Parking in Northampton Town Centre: Recommendations for the Creation of a Future Strategy

Highways

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Executive Summary

BACKGROUND

MGWSP have prepared this Northampton Parking Strategy document for Northamptonshire County Council (NCC) and Northampton Borough Council (NBC). A key requirement of the parking strategy for Northampton is to support the joint vision of creating an economically successful, vibrant, attractive and less car orientated environment in the town centre.

Northampton is the largest town in Northamptonshire, plans are being developed for Northampton to become a regional city at the heart of Northamptonshire and surrounding counties. The urban centre will be transformed by increasing the retail and leisure offer, locating more businesses and bringing forward residential development. In addition, as part of the City aspirations and growth plans the population of Northampton will have grown from 200,000 to around 300,000 people by 2026.

A well conceived parking strategy will form a vital element of an integrated transport system for Northampton and in particular the town centre, but also the strategy will influence the implementation of the vision for the town centre area. A parking strategy plays a particularly important role in shaping demand for transport. It needs to be seen as a key tool in both supporting the local economy but also assisting in managing travel demand.

The provision of town centre car parking is fundamentally a service that enables people to access and enjoy the range of facilities within the central area of the town. The experience of parking can often contribute to the overall image of a place. It is therefore important that in working towards the vision for Northampton that an appropriate parking strategy is developed to best equip the town for the future.

The strategy will sit alongside local policy and plans for Northampton and will provide part of the evidence base for the Northampton Central Area Action Plan (CAAP) and the Central Area Transport Strategy. Recommendations of how best to manage car parking in the town centre over the next 20 years.

RECOMMENDATIONS

This Parking Strategy forms part of the overall transport strategy that will support the CAAP and the vision which that presents for the town centre. Furthermore, the strategy will seek to support local and national sustainable transport policy. Most importantly, the provision of improved public transport provision, particularly a new Bus Interchange, will be important in promoting travel by bus. Also very important, particularly in the context of a parking strategy which encourages people to park close to their point of arrival in the town centre, as opposed to using the car park closest to their destination, are policy interventions to improve the ‘walkability’ of Northampton town centre. These will form part of the wider CAAP Transport Strategy.
The overarching context to this parking strategy is the high overall level of supply relative to demand. NBC currently control approximately 5,000 off-street spaces in the town centre. There are approximately 5,000 spaces in privately operated car parks that are open to the public, and 300 on-street parking spaces, totalling over 10,000 parking spaces. The analysis of parking demand shows that at peak weekday times only 50 per cent of the parking stock is utilised. In overall terms, the town centre is never close to capacity, although a number of areas of the town centre do come close to capacity at peak times. Generally, therefore, it is not considered that there is a need for new car parking stock. In relation to new developments coming forward as part of the CAAP, the Councils have the opportunity to avoid the need for significant new parking in the town centre, and new developments instead should be able to make use of existing stock, potentially incorporating private sector investment in refurbishing some existing parking stock in preference to providing new parking.

Parking in Northampton has declined significantly over the last decade. Since 2004/5 it is estimated that there has been a 36 per cent decline in the number of vehicles parking in the town centre. The reasons for the decline in parking are mainly attributed to the following factors:

- Increased competition from surrounding towns and cities and a perceived decline in the retail offer in Northampton in comparison to those locations;
- The increased competition from out of town retail and employment facilities in the rest of Northampton, such as at Sixfields, Riverside Park and Weston Favell, which have free car parking; and
- To a certain extent, the quality of the parking experience in Northampton.

Addressing the issue of competition with out of town shopping centres is a significant challenge for the Councils. Applying a retail parking levy, or similar approach, to out of town centre locations may be a tool that could address this problem.

NBC currently control approximately 35 per cent of the supply of publicly available parking in Northampton. If new developments with increased parking are introduced in Northampton Town Centre then NBC may in the future have less influence over the control of parking in the town centre. For example with the redevelopment of the Grosvenor centre, and assuming the parking associated with this redevelopment becomes privately controlled, NBC could ultimately be responsible for less than a third of the available parking stock in the town centre. To be able to influence parking controls and the strategy for parking in the town it is therefore important that NBC maintain some influence on the parking regime and this should be a consideration in contractual arrangements for new developments in the town.

The Parking Strategy has considered a range of interventions from those which are relatively simple to implement to those which perhaps will take more time or have significant funding implications. These interventions are presented in the strategy matrix below. A short term strategy of ‘quick wins’ is then presented, followed by a preferred longer term strategy.
1 Introduction

1.1 BACKGROUND

1.1.1 MGWSP have prepared this Northampton Parking Strategy document for Northamptonshire County Council (NCC) and Northampton Borough Council (NBC). A key requirement of the parking strategy for Northampton is to support the joint vision of creating an economically successful, vibrant, attractive and less car orientated environment in the town centre.

1.1.2 Northampton is the largest town in Northamptonshire with a population of 210,500 (2009 mid-year estimation) and has daytime working population of 155,839 (2001 census). Plans are being developed for Northampton to become a regional city at the heart of Northamptonshire and surrounding counties. The urban centre will be transformed by increasing the retail and leisure offer, locating more businesses and bringing forward residential development. In addition, as part of the City aspirations and growth plans the population of Northampton will have grown from 200,000 to around 300,000 people by 2026.

1.1.3 A well conceived parking strategy will form a vital element of an integrated transport system for Northampton and in particular the town centre, but also the strategy will influence the implementation of the vision for the town centre area. A parking strategy plays a particularly important role in shaping demand for transport. It needs to be seen as a key tool in both supporting the local economy but also assisting in managing travel demand.

1.1.4 The provision of town centre car parking is fundamentally a service that enables people to access and enjoy the range of facilities within the central area of the town. The experience of parking can often contribute to the overall image of a place. It is therefore important that in working towards the vision for Northampton that an appropriate parking strategy is developed to best equip the town for the future.

1.1.5 The strategy will sit alongside local policy and plans for Northampton and will provide part of the evidence base for the Northampton Central Area Action Plan (CAAP) and the Central Area Transport Strategy. Recommendations of how best to manage car parking in the town centre over the next 20 years.

1.1.6 The area included in this study corresponds to the CAAP area and is shown in Figure 1 below;
1.2 REPORT STRUCTURE

1.2.1 This strategy document is structured as follows:

- Chapter 2 – Policy Update: This chapter reviews the National, Regional and Local spatial and transportation policy context in which this Parking Strategy sits.

- Chapter 3 – Parking Provision: This chapter set out the existing parking provision within the study area and also sets this area within the context of the wider Northampton area.

- Chapter 4 - Baseline Assessment of Existing Parking Condition – Update: This chapter builds on the 2008 White Young Green Baseline Assessment Report and examines the current situation in Northampton's car parks in order to develop a clear understanding of existing conditions.

- Chapter 5 - Consultation Summary: This chapter summarises the results of the consultation exercise undertaken as part of this study along with that undertaken in the development of the Central Area Action Plan.

- Chapter 6 - Best Practice Examples: This chapter sets out examples of current best practice and initiatives in place in other local authorities in the region to highlight a range of possible options for implementation in Northampton.

- Chapter 7 - Estimating Future Parking Demand: This chapter sets out the likely changes to both highway and land use patterns within the Study area to inform the parking strategy and enable an assessment of the implications for the future demand for car parking.

- Chapter 8 - Traffic Analysis: This Chapter Sets out the possible changes to the traffic in the town centre in future years.

- Chapter 9 - Options for Managing Parking in the Future: This chapter sets out a range of options that are available to NBC and NCC that could form part of a package of measures and initiatives aimed at better managing parking in Northampton in the future.

- Chapter 10 – Recommendations – Parking Strategy: This final section presents the conclusions and recommendation of the study. The Parking Strategy recommendations include a range of interventions from those which are relatively simple to implement to those which perhaps will take more time or have significant funding implications.
2 Policy Update

2.1 INTRODUCTION

2.1.1 This section reviews the local and regional spatial and transportation policy context in which this Parking Strategy sits.

■ National Policy
  ■ Planning Policy Guidance Note 13: Transport;

■ Regional Policy
  ■ Regional Spatial Strategy for the East Midlands;
  ■ Milton Keynes South Midlands Sub Regional Strategy;
  ■ Regional Transport Strategy.

■ Local Policy
  ■ Supplementary Parking Guidance: Parking;
  ■ Northamptonshire Place and Movement Guide;
  ■ Northamptonshire Local Transport Plan;
  ■ Northamptonshire Transport Strategy for Growth;
  ■ Local Development Framework – Including;
    ■ West Northamptonshire Joint Core Spatial Strategy, and
    ■ Central Area Action Plan.

2.1.2 This section reviews each of the above policy documents in turn, in particular considering their key aspects in relation to growth in the area and the implications that this has in transport terms. A conclusion is then drawn to summarise the overall policy context.

2.2 NATIONAL POLICY - SUMMARY

Planning Policy Guidance Note 13

2.2.1 Car parking standards detailed in national Government policy can be found in Planning Policy Guidance Note 13 (PPG13) and Planning Policy Statement 3 (PPS3) and its associated ‘Residential Car Parking Research’ document.

2.2.2 PPG13 specifies parking standards as maximum standards i.e. no lower limits. The principal reasons for this are the desire to encourage modal shift away from the private motor vehicle to more sustainable modes of transport, reduce land take of developments, promote linked trips and to tackle congestion.
2.2.3 The amount of car parking provided can determine which mode of transport people use; it therefore follows that limiting the amount of car parking available in new developments can contribute to the objectives of reducing travel by car and encouraging people to use public transport.

2.2.4 This is particularly true of locations which are well served by sustainable modes of transport. Development should increase the opportunity for more sustainable travel by promoting linkage to existing pedestrian and cycle routes as well as public transport infrastructure.

2.2.5 PPG13 also makes it clear that developers will not normally be required to provide more spaces than they require, other than in exceptional circumstances, for example where there are significant implications for highway safety.

2.2.6 In accordance with Paragraph 51 of PPG13, provision of parking must adhere to national policy, particularly those highlighted in PPS3 and PPG13.

2.2.7 Furthermore, paragraph 52 concludes;

“Maximum standards should be designed to be used as part of a package of measures to promote sustainable transport choices, reduce the land-take of development, enable schemes to fit into central urban sites, promote linked-trips and access to development for those without use of a car and to tackle congestion. There should be no minimum standards for development, other than parking for disabled people.”

2.2.8 PPS3 also states that;

“Local Planning Authorities should, with stakeholders and communities, develop residential parking policies for their area, taking account of expected levels of car ownership, the importance of promoting good design and the need to use land efficiently”.

2.2.9 The PPS3 accompanying research document ‘Residential Car Parking Research’ published by the Department for Communities and Local Government in May 2007 considers parking provision for residential developments.

2.2.10 The PPS3 uses information contained within the 2001 Census on car ownership. The PPS3 research document for residential parking as a basis, assumes each dwelling is allocated one car parking space. The methodology also assumes that additional car parking spaces are unallocated. It then calculates additional demand for car parking spaces from households with two or more cars.

Planning Policy Statement 4: Planning for Sustainable Economic Growth

2.2.11 Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) was published by the Government in December 2009, together with an associated good practice guide cancels the parking standards for non-residential developments included in PPG13: Transport (see above).
2.2.12 PPS4 sets out revised planning policy in relation to town centres, and has been published with an associated Good Practice Guide for planning in town centres. PPS4’s intended function is to offer existing town centres, small retailers and markets increased protection from major retail developments. The guidance retains the ‘sequential’ test from earlier policy (whereby town centre sites should always be considered for development before less central sites), but also introduces a new ‘impact’ test.

2.2.13 The guidance encourages local planning authorities to ‘adopt a positive and constructive approach’ towards proposals for ‘economic’ development, and that planning applications should be treated favourably if they secure ‘sustainable economic growth’. This will particularly involve serious consideration of an application’s accessibility by means of transport other than the car.

2.2.14 In cancelling the parking standards set out in PPG13, PPS4 states that local parking standards should be developed by individual local authorities. This should be done taking into account matters such as encouraging access for those without use of a car, the need to reduce carbon emissions and the desire to tackle congestion problems. The cancellation of the national standards is not immediate – the PPG13 standards remain extant until local planning standards are put in place.

2.2.15 Currently, parking standards for use in Northampton are taken from the Northamptonshire Supplementary Planning Guidance (SPG) on parking standards. This was prepared collaboratively between the district and borough councils of Northamptonshire and adopted in 2003. The SPG was prepared in light of the publication of Planning Policy Guidance 3: Housing (PPG3) (March 2000) and PPG13: Transport (December 1999) with the purpose of expanding upon and clarifying the interpretation of policies in the Adopted Northamptonshire County Structure Plan (March 2001). It also took account of Regional Planning Guidance for the East Midlands (RPG8) (January 2002).

2.3 REGIONAL POLICY

Regional Spatial Strategy for the East Midlands

2.3.1 The Regional Spatial Strategy for the East Midlands (RSS8), has provided the overarching regional context to transport and land use planning in Northamptonshire since its publication in March 2009. However, following the 2010 General Election, it is no longer current policy.

2.4 LOCAL POLICY - SUMMARY

Supplementary Planning Guidance: Parking

2.4.1 Supplementary Planning Guidance on Parking was issued by the County Council in September 2003. The purpose of the document was originally to clarify the interpretation of policies and proposals in the County Structure Plan with respect to parking. Standards are proposed in the document for parking provision associated with;
New housing development; - superseded by the standards set out in the Northamptonshire Place and Movement Guide (2008)

Commercial development including retail and office premises; and

Development associated with educational establishments and community facilities.

2.4.2 A lower level of private non – residential parking provision is required in areas within or close to town centres. In designated town centre areas, apart from in exceptional circumstances where parking is required to support the economic vitality and viability of the town centre, no further private non – residential (PNR) parking should be provided and on zones on the edge of the town centres parking should be provided to a level of 50% of the agreed standard.

Northamptonshire Place and Movement Guide (2008)

2.4.3 The Northamptonshire Place and Movement (PaM) Guide replaces the Design Guide for Residential Roads, which was based on Design Bulletin 32, first published in 1977, and its companion guide Places, Streets and Movement, these were replaced by Manual for Streets (MfS) in 2007, which this guide is based on.

2.4.4 The aim of the guide is to follow MfS lead by putting well-designed residential streets at the heart of sustainable communities. The environmental impact of transport is often overlooked in the planning of new developments, truly sustainable development will consider carbon emissions from transport in the design. The guide works to recognise the importance of assigning higher priority to pedestrians and cyclists, while allowing for vehicle movements, thus creating places that work for all members of the community.

2.4.5 This guide shows that applying a rigid parking standard across a development is not always the best option, it encourages developers and planning authorities to review parking in line with the location of the development and the housing typology that is being proposed. i.e. a development in a rural area which has low levels of accessibility to local facilities may need more parking facilities than a development in a town centre location. The parking section looks at current trends in Northamptonshire and suggests that more accessible locations (e.g. town centres) generally have lower car ownership than less accessible areas (e.g. rural areas) thus different parking standards could be applied in new developments to reflect this. It also shows how different forms of parking are suitable depending on the type of household, for example for a terrace of houses shared parking areas, either in courtyards or on street bay parking can be more suitable then driveways, however for larger family homes parking on driveway may be more suitable.

Northamptonshire Local Transport Plan

2.4.6 The Northamptonshire Local Transport Plan (LTP) sets out the short to medium term strategy for transport expenditure in the whole of Northamptonshire. Published in 2006, it covers the period up to and including the financial year 2010/11. Proposals contained within the Local Transport Plan are implemented using funding from a variety
of sources, although for non-major schemes it will be predominantly through the formula based LTP allocation. Suitable major schemes are funded by Department for Transport (DTF) following prioritisation by the appropriate region. Schemes that are primarily growth-related may be funded through the Community Infrastructure Fund (CIF), Growth Area Fund (GAF) or developer contributions.

2.4.7 The LTP defines the following seven objectives to guide delivery on local transport issues in Northamptonshire to 2010/11:

- To maintain the county’s highway assets in the most economically and environmentally sustainable long-term manner;
- To reduce the number and severity of casualties in road accidents;
- To reduce the congestion experienced by road users essential to the prosperity of Northamptonshire;
- To improve access to workplaces, education, health, shopping and other facilities for all the population;
- To provide the transport system necessary to support and manage growth in the county, ensuring it is integrated with the planning system to create a sustainable and viable future environment;
- To minimise and wherever possible reduce the effect of traffic and transport on the built and natural environment; and
- To encourage healthier travel choices by the people of Northamptonshire.

2.4.8 The objectives emphasise the importance of supporting and managing growth in the county, and of ensuring the integration of transportation and spatial planning in order to deliver a sustainable future. Emphasis is also placed on reducing the impacts of travel on the built and natural environment and encouraging the use of more sustainable modes of travel.

2.4.9 The sub-regional context of major housing growth is a key driving factor for the LTP, particularly as a result of the proposals contained within the Milton Keynes South Midlands (MKSM) Sub-Regional Strategy. Northamptonshire County Council leads on the strategic transportation and planning dimension of the delivery of the MKSM growth agenda, on behalf of the various partner agencies (Government Offices, the Office of the Deputy Prime Minister, Regional Planning Bodies, local authorities, Highways Agency, English Partnerships and Regional Development Agencies). In terms of the crucial LTP linkages and challenges of the growth agenda, the County Council has been instrumental in the establishment of the MKSM Strategic Transport Board with all of the other MKSM authorities. This has the objective of co-ordinating relevant parts of the LTP work across the sub-region and of ensuring that there is a common, prioritised, approach to transport and growth in the sub-region.

2.4.10 The LTP acknowledges that the County Council also has a major role to play as one of the key delivery agencies for the transport infrastructure required to support future growth in the county. With this in mind, the LTP sets out a separately funded five-year programme to fund schemes related to growth, based on the proportion of the
Dft’s LTP allocation specifically for growth areas which will be due to Northamptonshire over the plan period (£2.495m). This funding will be used to provide key small to medium scale improvements which are needed to accommodate or mitigate the growth in demand for travel in the county, but for which it is not possible to obtain funding for from developers.

2.4.11 The LTP contains a comprehensive set of proposals for supporting the growth of interurban bus services. In reference to this it charts the recent success in improving inter-urban bus services in the county, and the Council’s future plans to improve these further. In particular, the development of a new network of services in Corby that has delivered significant patronage growth is highlighted.

2.4.12 The five-year implementation plan outlined for the LTP includes the development of a number of thematic action plans. The second of these is particularly aimed at ensuring the integration of transport and land use planning decisions, thus making sure developments and transport interventions are delivered as a cohesive whole, especially in the MKSM sub-area. As part of this action plan, during 2005/06 the Council piloted the use of accessibility audits to help guide the location of service provision by partners. The Council is now in the process of implementing this approach more widely by promoting its use through partners and illustrating the benefits to their objectives that this approach can bring. In parallel the Council is working with the local planning authorities to use a similar approach to inform the location of development and services through the land-use planning system and development of their Local Development Frameworks (LDF). In the context of the scale of development proposed by the MKSM Sub-Regional Strategy, this will make a major difference to the accessibility of services in the county over the next 15-25 years.

2.4.13 One of the key objectives of the LTP is to reduce congestion and thereby support the economy of Northamptonshire. Parking policy is identified as one of the key tools available to local authorities in their efforts to tackle the growing congestion problems associated with the growth in traffic levels. The Plan recognises that the amount of parking and the level of parking charges can have a significant impact on the choice of travel mode. The approach to parking management at the time the Plan was produced is set out in the document.

2.4.14 Decriminalised Parking Enforcement (DPE) was introduced into Northampton in 2001. The surplus of income over costs from the DPE operation is available for investment in transport related facilities. The aim of introducing DPE was to deliver an equitable enforcement regime across the town through the following:

- Control of non-residential on-street parking, by charges and maximum stay durations;
- Control of the location, allocation, pricing and permitted durations of stay at off-street public car parks;
- Enhanced provision for specific user groups such as disabled people, and parents with children;
- Resident’s parking schemes in areas bordering town centres;
Liaison with private car park operators regarding the possible sharing of facilities.

2.4.15 Clearly the approach to enforcement of parking regulations and the regulation of supply of parking can have an important influence on travel behaviour. However, there is a need to strike an appropriate balance between, on the one hand, limiting the supply of parking to manage demand for car use and on the other the need to ensure adequate attractive car parking is available to support the vitality and viability of town centres.

Northamptonshire Transport Strategy for Growth

2.4.16 As discussed above, growth was included as one of the Local Transport Plan’s seven objectives, highlighting the importance of adequately addressing growth through transport policy.

2.4.17 However, in order to submit LTP2 to the Department for Transport by the required date, it was not possible for the County Council to develop growth related transport policies to the extent that had been hoped for. This was because spatial planning policies for both West and North Northamptonshire were at an early stage of development, and it had not been possible for the Council to fully consider the effect they would have in transport terms. The Transport Strategy for Growth (TSfG) therefore aims to address this deficiency.

2.4.18 The TSfG therefore sets out the transport strategy that the Council is adopting in order to meet the demands generated by the levels of growth proposed for Northamptonshire.

2.4.19 The growth forecasts for Northamptonshire represent a major challenge for the transport network. Since it is not possible or sustainable to provide the additional highway capacity to enable this additional demand to be met by the private car, the only alternative is to target modal shift. It is far easier to build measures that encourage sustainable travel choices into new development areas than to do so within the existing built-up area, the Council has therefore defined the following two targets in relation to modal shift:

- A 20% modal shift for new developments
- A 5% modal shift for existing areas

2.4.20 In order to deliver upon these modal shift targets, the NTSG identifies a number of mode-specific policies aimed at increasing the use of sustainable modes, particularly in relation to new developments.

2.4.21 In relation to public transport, a number of policy priorities are established, particularly:

- Inter-urban bus services. These are seen as key to the future growth agenda. Policy PT1 states that the Council will work in partnership with bus operators to achieve continued patronage growth on inter-urban services.
Quality Bus Partnerships. The Council regards the continuation of the existing countywide Quality Bus Partnership as important to the continued growth of the network. Separate partnership agreements for individual routes or parts of the network will be established where necessary.

Bus Rapid Transit. The extension of the Quality Bus Corridor concept will be a key part of the strategy for improving both urban and inter-urban bus services, with bus priority measures being introduced to enable more reliable and shorter journey times despite increased general traffic levels. The concept of Bus Rapid Transit will be sought on higher frequency routes in order to offer a quality and reliability of service that is as close as possible to that offered by a rail-based system.

2.4.22 The document includes specific policies related to parking in town centres. For towns other than Northampton itself policy PK2 states that

- Parking should only be provided in town centres where it can be accommodated on the road network.

2.4.23 As town centres grow there is recognition that some existing public car parks may be identified for redevelopment. There may also be a need to replace some of the existing on-street facilities in order to facilitate improvements to the public realm. In these instances the document suggests that replacement facilities are more likely to be provided in multi-storey car parks so as to reduce land take. These should be located on radial roads to act as interceptor car parks to encourage people to park without having to circulate the town centre and thereby complete their journey to their final destination on foot.

2.4.24 The document also suggests that park and ride (P&R) car parks will be introduced on some of the most heavily trafficked routes into Northampton and then possibly in other towns. It is also suggested that consideration should be given to the introduction of a series of inter-urban P&R sites, and the introduction of a pilot scheme. These could also act to provide access to main bus services to one or more towns from surrounding villages at a greater frequency than could be provided directly to the villages concerned.

Local Development Framework

West Northamptonshire Joint Core Spatial Strategy

2.4.25 The West Northamptonshire Core Strategy is a strategic document that will set out a spatial vision for West Northamptonshire (which reflects the sustainable community strategies of the area) and a proposed approach to how the places within it will develop addressing a range of spatial and strategic development issues. The Core Strategy is the key document within the LDF and will set the policy direction for lower level development plan documents (DPDs), such as the Northampton Central Area. The Joint Core Strategy will address key spatial issues for West Northamptonshire such as the roles of Northampton, Daventry, Towcester and Brackley as well as the villages, the access to housing, regeneration as well as health and leisure opportunities.
and how these are accommodated. It will set out how much and what type of
development is intended to happen, where, when and how it will be delivered.

**Northampton Central Area Action Plan**

2.4.26 Contained within the CAAP are a number of proposals that have the potential
to impact upon parking supply in Northampton which will be taken into account within
this strategy including:

- Both Nene Valley and St James retail parks are seen as competition for the
town centre and are to be promoted for mixed use developments which would
result in the loss of the existing retail offer and the car parking.
- The redevelopment of the Grosvenor Centre will result in the temporary loss of
town centre parking but it is likely that the final proposal will include parking as
part of the redevelopment.
- The station is to be promoted as a transport hub with offices, hotels and retail
and is likely to incorporate multi-storey car parks.
- St John's/ Angel Street/ Bridge Street proposals will result in the loss of private
non residential parking on Bridge Street and NBC controlled St John’s surface
level and Albion Place car parks.
- The Waterside (Brampton arm to Southbridge) will affect St. Peters and
Commercial Street car parks. However, this may change following consideration
of the pre-submission CAAP.

2.4.27 However, CAAP proposals are at the masterplan development stage and
therefore their exact impact on parking supply and demand cannot yet be fully
determined.

**POLICY CONCLUSION**

2.4.28 The policy framework that the Northampton Parking Strategy needs to have
regard to is relatively complex. The National context is now one of localism, and a
political climate where more power is likely to be devolved to local authorities. It is also
one where sustainability in transport policy making is important, and where growth
proposals must be supported by appropriate measures to ensure that that the growth is
sustainable. Particularly in the context of the abolition of the regional planning
framework in which Northampton previously sat, the CAAP will have significant power
to influence transport and planning outcomes in the town centre.

2.4.29 Local planning policy is likely to be directed at achieving significant growth in
population and employment levels within both Northampton itself and across the wider
sub region in the years to come. This growth needs to be achieved without
unacceptable growth of congestion in and around town centres and on inter-urban
routes. To support this, a policy of mode shift has been adopted to encourage the
reduction in single-occupancy car trips. While the future management of the parking
stock is recognised as a potent tool for managing demand and thus helping to mitigate
future congestion levels there is also a key imperative to ensure the continued and improved vitality, viability and dynamism of Northampton town centre.

The future strategy for parking in Northampton will therefore need to have regard to this wider policy context and strike an appropriate balance in terms of levels of provision and approaches to parking management to ensure that the best balance is struck for the town centre in order to maximise sustainable economic growth, and the recovery from the recession.
3 Parking Provision

3.1 OFF-STREET PUBLIC CAR PARKING - COUNCIL OPERATED

3.1.1 There are 22 NBC controlled off-street car parks within the study area, these provide a total of 5085 parking spaces.

3.1.2 The current the town centre car parks are split into two “Zones” Premier and Standard, the ‘Premier Zone’ includes the more central car parks whilst the ‘Standard Zone’ includes the more peripheral car parks. The details of NBC run car parks are summarised in the table below;

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<thead>
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<th>Table 1 NBC Run Car Parks Included Within The Study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking Zone</strong></td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td>Premier Zone</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Standard Zone</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
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<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

* Contract Spaces are reserved for Specific businesses Monday to Friday (see Section 3.5)

3.1.3 The Locations of these car Parks is shown in figure 2;
Figure 2 NBC Car Park Locations
3.1.4 As can be seen from the information in Table 1 the majority of the NBC controlled car parks operate the Pay and Display payment method with three car parks (Mayorhold, St. John’s Multi Storey and St. Michael’s) operating the Pay on Foot payment method.

3.2 OFF-STREET PUBLIC CAR PARKING – PRIVATELY OPERATED

3.2.1 In addition to the NBC run car parks there are a number of privately owned/operated car parks within the study area that provide parking for both retail and non retail land uses (mostly out of town).

Table 2 Privately Operated Retail Car Parks

<table>
<thead>
<tr>
<th>Car Park Name</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nene Valley Retail Park</td>
<td>565</td>
</tr>
<tr>
<td>Morrisons</td>
<td>535</td>
</tr>
<tr>
<td>B and Q</td>
<td>475</td>
</tr>
<tr>
<td>Sol Central</td>
<td>380</td>
</tr>
<tr>
<td>St James Retail Park</td>
<td>326</td>
</tr>
<tr>
<td>Netto</td>
<td>231</td>
</tr>
<tr>
<td>National Tyres</td>
<td>67</td>
</tr>
<tr>
<td>Bridge Street</td>
<td>45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2624</strong></td>
</tr>
</tbody>
</table>

3.2.2 Table 2 sets out the major privately operated retail car parks that are included in the study. Some of these car parks are over 2km from the town centre and thus may not have a major impact on the number of trips to the town centre retail offer. However, the amount of parking involved is a significant factor when people determine how they are going to travel during a visit to Northampton. The availability and pricing structure could encourage a greater level of car borne trips. Therefore these car parks have been included in the parking stock assessed in this Study.

3.2.3 The privately owned/operated non retail car parks in the study area that have been included in the study, are as follows:

- Northampton Rail Station Car Park has recently increased to 813 spaces in capacity following the introduction of a decked area; and
- Northampton General Hospital car park has 650 spaces, of these 450 are available for public use Monday to Friday 7am to 4pm.

3.2.4 The Location of these Car Parks is shown in Figure 3;
Figure 3 Privately Operated Retail Car Parks within the Study Area
3.3 ON-STREET PUBLIC PARKING SPACES

3.3.1 There are a total of 304 on-street public parking spaces within the study area. These are managed by NCC. These spaces are predominantly short stay space with the majority of the spaces allowing a maximum stay of 1 or 2 hours. The exception are those spaces on St. Johns Street allow a maximum stay of 4 hours. Of these spaces 39 are allocated for blue badge holders which represent 13 per cent of the available spaces.

3.4 PARKING FOR DISABLED BLUE BADGE HOLDERS

3.4.1 Blue Badge holders can park free of charge in any NBC car park. In addition to this provision there are 132 dedicated disabled parking spaces which have additional space to help with wheelchair access and other needs. The existing dedicated Disabled provision represents approximately 2.8 per cent of the overall NBC controlled off-street parking stock, this figure is below the target as set out by DfT in the document “Inclusive Mobility” which states;

“For car parks associated with shopping areas, leisure or recreational facilities, and places open to the general public: A minimum of one space for each employee who is a disabled motorist, plus 6% of the total capacity for visiting disabled motorists.”

3.4.2 If the figure of 6 per cent were to be achieved then a minimum of 305 disabled bays would be required, this would require an additional 161 disabled spaces within the NBC controlled car parks.

3.5 CONTRACT PARKING WITHIN NBC CONTROLLED CAR PARKS

3.5.1 There are a number of car parks within the study area that allow contract parking. Contract spaces are paid for in advance for a set period of time. The spaces are clearly marked for use by certain organisations usually Monday to Friday and are therefore not available for use by the general public. At the time of writing there were 738 spaces allocated for contract parking across the NBC controlled Car parks. This figure accounts for approximately 14 per cent of the available NBC parking stock.

3.6 PRIVATE NON RESIDENTIAL PARKING

3.6.1 The requirement to include Private Non Residential (PNR) Parking was part of this study. This is because it is important to have a full understanding of the available parking of all types within the study area.

3.6.2 The level of PNR is particularly important when considering the viability of such initiatives as P&R. As P&R spaces tend to be utilised by commuters who do not necessarily need the use of their car throughout the day and would therefore be potential customers for P&R.

3.6.3 In order to gauge the amount of PNR within the study area a desk top study was undertaken. This indicated that there are approximately 6000 PNR spaces within the study area, these include large employers such as Avon and Carlsberg but there are
also a large numbers of parking spaces provided on land adjacent to smaller premises throughout the study area.

3.6.4 The presence of such large quantities of free parking for employees within the study area means that large numbers of people are encouraged to drive into the town centre for work rather than making use of alternative modes.

3.7 SUMMARY OF PARKING PROVISION

3.7.1 Parking provision in Northampton town centre that will be considered as part of this study is as follows;

- NBC operated off-street pay and display – 2815 spaces
- NBC operated off-street pay on foot – 2255 spaces
- Privately operated off-street retail car parks – 2624 spaces
- Privately operated off-street non-retail car parks – 1463 spaces
- On-street parking – 304 spaces
- Private non Residential – 6000 Spaces.

3.7.2 This means that there are a total of 15460 parking spaces within the study area, of this the council’s control just 35 per cent. This is an important factor in formulating the strategy options as the majority of the existing parking stock is outside the control of the Council’s.

3.8 PARKING TARIFF STRUCTURES

Off-Street Public Car Parking – Council Operated

3.8.1 As previously stated NBC currently operate a two tier tariff structure in their car parks for the Standard and Premier zones. The Premier Zone parking relates to the most centrally located car parks, serving the town centre retail and employment markets. The Standard Zone relates to the more peripheral car parks that generally serve employment users who wish to park for longer periods. Premium Zone parking makes up the great majority of available spaces, with only 12 per cent of all available spaces being Standard Zone.

3.8.2 The pricing for each of the two tariffs was held at a consistent price from the introduction of the split tariff in 2003 until 2006. In 2006 there was an average price increase of 30% resulting in the current parking charges. The current tariff and pricing structures as shown in the table below apply Monday to Saturday in the NBC operated off-street public car parks.
### Table 3 Tariff Structure at NBC Operated Public Car Parks

<table>
<thead>
<tr>
<th>LENGTH OF STAY</th>
<th>PREMIER ZONE TARIFF</th>
<th>STANDARD ZONE TARIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up To 1 Hour</td>
<td>80p</td>
<td>60p</td>
</tr>
<tr>
<td>Up To 2 Hours</td>
<td>£1.60</td>
<td>£1.20</td>
</tr>
<tr>
<td>Up To 3 Hours</td>
<td>£2.40</td>
<td>£1.80</td>
</tr>
<tr>
<td>Up To 4 Hours</td>
<td>£3.20</td>
<td>£2.40</td>
</tr>
<tr>
<td>Up To 5 Hours</td>
<td>£4.00</td>
<td>£3.00</td>
</tr>
<tr>
<td>All Day</td>
<td>£7.00</td>
<td>£5.00</td>
</tr>
<tr>
<td>Evening</td>
<td>£1.00</td>
<td>FREE</td>
</tr>
<tr>
<td>Overnight</td>
<td>£2.50</td>
<td>FREE</td>
</tr>
</tbody>
</table>

3.8.3 Evening charges are applicable between 17:00 and 23:59. Overnight charges are applicable from 17:00 and cover up to 11 hours. Sunday parking is 80p all day in Premier Zone car parks and free all day in Standard Zone car parks.

3.8.4 During recent years special promotions have been offered at key times for example free parking at Christmas.

3.8.5 Blue Badge holders and motorcycles park free of charge in all NBC car parks.

### Off-Street Public Car Parking – Privately Operated

3.8.6 Each privately operated public car park operates using a different tariff structure.

3.8.7 Parking charges at Sol Central car park are summarised in the table below:-

### Table 4 Tariff Structure Sol Central Car Park

<table>
<thead>
<tr>
<th>LENGTH OF STAY</th>
<th>TARIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Hour</td>
<td>60p</td>
</tr>
<tr>
<td>(08:00 To 18:00)</td>
<td></td>
</tr>
<tr>
<td>Per Hour</td>
<td>50p</td>
</tr>
<tr>
<td>(18:00 To 08:00)</td>
<td></td>
</tr>
<tr>
<td>All Day</td>
<td>£4.50</td>
</tr>
<tr>
<td>(08:00 To 18:00)</td>
<td></td>
</tr>
<tr>
<td>Overnight</td>
<td>£5.00</td>
</tr>
<tr>
<td>(18:00 To 08:00)</td>
<td></td>
</tr>
</tbody>
</table>

3.8.8 During the day the parking tariff at Sol Central car park is as per the NBC Standard Zone tariff for up to five hours parking. For all day parking, charges at Sol Central are less than at all NBC car parks. However, evening parking is more expensive at Sol Central than all NBC car parks and unlike NBC car parks, motorcyclists are charged as per the standard tariff structure. Sol Central car park is part of the Sol Central complex and primarily serves the leisure uses which form part of this development. The peak period of occupancy at the car park is therefore during the evening, and this is reflected in the pricing structure.

3.8.9 Sol Central car park also operates a monthly season ticket facility, the cost of which is summarised in Table 5 below:-
Table 5 Season Ticket Tariff Structure Sol Central Car Park

<table>
<thead>
<tr>
<th>SEASON TICKET</th>
<th>TARIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly (08:00 To 18:00)</td>
<td>£75.00</td>
</tr>
<tr>
<td>Monthly (18:00 To 08:00)</td>
<td>£85.00</td>
</tr>
</tbody>
</table>

3.8.10 Prior to 2008, Morrisons applied a charge of £1.00 for a maximum stay of two hours in their car park. This charge was refundable for those who spent £1.00 or more in the Morrisons store. However, since 2008, free parking has been available at Morrison’s car park for up to 3 hours. The Morrisons car park is therefore a popular choice for town centre shoppers, and this is reflected in its operation close to capacity.

3.8.11 The parking tariff at Northampton General Hospital car park is summarised in Table 6 below.

Table 6 Tariff Structure Northampton General Hospital

<table>
<thead>
<tr>
<th>LENGTH OF STAY</th>
<th>TARIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 3 Hours</td>
<td>£2.20</td>
</tr>
<tr>
<td>3 - 6 Hours</td>
<td>£4.20</td>
</tr>
<tr>
<td>Over 6 Hours</td>
<td>£10.00</td>
</tr>
</tbody>
</table>

3.8.12 Parking charges for 0-3 hours are more expensive than Standard Zone but cheaper than Premier Zone parking for 3 hours in NBC car parks. Parking charges for 3-6 hours are more expensive than Standard Zone but cheaper than Premier Zone parking for 5 hours in NBC car parks.

3.8.13 All day parking is more expensive at the hospital than in NBC car parks. There are also fewer tariff bands at the hospital than at NBC car parks. This means that there is less flexibility in the structure for those parking for short periods of time, or those parking for periods which do not correspond to the tariff bands.

3.8.14 The parking tariff at Northampton Railway Station is summarised in the table below.
### Table 7 Tariff Structure Northampton Railway Station

<table>
<thead>
<tr>
<th>LENGTH OF STAY</th>
<th>TARIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Daily</td>
<td>£7.20</td>
</tr>
<tr>
<td>Daily Rate</td>
<td></td>
</tr>
<tr>
<td>Valid From 10am</td>
<td>£5.50</td>
</tr>
<tr>
<td>Daily Rate</td>
<td></td>
</tr>
<tr>
<td>Sat, Sun And Bank Holidays</td>
<td>£4.50</td>
</tr>
<tr>
<td>Weekend Rate</td>
<td></td>
</tr>
<tr>
<td>(Valid From 10am Friday Till 4am Monday)</td>
<td>£9.00</td>
</tr>
<tr>
<td>Weekly</td>
<td>£29.00</td>
</tr>
<tr>
<td>Monthly</td>
<td>£113.00</td>
</tr>
<tr>
<td>Three Monthly</td>
<td>£228.00</td>
</tr>
</tbody>
</table>

3.8.15 Standard all day parking at the station is more expensive than all day parking in NBC Standard and Premier Zone car parks. The car park is intended to support the station, and it is not intended that this car park is generally used for other town centre parking requirements. As such, the tariff structure does not allow parking for less than one day. Anecdotal evidence suggests that this car park is fully occupied between 09:00 and 17:00 and that vehicles overspill into nearby car parks, particularly Chalk Lane car park which has 110 spaces.

### On-Street Parking

3.8.16 The parking tariff for County Council on-street parking spaces is as follows:-

- 30 minutes – 50p
- 1 hours – £1.00
- 2 hours - £1.60
- 3 hours - £2.20
- 4 hours - £3.60

The tariff structure includes a 30 minute band which is unavailable in any town centre car park. This reflects the short stay nature of on-street parking. On-street parking charges increased in summer 2008 by 20p an hour. Prior to this, the charges have not changed since on-street charges were introduced. The tariff structure is as per the Premier Zone tariff structure in NBC car parks for up to 3 hours parking. On-street parking for 4 hours is more expensive than in any NBC car park.

### 3.9 STUDY AREA IN THE WIDER CONTEXT OF NORTHAMPTON

3.9.1 The study area for this strategy is limited to the area covered by the Central Area Action Plan (CAAP) as shown in Figure 1 this area accounts for only a very small part of Northampton, therefore, in order to ensure that any initiatives taken in relation to the Central Area will have it is important to understand what parking there is in the wider town and also how this is controlled.
Resident Parking Schemes

3.9.2 There are currently 8 residents’ parking permit schemes in operation in Northampton. Residents’ parking permit schemes are introduced when NCC receive information from residents and businesses within a certain area concerning parking problems. This work is undertaken in conjunction with the local District or Borough Council to ensure a consistent approach.

Other Retail Centres in Northampton

3.9.3 There are a number of smaller retail areas within Northampton that need to be taken into consideration in the wider context of this study these are as follows;

Table 8 Other Retail Centres

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>No. Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Sixfields</td>
<td>*3,170</td>
</tr>
<tr>
<td>B.</td>
<td>Riverside Park</td>
<td>2,330</td>
</tr>
<tr>
<td>C.</td>
<td>Weston Favell Centre</td>
<td>1,150</td>
</tr>
<tr>
<td>D.</td>
<td>Mere Way (Tesco)</td>
<td>816</td>
</tr>
<tr>
<td>E.</td>
<td>Wellingborough Road</td>
<td>140</td>
</tr>
<tr>
<td>F.</td>
<td>St James</td>
<td>375</td>
</tr>
<tr>
<td>G.</td>
<td>Kingsthorpe</td>
<td>425</td>
</tr>
<tr>
<td>H.</td>
<td>Morrison’s Spinney Hill</td>
<td>574</td>
</tr>
<tr>
<td>I.</td>
<td>Kingsley</td>
<td>80</td>
</tr>
<tr>
<td>J.</td>
<td>Kettering Road</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>9,080</td>
</tr>
</tbody>
</table>

*not all this parking is for the retail element of Sixfields but is included here for completeness

3.9.4 The parking associated with the parking areas listed above is free of charge. As such any initiatives associated with the parking in the CAAP area must take account of the possibility for customers to avoid the town centre and frequent other existing areas instead.

Employment Areas in Northampton

3.9.5 There are six key employment areas within Northampton that have an impact on the number of trips generated within the town, these areas are as follows;
Table 9 Employment Areas in Northampton

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>No. Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brackmills</td>
<td>9,840</td>
</tr>
<tr>
<td>2</td>
<td>Swan Valley</td>
<td>2,461</td>
</tr>
<tr>
<td>3</td>
<td>Moulton Park</td>
<td>5,823</td>
</tr>
<tr>
<td>4</td>
<td>Round Spinney</td>
<td>1,530</td>
</tr>
<tr>
<td>5</td>
<td>Lodge Farm</td>
<td>2,608</td>
</tr>
<tr>
<td>6</td>
<td>St. James Mill Road</td>
<td>1,802</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>24,064</td>
</tr>
</tbody>
</table>

3.9.6 The trips associated with these areas are on the whole attracted to the edge of the urban area and therefore not likely to be impacted by any changed to the parking regime in the town centre. However two of the areas listed above are adjacent to the study area, these areas are Brackmills and St. James Mill Road. As can be seen for in Table 9, these two areas provide approximately 12,000 parking spaces.

3.9.7 Anecdotal evidence provided for the Brackmills area indicates that there are parking issues with vehicles parking on the estate roads and causing congestion.

3.9.8 The movement of employment from the town centre to these more remote locations has had an impact on the nature of the town centre. The strategy should be aware of the need to retain the viability of the existing town centre.

Wider Context Summary

3.9.9 From the information above it is clear that within Northampton there are a number of retail and employment areas that are outside the study area. Therefore there are options for both individuals and organisations to move away from the town centre if they perceive it would be advantageous for them to do so. As such it is important that the measures proposed in this strategy do not hinder the economic viability of the town centre by making such areas appear more attractive to individuals and organisations.
4 Baseline Assessment of Existing Parking Condition - Update

4.1 OVERVIEW – PARKING PROVISION

4.1.1 This section will build upon the 2008 White Young Green (WYG) Baseline Assessment Report and examine the current situation in Northampton’s car parks in order to develop a clear understanding of existing conditions. This baseline dataset will be used to develop a strategy for future parking requirements in the town centre. All of the Northampton Borough Council (NBC) run off-street car parks within the town centre are included within the analysis along with the privately operated car parks.

4.2 CAR PARK USAGE

4.2.1 Data provided by NBC enables the level of use in the NBC operated car parks to be examined. Whilst the data provides a useful guide to underlying trends in car park usage it is important to note its limitations. The data, for the most part has been extrapolated based on income from ticket sales from pay and display ticketing machines in the car parks. Therefore, some assumptions have been made as to the vehicles’ duration of stay in order to determine the number of tickets sold that this value represents. More robust data is available for the three major multi-storey car parks, Mayorhold, St John’s and St Michael’s, since the introduction of pay on foot machines in 2006 in Mayorhold and 2007 in St John’s and St Michael’s. These machines allow the precise number of tickets sold per hour to be identified, and record the exact time of arrival and departure associated with each ticket sale, and are thus a much more reliable source of data.

4.2.2 Table 10 shows the number of vehicles parked in NBC operated car parks between 2004 and 2009, based on the above data, and provides clear evidence of a continuing decline in the use of the town’s car parks, amounting to over one million vehicles over the five year period.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Cars Parked</th>
<th>% Decline from 2004-2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2005</td>
<td>2,812,578</td>
<td>-</td>
</tr>
<tr>
<td>2005-2006</td>
<td>2,592,733</td>
<td>8%</td>
</tr>
<tr>
<td>2006-2007</td>
<td>2,310,789</td>
<td>18%</td>
</tr>
<tr>
<td>2007-2008</td>
<td>2,004,094</td>
<td>29%</td>
</tr>
<tr>
<td>2008-2009</td>
<td>1,788,207</td>
<td>36%</td>
</tr>
</tbody>
</table>

4.3 OFF-STREET TREND DATA

4.3.1 Data has been made available from NBC which allows annual trends in the usage of their car parks to be illustrated. Whilst much of this data suffers from the
previously mentioned issue of being extrapolated from car park income, it provides a guide, albeit it high level, to general trends in usage in each of the car parks.
Figure 4  Patronage Trends in NBC Operated Car Parks

* Note: data anomaly for Mayorhold 2004-2005 identified.
4.3.2 Figure 4 illustrates the downward patronage trend in NBC operated car parks, particularly in the larger car parks such as Grosvenor and St Peter’s Way. However, in some of the smaller car parks, this downward trend does appear to have levelled off, particularly in the final year of the dataset. Indeed in some, such as Wellington Street and Abington Place, a slight upward trend is evident in the data for 2008/9. It should be noted that the Greyfriars car park closed in 2010 and therefore will not be included in further analysis. A more robust set of data is available for the Mayorhold Multi-storey, St John’s Multi-storey and St Michael’s Multi-storey car parks following the introduction of pay on foot ticketing machines.

4.3.3 Whilst aware that income and cost are a consideration when developing a parking management strategy for the Town Centre we take the view that this aspect of analysis was suitably covered in the WYG Northampton Town Centre Car Parking Strategy (2010) and is not a necessary detail needed here.

Figure 5 Patronage Trends in NBC Operated Car Parks

4.3.4 Figure 5 illustrates that in contrast with the trend for pay and display car parks pay on foot car parks, with the exception of Mayorhold shows a slight fall in patronage from 2008/2009 to 2009/2010, pay on foot car park usage is showing an upward trend.
4.4 PARKING DEMAND - DETAILED ANALYSIS

4.4.1 In order to complete a more detailed analysis of trends in the data and identify any capacity issues in Northampton's parking stock, a set of baseline data for two scenarios for each off-street car park has been established, a July 2010 weekday and July 2010 Saturday. The process by which this baseline has been derived for each car park is described below.

4.4.2 For the purposes of this study the town centre has been divided into 13 parking zones, comprised of six zones covering the area within the inner ring road and seven zones covering the outlying areas of the town. The zones are illustrated in Figure 6. The car parks contained within the zones are detailed within Table 11.

4.4.3 It is firstly important to detail the methods used to establish the baseline datasets:

NBC Operated Pay on Foot Car Parks

4.4.4 As mentioned previously, a comprehensive set of data is available for these car parks in the form of average daily entries and exits, by hour of the day, for each month of the year. From these, it is therefore possible to calculate an average hourly parking accumulation in each of the car parks.

4.4.5 The data used in the WYG report was collected in July 2008 and compared against NBC’s parking data. In order to ensure that the 2008 data is still valid checks were undertaken. However the NBC parking data at the time of writing only went up to the end of March 2010 with February 2010 the last full months data. The annual profile has been reviewed and the decision taken that the February 2010 data best represents a proxy data set for July 2010.

4.4.6 The format of this data does however, present a problem. It is not possible to separate weekend data from weekday data, therefore the figures presented here represent average daily values for the month.
Table 11 Northampton Parking Zones

<table>
<thead>
<tr>
<th>Zone</th>
<th>Car Park</th>
<th>Map reference</th>
<th>Spaces</th>
<th>Surface/MSCP</th>
<th>Payment method</th>
<th>Charging Zone</th>
<th>Short stay/long stay</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>Grosvenor Multi-Storey</td>
<td>3</td>
<td>837</td>
<td>MSCP</td>
<td>P&amp;D</td>
<td>Premier</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>Centre North</td>
<td>Newlands</td>
<td>9</td>
<td>59</td>
<td>Surface</td>
<td>P&amp;D</td>
<td>Premier</td>
<td>L</td>
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NBC Operated Pay and Display Car Parks

4.4.7 The ticketing system for NBC’s pay and display car parks is such that it has not been possible to obtain updated patronage figures for these car parks. Therefore, in order to establish a baseline dataset for the public off-street car parks in Northampton it is important to note the following:

- Spot counts were undertaken at peak times, on Tuesday 20th July and Saturday 31st July, at key car parks to ensure that the 2008 data still represented an accurate picture of occupancy patterns, the car parks counted were as follows:
  - St Peter’s Way
  - Commercial Street
  - Commercial Street South
  - Ridings
  - Newland
  - Upper Mounts
  - Marefair
  - Chalk Lane
  - Dodridge Street

- Available data from surveys undertaken in July 2008, validated against the 2010 spot checks, has been used. Where there is a significant variance between the 2008 and 2010 data, 2010 data has been distributed according to 2008 accumulation profiles. This approach has been applied to six of Northampton’s car parks:
  - Albion Place
  - Grosvenor
  - Midsummer Meadow
  - St John’s Surface Level
  - St Peter’s Way/ Commercial Street
  - Upper Mounts

- It is noted in relation to the above method that the July 2008 survey undertaken at Albion Place and St John’s surface level car park was undertaken on a theatre day and therefore occupancy levels after 19:00 are not representative of a normal weekday in Northampton town centre.

- For car parks for which no suitable accumulation profile is available, an average accumulation profile has been calculated based on the average monthly figures taken from February 2010 for the NBC operated pay on foot car parks (Mayorhold, St John’s Multi-storey and St Michael’s). This is considered to be appropriate as this is the most recently collected and complete dataset available. In addition, the location of these car parks means that they are likely...
to be representative of usage patterns across the town. This approach has been applied to the following car parks:

- Newland
- Ridings
- Commercial Street South
- Marefair
- Chalk Lane
- Dodridge Street
- Upper Mounts (a survey of this car park was undertaken in 2008 but results were found to differ significantly from the spot check undertaken in 2010 therefore it was considered appropriate to use this method at the car park)

For car parks for which no appropriate data is available an assumption has been made that their usage will match that of adjacent car parks relative to their capacity. The same average Northampton accumulation profile has been applied to these car parks. It should be noted that this has generally been applied to car parks with a low supply of spaces. This method has been applied to the following car parks:

- Campbell Square
- Wellington Street
- Abington Place
- Market Street
- Melbourne Street
- Horsemarket

Privately Owned Off-Street Car Parks

4.4.8 There are a number of privately owned off-street car parks that it is considered to be appropriate to include within the study. These are situated in peripheral locations to the south and west of the town centre. Spot counts were undertaken at peak times on Tuesday 20th July and Saturday 31st July at the following car parks:

- B&Q
- St James Retail Park
- Nene Valley Retail Park
- Morrison’s

4.4.9 For these car parks it has been possible to distribute the spot counts into daily parking accumulations using the average Northampton profile calculated from the average February 2010 data for the NBC operated pay on foot car parks. Whilst their locations falls within the study area, the Bridge Street and National Tyres car parks will
not be further included in analysis as their contribution to the parking stock in Northampton is not considered to be significant.

4.5 ZONAL DATA ANALYSIS

4.5.1 From the data detailed in section 2.5 it is possible to summarise the demand for parking in Northampton by zone for a typical July weekday (Tuesday) and Saturday. Appendix 2 presents the full results for the weekday and Saturday scenarios. Analysis in terms of percentage occupancy of the parking zones is presented in tables 12 and 13. Figures exceeded 90 per cent are shown in red text. It should be noted that data has not been provided for Northampton rail station car park (Station Zone) and Sol Central car park (West zone) but the number of spaces in these car parks have been included where total parking numbers have been quoted for these zones and Northampton town centre as a whole.
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### Table 13 Percentage Occupancy: July 20110 Saturday Scenario

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Weekday Analysis – Key Findings

4.5.2 The data indicates that during the weekday scenario, whilst most zones are well within capacity, capacity issues are evident in the following areas:

■ The Centre North zone reaches 87% capacity between 12:00 and 13:00. This is a popular zone for parking because of the contract parking and employment in the area.

Figure 7 Central North Zone Total Parking Demand

■ The Centre East zone reaches 95% capacity between 12:00 and 13:00 but it should be noted that there is relatively low supply of parking in this zone.

Figure 8 Centre East Zone Total Parking Demand: Weekday
- The Centre South West zone reaches 70% capacity between 11:00 and 12:00.

**Figure 9 Centre South West Zone Total Parking Demand: Weekday**

- The South zone reaches 97% capacity between 12:00 and 13:00. This zone represents the Morrison’s car park, which operates close to capacity between 11:00 and 14:00.

**Figure 10 South Zone Total Parking Demand: Weekday**

- The South East Zone reaches 95% capacity between 10:00 and 11:00. It should be noted that 90% of the spaces in this car park are contract spaces therefore serving employees in Northampton.

**Figure 11 South East Zone Total Parking Demand: Weekday**
The Station Zone is at capacity between 10:00 and 15:00, illustrating its roll providing parking for commuters making onward journeys from Northampton Rail Station.

Figure 12 Station Zone Total Parking Demand: Weekday

Saturday Analysis – Key Findings

4.5.3 For the Saturday scenario, again, whilst supply of parking far exceeds demand in most zones, there are a number of zones where demand is significant and where capacity issues are evident:

- The Central zone, which represents the Grosvenor car park, reaches 80 per cent capacity between 13:00 and 14:00. It is noted that this car park is better used on a Saturday when compared to the weekday.

Figure 13 Central Zone Total Parking Demand: Saturday

- The Centre East zone is at capacity between 12:00 and 13:00.
The Centre South West zone reaches 93 per cent capacity between 11:00 and 12:00 and continues to be busy with demand close to capacity until approximately 15:00.

The South zone reaches 89% capacity between 12:00 and 13:00 but has a similar level of demand between 11:00 and 14:00.

4.5.4 The data indicates a preference for parking with the central ‘Premier Zone’ both during the week and on Saturdays. During the weekday scenario, with the exception of Midsummer Meadow, all of the peripheral ‘Standard Zone’ car parks are less than 30

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per cent full at peak times. The data suggests, therefore, that location rather than the price differential between the two zones is the key deciding factor in the choice of car parks.

4.5.5 The popularity of the Morrison's supermarket car park is clearly evidenced in the data for the South Zone. An avenue for further study would be to investigate the extent to which this car park is used by people visiting the town centre in order to determine the extent to which it contributes to the town centre parking stock. Information has been requested from the operator of Morrison's car park which should provide more detailed data for demand in the car park. The other privately operated car parks in more peripheral locations are not well used, particularly during the weekday scenario where none of them exceeding 40 per cent capacity. They therefore display the same trend as NBC operated pay and display car parks.

4.5.6 It should also be noted that when comparing spot counts undertaken in July 2010 with 2008 data, an emerging trend is that car parks on the periphery of Northampton town centre are experiencing a fall in patronage, whilst the use of the more central car parks is increasing.

**NBC Operated Pay on Foot Car parks**

4.5.7 The significance of the contribution of Northampton’s NBC operated pay on foot car parks to the town’s overall parking stock is such that it is considered appropriate to undertake some separate analysis on these car parks. The data is illustrated in the figure below.

**Figure 17 Pay on Foot Car Parks – Average Daily Occupancy**

4.5.8 Figure 17 illustrates that the pay on foot car parks remain well within capacity throughout the day. The peak period for the car parks can be seen to be between the hours of 11:00 and 14:00, the Mayorhold car park having the most pronounced peak
over this period. Each car park falls to below five percent occupancy by 19:00 indicating their use for shopping and employment purposes during the day. However, whilst occupancy at Mayorhold and St Michael's remains at low levels during the evening, an notable increase is evident in St John's car park between the hours of 19:00 and 22:00 indicating its role in providing parking to serve the night time economy of the town.

4.6 TOTAL NORTHAMPTON PARKING DEMAND

4.6.1 Demand in terms of number of vehicles for both the weekday and Saturday scenarios is shown in Tables 14 and 15. This data is illustrated in Figures 18 and 19. It is clearly evidenced that in both scenarios the overall supply of parking spaces in Northampton far exceeds overall demand. The daily accumulation profile for the town indicates that the car parks are used to serve the day time functions of Northampton, the accumulation tailing off considerably by 18:00. As noted previously, the increase in evening patronage in Albion Place and St John’s car parks can be attributed to the survey being undertaken on a theatre day. NOTE: The parking demand for the rail station, Morrisons and Sol Central car parks have been estimated as no data has yet been received for these car parks.

Figure 18 Total Parking Demand: July 2010 Weekday Scenario
### Table 14  Total Occupancy: July 2011 Weekday Scenario

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5 Consultation Summary

5.1 INTRODUCTION

5.1.1 Key to guiding the development of the parking strategy is consultation with the public and key stakeholders. This section is in two parts. The first (section 4.2) details the comments relating to parking made during the consultation exercise undertaken in the development of the Central Area Action Plan for Northampton town centre. The second (section 4.3) covers the results of the separate consultation exercise recently undertaken specifically as part of the development of the parking strategy for Northampton.

5.2 CENTRAL AREA ACTION PLAN CONSULTATION

5.2.1 Northampton Borough Council is in the process of preparing a CAAP for Northampton which will replace the Local Plan which was adopted in 1997. Area Action Plans are Development Plan Documents which are used to provide the planning framework for areas where significant change or conservation is needed.

5.2.2 The responses from the consultation on the Northampton Central Area Action Plan Emerging Strategy relating to car parking have been provided by Northampton Borough Council and are summarised here.

Development/Supply of Parking

5.2.3 Specific concerns were raised with regard to the loss of central car parks as part of CAAP proposals. These concerns related to the resultant reduction in NBC income from ticketing and the impact of the loss on the competiveness of Northampton’s retail offer. In particular, concerns were raised over the impact of the rationalisation of spaces in Mayorhold car park as a result of its proposed remodelling on the Grosvenor Centre.

5.2.4 The suggestion was also made by one respondent that the extension to the Grosvenor Centre be built over the top of the bus station and underground car parking be provided.

5.2.5 One consultee stated a concern that the CAAP did not give consideration to the impact of development outside of the study on parking provision in the Central Area.

Car Park Location

5.2.6 A number of comments were made about the location of car parks including the need for:

- A multi-storey car park at Northampton rail station
- More parking near to the hospital
Better provision of parking at new housing developments, such as St Crispin’s, to prevent parking on pavements

An increased quantum of workplace car parking

5.2.7 A specific comment was made that more disabled parking is needed along Abington Street around Marks and Spencer

5.2.8 Some general comments were also made about car park location including the suggestion that car parking be situated underground at new developments.

Parking Charges

5.2.9 It is evident from the responses that the cost of car parking is a key issue in Northampton. A considerable number of respondents stated that there was a need for cheaper or free parking to encourage people into Northampton and allow it to compete with out of town retail parks and other town centres where parking is free or cheaper than in Northampton. In particular, a number of respondents stated a preference for Milton Keynes town centre over Northampton on account of the free parking provided there.

5.2.10 Some consultees stated that cheaper/free parking specifically be provided in the Central Area. Another respondent suggested that a policy of providing free parking at weekends be implemented.

5.2.11 The issue of parking charges restricting the time people are prepared to spend in the town centre and necessitating visits to be planned was also raised. One consultee suggested that pay and display car parks be changed to pay on foot as a fairer system and that a scheme whereby a part refund on parking charges be made by retailers when a purchase is made could be introduced.

Park and Ride

5.2.12 A range of views on P&R are evident in the consultation responses. There is clear support for P&R among some consultees with comments made including that:

- P&R is the most effective way to minimise car use in the town centre.
- There is a need for effective P&R in Northampton. One respondent stated that there is a specific need for a P&R system with established pick up points on all major roads into Northampton.
- A good P&R system will help the town compete with other retail outlets.

5.2.13 However, a number of respondents voiced concerns over the prospect of P&R being provided in Northampton, including:

- Doubts about whether the Council can afford to implement P&R at a time of public sector funding retrenchment
- That P&R is not the answer to the need for improved provision for cars
That P&R will not be convenient for many people and that they will instead use other towns where access to quality shopping is easier.

**Traffic Flow through the Town Centre**

5.2.14 The ease of vehicular flow through Northampton town centre is considered to be an issue by a number of respondents, with a number of comments made on the difficulty of vehicular access to the town centre. A number of concerns were raised over the proposed reduction of the inner ring road from dual to single carriageway having the potential to perpetuate perceived existing congestion issues in Northampton town centre.

**Other Issues**

5.2.15 Other comments relating to parking that were raised include the need for:

- Improved parking enforcement
- General improvements to the car parks
- Clarification in the CAAP of the council's position on the provision and charging of long stay car parking in the town centre. In particular, the Highways Agency expects a sustainable strategy for the town centre to include a more restrictive approach to the provision of long stay parking spaces.

**5.3 PARKING STRATEGY CONSULTATION**

**Introduction**

5.3.1 Consultation specific to the parking strategy was undertaken in July 2010. The aim of the consultation exercise was to gain input to the strategy from a representative range of interested parties and users of Northampton town centre.

**Methodology**

5.3.2 Working closely with the NBC Planning team, a consultation strategy was devised to ensure maximised inclusion of interested parties, but maintaining a scale appropriate to the study. Two interactive workshop sessions, one for members of groups representing the wider public (e.g. parish councils, residents associations etc) and the other for key stakeholders (town centre traders, police, bus operators etc), provided sufficient opportunity for those interested parties to express their viewpoints. It also allowed them to have an input into the early stages of the development of the strategy.

**Identification of attendees**

5.3.3 Attendees were identified from a comprehensive database provided by the NBC planning team and supplemented following additional enquiries. The following groups were represented at the workshops:
Public Groups:

- Residents’ Associations
- Parish Councils
- Local Churches
- Community Groups

Stakeholders:

- Town Centre Conservation Area Advisory Committee
- Parking Strategy Steering Group
- Grosvenor Centre Management
- Northamptonshire Police
- Local businesses
- Northampton Pubwatch
- Northampton Borough Council neighbourhood officers
- Public Transport Operators
- Northampton General Hospital
- Local Churches
- Northampton Enterprise Limited

5.3.4 A full list of attendees is provided in Appendix 3.

Workshop Structure

5.3.5 The workshops were designed to understand the following:

- The current parking habits of the attendees and how often they use the car parking facilities in Northampton town centre
- Gauge the views of attendees on the existing parking situation in Northampton, its strengths and weaknesses.
- Potential opportunities for improving the parking situation in Northampton
- The role of the parking strategy in supporting the sustainability agenda
- The role of the parking strategy in supporting the vitality of the town centre

5.3.6 Both the public and stakeholder workshops followed the same structure:

1. Introduction to the study and reasons for the consultation
2. Presentation – Summary of existing situation
3. Interactive Sessions
   - Car parking habits
   - Current situation
4. Workshop Summary

5.3.7 During the interactive sessions, attendees were split into smaller groups, each facilitated by a member of the study team, and given a set amount of time to discuss a particular topic. The outcomes of the discussions were then fed back to the workshop by a nominated individual. In such situations there is sometimes a danger of the views of a vocal few taking precedence over those of more reticent members of the group. Therefore, the main comments reported were then put to a vote to establish the extent to which the attendees were in agreement with them. This was done using interactive voting technology, whereby each attendee has a handset through which they can respond to a number of questions set in real time through an overhead projector. The results of these votes can be found in Appendix 4.

Consultation Findings

5.3.8 This section provides comments raised during the workshops for which there was greatest unanimity of opinion among attendees. Full outputs from the workshops are provided in Appendix 4.

Parking Habits

5.3.9 At the start of the sessions questions were posed which were intended to gain a picture of the current parking habits of workshop attendees.

Figure 20 Single most common reason for parking in Northampton: public workshop attendees
5.3.10 There is a clear difference in the main use of parking in Northampton between the stakeholders and the public which can be explained by the large proportion of local businesses and professionals in attendance at the stakeholder workshop. Among residents, the dual role of parking in Northampton to serve both employment and shopping purposes is evident.

5.3.11 Attendees were then asked to identify the car park that they most commonly parked in, as illustrated in Figures 22 and 23.
5.3.12 Among the attendees at the public workshop, the popularity of the Mayorhold multi-storey car park is clearly evidenced. The 26% using ‘other’ parking areas stated that there were areas in the town where parking was free which they used.
5.3.13 A large proportion of attendees at the stakeholder session worked in Northampton town centre in locations where onsite parking is provided. This accounts for the 45% of respondents stating ‘other’ as the parking area they most commonly use.

**Existing strengths of town centre parking provision**

5.3.14 In the interactive workshop section of the sessions, attendees were asked to discuss the existing strengths of town centre parking provision in Northampton. The responses for which there was most agreement amongst the groups are provided here.

*Public Workshop*

5.3.15 At the public workshop it was considered that there is a good supply of parking and that it is located appropriately in order to provide access to key town centre destinations. All attendees agreed that the pay on foot payment systems at the Mayorhold, St Michael’s and St John’s multi storey car parks are an important existing strength as they were considered to be fairer and provide greater temporal flexibility when using Northampton town centre.

*Stakeholder Workshop*

5.3.16 Similar comments were raised at the stakeholder workshop to the public workshop in respect of existing strengths, in that the supply of parking is good and that pay on foot is the preferred payment system. The additional benefit of perceived increased security and safety provided by the barrier entry at the pay on foot in multi storey car parks was also noted by stakeholders.

**Existing weaknesses of town centre parking provision**

5.3.17 The workshop groups were then asked to identify weaknesses with the existing parking provision in Northampton town centre.

*Public Workshop*

5.3.18 At the public workshop, attendees identified issues with security and ease of use at the Grosvenor car park. Particularly, it was commented that pedestrian routes through the car park are too narrow to be used safely. As well as pedestrian routes within car parks, attendees considered pedestrian routes from car parks into the town centre to be a weakness, it being commented that they are poorly signed and not well provided with pedestrian infrastructure.

5.3.19 Attendees also felt that there was a lack of information about parking in Northampton. This was highlighted by the fact that few of the attendees had seen the Northampton parking leaflet that was distributed at the workshop. Many attendees were, therefore, unaware of the zoned charging regime in the town.

5.3.20 Weaknesses in relation to the charging regime were identified during discussions. As well as the cost of parking being considered to be prohibitively high,
attendees also felt that there was a lack of consistency in relation to charging and
length of stay for on-street and off-street parking. Some attendees felt that a blanket
charging regime should be applied to on and off-street parking areas.

5.3.21 A separate issue that was raised for which there was agreement among
attendees was the difficulty of parking for town centre residents. There was considered
to be a lack of enforcement causing residents’ permit holders to be unable to park
close to their homes.

Stakeholder Workshop

5.3.22 Stakeholders felt that at present the contribution of parking, which is visitors’
first impression of the town, is not considered as part of efforts to enhance the town
centre’s vitality. The perceived high cost of parking in comparison with other local
towns was identified as a key weakness of the current parking situation, contributing
the declining patronage of Northampton town centre. The overall environment in some
of the car parks was considered to be a weakness, as were the opening hours of some
car parks (in particular, the lack of light night opening) which were not considered to
meet the needs of visitors to the town.

5.3.23 Stakeholders also raised the issue of poor public perception of parking in
Northampton which is perpetuated by a lack of available information, both in terms of
signage within the town and information leaflets. For example, the perception that
there is a lack of parking spaces in Northampton is created because users of the town
are unaware of the location of car parks. Attendees also opined that there is lack of
signage for pedestrians from the car parks to the town centre, making navigation
through the town difficult, particularly for first time visitors.

5.3.24 These issues were considered to contribute to a key weakness of the existing
parking in Northampton – that it does not contribute to an overall positive visitor
experience to the town.

Existing car parking provision – zones with good provision of parking

5.3.25 In order to identify areas of the town centre that currently have a good supply
of parking, workshop attendees were shown a map of the zones that the town centre
has been divided into for the purposes of this study and asked to identify areas with
good provision of parking. In each case, attendees were asked to select the three
zones they considered to be best provided, in order of priority (best provided first). The
results from the public workshop are shown in Figure 24 and from the stakeholder
workshop in Figure 25.
5.3.26 As shown in Figure 24, results from the public workshop indicate that the Central zone, which comprises Grosvenor multi storey car park, is particularly well supplied with parking spaces. The general trend in the results is a perception that the central areas of Northampton have a better provision of parking that the edge of centre zones.
5.3.27 Echoing the results of the public workshop, zones in the centre of Northampton are perceived to be better provided with parking than outlying areas. Stakeholders considered Centre North zone, which contains Newland, Campbell Square and Upper Mounts surface level car parks to be best supplied with spaces, closely followed by Centre South zone which comprises St John’s (surface and multi-storey) and Albion Place car parks.

**Existing car parking provision – zones with poor provision of parking**

5.3.28 Attendees were also asked to identify zones of poor provision in order to gain an indication of where supply of car parking spaces does not currently meet demand. Once again, in each case, attendees were asked to select the three zones they considered to be least well provided, in order of priority (least well provided first). The results are shown in Figures 26 and 27.
5.3.29 As illustrated in Figure 26, the Centre East zone is considered to be worst provided with parking spaces. This zone currently comprises the Ridings and Wellington Street car parks which together amount to 103 spaces. When comparing the results of zones considered to be well provided with parking with those for zones considered to be poorly provided with parking, it can be seen that although the outlying zones are not considered to be among those best provided with parking, the survey did not highlight them as areas poorly provided with spaces.
5.3.30 Again, the results from the stakeholder session show that the Centre East zone is poorly provided with spaces, providing clear indication that there is unmet parking demand in this area. Attendees also commented that they found difficulties parking off-street in the North and East zones, particularly for employment purposes. It was commented that the resultant on-street parking was of inconvenience to residents in these areas.

5.3.31 The town layout and topography was noted as creating accessibility problems from some of the car parks to the town centre. One stakeholder opined that Lady’s Lane creates a barrier to access to the town centre for shoppers parking in the north of the town and that there was a prohibitive uphill walk from southern areas into the centre.

How well does current parking provision meet the needs of its users?

5.3.32 In order to gauge the overall perception of parking in Northampton, attendees at the workshops were asked the general question ‘how well does current parking provision meet your needs/ the needs of your organisation?’. The results are shown in Figures 28 for the public workshop and 29 for the stakeholder workshop.
5.3.33 The results indicate a considerable difference of opinion between the public group and stakeholder group. Overall the public group considers current parking to at least acceptably meet the needs of them/ their organization. However, there was a significantly more negative perception of parking among stakeholders, with more than a third believing that parking provision does not meet their needs very well.
Main opportunities for improvement to the parking situation in Northampton

5.3.34 In discussion groups, attendees at the workshops were asked to suggest both short term (0-3 years) and long term (4-20 years) opportunities to improve the parking situation. The suggestions for which there was greatest agreement are presented here.

Short term (0-3 years) Opportunities

Public Workshop

5.3.35 Changes to the charging regime were the focus of discussions at the public workshop. There was a consensus that there was a need to reduce car park charges, in particular short stay, and introduce incentives to visitors to Northampton town centre. Suggested ideas included:

- the introduction of parking tokens, provided by shops to customers, allowing free or reduced cost parking
- free parking initiatives such as free Sunday parking.

5.3.36 As well as the cost of parking, attendees identified changing the payment method from pay and display to pay on foot across all Council car parks to be an important short term improvement.

5.3.37 Another key theme was the need for improved signage for drivers to direct them to car parks, particularly through increased use of variable message signage (VMS) in the town. Pedestrian signage to provide directions from car parks to the town centre was also considered to be an important improvement in the short term.

5.3.38 Other suggestions included encouraging businesses to open their car parks at weekends in order to increase supply and providing shuttle buses from car parks, making the visitor experience easier and encouraging the use of the more outlying car parks. Attendees also identified a need for better enforcement of disabled parking and residents parking.

Stakeholder Workshop

5.3.39 In general across Northampton, stakeholders felt that in the short term the overall visitor experience could be enhanced through a general tidy-up/facelift of car parks. A review of the zoning of short and long stay car parking zoning to ensure that the needs of both employees and visitors to the town are met was also considered to be an important short term improvement.

5.3.40 In line with comments made at the public workshops, the stakeholder group identified a need for improved signage both for drivers to the car parks and for pedestrians from the car parks to the town centre. As well as information provided through signage, stakeholders suggested a need for improved communication about parking through wider distribution of parking information leaflets.
Long term (4-20 years) Opportunities

Public Workshop

5.3.41 In the long term it was felt that the integration of other modes of transport was an important opportunity for improvement. Attendees suggested that there should be a long term strategy to introduce P&R to Northampton and that efforts should be made to better integrate the railway station with the town centre.

5.3.42 The parking implications associated with new developments was another key theme of discussions. Attendees felt that future development should not impact on the supply of parking spaces in the town through the building on existing car parks and that there should be a lifting of the restrictions of the amount of parking that could be provided at new developments. It was also suggested that as new developments come forward in Northampton, more parking should be moved underground in order to maximise available land for other uses.

Stakeholder Workshop

5.3.43 At the stakeholder workshop, the need for a long term strategy for reducing charges for parking was identified as part of efforts to address the disparity in parking costs with competing out of town centres to encourage the long term vitality of Northampton town centre.

5.3.44 Stakeholders considered it key that parking be viewed as part of the overall consumer experience for visitors to Northampton. As part of this, long term opportunities to improve pedestrian routes from car parks and introduce wider use of VMS were felt to exist.

5.3.45 It was considered important in the long term that cars are not discouraged from entering the town centre. However, it was felt that, in the long term, support should be given to sustainable transport modes as part of the sustainability agenda. Allied to this theme, stakeholders considered an important long term opportunity to be the integration of parking policy with public transport policy. P&R was considered by most to be an important long term opportunity, although not receiving the same levels of support among stakeholders as among the public group.

How can the parking strategy support travel by sustainable modes?

5.3.46 The workshops moved on to discuss the role of parking in influencing wider issues. Workshop attendees were asked to identify ways in which the parking strategy could support travel by sustainable modes, in line with the policy of NBC and NCC.

Public Workshop

5.3.47 The public workshop groups focused their discussion on public transport. Ways to make public transport more attractive were identified including the introduction of bus lanes on routes to and within the town centre, and reducing the cost of public transport relative to parking charges to make public transport a more attractive option.
Attendees also expressed their support for an increased number of shuttle buses from outlying areas, linking to car parks, into the town centre, with the potential for the vehicles to be powered by electricity.

5.3.48 It was also suggested that facilities for cyclists in the town be improved through the provision of better cycle parking and more bus routes.

**Stakeholder Workshop**

5.3.49 Discussions during the stakeholder workshop focused on the need to provide attractive alternatives to the car. As well as a need to make existing public transport infrastructure more attractive through providing more attractive buses and stops, attendees also expressed support for the introduction of innovative alternatives such monorail, tram or guided bus.

5.3.50 A key theme in discussions was that there was a need for integration across modes, particularly through:

- the introduction P&R facilities to the town
- locating car parks on the periphery of the town centre and making the town centre more ‘walkable’ through improvements to the pedestrian environment
- the provision of a kiss and ride facility at the bus station to allow passengers to be dropped off by car and continue their journey by bus.

5.3.51 There was agreement that the bus station is currently in a good location. However, it was felt that buses should be allowed to use Abington Street to provide a more convenient route for passengers.

5.3.52 It was also suggested that car sharing should be promoted as part of efforts to reduce car borne trips in Northampton. Stakeholders felt that more people would be attracted away from using their car to cycling if there was a better distribution of cycle routes and secure cycle parking across the town.

5.3.53 Comments were also made with respect to the funding of schemes to encourage sustainable modes. There was support for using funds from private developers but it was noted that contribution requirements should be balanced with the need to attract developers to the town.

**How can the strategy contribute to town centre vitality?**

5.3.54 This question was asked only at the stakeholder session in order to gain an informed view of how parking can contribute to the successful operations of businesses and organisations in the town.

5.3.55 A number of points raised repeated those highlighted in early discussions including the need for reduced charging, opening hours that better matched those of local businesses (particularly evening opening of car parks) and better signage to improve access to the town. Stakeholders also reiterated their desire to see a review of parking in Northampton, however, not just in terms of car parking pricing, but also
with a view to investigating how Northampton can develop a unique identity rather than competing directly with larger places. A positive parking experience was considered to be an important part of this identity. Another suggestion was made that through providing better links with out of centre areas, such as Midsummer Meadows, increased use of Northampton town centre could be stimulated.

5.3.56 Stakeholders expressed a need to overcome technological and resource barriers to make charging regimes at the car parks more adaptable to allow for one off free/reduced cost parking initiatives to be introduced. It was also suggested that the quietness of the town on Sundays could be addressed through the introduction of free parking on Sundays.

5.3.57 It was expressed that parking should be seen not as a revenue generator for the Council but as providing a service for shoppers. It was also felt that current car parking could provide a better service by ensuring that it meets the needs of its different users, with charging regimes better aligned with the duration of stay required by Northampton’s variety of uses.

Headline Consultation Issues

5.3.58 To summarise the above, a number of headline issues can be identified:

- Popularity of pay on foot car parks
- A desire for reduced charges
- A need for improved signage to direct drivers to car parks. Support for wider use of VMS expressed in both sessions
- The need for improved and better signed pedestrian routes both through car parks and to/from car parks from/to the town centre
- Car parks should be seen as part of the whole visitor experience. Improvements should be made to the overall appearance of car parks, and a charging regime designed to best meet user needs
- A current lack of information provided about parking in Northampton (for example, some attendees were unaware of the current zoning system)
- Support for P&R in Northampton.
6 Best Practice Examples

6.1 INTRODUCTION

6.1.1 In order to provide evidence for use in the development of the parking strategy for Northampton the following information of existing options being investigated in other local authorities have been examined to see if they can be applied to Northampton.

6.2 BRIGHTON

6.2.1 A clearly defined parking strategy is in operation in Brighton, as evidenced by PATROL award winning Brighton & Hove Parking Annual Report. Brighton and Hove City Council manage over 25,000 parking spaces (22,031 on-street, 3,111 off-street) across 13 controlled parking zones and 11 off-street car parks. In 2008 five NCP car parks were brought back under council control as part of an ‘invest to save’ initiative undertaken by the council.

6.2.2 A Central Brighton parking scheme is in operation in the city, its current form as a result of a 2006 review and reorganisation. Following the review, the scheme’s original 8 zones were merged to form 2 larger zones in order to:

■ make parking easier;
■ reduce waiting lists;
■ standardise enforcement across areas;
■ standardise the tariff structure.

6.2.3 Additionally, following on from the review the following changes were made:

■ Replacement of voucher parking with pay and display; and
■ Time limited parking phased out and replaced with residents’ parking bays.

6.2.4 Residents’ permits are issued to any resident in a controlled parking zone provided that they meet qualification criteria. The permit is issued to an individual and is vehicle specific. The permit allows the resident to park in permit and shared use bays (bays that allow permit and pay and display) during the time of operation of the scheme. Brighton and Hove City Council operate a parking information centre from Hove Town Hall which processes parking permit applications and Blue Badge applications and deals with a wide range of parking related enquiries at the public counter.

6.2.5 In order to ensure that supply of parking is balanced with demand, parking is constantly reviewed with consideration given to:

■ Variation of hours of control;
■ Variation to the maximum period of stay;
■ Change of usage for individual bays;
■ Changes to tariffs;
■ Review of criteria for permit schemes;
■ Review of benefits of a particular permit item.

6.2.6 Brighton and Hove City Council continue to make efforts to create a safe and secure environment for visitors and in 2009 embarked on a programme of improvements in two of its largest car parks including:
■ Installation of modern access controls;
■ Lighting improvements;
■ Industrial cleaning of the car parks;
■ Provision of new signs that link with the city’s new public realm way-finding signage strategy.

6.2.7 However, whilst using parking to improve the visitor experience and provide good customer satisfaction, its parking policy also encourages travel by more sustainable modes by:
■ Offering 50% discount on permits for vehicles with low emissions (vehicle excise duty band A or B, registered with the DVLA after 1st March 2001 and emitting less than 120g CO2 per kilometre);
■ Enforcing bus lanes to improve bus journey times and journey time reliability;
■ Providing car club bays.

6.2.8 Through the implementation of a clearly defined strategy and the close and careful monitoring of parking in the area, Brighton and Hove City Council best position themselves to manage the conflicting priorities inherent to the issue of parking and maximise the satisfaction of residents and visitors to the area.

6.3 CHESTERFIELD CUSTOMER LOYALTY SCHEME

6.3.1 A pilot customer loyalty scheme is being introduced in Chesterfield town centre’s Holywell Cross car park in order to encourage people to shop locally. Pay and display tickets have been modified to include a tear off voucher which can be presented to any store, business or trader displaying the Loyalty Scheme poster, for a discount or partial refund on purchases when spending above a certain value at the discretion of the outlet. Registration with the scheme is free to retailers and the level of discount or partial refund on the purchase is left to the discretion of the retailer. Upon registration the Chesterfield Borough Council provides retailers with a poster which is tailored to display the discount/ refund that will be provided. Information detailing participating retailers is provided on Chesterfield Borough Council website and at the Holywell Cross car park.

6.3.2 Chesterfield Borough Council has been encouraged by the positive response from local retailers so far and expects more shops to join the scheme over the coming
months. Consideration will be given to introducing the scheme in other car parks in the town subject to the success of this pilot scheme.

6.4 BIRMINGHAM CITY COUNCIL PARKING STANDARDS

6.4.1 Birmingham City Council has recently revised its parking standards for new developments and is one of the first to do so since PPS4 cancelled the national maximum parking standards for non-residential development contained in PPG13. The revised parking standards attempt to balance a number of factors:

- The need to minimise congestion and promote more sustainable patterns of travel by encouraging the use of public transport where this is a practical alternative to car use.
- The need to ensure that there is a ‘level playing field’ between Birmingham and other locations, so that the City is not disadvantaged in its ability to attract investment.
- The need to ensure that the operational needs of new developments are met.
- The need to ensure that on-street parking remains at levels which can be accommodated within the capacity of the highway.
- The need to ensure that the quality of the environment in residential areas is maintained.
- The need to avoid land being unnecessarily ‘sterilised’ by car parks, particularly in locations where development pressures are high.
- The need to be consistent with the national maximum parking standards.

6.4.2 Birmingham’s revised standards are varied according to levels of public transport accessibility in the city. The standards split the city into three zones:

- Area 1: the core city centre – everywhere within a 400-metre radius of New Street and Snow Hill railway stations. Car parking provision for most non-residential developments will be set at 50 per cent of the PPG13 standards. For residential developments the standards will be one space per dwelling;
- Area 2: the outer city centre extending to the ring road, together with larger local centres and areas within a 500-metre radius of suburban rail or Midland Metro stations – parking provision will be 75 per cent of PPG13 standards. For residential developments the standards will be 1.5 spaces per dwelling;
- Area 3: all other areas - parking provision will be in line with PPG13 standards. For residential developments the standards will be two spaces per dwelling;

6.4.3 Through varying the standards according to levels of public transport accessibility, Birmingham City Council are able to strike a balance between the need to encourage travel by sustainable modes and accommodating the needs of those without viable public transport alternatives.
6.5 CAMBRIDGE CAR PARK TECHNOLOGY

6.5.1 Cambridge City Council operates five multi-storey pay on foot car parks and three pay and display car parks in the city. It has recently introduced pay on foot facilities with automatic number plate recognition (ANPR) technology at four of its car parks. The new system is centrally monitored from the council’s control room and there are plans to link it to the city’s main CCTV office. The technology used in the system allows the council to manage customer interactions and support them remotely from a central location. It also improves customers’ access to different parking schemes and concessions. For example the council is trialling a scheme which uses ANPR technology to allow a blue badge holder to validate their free parking on entry, without needing to visit a customer kiosk.

6.5.2 The improvements are the result of the council’s parking services objective to ‘build a service that is forward looking, that will address customers’ rising expectations for modern and efficient access control mechanisms, and provide efficient, high quality and user-friendly equipment with flexible payment methods’. The management reporting system that is built into the new system has the potential integrate its pay on foot scheme with other systems such as on-street parking and financial controls.

6.6 PLYMOUTH

6.6.1 Upgrades to parking payment systems to enhance customer convenience are also taking place in Plymouth with the introduction of machines to enable payment by card at Plymouth City Council run car parks. The council is also upgrading existing pay and display ticketing equipment to solar-powered machines.

6.7 PARK AND RIDE

6.7.1 P&R represents a significant part of the future options scenarios for Northampton, and was generally a popular concept at the public and stakeholder consultation workshops. Many towns and cities of comparable size to Northampton have invested in bus based P&R schemes in an effort to reduce the number of cars entering their central areas, thereby easing both town centre parking problems and traffic problems on key radial routes. Three cities of comparable similar size to Northampton which have particularly successfully embraced P&R in recent years are Cambridge, York and Norwich. He we look at the key features which have made these services successful.

Cambridge

6.7.2 Cambridge has developed a series of five P&R sites which provide a total of 4,500 car parking spaces between them. The sites are located on key radial A-roads, usually close to junctions with the A14/A11/M11 triangle of trunk roads which bypass the city on all sides. All sites also have substantial cycle parking provision, reflecting the high profile of cycling in the city. The sites are used by over 4 million commuters, shoppers and visitors each year. Parking is free at all sites, and customers purchase bus tickets from machines at the P&R sites or on the buses themselves. Fares are such that the cost of using the site is 5-10 times less than the cost of parking for a day...
in the city centre. The current cost (September 2010) of the bus tickets is £2.30 for a return from any P&R site into the city centre. To encourage passengers to purchase tickets prior to boarding, and therefore reduce delays to services picking up passengers, tickets are slightly more expensive (£2.60) if purchased on the bus itself. Bus services serve the sites at frequencies of at least one bus every ten minutes, and are limited stop services to minimise journey times. Significant bus priority is provided on most P&R routes, coupled with bypass lanes to allow vehicles entering some P&R sites to gain a journey time advantage over motorists queuing to drive into the city centre.

6.7.3 Cambridge is significantly smaller than Northampton, with a population of approximately 120,000 (2009 mid-year estimate), although the city does have a larger catchment than average for a settlement of this size due to its high profile as a historic university city, and associated popularity with tourists.

Norwich

6.7.4 With six sites, Norwich has the largest number of bus based P&R sites of any city in the UK. Between them, these provide almost 5,000 car parking spaces, and the services are used by more than 3 million passengers per annum. Similar to the Cambridge system, parking is free and bus tickets are generally purchased prior to boarding the vehicle at ticket machines at the boarding points. The six sites are situated on six of the most significant radial routes from the city, and 4 of the six are situated at or close to the points where these routes cross the city’s southern bypass. Bus services are provided by vehicles which are colour coded according to which P&R site they serve, and generally operate at 10-minute frequencies throughout the day. Generally speaking, the services do not serve any other stops between the P&R and the city centre to ensure the fastest possible journey time. Some services also benefit from significant bus priority measures. The charging regime is such that the cost of parking in the city centre is, again, around 5-10 times that of catching the bus. Norfolk County Council also encourages people to ‘cycle and ride’ through discounted bus ticket prices for those arriving at the P&R sites by bike.

6.7.5 Norwich is approximately comparable to Northampton in size, with a population of around 225,000 living in the ‘Greater Norwich’ area (which includes a number of outer areas of the city and some surrounding villages which are outside of the City Council’s area of control). It is noted, however, that Norwich has a particularly large rural catchment area, there being no towns or cities of comparable size within approximately 40 miles of the city.

York

6.7.6 York currently has 5 P&R sites, though plans exist to open three more, subject to government funding approval. Once again, the sites are situated on key radials, in many cases close to where these radials cross the city’s outer ring road, the A64/A1237. Once again, parking is free and customers are charged a fare on board the bus service itself, equating to approximately a fifth of the cost of parking for a day in York city centre. York was one of the pioneers of smartcard ticketing for regular users,
and this system offers savings over the standard fares, and further savings through the purchase of smartcard season tickets. The services operate non-stop between the P&R and the city centre to ensure the fastest possible journey time, and most services also benefit from significant bus priority measures along the route. The sites have mostly been sited at locations which generate patronage independent of the P&R function. For example, the Askham Bar site is located next to a large Further Education college, and several others are located at out of town shopping centres. This has the dual benefits of creating additional revenue for the bus services, ensuring they operate commercially, and enabling the P&R service to share parking provision with the retail establishments.

6.7.7 York is approximately comparable in size to Northampton, with a population of around 190,000.

6.7.8 From the above examples, a number of common themes of successful P&R schemes can be noted:

- Sites located on key radial routes, often at interchange locations with key orbital routes;
- Sites generally have at least 400 parking spaces, and often as many as 1,000;
- Free parking provided for users of the service;
- Cost of parking in the town/city centre needs to be substantially more (typically at least 5 times more) than the return P&R bus fare;
- Frequent bus services using high quality vehicles which will appeal to those used to the comforts of a private car;
- Non-stop, dedicated bus services operating straight from the P&R site to the town/city centre, though a number of different stops within the central area may be served;
- Incentives to purchase tickets in advance to reduce the ‘dwell time’ of services on stops at P&R sites;
- Towns of the size of Northampton are well suited to P&R provision, if the most of the above features can be incorporated into the service offering;

6.7.9 In addition to the towns listed above which although comparable to Northampton in many ways have distinct tourist attractions which Northampton does not have the following towns also operate successful P&R.

Chelmsford

6.7.10 Chelmsford has one P&R site, Sandon P&R, which is located just outside Sandon at the A12 (Junction 18)/A414/A1060 Maldon Road interchange and operated by Essex County Council in partnership with Chelmsford Borough Council. On account of its growing popularity, the Council introduced an additional 500 spaces at the facility in January 2010, increasing the total number to 1,175 spaces, all of which are free to use. Additionally, covered parking for 20 bicycles and a terminus facility is provided at the site.
The site is home to a number of features which contribute to the environmental sustainability of its operations including:

- A wind turbine located which generates approximately 50% of the electricity used by the site
- Lighting controls which allows greater flexibility to progressively reduce the total number of lights in use in the car park until they all go off at 2330

High passenger drop off and pick up capacity at the site is enabled by size of the bus lay-by on the A1060 Maldon Road which is large enough to allow 3 buses to park together. Buses run every 10 minutes between 0700 and 1900 from Monday to Saturday (excluding Bank Holidays) with a higher frequency operating at peak periods from Monday to Friday between 0730 and 0900 (every 6 minutes) and from 1530 until 1900 (every 7 or 8 minutes). The return bus fare is £2.20, children under 16 years travel for free at all times and Essex concessionary bus pass holders travel free after 0900 Monday to Friday and all day on Saturday (holders of non-Essex issued concessionary bus passes can travel free after 0930).

**Derby**

There are two P&R sites in Derby, the Meteor Centre and Pride Park. The Meteor Centre P&R is located to the north of the city off the A61 at an out of town retail park. The service operates between 07:30 and 18:00 Monday to Friday, with a bus frequency of 10-15 minutes. On Saturdays the facility is open from 08:30 to 18:00 with a bus service frequency of 15 minutes. Buses from the site are limited stop services running from Meteor Park to the city centre.

The Pride Park facility is located east of the city centre near the A52. It has longer opening hours than the Meteor Centre facility, operating Monday to Saturday between 07:00 and 19:00 with a bus frequency of every 10-15 minutes. The facility is served by a conventional bus service which calls at the P&R site. However, on Saturday match days services do not call at the P&R after 13:00 and on weekday match day services cease after 18:00.

At both sites users pay £2.20 to park their vehicle and receive return bus travel for up to 7 passengers per vehicle. It is permissible to use concessionary travel passes only at the Meteor Centre facility.

**Ipswich**

However, there are recent examples of P&R facilities with patronage levels falling below operator expectations. According to Suffolk County Council figures, P&R in Ipswich, which is identified as a comparator town for Northampton by the Parking Study Steering Group for the October 2008 Parking Strategy for Northampton, is experiencing falling revenues. As a cost cutting measure, in October 2010 the Council announced the closure of one of Ipswich’s three P&R site facilities. The closure of the town’s Bury Road site will save £150,000 in the first year and £230,000 in subsequent years. In total Ipswich’s P&R sites receive an annual subsidy of £800,000, however, income from the sites has fallen from nearly £1.2m in 2007/08 to just under £800,000 in
2009/10. The council attributes this decline partly due to the growth of cheap parking on vacant sites close to the town centre.

6.7.17 The future of the town’s remaining sites also remains unclear. £500,000 funding will continue to be required annually to subsidise the facilities and, in the long term, the council is considering the option of serving the car parks by passing commercial bus services as opposed to dedicated P&R services.

**Leicester**

6.7.18 Leicester’s newest P&R service at Enderby is facing similar revenue generation difficulties. It was originally forecast that 700 return tickets would be sold daily at the 1,000 space facility near junction 21 of the M1, however, passenger figures for January to May this year show an average of 325 users per day at the site. This equates to an average monthly revenue of £13,750. In an effort to boost patronage, in June 2010 Leicester City Council announced their intention to offer local businesses incentives to boost patronage by encouraging firms to buy bus tickets for their staff. Employers would be given incentives, such as tax breaks, to encourage their workers to take the bus to work through “salary sacrifice” schemes. The council believe that recession, the vagaries of seasonal travel and the worst winter for 30 years have contributed to the lower than expected use of the Enderby P&R site.

**Swindon**

6.7.19 Swindon, an identified comparator town for Northampton, is home to one P&R which is located off the A4361 to the south of the town. There are 670 car parking spaces at the town’s Wroughton P&R site along with covered parking for cyclists. Bus lanes and other bus priority measures are present along some of the route from the P&R facility into the town to speed the bus journey. Parking at the site, which is open between 06:45 and 19:15 Monday to Saturday, is free with users paying £1.20 for the bus journey into Swindon.

6.7.20 Until June 2009 two P&R facilities were located within Swindon, however, in order to save Council funds of £331,000 per annum the town’s Groundwell facility was closed. The Groundwell site was located close to the A419 and catered for commuters travelling to Swindon from the north of the town. The site opened in 1998 and until its closure had an average daily use of 368 vehicles.

**6.8 WORKPLACE PARKING LEVY**

**Legislatory background**

6.8.1 The regulatory framework for the Workplace Parking Levy (WPL) was set out in the Transport Act 2000 which introduced the enabling legislation for local authorities outside London to introduce a charge on workplace parking. The Act defines a workplace parking scheme as a scheme ‘for imposing charges in respect of the provision of workplace parking places at the premises in the area covered by the scheme’. The WPL would be collected by way of a licensing scheme whereby an owner of premises would apply to their local authority for a license to park up to a
maximum number of vehicles and would pay the appropriate sum based on the charge per unit. Local authorities would be obliged to issue the license for the number of units requested and would therefore not be able to use this mechanism as a way of directly controlling the number of parking places provided. According to the Act, during the ‘initial’ period of a scheme (i.e. ten years from its commencement) the net proceeds from the scheme would be spend in support of the authority’s local transport plan (LTP). After this period local authorities must spend the net proceeds in accordance with regulations made by the secretary of state.

6.8.2 The Workplace Parking Levy (England) Regulations 2009 came into force on 1st October 2009 and complete the regulatory framework set out in the Transport Act 2000. The regulations make provision about general issues concerning WPL schemes and charges and for the recovery of charges imposed under licensing schemes, in particular:

- Exemptions from the requirement to have a scheme order confirmed;
- Liability to pay license charges;
- The setting of penalty charge rates
- Notification of penalty charges to the person liable
- The adjudication of appeals

6.8.3 It is left to the local authority introducing the scheme to set the exact level of charges they wish to apply.

**WPL in Practice – Nottingham**

6.8.4 The WPL legal Order was confirmed by the Secretary of State for Transport on the 31st July 2009 which gives Nottingham City Council the powers to introduce a WPL in Nottingham in October 2011 (with 100 per cent discount for all employers) and to introduce charging from 1st April 2012. This phased implementation is intended to be beneficial for both Nottingham City Council and employers allowing a smoother introduction for the first WPL scheme in the UK and giving the economy time to pick up. The decision about whether liable employers pass on the charge to their employees in left to their own discretion. The scheme will:

- Apply a City-wide charge to workplace parking.
- Be applicable to all employers who provide workplace parking places.
- Be exempt to customer parking, fleet vehicle spaces, loading / unloading only spaces, powered two wheel vehicle spaces, and certain categories of business visitor places.
- Place no charges on:
  - Parking places at emergency services and NHS frontline services.
  - Businesses with 10 or less liable parking places, disabled places and powered two wheel vehicle places
- Treat public organisations and bodies (with the exemption of the emergency services and NHS premises), including Nottingham City Council, the same way as private employers.

6.8.5 The WPL is forecast to raise £14 million a year from large organisations that have 11 or more car parking spaces for employees, which constitutes approximately 15 per cent of all employers in Nottingham. All money raised will be used for public transport improvements; two more tram lines (NET Phase Two), supporting the Link bus network and the redevelopment of Nottingham railway station into a 21st Century transport and business hub. The WPL package is intended to create increased capacity on the public transport network in order to accommodate a forecast growth in public transport trips into the city centre of over 20 per cent from 2006 to 2021.

6.8.6 Nottingham City Council recognise that there is a general negative view of the WPL proposals based on the perception that it will increase business costs and present an administrative burden whilst not guaranteeing to deliver transport and wider benefits. Consultants PWC, however, identified that WPL costs would be a very small percentage of a liable employers' turnover (less than 0.5% of turnover for 95% of businesses affected) and on balance advised that WPL would not have a significant impact on employers' investment and location decisions.

6.8.7 However, PWC also concluded that WPL could adversely impact on the attractiveness of Nottingham to cost sensitive high-tech and service sectors unless it can be shown that WPL investment will realise real improvements in transport provision. Nottingham City Council hold the view that NET Phase Two and bus improvements can achieve this offering the opportunity for a wider and more mobile employment market with consequent reductions in employment costs.

6.9 RETAIL CHARGING

6.9.1 The 2006 ‘Sustainable Transport Choices and the Retail Sector’ report by the Commission for Integrated Transport, the government’s transport advisory body, makes the recommendation that out-of-town shopping centres should be forced to introduce car parking charges in an attempt to ‘level the playing field’ with town centre retail. Based on the shopping behaviour of more than 1,600 households in Bath, Leeds, Brighton, Cambridge, Birmingham and Nottingham the report concluded that at out-of-town retail parks is subsidised to attract shoppers, but this is rarely an option for town centre shops. The Commission recommends that the true cost of town centre, edge-of-town and out-of-town parking should be calculated and an equal charge set for users at all sites on a regional or national basis. It recommends that the income from charges to go towards better cycling and pedestrian facilities, and public transport in order to help reduce social and economic exclusion of none car owning households.

6.9.2 In 2010 a legal assessment undertaken by South East Scotland Transport (SESTRAN) found that local authorities may already have powers to impose parking charges on out-of-town shopping centres under section 44 of the Road Traffic Regulation Act 1984. The Act allows a local authority to establish a controlled area in...
which no person other than the local authority may operate a public off-street parking place of a prescribed description, except under license by the local authority.

6.10 SWINDON PARKING CHARGE REDUCTION

6.10.1 As part as efforts to improve the vitality and viability of Swindon town centre, a reduction in parking charges has been introduced which will be in effect from 12th July 2010 to 31st July 2011. The cut in charges follows a significant reduction in footfall and turnover reported by retailers and the shelving of plans for a renewed retail hub due to the recession. As illustrated in Table 16, until March Swindon was experiencing fall in footfall but recovery is evident.

Table 16 Footfall Change Year on Year in Swindon Town Centre 2009 - 2010

<table>
<thead>
<tr>
<th>All Towns and Cities</th>
<th>Swindon</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>-7.50%</td>
</tr>
<tr>
<td></td>
<td>-18.30%</td>
</tr>
<tr>
<td>February</td>
<td>-5.50%</td>
</tr>
<tr>
<td></td>
<td>-6.70%</td>
</tr>
<tr>
<td>March</td>
<td>-3.00%</td>
</tr>
<tr>
<td></td>
<td>5.3%*</td>
</tr>
<tr>
<td>April</td>
<td>0.80%</td>
</tr>
<tr>
<td></td>
<td>21.3%*</td>
</tr>
</tbody>
</table>

*Note: Swindon is working from a low base and the significant increase is for one month only. Figures may be skewed by the public realm works in the town centre as people use alternative routes through the Brunel Centre to navigate their way around the town centre.

6.10.2 There are currently 24 main cars parks (10 long stay) in Swindon and an additional five car parks in the Old Town. Current usage typically represents 60 per cent of total spaces. Swindon has introduced two sets of changes which affect three of the major town centre multi-storey car parks and, to a lesser degree, the five car parks located in the Old Town which are detailed in Tables 17 and 18.

Table 17 Change in Parking Charges at Main Car Parks

<table>
<thead>
<tr>
<th></th>
<th>Original Charge</th>
<th>New Charge (8am and 6pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 1 hour</td>
<td>£1.20</td>
<td>£1.00</td>
</tr>
<tr>
<td>Up to 4 hours</td>
<td>£4.80</td>
<td>£2.00</td>
</tr>
</tbody>
</table>

6.10.3 The estimated net revenue foregone as a result of this change has been forecast to be £0.5 million per annum.

Table 18 Old Town Car Parks

<table>
<thead>
<tr>
<th></th>
<th>Original Charge</th>
<th>New Charge (8am and 6pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 2 hours</td>
<td>£1.40</td>
<td>£1.00</td>
</tr>
</tbody>
</table>

6.10.4 The estimated net revenue foregone as a result of this change has been forecast to be £25,000 per annum.

In addition to the net revenue forgone as a result of the changes, total operating costs relating to changing tariff boards, machines and website are anticipated to be approximately £2,500. However, a 5 per cent increase in new customers as a result of
the change at the three main car parks is calculated to relieve revenue pressure by £80,000 per annum.
7 Estimating Future Parking Demand

7.1 GROWTH CONTEXT

7.1.1 Northampton is the largest town in Northamptonshire with a population of 194,458, and has daytime working population of 155,839 (2001 census). Plans are being developed for Northampton to become a regional city at the heart of Northamptonshire and surrounding counties. It will also have a transformed urban centre with increased activity in the town centre area through plans to develop more residential properties, locate more businesses in this area and improve the retail and leisure offer. In addition, as part of the City aspirations and growth plans the population of Northampton will have grown from 200,000 to around 300,000 people by 2026.

7.2 TOWN CENTRE/CAAP PROPOSALS

Introduction

7.2.1 It is important to understand the implications for car parking supply of future development within Northampton town centre in order to inform the parking strategy. There are a number of developments proposed which have the potential to significantly impact parking provision within the town which will be taken account of as part of this study:

- Grosvenor Centre redevelopment
- Northampton Rail Station redevelopment
- St Peter’s Waterside development
- Bridge Street/St John’s/Angel Street development

7.2.2 This section summarises the proposals and details their impact on parking levels.

Grosvenor Centre

7.2.3 In November 2009, a Development Agreement was signed by Legal and General Property, the owners of the Grosvenor Centre, and Northampton Borough Council which provides the legal framework for the centre’s redevelopment and extension. The development is to be a retail-led mixed use scheme which has the aim of meeting the long term needs of Northampton’s town centre retail offer. Plans include provision for some of the historic pedestrian routes across the town to be reinstated and improved by a mixture of open and covered shopping areas, better car parking and also more accessible modern bus passenger facilities to replace Greyfriars bus station. In addition the existing shopping centre will be refurbished. The development also encompasses the Mayorhold Multi Storey car park.

7.2.4 The scheme is currently at the Masterplan development stage and therefore details as to the levels of parking provision are yet to be made available. However, the
site covered by the master plan includes not only the Grosvenor Centre but also the existing Mayorhold Multi Storey car park but also the now closed Greyfriars Car Park. The current indication is that this project will result in an increase in the number of town centre parking spaces.

Northampton Rail Station

7.2.5 Proposals for the redevelopment of Northampton Rail Station are currently being developed which will see the construction of a landmark station building on the existing station site. The construction of an associated multi-storey car park providing in excess of 1200 spaces, to be accessed via the station approach off St Andrew’s Road, will release the land containing the existing 813 space car park for redevelopment.

St Peter’s Waterside Development

7.2.6 West Northamptonshire Development Corporation (WNDC) has developed proposals for a scheme at St Peter’s Waterside which will form part of the Northampton Waterside development. The strategy for Northampton’s Waterside is to create a more active, vibrant and accessible riverfront for the town through improved connections between the river side and town centre, and the creation of a number of major new development sites along the river. The sites, which run from the rail station in the west to Nunn Mills in the east, would be developed for a variety of uses including business, residential, culture, leisure and retail and will complement the regeneration and further development of the town centre and station area. Figure 30 shows the extent of the development area.

Figure 30 St Peter’s Waterside Development Extent

7.2.7 The St Peter’s Waterside element of the strategy covers an area of 6.24 hectares, stretching from near Castle Station in the west to the Carlsberg brewery and B&Q in the east. The site currently dominated by the gas works but also comprises a
number of uses including car workshops, retail and a small amount of residential units. There are two significant privately operated car parks currently located on the site:

- National Tyres – approximately 67 spaces
- Gas works – approximately 110 spaces

7.2.8 St Peter’s Waterside has been identified as having potential for a business-led mixed use scheme with residential uses in the west near the station and a major office led development on the current gas works site, extending across the river to include sites on the southern riverbank. The aim is to create a new business quarter in the centre capable of competing with edge of town locations and with other major towns in the sub-region. Table 19 provides the land use schedule for the development based on figures contained within the June 2010 draft masterplan.

Table 19 St Peter’s Waterside Land Use Schedule

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Quantum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flats</td>
<td>251 units</td>
</tr>
<tr>
<td>Town Houses</td>
<td>25 units</td>
</tr>
<tr>
<td>Hotel</td>
<td>192 rooms</td>
</tr>
<tr>
<td>Offices</td>
<td>43416 sqm</td>
</tr>
<tr>
<td>Retail/ Leisure</td>
<td>5153 sqm</td>
</tr>
</tbody>
</table>

7.2.9 As well as the River Nene, St Peter’s Waterside site also fronts onto St Peter’s Way, for which proposals are being explored by NBC and WNDC to reduce traffic levels in order to improve pedestrian connectivity along and across the route.

7.2.10 It is envisaged that existing major access points to the sites will be retained and that parking and servicing will be provided on plot in a way which minimises its impact on the quality of the external environment. The strategy is to provide parking under and within the building envelope where possible, particularly where plots are constrained and land is at a premium. No figures relating to the scale of parking to be provided at the development are detailed within the Masterplan. However, each of St Peter’s Waterside’s composite sites it to be provided with a supply of spaces through a combination of surface, covered ground level and basement parking.

7.3 BRIDGE STREET/ST JOHN’S/ANGEL STREET DEVELOPMENT

7.3.1 The February 2008 Masterplan Report for the development at Bridge Street/St John’s/Angel Street sets out the vision for the comprehensive and coordinated redevelopment of key locations within the study area (shown in Figure 31), maximising opportunities to provide high quality mixed use development. Proposals incorporate office, residential, retail and leisure uses and the creation of a state of the art Northamptonshire County Council/public service headquarters in the Angel Street/County Hall area.
7.3.2 The land use schedule for the development is shown in Table 20.

Table 20 Bridge Street/St John’s/Angel Street Land Use Schedule

<table>
<thead>
<tr>
<th></th>
<th>County Hall/ Angel Street</th>
<th>St John’s</th>
<th>Bridge Street</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>30,500 sqm</td>
<td>625 sqm</td>
<td>14,825 sqm</td>
<td>45,950 sqm</td>
</tr>
<tr>
<td>Retail/ A3</td>
<td>1,300 sqm</td>
<td>2,850 sqm</td>
<td>400 sqm</td>
<td>4,550 sqm</td>
</tr>
<tr>
<td>Residential</td>
<td>21 units</td>
<td>96 units</td>
<td></td>
<td>117 units</td>
</tr>
<tr>
<td>Hotel</td>
<td>200 rooms</td>
<td></td>
<td></td>
<td>200 rooms</td>
</tr>
<tr>
<td>Innovation Centre</td>
<td>3,800 sqm</td>
<td></td>
<td></td>
<td>3,800 sqm</td>
</tr>
</tbody>
</table>

7.3.3 The proposed masterplan includes the redevelopment of both St John’s Surface Level and Albion Place car parks which would result in the removal of approximately 255 short stay public car parking spaces from the study area. The existing St John’s multi-storey car park would remain, however, it is recommended within the masterplan that it be encouraged as a short stay car park. It is proposed to provide a new multi-storey car park on the central Bridge Street site to accommodate 332 spaces. In addition to this, parking associated with the commercial, residential, retail/A3 and hotel will be provided, resulting in a net gain of 504 off-street parking spaces in the area. This is summarised in Table 21.
### Table 21  Off-Street Car Parking Implications of the Bridge Street/St John’s/Angel Street Development

<table>
<thead>
<tr>
<th></th>
<th>Number of spaces (inc disabled)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking lost</strong></td>
<td></td>
</tr>
<tr>
<td>St John’s Surface Level</td>
<td>150</td>
</tr>
<tr>
<td>Albion Place</td>
<td>105</td>
</tr>
<tr>
<td><strong>Parking retained</strong></td>
<td></td>
</tr>
<tr>
<td>St John’s Multistory</td>
<td>585</td>
</tr>
<tr>
<td><strong>Additional parking to be provided</strong></td>
<td></td>
</tr>
<tr>
<td>Possible Bridge Street MSCP</td>
<td>332</td>
</tr>
<tr>
<td>Commercial parking</td>
<td>287</td>
</tr>
<tr>
<td>Residential parking</td>
<td>86</td>
</tr>
<tr>
<td>Retail/A3 parking</td>
<td>6</td>
</tr>
<tr>
<td>Hotel parking</td>
<td>48</td>
</tr>
<tr>
<td>Innovation centre parking</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total parking spaces to be provided</strong></td>
<td>1,344</td>
</tr>
<tr>
<td><strong>Net gain of parking spaces</strong></td>
<td>504</td>
</tr>
</tbody>
</table>

7.3.4 Parking provision at the development fall below parking standards set out in the Northampton Local Plan (1997-2006) but is considered to be appropriate given the site’s town centre location and resultant good levels of accessibility by sustainable modes. The provision of low levels of parking is also considered to be part of a strategy aimed at encouraging sustainable travel to the site.

7.3.5 The masterplan also makes recommendations for on-street parking in the study area including:

- Reduced provision on Upper Bridge Street in line with the PRIF. However, provision of on-street parking for leisure uses in the evening is considered beneficial
- Parking restrictions (no parking) imposed on the section of Lower Bridge Street south of its junction with Navigation Row to accommodate the proposed conversion of the A508 Bridge Street to two-way through this section.
- Reduction of the area of short stay (1 hour) parking on George Row to the south of the Town Hall at the point where a proposed pedestrian route through the County Hall intersects the route to improve pedestrian permeability between the study area and the town centre.
- Retention of the existing short stay (1 hour) parking on the east side of Guildhall Road to the north of its junction with Angel Street.

7.3.6 Coupled with the proposed changes to parking provision within the development area, the masterplan report also details some significant changes to traffic circulation within Northampton including:

- The removal of the gyratory system north of the A5123 Victoria Promenade by closing the route between the junctions with Upper Bridge Street and St John’s Street.
- Upper Bridge Street made a two-way route for town centre traffic and buses only.
- Victoria Gardens made one-way out of the St John's site from Fetter Street.
- Access to the town centre from A5123 St Peter’s Way to the west to be made via Commercial Street.
- A508 Bridge Street to become two-way for town centre traffic and buses only.
- A508 Cattle Market Road to become two-way.
- A5123 Victoria Promenade to become two-way through the gyratory between Bridge Street and Cattle Market Road.
- To the south of the A5123 Victoria Promenade the gyratory would remain but made smaller and rerouted through Navigation Row.
- Key vehicular access to the study area would be from the A5123 Victoria Promenade via Upper Bridge Street and Swan Street.

**Summary**

7.3.7 This section has detailed the impact on parking of the most significant proposed developments in Northampton town centre. The current proposals for changes to parking stock are summarised in Table 22. The timescales for construction of these developments is not known at present.

<table>
<thead>
<tr>
<th>Development</th>
<th>Parking Spaces Lost</th>
<th>Existing Parking Retained</th>
<th>Parking Provided</th>
<th>Net Change in Provision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grosvenor Centre</td>
<td>1,891 (including Mayorhold Multi Storey)</td>
<td>3,000</td>
<td>1,109</td>
<td></td>
</tr>
<tr>
<td>Northampton Rail Station</td>
<td>813</td>
<td>1,200</td>
<td>387</td>
<td></td>
</tr>
<tr>
<td>St Peter's Waterside</td>
<td>177</td>
<td>Parking provision yet to be determined</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bridge Street/ St John's/ Angel Street</td>
<td>255</td>
<td>585</td>
<td>1,344</td>
<td>504</td>
</tr>
</tbody>
</table>

7.3.8 Given that the timescales for the construction of these developments are not currently fixed, and their impact in terms of the transport network cannot currently be accurately quantified, their impact on the supply/demand of parking within Northampton will not be taken into account in detail as part of the modelling. However, it is important to be aware of the proposals in areas where modelling indicates there to be potential capacity issues.

7.4 **PARKING MODEL SUMMARY**

7.4.1 A spreadsheet based model has been developed to test future parking supply and demand in a variety of future scenarios. The model is based on the 13 zones defined in chapter 2 of this Strategy. This enables parking demand to be assessed on...
a dynamic basis, and for potential capacity issues in individual zones to be highlighted, ensuring that these are not hidden by the presence of spare capacity in other zones. The model forecasts peak hour demand for both weekday and weekend scenarios.

7.4.2 The model has been used to test the likely impact of a number of factors:

- Forecast population growth
- Modal shift in the existing population
- Modal shift in new developments
- Potential charging scenarios

7.5 PARKING MODEL SCENARIOS

7.5.1 Including:

- Population growth (TEMPRO)
- Modal Shift Assumptions
- Charging

Forecast Population Growth

7.5.2 Proposals for the MKSM Sub Region forecast considerable population growth in Northampton. The town’s population currently stands at approximately 210,500, based on 2009 midyear estimates, and figures contained within supporting documentation for the CAAP indicate it is forecast to reach 300,000 by 2026. For the purposes of this study, the population of Northampton in 2030, the end of the time horizon for the parking strategy, has been assumed to be 300,000. This is considered to be a realistic estimate given the changes to the economic climate in the period following the publication of the growth forecasts.

7.5.3 As previously detailed, a considerable number of proposals exist for developments in Northampton. However, there is currently uncertainty as to when they will be brought forward. Therefore, in order to model the growth in trips to Northampton town centre the existing baseline has been factored up proportional to the projected increase in population, assuming a consistent year on year rate of growth.

Modal Shift Assumptions

7.5.4 The TSfG was developed as a result of a suite of documents which set out strategic proposals for the County as part of the wider MKSM Sub-Region. These documents follow the publication of the Government’s Sustainable Communities Plan and the MKSM Sub-Regional Strategy. Northamptonshire is experiencing significant housing and employment growth, particularly around the main urban areas. The TSfG, which was approved in September 2007, sets out the integrated transport framework to support housing growth and the associated economic growth and regeneration in the County. The transport proposals are set within existing and emerging economic, environmental and social strategic frameworks necessary to ensure a sustainable future for Northamptonshire. Included within the TSfG are mode shift targets for both
new developments and existing areas which relate to a percentage reduction in the number of journeys to work by single occupancy vehicles based on the modal split contained within 2001 census data:

- A 20% modal shift for new developments (based on the baseline 2001 census modal split for the ward in which the development is located)
- A 5% modal shift for existing areas

7.5.5 The modal shift target sensitivity tests have been conducted by applying the assumption that from 2011 there will be a 5% reduction in baseline demand. The 20% modal shift for new developments has been applied to demand increase generated by population growth in the town.

**Potential Charging Scenarios**

7.5.6 There are a number of options available with regard to changes to parking charges within Northampton, therefore, both the impact of increasing and decreasing parking charges has been modelled. Increasing parking charges could be a long term option to manage parking demand and encourage sustainable travel, however a short term solution that could be considered is to reduce parking charges. The approach of reducing parking charges would seek to encourage greater parking demand to stimulate increased and encourage longer visits to the town centre therefore generate higher levels of spending in the town centre area. The proposed charges are shown in Table 23 below.

**Table 23 Parking Charging Scenarios**

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Hourly Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Premier Zone</td>
</tr>
<tr>
<td>Existing Situation</td>
<td>80p</td>
</tr>
<tr>
<td>Scenario 1: Charging Decrease</td>
<td>50p</td>
</tr>
<tr>
<td>Scenario 2: Charging Increase</td>
<td>£1.50</td>
</tr>
</tbody>
</table>

7.5.7 Changes in demand in response to pricing have been assessed by applying industry standard elasticity’s to price1. These figures are derived from research undertaken for the European Commission on the costs of private road travel and their effects on demand2. An elasticity of -0.08 is applied to long stay demand and one of -0.2 to short stay demand to model the impact of differential charging rates. These effectively mean that an increase of 1 per cent in price will result in a 0.08 per cent decrease in long stay parking demand, and a 0.2 per cent decrease in demand for short stay parking. The price elasticity values are generally inelastic values, the effect of using these values is presented in the section below.

**7.6 PARKING MODEL RESULTS: WEEKDAY**

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Baseline Scenario Accounting for Population Growth

7.6.1 When the projected rate of growth in Northampton is applied to baseline peak hour demand it can be seen that, whilst total demand for spaces remains well within capacity, capacity issues (where demand reaches 90 per cent of capacity or over) become evident in a number of zones during the study period on a weekday (Tuesday):

- Station (from 2010)
- South (from 2010)
- South East (from 2010)
- Centre East (from 2010)
- Centre North (from 2013)
- Centre South West (from 2024)

7.6.2 It should be noted that the high demand for parking and the capacity of the car parks in the first four zones listed above was highlighted and discussed in Chapter 2.

Figure 32 Baseline Scenario Accounting for Population Growth Peak Hour Percentage Car Park Occupancy by Zone: Weekday

Modal Shift Scenario

7.6.3 Applying Northamptonshire’s modal shift targets to the weekday baseline growth data results in an initial fall in demand for parking across the town, returning to 2010 levels by 2013. The application of modal shift targets removes the capacity pressure within the Centre South West zone until the very end of the 20 year modelling period, reaching 90 per cent in 2030. However, demand for spaces continues to exceed 90 per cent of capacity at a number of zones from earlier in the modelling period:

- Station (from 2011)
- South (from 2011)
- South East (from 2011)
- Centre East (from 2011)
- Centre North (from 2017)
Charging Reduction Scenario

7.6.4 The implementation of reduced parking charges at NBC controlled car parks results in increased demand for parking in Northampton for this weekday scenario. However, as the price elasticity values for parking are generally inelastic, significantly higher levels of parking demand are not generated. This scenario demonstrates that parking demand would increase but the higher demand is unlikely to offset the loss in revenue from the reduced parking charges. Whilst not causing demand in any additional zones to exceed 90 per cent compared to those in the baseline growth scenario, the charging reduction has the effect of bringing forward the time at which capacity issues arise within the zones, for those zones which do not exceed 90 per cent capacity in the baseline growth scenario:

- Centre North (from 2012)
- Centre South West (from 2021)
Charging Increase Scenario

7.6.5 An increase in parking charges at NBC controlled car parks can be seen to reduce weekday demand for parking. Increasing parking charges is one of a package of measures that could be introduced to encourage modal shift. As the price elasticity values for parking are generally inelastic, significantly lower levels of parking demand are not derived. This scenario demonstrates that parking demand would reduce but there is unlikely to be a reduction in parking revenue from the higher parking charges. In this scenario the total demand for parking returns to pre increase levels by 2013 due to the population growth factor. However, this occurs much later for zones containing only NBC controlled parking. Consequently, the time at which capacity issues (where demand exceeds 90 per cent of supply) arise within the different zones occurs later than is the case for the baseline growth scenario:

- Station (from 2011)
- South (from 2011)
- South East (from 2011)
- Centre East (from 2019)
- Centre North (from 2017)

7.6.6 The introduction of increased charges removes the capacity issues in the Centre South West zone that are present in the baseline weekday growth scenario.

Figure 35 Charging Increase Scenario Peak Hour Percentage Car Park Occupancy by Zone: Weekday

Scenario Comparison

7.6.7 When examining the modelling results for the different weekday scenarios for total peak hour parking demand in Northampton it can be seen that demand for parking is well within levels of overall supply. This suggests that the forecast growth in trips to Northampton can be accommodated by the town’s existing parking stock. However, it suggests that capacity issues arising in some zones will need to be addressed through complementary measures such as a high profile and effective signage strategy.
7.6.8 Comparing the effect of the introduction of increased parking charges with demand should Northamptonshire’s modal shift targets be met indicates that the proposed increases would contribute towards the targets being achieved. Indeed, up until 2015 demand in the charging increase scenario is lower than that within the modal shift scenario. However, charges would need to increase beyond those modelled within this study, or other complementary measures introduced, for parking demand to fall within Northamptonshire’s targeted levels.

**Figure 36 Scenario Comparison Northampton Total Peak Hour Car Park Occupancy:**

7.7 **SUMMARY**

7.7.1 It can be seen from the modelling that for all scenarios, total weekday demand remains well within capacity. However, it is clear that there are pressure points for demand in some zones where capacity is exceeded. It is therefore key that parking demand in Northampton is managed to ensure that available capacity is utilised.

7.8 **PARKING MODEL RESULTS: SATURDAY**

**Baseline Scenario Accounting for Population Growth**

7.8.1 When the projected rate of growth in Northampton is applied to baseline peak hour Saturday demand it can be seen that, although in the majority of car parks demand is below 90 per cent capacity, over the modelled period four zones reach and exceed this figure, indicating peak hour capacity pressure on Saturdays in these areas. Indeed, both the Centre East and Centre South zones are already at 90 per cent of capacity on Saturdays in 2010.

- Central (from 2014)
- Centre East (from 2010)
- Centre South West (from 2010)
- South (from 2012)
Modal Shift Scenario

7.8.2 Applying Northamptonshire’s modal shift targets to the baseline growth data results in a reduction in overall demand for Saturday parking in Northampton, with demand returning to 2010 baseline levels by 2013. With the exception of the Centre East Zone, the introduction of modal shift to the data delays the year at which demand for parking reaches 90 per cent of capacity on Saturdays:

- Central (from 2018)
- Centre East (from 2010)
- Centre South West (from 2012)
- South (from 2015).

Figure 38 Modal Shift Scenario Peak Hour Percentage Car Park Occupancy by Zone:
Charging Reduction Scenario

7.8.3 The implementation of reduced parking charges at NBC controlled car parks results in increased demand for parking in Northampton. However, it does not create any additional Saturday capacity issues to those present within the baseline scenario, whereby demand reaches or exceeds 90 per cent of supply, nor does it cause capacity issues to be brought forward in their time of occurrence:

- Central (from 2011)
- Centre East (from 2010)
- Centre South West (from 2010)
- South (from 2012).

Figure 39 Charging Decrease Scenario Peak Hour Percentage Car Park Occupancy by Zone: Saturday

Charging Increase Scenario

7.8.4 An increase in parking charges at NBC controlled car parks causes a reduction in demand for parking across the town. Following the introduction of increased charges, total demand for parking returns to 2010 baseline levels by 2014. In this scenario the year at which capacity issues occur is delayed (with the exception of the South zone which contains no NBC controlled parking):

- Central (from 2025)
- Centre East (from 2015)
- Centre South West (from 2016)
- South (from 2012).
Scenario Comparison

7.8.5 When examining the modelling results for the different scenarios for total Saturday peak hour parking demand in Northampton it can be seen that demand for parking is well within levels of overall supply. Introducing reduced parking charges at NBC controlled car parks increases demand for parking but remaining well within the capacity of Northampton's parking stock. However, as is the case with the Tuesday scenario, capacity issues arising in some zones will need to be addressed through complementary measures such as a high profile and effective signage strategy.

7.8.6 It is particularly notable in the Saturday scenario that, whilst there is overall capacity available, the car park zones are relatively polarised, with a group that are generally at or over capacity (particularly Central, Centre East, South and Centre West) and a group which are very under-used (particularly South East, East, North, Centre West and West). The role for improved signage and information is therefore particularly clearly demonstrated in the Saturday scenario.

7.8.7 Results for the Saturday scenario indicate that increased parking charges would achieve Northamptonshire's modal shift targets for trips into the town centre until 2021, from which point demand in the charging increase scenario exceeds modal shift targeted levels.
7.9 SUMMARY OF RESULTS

7.9.1 It can be seen from the modelling that for all scenarios total demand remains well within capacity. However, it is clear that there are pressure points for demand in some zones where capacity is exceeded:

- Tuesday
  - Station
  - South
  - South East
  - Centre East
  - Centre North
  - Centre South West
- Saturday
  - Central
  - Centre East
  - Centre South West
  - South

7.9.2 Capacity issues are evident in the Centre East, Centre South West and South zones on both Tuesday and Saturday, indicating demand for parking in these areas to serve a range of uses. Capacity pressure in the other zones varies as demand for parking shifts spatially in accordance with the differing locations of the key weekday and weekend functions of the town. It is therefore key that parking demand in Northampton is managed to ensure that available capacity is utilised.
7.9.3 Increased parking charges have been demonstrated to contribute towards achieving Northamptonshire’s targeted modal shift, however, modelling results indicate that further complementary measures would be required to ensure that is it met.
8 Analysis of Future Town Centre Traffic

8.1 TOWN CENTRE VISSIM MODEL - SUMMARY

8.1.1 A validated AM and PM Peak base year micro simulation model of Northampton Town Centre has been produced using VISSIM. The town centre area is fully covered by the model, the western extent of the model is the A45/Weedon Road roundabout; the eastern extent is the Bedford Road Cliftonville Road junction. To north the model extends along the Kingsthorpe Corridor to the junction of Balfour Road and Burleigh Road; the southernmost link is Southampton Road along London Road and Towcester Road. Within this extent a total of 14 car parks have been modelled using demand data from traffic counts and previous parking studies. The following is a list of car parks included in the model;

Multi-Storey Car Parks

- St. Mary Street
- Lady's Lane
- Grosvenor Centre
- St. Michaels Street
- St. Johns Street

Surface Car Parks

- Railway Station
- Victoria Street
- Bedford Road/Nunn Mills Road
- St. Johns Street
- Morrisons Superstore
- Commercial Street
- St. Peters Square
- St. James Retail Park
- Nene Valley Retail Park

8.1.2 The model includes a number of options for future scenarios in the model area that take into account the proposed developments in the CAAP as set out in this report, along with changes to the highway network in the town centre. The elements that have been tested to date include the downgrading of Horse Market to improve access to the town centre for pedestrians and buses. In addition to the changes to horse market options for improving the Plough junction have also been tested.
8.1.3 The results of these interventions tested to date indicate that the changes/improvements to these areas have a marked impact on the route decisions and delays experienced by vehicles in Northampton.

8.1.4 It is likely that if these initiatives come to fruition they will have an impact on the wider distribution of trips around the town centre and therefore on the patterns of traffic past the town centre car parks. Once the final future provision is defined then the impact of this on the existing car parks will need to be fully investigated.

8.2 LOCATION OF PARKING

8.2.1 Locating car parks on key arterial routes acts to intercept traffic before it reaches the town centre, thereby alleviating congestion issues. Additionally, providing car parking which is easily accessible from key arterial routes into the town centre is key to ensuring ease of access to car parking for visitors.

8.2.2 Currently eight of the 23 NBC controlled car parks are located outside the inner ring road, these car parks account for 24% of the spaces controlled by NBC spaces. The majority of town centre bound car trips are therefore attracted to the central area of Northampton. However, when the six privately operated car parks that have been included as part of the study are taken into account more than half of Northampton’s parking spaces (53%) are located outside of the inner ring road.

8.2.3 A high level assessment of the existing location of town centre car parks in relation to the town’s key arterial routes has been undertaken in order to determine whether the supply of parking is aligned with the location of the most significant inbound flows. Morning peak hour inbound flows on the radial routes into Northampton have been used to inform the analysis. The traffic flows are illustrated in Figure 42 with the figures shown representing total vehicles. Also illustrated are the percentage of inbound vehicles using each of these arterial routes. As can be seen in Figure 42 the key routes into the town centre are the A4500 Spencer Bridge Road from the west and the A428 Bedford Road from the east, however, in general inbound flows are fairly evenly distributed around the town.
Figure 42 AM Peak Hour Traffic Flows into Northampton (total vehicles)

- **Southbound**: 1053 Vehicles (13%)
- **Eastbound**: 1311 Vehicles (16%)
- **Westbound**: 648 Vehicles (8%)
- **Northbound**: 335 Vehicles (10%)
- **Westbound**: 316 Vehicles (4%)

Scale: 1:10000
8.2.4 When examining this data in relation to the location of car parks it is evident that there is a lack of council controlled parking outside the inner ring road, particularly long stay, to serve drivers entering Northampton from the north, and in particular the north east. Vehicles approaching Northampton from the south via Bridge Street are similarly poorly provided with long stay parking, however, this represents a much smaller proportion of inbound traffic (10 per cent).

8.2.5 It is important to note, however, that the basis for the choice of car park is often more a factor of the location of the end destination as opposed to the car park’s proximity to the route into the town centre. However, through the implementation of a signage strategy it would be possible to direct drivers to appropriately placed car parks. The strategy will have the biggest impact on the car park choice of visitors to the town who will not already have predetermined car park preference. A signage strategy is currently being developed for Northampton which is centred on the following car parks:

- Short Stay: Commercial Street South, St John’s Surface & St Peter’s Way
- Long Stay: Doddridge Street/Chalk Lane, Commercial Street, Mayorhold, St John’s multi-storey, St Michael’s multi-storey and Upper Mounts

8.2.6 These car parks have been chosen based on their size (the larger car parks selected) and relationship to the town centre. The other lower capacity car parks would therefore be aimed at local traffic, as it is assumed that locals would be aware of their location therefore they would not require signing. However, there are several exceptions to this methodology:

- Whilst of significant capacity, the car park at Midsummer Meadow was disregarded because during the week this is now effectively a contract car park. However, this car park could be utilised as a visitors’ car park at evenings and weekends for traffic coming in to the Town Centre from Bedford Road.
- The Grosvenor Centre car park is already signed throughout the town as a shoppers short stay car park. It is proposed to maintain this approach despite the likely changes to both the size and management of the car park as a result of the proposed redevelopment of the Grosvenor Centre.
- Although it is very small (50 spaces) Commercial Street South is included due to its proximity to the St Peter’s Way and Commercial Street Car Parks.

8.2.7 The signage strategy has been developed based on the key junctions where arterial routes join the inner ring road:

1. Abington Square – Kettering Road and Wellingborough Road;
2. Bedford Road/Cheyne Walk/Derngate/Victoria Promenade – Bedford Road;
3. Plough junction – London Road;
4. Gas Street Roundabout - Harlestone Road, Towcester Road, Weedon Road;
5. Regent Square – Harlestone Road, Harborough Road and Weedon Road.
Figure 43 Key junctions at which signage strategy will direct traffic
8.3 SIGNAGE STRATEGY

8.3.1 The current signing strategy of the car parking within Northampton is both complicated and cumbersome. The signs direct travellers to specific car parks with each car park named on the sign. To a local this is fine, as they are aware of the location of each car park in relation of where they want to go and the duration of stay required. This is not the case for visitors who are not as familiar with the town and the location of the car parks.

8.3.2 This section recommends how traffic should be signed from the five highlighted junctions to ensure that traffic is directed to the first suitable car park.

Abington Square

8.3.3 Traffic entering the town from the north and east, via Kettering and Wellingborough Roads uses this junction. The VISSIM model indicates that 795 vehicles will travel south along the Kettering Road and 648 vehicles will travel westwards from Wellingborough Road in the AM peak. This is the third busiest of the junctions examined.

Short Stay Parking

8.3.4 Short stay car parking for this traffic would be directed anti-clockwise around the ring road to St Peter’s Way car park. If this was full, traffic would then be directed to Commercial Street South.

Long Stay Parking

8.3.5 For long stay parking, the traffic would be directed northwards to St Michael’s multi-storey car park. If that was full, the traffic would be re-directed to the Upper Mounts and Mayorhold Car Parks.

Bedford Road / Cheyne Walk / Derngate / Victoria Promenade

8.3.6 This junction carries traffic that enters the town from Bedford and the south and east, travelling up the Bedford Road. The VISSIM model indicates that 1341 vehicles will enter the town from Bedford Road in the AM peak. This is the fourth busiest of the junctions examined.

Short Stay Parking

8.3.7 Short stay parking will be directed westwards towards the St John’s surface car park. If this is full, traffic will be directed to St Peter’s Way and Commercial St South.

8.3.8 Redevelopment of the St John’s/Angel area is due to start later this year, therefore short stay parking should be directed to St. Peter’s Way car park once this redevelopment starts.
Long Stay Parking

8.3.9 Long stay parking will be directed westwards towards the St John’s multi-storey car park. If this is full, traffic will be directed to Commercial Street, then Doddridge Street/Chalk Lane.

Plough Junction

8.3.10 This junction would pick up traffic entering Northampton town centre from the south (A45 and M1) along the London Road. Data from the Northampton VISSIM model indicates that 836 vehicles will enter the town via the A508 Bridge Street. This is the least busy of the junctions examined.

Short Stay Parking

8.3.11 Short stay traffic would be directed to the St Peter’s Way car park. If this is full, traffic would be directed to Commercial Street South. Currently the third option would be for traffic to be directed to St John’s surface level car park, but work to build on this car park is due to start this year, as part of the Project Angel.

Long Stay Parking

8.3.12 Long stay traffic would be directed around the Plough gyratory to St John’s multi-storey. The alternatives would be the St Michael’s Road multi-storey and the Upper Mounts car park.

Gas Street Roundabout

8.3.13 Traffic entering the town from the south-west and the west, which is likely to be from the A43, A45 and junctions 15a and 16 of the M1, will use this junction. The VISSIM model indicates that that 866 enter the town eastbound along the Weedon Road and 945 northwards from Towcester Road, in the AM peak. This is the second busiest of the junctions looked at.

Short Stay Parking

8.3.14 The short stay traffic would be initially directed to the St Peter’s Way car park. If this car park was full the traffic would be directed to Commercial Street South. Currently the third option would be for traffic to be directed to St John’s surface level car park, but work to build on this car park is due to start this year, as part of the Project Angel.

Long Stay Parking

8.3.15 For traffic coming in from Towcester Road, any traffic requiring long stay parking would be directed to Commercial Street. If this car park is full, then traffic would be directed to St John’s and St Michael’s Road multi-storey car parks. For traffic coming in from Weedon Road, this traffic would be initially directed towards the Doddridge Street and Chalk Lane Car Parks. If these car parks were full, further traffic would be guided towards the Commercial Street car park.
**Regent Square**

8.3.16 This junction is primarily used for people travelling from the north and west, entering the town along Harlestone Road, Harborough Road and Weedon Road. The Northampton VISSIM model indicates that 1311 vehicles travel eastbound from Spencer Bridge Road; although some of this traffic may filter off down St Andrew’s Road. In the same period, there were 1053 vehicles southbound from Kingsthorpe Road. This is the busiest of the five junctions looked examined.

**Short Stay Parking**

8.3.17 For short stay parking, i.e. shoppers, the traffic would be directed to St Peter’s Way, and then Commercial Street South. Currently the third option would be for traffic to be directed to St John’s surface level car park, but work to build on this car park is due to start this year, as part of the Project Angel.

**Long Stay Parking**

8.3.18 Drivers seeking long stay would first be directed to the Mayorhold car park. If this is full, traffic would be then directed to the car parks in Doddridge Street/Chalk Lane and then Commercial Street.

**Traffic from St Andrew’s Road**

8.3.19 A significant amount of traffic is shown to enter the inner road from St Andrew’s Road. All traffic joining at the St Andrew’s Road/Spencer Bridge Road/Grafton Street junction will be filtered towards the Regent Square junction. Those travelling south and accessing the Ring Road via Black Lion Hill and St Peter’s Way will be directed to the following:

**Short Stay Parking**

8.3.20 Short stay traffic will be directed towards the Gas Street junction and St Peter’s Way car park.

**Long Stay Parking**

8.3.21 Long stay traffic will be directed along Marefair and sent to the Doddridge Street and Chalk Lane Car Parks.

**Signing Strategy the Way Forward**

8.3.22 Studies across the country have looked at the ‘perception of signing’ and the results have shown that the majority of the users prefer a simplified signing strategy with signs indicating Long Stay or Short Stay only, as duration of stay is one of the key factors in choosing a car park.

8.3.23 The introduction of the signing strategy above will help to reduce traffic in the town centre by encouraging drivers to use the first appropriate car park on their route into the study area.
8.3.24 As the proposed changes to the town centre and the car park provision occur then the proposed signage strategy should still enable people to find the nearest appropriate car park.
9 Options for Managing Parking in the Future

9.1 INTRODUCTION

9.1.1 The provision of car parking within Northampton town centre is fundamentally a service that enables people to access and enjoy the range of facilities there. The experience of parking can often contribute to the overall image of a town or city. It is therefore important that in working towards a vision for Northampton taking into account changes in the town centre occur in the short and long term, that an appropriate parking strategy is developed to best equip the town for the future. This chapter sets out a range of options that are available to NBC and NCC as part of such a strategy.

9.2 PARKING CHARGES

9.2.1 Charging for parking is often an emotive issue with the general public in any town, and Northampton is no different. The public and stakeholder consultation workshops indicated a general strength of feeling that parking charges were too high in Northampton, and that a reduction in parking charges in real terms would be to the long term commercial benefit of the town centre. Reducing the cost of parking in real terms is, therefore, an option which is open to the Council, and one which would command popular support.

9.2.2 However, the reality is that Northampton does not charge more for its town centre parking than comparable settlements. Indeed charges significantly less than most towns and cities that have pursued a more P&R based approach to parking provision. Daily charges in Cambridge, Norwich and York, for example, are typically more than £10 and, in some cases, as much as £20.

9.2.3 If the mode shift targets outlined in the TSfG are to be achieved in Northampton then there will need to be significant mode shift for journeys into the town centre. Studies elsewhere have indicated that a relative increase in the cost of parking in the town centre, combined with enhancements to alternative modes can be a key component in attaining modal shift. The bus operators consulted commented that, whilst parking charges were at a level the bus services could compete with, reducing charges below their current levels in real terms could be detrimental to bus patronage, and therefore to mode shift.

9.2.4 In terms of the overall charging regime, we have considered 4 main options, described below.

Option 1: Reducing Charges and Simplify.

9.2.5 Two of the key outcomes of the consultation were that the charging system is too complex, and that charges are too high. This option therefore responds to both those concerns, by simplifying and reducing the cost of parking. A suggested initial charging structure for all existing 'premier zone' car parks for this option is:
Option 2: Generate Turnover and Simplify.

9.2.6 Whilst capacity is not generally an issue in the town centre car parks, a key outcome from the consultation was the need to encourage short-stay trips and passing trade in the town centre. This option therefore provides a short period of free parking to provide the incentive to come into the town centre, which would relieve the burden on on-street parking. A suggested initial charging structure for premier zone car parks in this option is given below. This would also simplify the charging structure and slightly increases the cost of the 1, 2 and 3 hour thresholds, providing compensation for the loss of revenue caused by the introduction of the free period:

- Up to ½ hour Free
- Up to 1 hour £1
- Up to 2 hours £2
- Up to 3 hours £3
- Up to 5 hours £4
- All day £7

Option 3: Reduce Charges and Encourage Longer Retail/Leisure Trips.

9.2.7 In order to encourage shoppers to stay longer in the town centre, one option is to offer an incentive to stay longer by reducing the parking charges for the 4-hour time period. This would encourage shoppers to spend longer in the town, potentially increasing the number of retail outlets visited and also encouraging people, for instance, to stay in the town centre for lunch. It would also have the advantage of providing the simplest charging structure of all options. A suggested initial charging structure for this option is given below:

- Up to 1 hour £1
- Up to 4 hours £2
- All day £5

Option 4: Maintain Status Quo.

9.2.8 In maintaining the status quo the Council would retain the existing policy of a flat rate per hour (currently £0.80) in the premier zone car parks. Rates would be maintained approximately in line with inflation.
9.3 CHANGES TO THE PARKING OFFER

9.3.1 The above options represent a range of potential charging regimes which could be adopted in the future. However, alongside any overall change in the parking charge regime, the Council could consider a strategy of modernisation and adjustment of the current parking charging system which would make it considerably more user-friendly. It was clear from the results of the consultation that there is significant support for such a strategy, particularly in providing a high quality town centre parking experience in the context of enhancing Northampton’s overall ‘offer’, and developing the town’s identity as distinct from other surrounding centres.

9.3.2 This strategy could include the following features:

■ Reviewing, or even ending, the distinction between short and long stay car parks. Consultation suggests that users find this distinction confusing and, since capacity is rarely an issue currently, generating turnover in central car parks is not a central consideration for the strategy. A blanket policy whereby there are no time limits in car parks has the appeal of simplicity although greater understanding of the current user patterns in the car parks is required prior to any changes.

■ Wider adoption of the ‘pay on foot’ payment method. This is highly popular with public and stakeholders alike as it is perceived to be more convenient. This is particularly since it allows motorists flexibility in the length of time they stay in the town centre, without the need to ‘clock watch’ and return to their vehicle to buy more time if necessary. Retailers also consider that this parking system encourages motorists to spend longer in the town centre overall. Pay on foot also has significant advantages in terms monitoring parking use and planning future policy and interventions, since it provides a ready source of high quality data on not only level of usage of the car parks but also the duration of stay. Clearly there are cost implications to this. A typical Pay on Foot car park requires tickets dispensers and traffic control barriers on each of the entry lanes, ticket readers and traffic control barriers on the exit lanes, automatic covered pay stations, and a communications network linking all this equipment. We anticipate a typical approximate cost of purchasing and installing this equipment, and any associated modifications to the car park layout, for a typical large surface car park (such as Commercial Street) to be between £75,000 and £100,000. This allows for one entry and exit lane and two pay stations. In addition to this cost, staff costs can be higher for pay on foot car parks due to the need for staff to be present to deal with ticketing problems. Clearly, the benefits of broadening the reach of the pay on foot system would need to be evaluated against a detailed assessment of those costs in relation to individual car parks at the appropriate time.

■ Reviewing on-street charges to ensure consistency of approach, and potentially introducing a very short stay payment threshold of 15 minutes, for a very low cost. Adopting such a threshold would encourage passing trade, and assist the town centre in competing with out of town retail areas.
Review the zoning structure, and in particular no longer using the term ‘premium’, which retailers consider to imply a high level of cost. As part of this, it would be possible to adopt a more high profile zoning system, whereby the zoning system features on signage and other parking information sources, potentially following the type of coloured zones model used in Milton Keynes.

Two potential models are suggested:

- An inner/outer zoning system. This would be similar to the existing system, but rebranded, with the zone names being used consistently on signs, information leaflets etc. ‘Zone 1’ or ‘Inner Zone’ would be the central area and consist of car parks within the inner ring road – equating to the existing ‘premier’ zone. ‘Zone 2’ or ‘Outer zone’ would be the area outside the inner ring road – the current standard zone. Colour coding could be used consistently to differentiate between the zones.

- Directional zoning system. A more complex variant would be the use of directional zone names that refer to areas of the town centre: market zone, hospital zone, station zone etc. These would be more tangible to the public and could be more useful from a signage strategy perspective, though could add potential confusion if used in conjunction with the names of individual car parks. This may be a longer term option following delivery of development schemes within the CAAP.

- Consider restructuring the charging regime in the ‘premier zone’ car parks to encourage more short stay parking and therefore promote passing trade for town centre retailers.

- Consider introducing a token system through town centre retailers whereby the cost of parking could be offset through store purchases.

- Consider the introduction of ‘free’ initiatives for parking, such as free on Sundays (retailers perceive the town centre to be relatively quiet on a Sunday) free after 3pm (to encourage linked shopping trips for commuters and school-run parents) or free for a short period of time (e.g. 15 minutes) to encourage passing trade.

Private Non Residential Parking

9.3.3 In addition to the charging regime for the main town centre public car parks, the Council may wish to consider implementing WPL through the planning system, in a similar way to the system currently being adopted in Nottingham. Given the large stock of PNR parking within Northampton town centre, it is recommended that the Council monitor closely the developing scheme in Nottingham, which is the first to be introduced in the UK following the introduction of the Workplace Parking Levy regulations in England in 2009. Pursuing such a policy would have a number of benefits, particularly:

- Providing a revenue stream for the Council, which could potentially be used to support investment in alternative modes;
Driving mode shift as part of the achievement of the targets set through the TSfG;

Associated reductions in congestion, and potential air quality improvements;

Potential synergies with the introduction of a P&R strategy: the WPL would act as a generator of patronage for a viable P&R scheme; And

If applied across the borough, would create a more level playing field in terms of the competition between the town centre and the out of town retail centres.

9.3.4 Clearly, since the Nottingham scheme is the first in the UK, and it will not be fully operational until April 2012, there is a need to monitor the ongoing situation prior to implementing any proposed WPL in Northampton. However, in the long term, WPL could represent a potential option for the town.

9.3.5 The imposition of WPL in Northampton is a long term option, in the short to medium term it is necessary to introduce controls on the amount of PNR within the CAAP boundary. This is required to help reduce the number of peak hour commuter trips into the town centre and to encourage greater use of sustainable modes of transport.

9.3.6 To help control the amount of additional PNR parking in the CAAP area it is recommended that the area be split into two, (e.g. central and outer). Within the central area it is recommended that a ban on the provision of any additional PNR spaces is imposed. In the outer area it is recommended that the level of PNR permitted is set at 50 per cent of that permitted in the rest of Northampton.

Out of Town Retail Parking

9.3.7 A further potential option to pursue would be to attempt to ‘level the playing field’ for the town centre as against the out of town retail parks, through the adoption of a retail parking levy as discussed in chapter 3. There was a strong feeling amongst town centre stakeholders at the consultation that town centre retailers were at a disadvantage in relation to out of town retail centres due to the disparity of parking costs. Such a levy would offer the opportunity to redress this imbalance.

9.4 LOCATION OF PARKING

9.4.1 Our conclusions regarding the location of current and future parking have been informed by:

- Our baseline assessment of parking demand and traffic flows
- Proposed or likely future changes in land use
- The results of our consultation with public and stakeholders

9.4.2 Overall, parking provision is generally well spread throughout the town centre, there is a plentiful supply of parking and it is rare that demand exceeds capacity in any given area. However, some areas are, relative to the level of demand associated with them, less well supplied with parking than others.
9.4.3 It is apparent from our consultation results that there is a perception that the Centre East zone in particular is relatively more difficult to find a space in than other zones within the town centre. This is supported by our analysis, which indicates that the centre east zone, which currently comprises the Ridings and Wellington Street car parks (which together amount to 103 spaces) contains only 2 per cent of the council operated ‘premium zone’ parking spaces, and no long stay Council-operated car parks. In contrast, census analysis suggests that the Centre East zone contains at least 10% of the employment in the town centre. Furthermore, the radial routes arriving in the town centre within the centre east zone (A5123 Kettering Road, A4500 Wellingborough Road, Billing Road and A428 Bedford Road) carry around 40 per cent of the traffic arriving in the town centre during the AM peak.

9.4.4 The overall level of supply of car parking in the town centre outweighs demand, and is likely to do so for many years to come. In this context it is unlikely that significant new Council controlled car parks will be constructed in the time frame of this strategy, with the exception of parking provision associated with new developments. However, the Centre East zone is identified as an area of potential undersupply. This will need to be carefully monitored going forward in the context of the CAAP to ensure any additional parking demand can be planned for and accommodated.

9.4.5 Similarly, in the long term context of a parking strategy which seeks to sign vehicles to their nearest car park upon arrival in the town centre, and create a more walkable town centre to support this, the Centre East zone is an area of the town where there is little parking to serve significant numbers of vehicles arriving at the inner ring road. Options open to the Council include the construction of new parking, the relocation of existing parking within the eastern part of the town centre or the promotion of the under-used car park at St Michael’s.

9.5 SIGNAGE

9.5.1 There is a perception that car park signage in Northampton is currently poor, and it is true that there are significant areas for improvement that have been identified.

9.5.2 As covered in chapter 6 a signage strategy is currently being developed for the town centre. In relation to car parking, there are a number of features which this strategy could include:

- An improved directional signing system from the principal approach roads to the town centre, related to the overall parking zoning system and designed to minimise unnecessary traffic on the town centre road network by directing vehicles to the car park nearest to their point of arrival in the town centre.

- Improved pedestrian signage to and from car parks. This was a significant outcome from the consultation: that local people find that pedestrian routes, including pedestrian signage, both within and to/from car parks, is currently poor.

- Introduction of Variable Message Signs to direct traffic to car parks on a dynamic basis according to the traffic conditions and level of occupancy of each of the main car parks.
9.6 ON-STREET PARKING OPTIONS

9.6.1 On-street car parking is an important ingredient in the town centre mix, and is particularly suited to facilitating the passing trade which town centre retailers are keen to encourage. A range of measures could be devised, aimed at making better use of on-street parking in and around the town centre:

- Changes to the charging regime, aimed at encouraging short stay parking, potentially by providing a very short stay free of charge although car would need to be taken to ensure this did not increase traffic as people looked for free parking.
- Ensuring on-street parking is well located for shops, without compromising the town centre streetscape, including consulting local traders about parking proposals as they come forward.
- Provide more on-street parking in key locations, including more disabled provision, with pricing structures to encourage rapid turnover.

9.7 PARK & RIDE

9.7.1 Park and Ride could play a significant role in the development of a sustainable transport system for certain towns and cities. However, should P&R be pursued in Northampton, an important series of conditions would need to be satisfied in order to ensure the policy was a success:

- A number of suitable sites should be identified, located on key radial routes, such as the A45, A428, A4500, A43, A508 and A5123, often at interchange locations with key orbital routes/bypass routes such as the M1, A45 and A5076.
- Each site should ideally have at least 500-750 parking spaces to generate a critical mass of patronage for the bus services.
- A single fee should be charged for parking and bus travel, with this being easy to pay by a variety of payment methods either at the P&R site, on the bus or in advance on the internet, from travel shops etc.
- There should ideally not be an excess supply of parking in the central area.
- The cost of parking in the town centre would need to be increased so that the daily parking charge was ideally around 5 times more than the return P&R bus fare.
- The P&R services should be provided at a frequency of at least one bus every 15 minutes, ideally every 10 minutes, using high quality vehicles which will appeal to those used to the comforts of a private car.
- Bus services should ideally be non-stop, with bus priority provided where possible to maximise journey time advantage over the private car.
- Incentives to purchase tickets in advance to reduce the ‘dwell time’ of services on stops at P&R sites.
• P&R sites should not be located at points of existing traffic congestion. Furthermore, they should be located in advance of any congestion that occurs on key corridors bound for the centre of a town or city.

9.7.2 The key to successful P&R is making the offer attractive when compared with the alternative of private car use for the full journey. The key to this is in generating a significant cost and/or time advantage to using the P&R service. The whole rationale of the P&R therefore has to be designed to minimise the time that it takes to get to the city centre. Most importantly: sites must be located on key radial routes to minimise the diversions that drivers have to take in order to use the service; bus services should be high frequency and parking charging policy must provide a strong incentive to use the P&R service.

9.8 CONTROL/ENFORCEMENT

9.8.1 There are two main potential areas for improvement in terms of control and enforcement in the town centre, based principally on the results of our consultation work:

• Improving the levels of enforcement in relation to on-street parking to encourage turnover
• Improving the level of enforcement in relation to disabled spaces in order to prevent abuse of the system.

9.9 OPENING HOURS

9.9.1 Local businesses, particularly those associated with the evening economy, who were consulted as part of the compilation of this strategy, have indicated that there is a shortage of secure parking in some areas of the town centre in the evening, since many town centre car parks do not operate on a 24 hour basis. The Council could therefore consider targeted lengthening of opening hours in key car parks, in consultation with the evening economy traders. There are two potential scenarios:

• Firstly, all car parks in the town centre become available for use 24 hours of the day and
• Secondly, working with key stakeholders to identify a number of car parks in key parts of the town centre that could be available 24 hours of the day for parking, with the closing times of the remaining car parks clearly identified.

9.10 QUALITY

9.10.1 The quality of parking in the town centre is not currently consistent, and consultation indicates a strong feeling within the town that an improvement in the overall ‘feel’ of the parking stock would be beneficial to the town centre as a whole. There are many facets to the quality of a car park, many of which have already been covered above. However, a number of key aspects for consideration in improving the overall ambience of car parks are:

• Lighting levels
• CCTV
- Security measures associated with potential extensions of opening hours to support the evening economy
- Quality of pedestrian routes and signage within car parks, including stairways and lifts in multi-storey car parks
- Quality of ticket machines and acceptance of a variety of payment methods
- Increasing staffing levels in car parks, again potentially in association with extended opening hours.
10 Recommendations – Parking Strategy

10.1 CONTEXT

10.1.1 The strategy for car parking in Northampton outlined in this chapter of the report has been informed by the following key factors:

- The overall vision for the town and town centre, of creating an economically successful, vibrant, attractive and less car orientated environment in the town centre;
- A clear understanding of the role that the town centre needs to perform, now and in the future which is guided by the CAAP;
- The way the town centre is used and by whom; and
- The wider transport objectives that are being pursued nationally and locally.

10.1.2 This Parking Strategy forms part of the overall transport strategy that will support the CAAP and the vision which that presents for the town centre. Furthermore, the strategy will seek to support local and national sustainable transport policy. Most importantly, the provision of improved public transport provision, particularly a new Bus Interchange, will be important in promoting travel by bus. Also very important, particularly in the context of a parking strategy which encourages people to park close to their point of arrival in the town centre, as opposed to using the car park closest to their destination, are policy interventions to improve the ‘walkability’ of Northampton town centre. These will form part of the wider CAAP Transport Strategy.

10.1.3 The overarching context to this parking strategy is the high overall level of supply relative to demand. NBC currently control approximately 5,000 off-street spaces in the town centre. There are approximately 5,000 spaces in privately operated car parks that are open to the public, and 300 on-street parking spaces, totalling over 10,000 parking spaces. The analysis of parking demand shows that at peak weekday times only 50 per cent of the parking stock is utilised. In overall terms, the town centre is never close to capacity, although a number of areas of the town centre do come close to capacity at peak times. Generally, therefore, it is not considered that there is a need for new car parking stock. In relation to new developments coming forward as part of the CAAP, the Councils have the opportunity to avoid the need for significant new parking in the town centre, and new developments instead should be able to make use of existing stock, potentially incorporating private sector investment in refurbishing some existing parking stock in preference to providing new parking.

10.1.4 Parking in Northampton has declined significantly over the last decade. Since 2004/5 it is estimated that there has been a 36 per cent decline in the number of vehicles parking in the town centre. The reasons for the decline in parking are mainly attributed to the following factors:
- Increased competition from surrounding towns and cities and a perceived decline in the retail offer in Northampton in comparison to those locations;
- The increased competition from out of town retail and employment facilities in the rest of Northampton, such as at Sixfields, Riverside Park and Weston Favell, which have free car parking; and
- To a certain extent, the quality of the parking experience in Northampton.

10.1.5 Addressing the issue of competition with out of town shopping centres is a significant challenge for the Councils. Applying a retail parking levy, or similar approach, to out of town centre locations may be a tool that could address this problem.

10.1.6 NBC currently control approximately 36 per cent of the supply of publicly available parking in Northampton. If new developments with increased parking are introduced in Northampton Town Centre then NBC may in the future have less influence over the control of parking in the town centre. For example with the redevelopment of the Grosvenor centre, and assuming the parking associated with this redevelopment becomes privately controlled, NBC could ultimately be responsible for less than a third of parking in the town centre. To be able to influence parking controls and the strategy for parking in the town it is therefore important that NBC maintain some influence on the parking regime and this should be a consideration in contractual arrangements for new developments in the town.

10.1.7 The Parking Strategy has considered a range of interventions from those which are relatively simple to implement to those which perhaps will take more time or have significant funding implications. These interventions are presented in the strategy matrix below. A short term strategy of ‘quick wins’ is then presented, followed by a preferred longer term strategy.

Table 24 Intervention Timescales

<table>
<thead>
<tr>
<th>Timescale</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term</td>
<td>1-5</td>
</tr>
<tr>
<td>Medium Term</td>
<td>6-10</td>
</tr>
<tr>
<td>Long Term</td>
<td>11+</td>
</tr>
</tbody>
</table>
## Matrix of Interventions

<table>
<thead>
<tr>
<th>Option</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking Charges and payment methods</strong></td>
<td>Short term</td>
</tr>
<tr>
<td>Parking charges option 1: reducing charges and simplify</td>
<td>✓</td>
</tr>
<tr>
<td>Parking charges option 2: generate turnover and simplify.</td>
<td>✓</td>
</tr>
<tr>
<td>Parking charges option 3: reduce charges and encourage longer retail trips</td>
<td>✓</td>
</tr>
<tr>
<td>Parking charges option 4: maintain status quo</td>
<td>✓</td>
</tr>
<tr>
<td>Review on street charges to ensure consistency of approach, and potentially introduce a very short stay payment threshold of 15 minutes, either free or at a very low cost.</td>
<td>✓</td>
</tr>
<tr>
<td>Implement a revised inner/outer zoning structure with improved communication</td>
<td>✓</td>
</tr>
<tr>
<td>Implement a directional zoning system</td>
<td>✓</td>
</tr>
<tr>
<td>Consider restructuring the charging regime in the 'premier zone' car parks to encourage more short stay parking and therefore promote passing trade for town centre retailers.</td>
<td>✓</td>
</tr>
<tr>
<td>Consider the introduction of &quot;free&quot; initiatives: free after 3pm, free for 30 minutes etc</td>
<td>✓</td>
</tr>
<tr>
<td>Consider ending the distinction between short and long stay car parks</td>
<td>✓</td>
</tr>
<tr>
<td>Wider adoption of the 'pay on foot' payment method, with associated improved payment facilities, potentially including credit/debit card and Smartcard facilities</td>
<td>✓</td>
</tr>
<tr>
<td>Consider introducing a token system through town centre retailers to offset the cost of parking through store purchases.</td>
<td>✓</td>
</tr>
<tr>
<td>Consider implementing a Workplace Parking Levy</td>
<td>✓</td>
</tr>
<tr>
<td>Consider implementing a Retail Parking Levy</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Location of Parking</strong></td>
<td></td>
</tr>
<tr>
<td>Maintain status quo</td>
<td>✓</td>
</tr>
<tr>
<td>Maintain status quo, plus potential development parking stock additions</td>
<td>✓</td>
</tr>
<tr>
<td>Consider relocation of some parking stock within the town centre, particularly opportunities to locate more parking in the 'centre east' zone</td>
<td>✓</td>
</tr>
<tr>
<td>Restrict the amount of additional PNR parking within the town Centre (as identified in the CAAP)</td>
<td>✓</td>
</tr>
<tr>
<td>Introduce different parking standards for inside and outside the inner ring road</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Signage</strong></td>
<td></td>
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<tr>
<td>Implement an improved directional signage strategy from the principal approach roads to the town centre car parks</td>
<td>✓</td>
</tr>
<tr>
<td>Implement a pedestrian car park signage strategy, aimed at improving signage both within, and to/from town centre car parks</td>
<td>✓</td>
</tr>
<tr>
<td>Long term strategy to implement a Variable Message Signing (VMS) system</td>
<td></td>
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<tr>
<td><strong>On-Street Parking Options</strong></td>
<td></td>
</tr>
<tr>
<td>Ensuring on-street parking is well located for shops, without compromising the town centre streetscape, including consulting local traders about parking proposals as they come forward.</td>
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<tr>
<td>Restructure on-street charging regime to encourage more short stay parking, potentially including a free/very low cost initial period</td>
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<tr>
<td>Provide more on-street parking in key locations, including more disabled provision, with pricing structures to encourage rapid turnover</td>
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<tr>
<td><strong>Park and Ride</strong></td>
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<tr>
<td>Implement a Park and Ride policy, supported by a range of complementary measures designed to encourage use of the park and ride service</td>
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</tr>
<tr>
<td><strong>Control / Enforcement</strong></td>
<td></td>
</tr>
<tr>
<td>Improving the levels of enforcement in relation to on-street parking to encourage turnover</td>
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<tr>
<td>Improving the level of enforcement in relation to disabled spaces in order to prevent abuse of the system</td>
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<tr>
<td><strong>Opening Hours</strong></td>
<td></td>
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<tr>
<td>Targeted lengthening of opening hours in key car parks, in consultation with the evening economy traders</td>
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</tr>
<tr>
<td><strong>Quality</strong></td>
<td></td>
</tr>
<tr>
<td>Implement a general programme of security, pedestrian and other user-focused improvements to car parks</td>
<td>✓</td>
</tr>
</tbody>
</table>
10.2 QUICK WINS/SHORT TERM STRATEGY

10.2.1 A number of ‘Quick wins’ have been identified which will improve the user experience of parking in the short term in Northampton town centre. Particularly:

- Reviewing the consistency of on-street parking charges and potentially introducing a very low cost or free initial period to encourage turnover on on-street bays. This will facilitate passing trade for town centre retailers.
- Implementing an improved directional signage strategy, directing traffic from the principal approach roads to car parks, in conjunction with the implementation of a higher profile zoning system for inner and outer zone car parks
- Implement a pedestrian car park signage strategy, aimed at improving signage both within, and to/from, town centre car parks
- Improving the levels of enforcement in relation to on-street parking, to encourage turnover and prevent abuse of the blue badge system for disabled users.
- Implement a general programme of security, pedestrian and other user-focussed improvements to car parks
- Potential to reduce parking charges, in association with strategies to encourage passing trade and/or longer retail trips to the town centre.

10.3 LONGER TERM STRATEGY

10.3.1 The longer-term strategy comprises a number of measures including alternative options which could be pursued dependent upon the desired policy direction:

- Simplifying the charging regime is central to the longer term strategy, and this could be done in a number of ways, which may or may not incorporate a reduction in parking charges in real terms. Mechanisms exist within this simplification both to encourage turnover and passing trade (most likely to be applied in those car parks where capacity may become an issue in the future) and to encourage longer-stay retail trips.
- A more significant alteration to the zoning system could be made in the longer term, particularly incorporating more geographical zone names. This could potentially be used, in conjunction with VMS, to overcome motorists’ attachments to individual car parks. Using VMS, motorists could be signed to other car parks within the same zone, or an adjoining zone, when particular car parks reach capacity.
- Long term options to encourage modal shift include the adoption of workplace and retail parking levies for the whole of Northampton.
- The distinction between short and long stay parking should be reviewed, and potentially ended. A blanket policy whereby there are no time limits in car parks has the appeal of simplicity although greater understanding of the current user patterns in the car parks is required prior to undertaking either of these alterations.
■ Rolling out ‘pay on foot’ payment systems more widely, particularly to the larger town centre car parks.

■ In order to link parking with retail, and provide a greater incentive for motorists to visit the town centre for retail trips, a token system could be negotiated with local traders, whereby the cost of parking is effectively reimbursed, in whole or part, through the issue of parking tokens from town centre retailers. This would need to be subsidised by the local District Council and the retailers in partnership, and would therefore require consultation and joint working between these organisations.

■ Given the supply of parking currently in the town centre careful consideration should be given to the need for introducing new public car parking. When new developments are being brought forward, the need for new car parking in an area should be considered in line with the provision in the surrounding area at that time.

■ Potential to consider increasing on-street parking provision as part of the wider CAAP, in conjunction with charging regimes to encourage short stay and passing trade

■ In the shorter term, it is not considered that the wider conditions needed to support P&R currently exist in Northampton. However, in the longer term, P&R could represent an option to consider for the town, since evidence from around the country suggests that, given the right conditions, towns of Northampton’s size can support successful P&R schemes.

■ In consultation with evening economy stakeholders, opening hours for certain car parks should be lengthened in order to encourage the development of the evening economy.

10.4 FURTHER OPPORTUNITIES

10.4.1 The above options are considered to be an appropriate strategy for parking in the short to long term in Northampton. However, there is the potential to grasp opportunities to assist in strengthening the economy of the town centre through the implementation of bolder elements of the parking strategy, in particular in the short term.

10.4.2 In the short to medium term, it would be possible to be bolder in providing stimulus to the town centre economy to assist the recovery from the recession. This could include a more radical cut in parking charges to stimulate activity in the town centre, and/or increased levels of special offers, free initiatives etc. Further assessment will be required to understand, in particular, the financial implications of this option.

10.4.3 Given the generally healthy supply of parking in the town centre, development opportunities could be considered associated with some of the car parks within the inner ring road. Chapter 5 has illustrated the overall spare capacity in the town centre as a whole, even in the context of significant population growth. There is clearly a need to make most efficient use of space possible through the CAAP, particularly
within the inner ring road. In this context, the current overall over supply of parking does not support this efficiency, and there are already proposals to make better use of some car park space which is currently poorly utilised (for example, the proposed redevelopment of the St John’s and Albion Place surface car parks in the Centre South zone, which currently rarely reaches more than 50 per cent capacity).

10.4.4 There may be other opportunities such as this. In particular, car parks in the Centre Southwest zone, where the St Peter's Way, Commercial Street and Commercial Street South car parks contain nearly 600 spaces, currently cover a very significant area of land within the inner ring road. These car parks are one of the more popular areas of the town centre to park in for retail purposes, particularly on Saturdays, and it would not be advisable to reduce parking stock in this area. However, a redevelopment incorporating significant parking provision in the form of a multi-storey car park, could be possible. Redevelopment of land owned by the Council can also generate significant income for reinvestment by the Council in the town centre.

10.4.5 In the longer term, introducing a workplace parking levy could be an appropriate strategy. Monitoring the plans of Nottingham in this regard is a sensible strategy. However, NBC and NCC could evaluate the opportunity for introducing a retail parking levy as an immediate task and if this is considered to be a viable approach then introduce such a scheme in the short to medium term.

10.5 NEXT STEPS

Integrated Transport Strategy

10.5.1 The parking strategy for Northampton town centre is just one component of the wider planning framework that needs to be in place to support the vision and future growth of the town in a sustainable way. The preferred strategy for parking aims to strike an achievable balance between, on the one hand ensuring continued good access to the town centre by car and on the other, the objective of increasing the proportion of trips that access the town centre by more sustainable modes.

10.5.2 The parking strategy therefore needs to be seen as part of a wider Integrated Transport Strategy that contains a number of complementary components. The provision of improved public transport provision, particularly a new Bus Interchange, will be important to the overall access strategy of the town centre. Similarly, the promotion of walking and cycling, and particularly the aim of improving the walkability of the town centre, will be important components of the overall strategy.

Consultation

10.5.3 Through the consultation undertaken as part of the formation of this parking strategy, it was clear that public and stakeholders view parking as an important issue in the overall town centre context, and they value the chance to be consulted upon it. The views of stakeholders, particularly town centre businesses and retailers, have been vital in forming this strategy, and it is important that ongoing consultation is undertaken throughout its implementation. This should particularly have regard to
specific proposals to change significant aspects of the parking stock or charging regime.

Further Work

10.5.4 Whilst this strategy has drawn upon all available data, and undertaken significant consultation, it is apparent from our work that further analysis and more detailed surveys will need to be undertaken to support the development of a number of schemes and initiatives. In particular, proposals to alter the charging regime will require a detailed assessment of any expected impacts on revenue generation.
## Glossary

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Definition</th>
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<tbody>
<tr>
<td>ANPR</td>
<td>Automatic Number Plate Recognition</td>
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<tr>
<td>CAAP</td>
<td>Northampton Central Area Action Plan</td>
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<tr>
<td>CIF</td>
<td>Community Infrastructure Fund</td>
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<td>DFT</td>
<td>Department for Transport</td>
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<tr>
<td>DPD</td>
<td>Development Plan Documents</td>
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<td>DPE</td>
<td>Decriminalised Parking Enforcement</td>
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<td>GAF</td>
<td>Growth Area Fund</td>
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<tr>
<td>LDF</td>
<td>Local Development Framework</td>
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<tr>
<td>LTP</td>
<td>Northamptonshire Local Transport Plan 2006-11</td>
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<td>MFS</td>
<td>Manual for Streets (March 2007)</td>
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<tr>
<td>MKSM</td>
<td>Milton Keynes South Midlands Sub Regional Strategy</td>
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<tr>
<td>MSCP</td>
<td>Multi-Storey Car Park</td>
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<tr>
<td>P&amp;D</td>
<td>Pay and Display Car Parking</td>
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<tr>
<td>P&amp;R</td>
<td>Park &amp; Ride</td>
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<tr>
<td>PaM</td>
<td>Northamptonshire Place and Movement Guide (November 2008)</td>
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<tr>
<td>PNR</td>
<td>Private Non Residential Parking</td>
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<tr>
<td>PPG3</td>
<td>Planning Policy Guidance 3: Housing (March 2001)</td>
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<tr>
<td>PPG13</td>
<td>Planning Policy Guidance 13: Transport (March 2001)</td>
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<td>PPS3</td>
<td>Planning Policy Statement 3: Housing (June 2010)</td>
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<td>RPG8</td>
<td>Regional Planning Guidance for the East Midlands (January 2002)</td>
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<td>RSS8</td>
<td>Regional Spatial Strategy for the East Midlands (March 2005)</td>
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<td>SESTRAN</td>
<td>South East Scotland Transport</td>
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<td>SPG</td>
<td>Northamptonshire Supplementary Planning Guidance (March 2003)</td>
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<tr>
<td>TSfG</td>
<td>Northamptonshire Transport Strategy for Growth</td>
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<td>VMS</td>
<td>Variable Message Sign</td>
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<tr>
<td>WPL</td>
<td>Workplace Parking Levy</td>
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<td>WYG</td>
<td>White Young &amp; Green</td>
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</tbody>
</table>
APPENDIX NO 1: Parking Accumulation Graphs by Zone

July 2010 Weekday Scenario

Central

![Central Zone Graph]

Centre North

![Centre North Zone Graph]

Centre East

![Centre East Zone Graph]
Centre South

Centre South West

Centre West
North

East

South East
Station

July 2010 Saturday Scenario

Central

Centre North
Centre West

North

East
South East

South

West
South West Station

![Graph showing parking spaces from 06:00 to 21:00 with peaks during 08:00-09:00 and 17:00-18:00]

Station

![Graph showing parking spaces from 06:00 to 21:00 with peaks during 08:00-09:00 and 17:00-18:00]
APPENDIX NO 2: Consultation Attendees

Public Workshop Attendees
Spring Borough’s Resident’s Association
Northampton Abington Community Association
Northampton Federation of Residents’ Associations
Council for Ethnic Minority Communities (Northampton)
St Giles Church
Billing Parish Council
Semilong Community Forum
Duston Parish Council
Individuals

Stakeholder Workshop Attendees
The Grosvenor Centre
Parking Strategy Steering Group
Jax Marketing
Aspers
Legal and General
Northamptonshire Police
Northampton Borough Council
Chown Commercial
Carlsberg
Royal and Derngate
Avon Cosmetics
Northampton General Hospital
Stagecoach
Oriental Garden
Peacock Place
Churches Together
A Watts and Sons Limited
Northampton Enterprise Limited
DW Solicitors

Town Centre Conservation Area Advisory Committee (attended public workshop)
APPENDIX NO 3: Consultation Workshop Results