junctions; and
- at car park turnings and entrances.

Improved pedestrian wayfinding

5.16 To improve connectivity in the town, and in particular with the car parks, the objective of a wayfinding strategy for Guilford would be to provide guidelines for a pedestrian and vehicular information system that creates a feeling of comfort,

security and familiarity within visitors and residents with varying needs. It does this by helping them make mental 'connections' so that they find their way around quickly and easily.

Marketing and promotion of parking availability

5.17   A marketing and promotion strategy is required that confirms how car parking management and availability is and will be communicated to the travelling public. Where possible this would be considered alongside the promotion of non-car modes.

5.18   In addition to bringing forward proposals for on the ground changes to things such as wayfinding and variable message signing the strategy will confirm how information regarding the real-time availability of spaces is communicated to the travelling public including the role of social media and smartphone applications. Consideration could also be given to, for example, colour coding designated car parks in the newly designated 'central parking zone' in marketing materials to differentiate them.

Management of short term and temporary peaks in parking demand

5.19   A clearly defined package of measures is required to manage the impacts of increases in parking demand during peak periods such as the Christmas and New Year shopping season. This package of measures could include temporary park and ride, incentives to walk, cycle and use public transport alongside operational measures such as changes in use of VMS and the role of social media and so forth.

The role of non-car modes

5.20   As outlined above a key strategic consideration relates to those who do not have access to the car. Therefore in delivering the car parking strategy the decisions taking in particular about the promotion and marketing of parking should be taken in the context of the role of non-car modes also. In this respect cycle network improvements, enhancements to local bus services and infrastructure and the new park and ride site to the north east of the town will be a consideration.

Monitoring and Review

5.21   A clearly defined monitoring strategy should be developed and implemented. This should confirm how and when data on car parking availability and usage will be collected, how it will be reported and the process by wish decisions will be taken regarding implications for the overall strategy. A series of performance indicators will be developed for each objective and reported against.

5.22   It is recommended that an annual monitoring report is compiled using all available data to confirm the extent to which the objectives of this strategy are being achieved. The overall strategy will be reviewed every three years.

TABLE 5.1   IMPLEMENTATION PLAN

Task	Timescale	Capital Costs	Operating Costs	Revenue Generation for GBC	Key Partners	Stakeholders/ Consultees
Review potential redistribution of short and long stay parking provision – including designation of a new 'central parking zone'.	Short (1-2 years)	-	£20k	-	Guildford Borough Council	-
Review opportunities to increase central area parking provision associated with new development	Short (1-2 years)	-	£20k	-	Guildford Borough Council	-
Signing review	Short (1-2 years)	-	£20k	-	Guildford Borough Council	Surrey CC
Review of town centre way-finding	Short (1-2 years)	-	£20k	-	Guildford Borough Council	-
Develop package of measures to address peaks in demand	Short (1-2 years)	-	£20k	-	Guildford Borough Council	Surrey CC
Develop a parking marketing and communications strategy	Short (1-2 years)	-	£5k	-	Guildford Borough Council	Surrey CC-
Implement package of measures to address peaks in demand	Short (1-2 years)	-	Up to £50k	Positive (Indirect)	Guildford Borough Council	Local Businesses, Public -
Implement tariff changes / reallocation of Short/Long Stay Parking	Medium (3-5yrs)	Up to £250k	n/a	Dependent on restructure	Guildford Borough Council	Local Businesses, Public
Implement way finding and urban realm Improvements	Medium (3-5 yrs)	£500m to £1m	Up to £50k p.a.	Positive (Indirect)	Guildford Borough Council	Local Businesses, Public
Implement a parking marketing and communications strategy	Ongoing	-	Up to £5k p.a.	-	Guildford Borough Council	Surrey CC
Monitoring and review of strategy	Annual (3 year review)	-	Up to £10k p.a.		Guildford Borough Council-	-

APPENDIX

A

NATIONAL AND LOCAL PLANNING LEGISLATION, POLICY GUIDANCE

A1 NATIONAL AND LOCAL PLANNING LEGISLATION, POLICY & GUIDANCE

A1.1   A1.1 The Strategic Parking study has been developed in the context of central government legislation, and national and local policy

Legislation

A1.2   A1.2 There are three key Acts of Parliament that contain laws relating to parking in England. Since the 1980s national government has devolved responsibilities for the management and enforcement of parking to local authorities. The legislation therefore sets out the legal boundaries within which management and enforcement must operate and aims to achieve consistency across local authorities.

Road Traffic Regulation Act 1984

A1.3   A1.3 This Act granted local authorities powers to manage traffic on local roads including the provision and regulation of on-street and off-street parking. Parking places are specified and legally enshrined through Traffic Regulation Orders.

Road Traffic Act 1991

A1.4   A1.4 This Act decriminalised the majority of parking related offences giving local government the authority to enforce parking regulations. The police retain powers to enforce parking offences committed on red routes, which along with the non-payment of fines in the civil cases, may still lead to offenders getting a criminal record.

Traffic Management Act 2004

A1.5   A1.5 The purpose of this Act was to make provisions for road network management and road works. It introduced Traffic Officers employed by the Highways Agency with powers to regulate traffic on the strategic road network. In addition, this Act added new provisions for the civil enforcement of traffic offences including parking. Further legislation on civil enforcement was made in 2007 and came into force in 2008 setting out all general regulations and for representations and appeals. The Network Management Duty, Section 16 of the Act, requires authorities to ensure road networks are managed so as to ensure all road users can move efficiently.

National Planning Policy Framework

A1.6   A1.6 The new National Planning Policy Framework (NPPF) was published in March 2012 and replaces 44 separate documents, including Planning Policy Guidance 13 (PPG 13): Transport. The NPPF sets out the Government's high level planning policies for England and how these should be applied by local planning authorities in their Local Plans. Future Local Plans developed by Guildford Borough Council must be done so within the NPPF.

A1.7   A1.7 PPG13 is replaced by chapter 4 of the NPPF (Sustainable Transport), which includes policy for parking. The NPPF calls on local authorities to seek to improve the quality of town centre parking, improving safety, security, convenience and charging regimes that promote the vitality of town centres

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A1.8   A1.8 The vitality of town centres is a discrete chapter in the NPPF. The NPPF states that local planning authorities should pursue policies that:

  I   I recognise town centres as the heart of the community and support their viability and vitality;

  I   I promote competitive town centres; and

  I   I plan positively for the future of town centres by encouraging economic activity.

  I   Operational Guidance to Local Authorities: Parking Policy and Enforcement

A1.9   A1.9 The Operational Guidance aims to give clarity to local authorities on the implementation of the Transport Management Act 2004. It is wholly concerned with the set-up, management and operation of civil parking enforcement including appeals processes.

A1.10   A1.10 The guidance notes that civil parking enforcement should be planned and delivered in such a way as to contribute towards local authority transport objectives. Enforcement should be fair and founded on quality-based standards. Authorities should aim to increase compliance with parking regulations through appropriate controls and enforcement.

A1.11   A1.11 The guidance emphasises that authorities should see civil parking enforcement in the context of achieving wider transport objectives such as demand management. Enforcement should not be taken in isolation or used solely as a means of revenue generation.

A1.12   A1.12 Authorities are advised to prepare parking policies that:

  I   I manage the traffic network ensuring expeditious movement of all road users (pedestrians, cyclists and drivers);

  I   I improve road safety;

  I   I improve the local environment;

  I   I improve the quality and accessibility of public transport;

  I   I meets the needs of disabled people; and

  I   I manages competing demands on kerb space.

Local Policy

A1.13   A1.13 Local policy refers to policy and strategy governing parking in the county and is owned either by Surrey County Council or the second tier district or borough councils. In general, the County Council sets the strategic direction and is responsible for implementing legislative powers set by government. The district and borough councils are responsible for planning and development control and therefore set policy in this area relating to parking.

Surrey Transport Plan

A1.14   A1.14 The third Surrey Local Transport Plan (LTP3) was published in 2011 and in known as the Surrey Transport Plan. The plan sets out the County Council's 15-year strategy for transport following a specified vision and objectives. The Surrey Transport Plan aims to implement strategies that will facilitate end to end

journeys for residents, businesses and visitors. It seeks to improve the reliability of journey times in the county as well as provide for safe and sustainable transport.

A1.15   A1.15 As part of the Surrey Transport Plan a parking strategy was published in 2011. The strategy has four objectives:

▌ reduce congestion caused by parked vehicles;
▌ manage on street parking to make best use of the space available
▌ enforce parking regulations fairly and efficiently;
▌ make appropriate parking available where needed.

A1.16   A1.16 The strategy considered a number of options to address various on-street parking issues. Consideration was given to the whether curfew parking limiting all parking in certain areas during the day could be an appropriate measure in relation to residents' parking schemes or enforcement focused on specific users or journey purposes such as commuters, the school run and loading bays for businesses.

A1.17   A1.17 The strategy set out a preferred approach to on-street parking management, recommending:

▌ The introduction of parking controls
▌ The encouragement of off-street parking;
▌ The development of robust and effective school travel plans;
▌ Adequate provision of loading and disabled driver bays in new parking schemes;
▌ Sustainable travel measures to help reduce demand for parking.

A1.18   A1.18 Most of the above measures focus on managing the demand for parking spaces either through 'soft' measures promoting the use of non-car modes or through more direct controls on parking demand. The aim will be to achieve as much as possible through engagement and education and the implementation of new parking controls is dependent on local (borough and district level) committees approving funding.

A1.19   A1.19 The strategy also sets out the Council's approach to the wider management of on-street parking provision.

Guilford Local Plan

A1.20   A1.20 Guildford Borough Council is the local planning authority responsible for strategic development planning control. Within this remit the setting of parking standards that specify maximum parking provisions permissible under different types of development.

A1.21   A1.21 Planning policies are set out in the Guildford Local Plan (adopted 2003 and currently being updated in line with the requirements of the NPPF). One of the stated aims of the Local Plan is to reduce the demand for travel by car within the context of projected traffic growth in the borough. The plan notes that the availability of parking can influence people's travel decisions and that where appropriate parking provision at new development may be restricted to help encourage the use of non-car modes.

A1.22   A1.22 Chapter 7 of the Local Plan (Movement) states that the Borough Council's objectives are to encourage non-car modes of transport, reduce the number of

Stage 2: Car Parking Management Proposals

peak time journeys to the town centre through restrictions on the availability of long stay parking, ensure the continued availability of short stay parking for shoppers to promote town centre vitality and resolve on-street parking issues in streets peripheral to the town centre.

A1.23   A1.23 Parking specific policies from the Local Plan include:

I   **Policy M1 Parking Provision** – restriction of on-site parking within the town centre and the requirement for new development to comply with specified standards.

I   **Policy M2 Long Stay Parking in Guildford Town Centre** – planning permission will not be granted for additional long stay car parks in the town centre.

I   **Policy G5 Traffic, Parking and Design** – the visual impact of traffic, associated access and parking should be minimised especially in sensitive areas.

A1.24   A1.24 Guildford parking standards are contained in Appendix B of the Local Plan (not reproduced here).

APPENDIX

B

CASE STUDY – IMPROVEMENTS TO FARNHAM ROAD AND YORK ROAD

B1 APPENDIX 1

Suggested improvements to Farnham Road and York Road

B1.1 B1.1 Two long stay car parks, Farnham Road and York Road have particularly low utilisation on Saturdays, when overall demand for town centre parking is at its highest, and is forecast to be at its highest. In total, these car parks offer over 1,500 spaces, and are the second and third largest car parks in Guildford. Increasing utilisation of these car parks at the weekend could potentially relieve demand for the busiest town centre car parks.

B1.2 B1.2 Given the large capactiycapactiy of these two, they have been considered in turn and how a spread of car park demand might be encouraged.

B1.3 B1.3 Although both car parks are termed as 'long stay' in parking literature and online, on-street signage is mixed with only some signs differentiating between 'short stay' (simply signed as 'parking') and long stay (in some cases signed as 'long stay', in other cases just 'parking').

Farnham Road Car Park

B1.4 B1.4 The weekend pricing structure at Farnham Road Car Park is lower than the most central car parks at £0.90 per hour. For a three hour stay parking at Farnham Road costs £2.70, compared to £3.60 at the Castle Car Park. This differential in pricing alone is not currently proving sufficient incentive to encourage car park use at the weekend.

B1.5 B1.5 Farnham Road Car Park is located to the west of the town centre, next to the westerly car park for Guildford Station, with the entrance not visible from main roads. Signs to the car park from Farnham Road and Portsmouth Road are currently confusing, although more appropriate signage is provided from the north of the town along The Chase and Madrid Road. One sign shows a car park and the station, another just a station car park, and a third sign is hidden by cycle racks. Farnham Road is the only approach road to the town without a VMS sign to inform parking availability, traffic is likely to be directed into the Bedford Road car park (the first car park listed on a VMS sign at the Onslow Road junction of the rail station gyratory).

B1.6 B1.6 In the short term, clearer signs to ensure drivers realise that the Farnham Road site has both a public car park and not only a station car park, and to help them to locate it is likely to help to increase demand. Over the longer term a consolidation of parking, to create a single car park, perhaps as part of the station redevelopments scheme discussed in Chapter 4, is likely to provide more clarity for users.

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APPENDIX FIGURE B.1 FARNHAM ROAD CAR PARK SIGN

York Road Car Park

B1.7   B1.7 Similarly to Farnham Road Car Park, the weekend pricing structure at York Road Car Park is lower than the most central car parks at £0.90 per hour. For a three hour stay parking at Farnham costs £2.70, compared to £3.60 at the Castle Car Park. This differential in pricing alone is not currently proving sufficient to encourage car park use at the weekend.

B1.8   B1.8 York Road Car Park is located to the north east of the town centre. The car park is not visible from York Road, despite being multi-storey, due to local topography.

B1.9   B1.9 The car park is well signed on approach roads from the north and east with York Road includes on a VMS signs on each approach. On York Road itself, there are no signs to indicate where car park users need to turn off the main road, to access the car park. Drivers who have not used the car park before are likely not to be able to locate the car park, based on current signage.

B1.10   B1.10 Signs to indicate the car park entrance off York Road from both directions are likely to increase the share of drivers who approach the town from the north and east who use the car park.

APPENDIX FIGURE B.2 YORK ROAD CAR PARK SIGNS