

Setting Strategic Direction

Parking Strategy for New Malden, Surbiton and Tolworth

Report for The Royal Borough of Kingston-upon-Thames

In Association With Atkins

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Primary Author: Martin Hempell

Other Author(s):

Reviewer(s): Kate Hart (Atkins)

Formatted by: Martin Hempell

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1 Introduction

1.1 Introduction

- 1.1.1 The Royal Borough of Kingston upon Thames (RBK) has engaged MVA Consultancy to prepare a car parking strategy for the Borough, to support the aims of its Local Development Framework (LDF) Core Strategy. The Parking Strategy will focus on the Borough's District Centres of Surbiton, New Malden and Tolworth.
- 1.1.2 The strategy has been developed following the collection of detailed parking survey data in all three District Centres, and this has provided a comprehensive understanding of current parking activity. This data has allowed the identification of the parking issues currently facing each centre and informed predictions of where future pressures on parking provision may occur.
- 1.1.3 A review of other matters related to parking has also been undertaken, and the findings of this research have been taken into account when formulating recommendations to address existing and possible future issues. Areas examined include:
- Cycle and Motorcycle parking activity;
 - Loading and servicing requirements and activity;
 - Public opinions regarding parking in the District Centres;
 - Parking policies and practices of neighbouring local authorities;
 - Parking activity in competing town centres;
 - The effectiveness of existing Controlled Parking Zones;
 - Environmental issues;
 - Travel Planning and Smarter Choices; and
 - The impacts of future development on parking.
- 1.1.4 The Parking Strategy is a supporting document to RBK's LDF Core Strategy document and will guide parking policy in the borough's District Centres for the life of the Core Strategy. The Parking Strategy also aligns with RBK's Community Plan, which focuses on three priorities for taking the borough into the future:
- A sustainable Kingston: protecting and enhancing the environment for current and future generations;
 - A safe, healthy and strong Kingston: preventing problems and promoting responsibility and independence; and
 - A prosperous and inclusive Kingston: sharing prosperity and opportunity.
- 1.1.5 Parking Strategy recommendations have been developed with a view to assisting in achieving these overarching objectives whilst according with national and regional policy requirements.

1.2 Parking Strategy

- 1.2.1 This document provides a description of the parking issues identified through the survey and research phases of Parking Strategy preparation, and discusses the impacts of parking behaviour on the District Centres both now and in the future. This discussion provides a clear rationale linking parking issues to the future recommendations for action made in the strategy.
- 1.2.2 **Chapter 2** provides a summary of current national, regional and local policy and its objectives and describes the link between these policies and the issues and recommendations for action identified by this Parking Strategy.
- 1.2.3 **Chapters 3, 4 and 5** present the issues and recommendations by District Centre as well as by type of parking activity. The types of activity included are:
- Off-street car parking;
 - On-street car parking;
 - Private Non-residential (PNR) or workplace parking;
 - Cycle and motorcycle parking;
 - Loading and servicing;
 - Blue badge-holder parking; and
 - Other demands for parking e.g. car club and electric vehicle parking.
- 1.2.4 **Chapter 6** draws the findings of the previous three chapters together to provide an overall Parking Strategy for New Malden, Surbiton and Tolworth.
- 1.2.5 A more detailed analysis of the data revealed by parking surveys and the research into related issues can be found in MVA's companion volumes to this report:
- 'Car Parking Surveys in New Malden, Surbiton and Tolworth'; and
 - 'Parking Strategy for New Malden, Surbiton and Tolworth – Research Report'.

2 Parking Strategy Overview

2.1 Introduction

- 2.1.1 A successful parking policy needs to address issues on a number of levels, and the Parking Strategy for New Malden, Surbiton and Tolworth has been drawn up giving full consideration to both high-level policy imperatives and objectives and the 'ground-level' need for specific actions which are relevant to local circumstances and issues.
- 2.1.2 These actions can take many forms, and there are a number of proven tools and methods available to boroughs to address identified parking issues, effectively manage parking assets, and influence driver behaviour. These include:
- Increases or decreases in the number of parking spaces or type of parking available;
 - The introduction or revision of waiting & loading or CPZ restrictions;
 - The introduction of a parking user hierarchy;
 - Enforcement of restrictions to support the parking user hierarchy;
 - Changing the balance between on and off-street and long and short-stay parking through alteration of tariffs and charges;
 - Development control and parking standards;
 - Travel planning and Smarter Travel initiatives; and
 - Introduction of new parking charges e.g. workplace charging levy, emissions based charges;
- 2.1.3 It is of course important that identified actions accord to the direction of national, regional and local policy and assist in meeting the overarching aims of creating more sustainable town centres, reducing the number of journeys by private car and improving the environment of town centres through reduced vehicle emissions.

2.2 Parking Policy Review

- 2.2.1 Parking supply is important across the Royal Borough of Kingston, which is typical of outer London boroughs being less-well served by public transport as a result of local geography and dispersed land-use patterns when compared to central London. As with other authorities, the ongoing challenge remains to balance parking supply with the sustainable transport imperative, commercial viability and vitality, social inclusiveness, accessibility, and wider environmental concerns over global warming.
- 2.2.2 The parking policy review found a clear accord between recent and ongoing council parking action and stated policy at the local to national level. The policy themes accord well with national and London-wide obligations for an integrated, sustainable and inclusive transport and parking system, considerate to the local and wider environment.
- 2.2.3 In summary, the policy review found:
- Good accord in RBK with stated policy from national to London-wide policy objectives;

2 Parking Strategy Overview

- Continuing emphasis on integration, sustainability and inclusiveness;
 - Need to encourage travel by sustainable modes;
 - A need to maintain and improve the vitality and viability of district centres;
 - A need for 'balance' between:
 - Sustainable journey-making;
 - Inclusiveness;
 - Accessibility;
 - Environmental considerations;
 - A recognition that adequate and good quality parking supply for essential users and visitors is important, especially in outer London;
 - A need to make efficient use of transport assets, including car parks;
 - An understanding of the need to provide sufficient parking for disabled people, cycles, motorcycles, electric vehicles and loading.
- 2.2.4 The summary table below indicates those parking specific policies reviewed and identified (see Research Report, Chapter 2), and demonstrates the crossover between them.

2.3 Flexibility

- 2.3.1 The Parking Strategy for New Malden, Surbiton and Tolworth has been prepared as a supporting document to RB Kingston's LDF Core Strategy, which sets the direction for planning policy within the borough over a period to 2031. Patterns of parking behaviour change over time and are influenced by a diverse range of factors, including infrastructure changes, the impact of new development and economic factors. For example, the introduction of wider waiting and loading restrictions in New Malden may lead to reduced town centre patronage as visitors seek out-of-town alternatives with free parking; a reduction in workplace parking levels at Tolworth Tower could lead to higher levels of long-stay parking in residential roads. Thus, the Parking Strategy needs to be sufficiently flexible to be able to adapt to change as it occurs whilst remaining aligned with wider policy direction.
- 2.3.2 Preparing and presenting a strategy for implementation over the life of the Core Strategy is therefore challenging. To address this, we have endeavoured to provide a clear but flexible parking strategy with indications of when and how it may be amended and tuned to reflect future circumstances.
- 2.3.3 **Table 2.1** provides an overview of policy issues which relate to parking and shows which of the current national, regional and local policy documents seek to address each issue.

2.4 A Parking Vision for Kingston

2.4.1 The higher-level documents referred to in **Table 2.1** set the general context for the direction of the Parking Strategy, but specific actions for implementation on-street must also be guided by local policy direction. The Parking Strategy seeks, in particular, to accord with RBK's Community Plan and its stated three priorities of:

- A sustainable Kingston;
- A safe, healthy and strong borough; and
- A prosperous and inclusive borough.

2.4.2 These three themes, along with higher level policy aims, have been drawn together to create a parking vision for Kingston's District Centres:

A Parking Strategy to support the vision of a sustainable and safe, healthy, prosperous and inclusive Kingston, with parking provided such that it affords sufficient availability for essential car use whilst responding to environmental, social and economic local, regional and national imperatives.

2.5 Parking Strategy Objectives

2.5.1 This overall vision of the future has been further distilled to identify objectives for the Parking Strategy which are of specific relevance to New Malden, Surbiton and Tolworth. These are:

- Parking management supporting sustainable travel mode choice;
- A reduction in private car journeys;
- Sufficient parking capacity to promote vitality, viability and competitiveness;
- Provision for essential car use, cyclists, motorcyclists and electric vehicles;
- Reduction in CO₂ levels and contribution to air quality targets;
- Support for Travel Plans and other Smarter Choices initiatives; and
- Reduction in congestion from key traffic generators.

2.6 Linking Policy to Actions

2.6.1 Consideration of the Parking Strategy objectives leads to specific actions for implementation, and the following chapters provide a summary of the parking activity, issues and resulting recommendations that have come out of this study.

2.6.2 It is, of course, important that the links between the actions identified for implementation on the ground and RB Kingston's wider policies are clear, and **Figure 2.1** demonstrates how this is achieved by the Parking Strategy for New Malden, Surbiton and Tolworth.

3 New Malden Parking Activity and Issues

3.1 Off-street Car Parking in New Malden

Car Parks

- 3.1.1 There are three main off-street car parks in New Malden; the Blagdon Road multi-storey car park, the Malden Centre surface car park, and the shopper's car park at Waitrose. New Malden Rail Station also offers a small number of spaces outside the station entrance. In total, these car parks provide 781 public parking spaces, of which 18 are reserved for blue badge-holders, as shown in **Table 3.1** below.

Table 3.1 Off-street Parking Capacity of New Malden

Car Park	No. of Public Spaces	No. of Blue Badge Spaces
Blagdon Road multi-storey	540	9
The Malden Centre	74	9
Waitrose	137	N/A
New Malden Station	12	0
TOTAL	763	18

- 3.1.2 The preferred off-street parking location for many town centre visitors is the 137-space Waitrose car park, located close to the centre of the town. This car park operates at over 60% capacity at all times and close to capacity during most mornings. Free parking for up to 1½-hours is offered to Waitrose customers, subject to a minimum spend in-store. The car park is correspondingly popular with shoppers, many of whom use the store for food shopping before or after making additional purchases in the town centre.
- 3.1.3 The surface car park at the Malden Centre (83 spaces) is also popular, both with leisure centre users and shoppers, despite parking being charged at £1 per hour. This is the highest charge for parking within the town centre, but the convenience offered by the car park's central location appears to offset the higher charge for many. The car park usually offers some spare capacity during the week but is often full on Saturdays.
- 3.1.4 Surprisingly, the adjacent 549-space Blagdon Road multi-storey car park had very low levels of usage, operating typically at around 20% of capacity, despite being centrally located and having a cheaper tariff of 60p per hour. Blagdon Road is the only car park in New Malden to offer season tickets for commuters and other long-stay users, and a fifth of recorded weekday activity related to long-stay parking. Long-stay parking on Saturday was minimal.
- 3.1.5 Parking durations in the town centre car parks are predominantly short-stay. The majority of durations are of under one hour, with a smaller number of visitors staying for up to two hours. Long-stay parking activity occurs only in the Blagdon Road multi-storey car park, although only a small number of vehicles were recorded.

3 New Malden Parking Activity and Issues

- 3.1.6 The small station car park is designated for season ticket holders only before 16:00 on weekdays and was fully occupied during all surveyed periods. It is considered that this car park is used exclusively by rail users and that parking associated with town centre visitors does not occur at this location.
- 3.1.7 The condition of New Malden's four car parks varies. Waitrose car park has a good quality surface and is clearly marked, and there is lighting present throughout. The council operated car park at the Malden Centre is older, and the surface and markings show higher levels of wear. The Blagdon Road multi-storey is also older but offers a relatively bright parking environment with CCTV and the benefit of a permanent on-site attendant.

3.2 Off-street Parking Issues and Recommendations

- 3.2.1 Historically, off-street parking has been provided to meet the short stay demands of shoppers and the longer stay needs of visitors to businesses and town centre workers. Current national and London-wide policy identifies the need to improve the sustainability of journeys into town centres and discourage car use, and current policy initiatives seek to encourage journeys by bus, cycle and walk modes.
- 3.2.2 Changes in the patterns of parking use offer the opportunity to alter the balance of parking supply to assist in meeting policy objectives. Whilst it is important to provide for those town centre visitors who have little option than to use their cars, provision should not be seen to encourage higher levels of car use.
- 3.2.3 Set against this is the need to maintain town centre vitality and encourage new visitors. New Malden in particular is subject to competition from large out-of-town supermarkets, ASDA at Roehampton and Tesco at Shannon's Corner. These provide ample, free parking which has the potential to draw custom from the town centre. It is important, therefore, to provide sufficient parking capacity within the town centre to maintain the existing customer base and allow for future growth.
- 3.2.4 Parking provision in New Malden town centre currently offers a surplus of supply over demand. Surface car parks are often well used, but the Blagdon Road multi-storey has a significant amount of unused space, with over 400 spaces available at all times. The Waitrose shoppers car park also offers over 40 unused spaces for much of the time, although it operates at capacity on Saturday mornings
- 3.2.5 It is expected that Cock's Crescent area, which contains both the Blagdon Road and Malden Centre car parks, will be re-developed in the medium to long-term and this re-development will include a level of public parking. It is important that the level of future provision matches the needs of users whilst helping to meet sustainable transport objectives.

RECOMMENDATION NM1 OFF-STREET PARKING CAPACITY – That the current off-street public parking capacity of New Malden is reduced by approximately 250 spaces in the Blagdon Road/Cock's Crescent area to reflect current levels of demand and assist in reducing the number of non-essential car journeys into the town, whilst ensuring adequate levels of future parking provision to meet the needs of essential users.

3 New Malden Parking Activity and Issues

- 3.2.6 Signage to the car parks is limited, with only a single sign from the High Street to the Blagdon Road multi-storey recorded.

RECOMMENDATION NM2 CAR PARK SIGNAGE – Review signing to all public car parks with a view to providing logical and legible vehicle routes to car parks from all approaches to the town centre

- 3.2.7 Although long-stay parking in New Malden car parks does not occur at significant levels, it is important to encourage town centre workers who commute by car to switch to sustainable travel modes where possible, and shorter-term measures to encourage this switch should also be applied.

RECOMMENDATION NM3 TRAVEL PLANS – Encourage the use of Travel Plans by town centre businesses to ensure reduced parking demand and increase travel by sustainable modes, helping to reduce traffic congestion and CO₂ emissions from vehicles.

- 3.2.8 Differential parking charges are employed in many towns as a tool to manage parking demand; higher charges in some car parks may deter some users and encourage better use of more appropriate locations. This system can also be used to manage long and short stay parking, and this can be particularly effective where the majority or all of the car parks have a single operator.

- 3.2.9 In town centres where car parks are operated by private owners or companies it can be difficult to manage parking in this way. Whilst the council will have continuing dialogue with private operators, it does not always have control over the charges levied. Tariffs within council operated car parks can also be inconsistent, and this is the case in New Malden.



- 3.2.10 Although adjacent to one-another, Blagdon Road and the Malden Centre car parks have differing hourly charges, with the Malden Centre charging £1 per hour and Blagdon Road 60p per hour. Unusually, the higher charge at the Malden Centre does not appear to suppress demand, and the car park is busy for much of the time. As mentioned above, Blagdon Road has significant spare capacity at all times.
- 3.2.11 The provision of free parking at Waitrose obviously ensures the car park's popularity, but it is important that the council ensures that the charges in its own car parks, including charges for season tickets, allow the optimum use of available parking supply.

RECOMMENDATION NM4 OFF-STREET PARKING CHARGES – That the council continues to use differential parking charges in council operated car parks in New Malden to effectively manage parking demand and ensure optimum use of existing parking spaces.

RECOMMENDATION NM5 OFF-STREET PARKING CHARGES – That the council works in partnership with private car park operators with a view to establishing a consistent charging regime in all car parks across the town whilst maintaining the vitality of the town centre.

- 3.2.12 The attraction of vehicle journeys to town centres has an obvious detrimental effect on the environment, that of vehicle (and more specifically CO₂) emissions. The government has already put in place measures to discourage the use of high emissions private vehicles in the form of emissions-based vehicle excise duty rates and some local authorities have applied these principles to car park charging, either for season tickets only or, as in the case of the neighbouring London Borough of Richmond, for all off-street car parking.
- 3.2.13 Currently, it is too early to gauge the effects of innovative measures such as this, but as pressure to reduce emissions from transport rise over time such schemes are likely to become more prevalent, and will offer an additional tool for the management of parking demand.

RECOMMENDATION NM6 EMISSIONS-BASED CHARGING – That the council assess the feasibility of introducing emissions-based parking charges for all council-controlled off-street parking in the medium to long term, to assist in improving air quality in the town centre.

3.3 On-street car parking in New Malden

Parking Activity Overview

- 3.3.1 On-street parking in New Malden can be divided into two main areas; the core town centre area which extends along the High Street and Coombe Road and takes in up to 50m of connecting streets which are subject to waiting and loading restrictions, and the outer area which comprises the surrounding residential roads. Parking in these roads is generally unrestricted. The extent of these parking areas are shown in **Figure 3.1**.
- 3.3.2 New Malden High Street provides pay & display and metered parking spaces along with blue-badge holder, motorcycle parking and taxi waiting bays, and is busy throughout the day. The current town centre parking restrictions can be seen in **Figure 3.2**. Pay-and-display and metered parking spaces are well used, with 375-400 vehicles per day using the 25 spaces available. Spaces operate at close to capacity, although some spare capacity exists at most times. The cost of parking on-street, at 40p per hour, is notably lower than the equivalent cost of parking in council-operated car parks.
- 3.3.3 Parking activity along the High Street can cause disruption to traffic flows, although compliance with waiting & loading restrictions appears to be good. Overall, compliance with restrictions within the core area was recorded at 70%.
- 3.3.4 Parking on Coombe Road is restricted to some free parking to the north of the station and a single loading bay. Parking activity is reduced when compared with the High Street, reflecting the smaller number and type of shops present. The free parking spaces are well used, and there is good compliance with restrictions. Loading activity often occurs outside the marked loading bay. Other core area roads to the north of the railway line experience lower levels of activity, both legal and illegal.
- 3.3.5 Some roads connecting to the High Street also experience high levels of activity, and in particular Blagdon Road and King's Avenue are subject to high levels of illegal parking. Blagdon Road provides for, and is a popular parking location for blue badge-holders.

3 New Malden Parking Activity and Issues

- 3.3.6 To the North of the High Street, both Grafton Road and Duke's Avenue experience high levels of illegal short-stay parking in areas where parking restrictions are present, and Grafton Road is also subject to long-stay parking in unrestricted areas which is likely to be parking by non-resident town centre workers or station users.
- 3.3.7 On-street parking durations in the core area are generally short-stay, with over half of recorded activity being of less than 30 minutes duration. However, some long-stay activity of over eight hours was recorded, accounting for a tenth of activity.
- 3.3.8 Parking in outer area roads was observed to be predominantly residential, but those roads closest to the town centre are subject to higher levels of parking by non-residents, this being mainly short stay but with some long-stay activity.

3.4 On-street Parking Issues and Recommendations

- 3.4.1 Public realm improvements were implemented in New Malden High Street in 2006. The scheme provided a mix of parking types, much of which is given over to public pay & display or metered parking. This type parking has a high level of use, and is popular with both drivers and businesses.
- 3.4.2 Attitudinal surveys undertaken as part of this study have shown that many drivers prefer to park in on-street locations, and there are obvious benefits:
- On-street spaces are located closer to shops and facilities and offer high levels of convenience; and
 - The cost of parking on-street is less than the cost of parking in council-operated car parks.
- 3.4.3 Businesses also look favourably on on-street parking, and often perceive that a High Street which is busy with cars is good for business.
- 3.4.4 On-street town centre parking also has its disbenefits, including:
- Increased traffic congestion as vehicles queue behind vehicles performing parking manoeuvres;
 - Increased conflict between vehicles, pedestrians and cyclists; and
 - Increased environmental impact from vehicle emissions.
- 3.4.5 Whilst it is important to provide a level of public parking on-street, users should be prioritised by need and provided for accordingly. The principle of a parking user hierarchy has been adopted by a number of local authorities, and this offers a simple and transparent method of giving priority to those users with the greatest need.

RECOMMENDATION NM7 ON-STREET PARKING USER HIERARCHY – Introduce a Parking User Hierarchy for the District Centres, giving priority to blue-badge holders, cycles and motorcycles, loading and servicing, car clubs and electric vehicles and public parking. Rationalise on-street parking supply in line with this hierarchy to ensure



appropriate use of kerb space and encourage use of car parks.

- 3.4.6 Parked or parking vehicles can often disrupt traffic flows, as queues can develop behind vehicles manoeuvring into parking spaces and behind inappropriately or illegally parked vehicles. This is a particular problem for buses in town centre areas. Surveys have shown that up to 30% of parking activity around New Malden High Street takes place illegally, and parking manoeuvres have been observed to disrupt traffic flows. Thus the potential for delays to through traffic is high.

RECOMMENDATION NM8 PARKING ENFORCEMENT – That the council improve enforcement of existing restrictions to reduce illegal on-street parking activity.

- 3.4.7 The ability to park along the High Street offers a high level of convenience for users, and spaces are correspondingly popular. In addition to this, hourly parking charges for metered and pay & display spaces are 33% cheaper than the cost of parking in the least expensive council-operated car park. It could be argued that drivers should be asked to pay a premium for the convenience offered by these spaces.
- 3.4.8 As previously stated, parking charges are an effective method of managing parking demand, and an increase in charges for on-street parking could be used as a method to make better use of currently under-used parking assets.

RECOMMENDATION NM9 ON-STREET PARKING CHARGES – That the council review on-street parking charges with a view to increasing the cost of on-street parking to a level comparable or greater than that for off-street parking, in order to encourage greater use of currently under-used off-street parking space.

3.5 Blue Badge-holder Parking in New Malden

- 3.5.1 In the core area of New Malden town centre, marked blue badge-holder parking is provided at five locations along the High Street and at bays on Blagdon Road, Kings Avenue, Duke's Avenue and Cambridge Road. All of these bays are well used, particularly on Saturdays. However, there is a level of abuse by non-blue badge-holders for short durations, with 64% of Thursday users and 21% of Saturday users not displaying a valid permit .

Blue Badge Parking Issues

- 3.5.2 The problem of abuse of blue badge and other designated parking spaces by private car drivers is, of course, endemic in town centres across the country. This activity is almost always of very short duration and thus the enforcement of the restrictions in effect is often difficult. Blue badge-holders are permitted to park on yellow line restrictions, but it is in the interests of all road users that designated spaces are used for their intended purpose

RECOMMENDATION NM10 BLUE BADGE PARKING AND ENFORCEMENT – That, where resources allow, the level enforcement of blue-badge and other designated parking spaces be increased in order to further discourage this activity.

3.6 Loading and Servicing



3 New Malden Parking Activity and Issues

- 3.6.1 No dedicated loading bays are currently provided along New Malden High Street, nor in adjoining roads. The sole marked loading bay in the town centre is located on Coombe Road, to the south-east of the railway station. Loading activity is not permitted between the hours of 7am and 7pm along most of the High Street.
- 3.6.2 Loading activity recorded by surveys was low, and thus it appears that the level of compliance with loading restrictions is good. Nevertheless, the introduction of dedicated loading bays at suitable positions along the High Street would allow businesses more flexibility in their servicing arrangements; most of the businesses are retail premises, and these are known to prefer to receive deliveries during opening hours.

RECOMMENDATION NM11 LOADING FACILITIES – That the council review the location and adequacy of current loading facilities to ensure these facilities best meet the needs of businesses whilst maintaining the free flow of traffic during loading operations.

3.7 Motorcycle Parking

- 3.7.1 A single dedicated motorcycle parking bay is provided in Cambridge Road, to the west of the High Street. This facility appears to be little used (only one motorcycle was recorded in New Malden over the two survey days) and the space has been observed to be used for car parking on occasions.
- 3.7.2 Motorcycles, or Powered Two-wheelers (PTWs), offer a convenient alternative to private car journeys and require significantly less parking space. Up to five PTWs can be accommodated in a single car space, and they also offer benefits to the environment in the form of reduced emissions. However, demand for PTW parking in New Malden is very low.
- 3.7.3 Travel Plan and Smarter Travel initiatives encourage drivers to switch to more sustainable transport modes, including motorcycles, and it is expected that the number of motorcycle journeys will increase in future years, and it is important that the resultant increase in demand for parking is provided for.

RECOMMENDATION NM12 MOTORCYCLE PARKING – That the council reviews the suitability of existing motorcycle parking locations and assesses levels of demand with a view to providing parking areas where demand is identified or forecast.

3.8 Cycle Parking

- 3.8.1 Provision of cycle parking in New Malden is good, with plentiful supply at numerous points along the High Street and at the railway station. Demand is centred on the station, with most stands fully occupied for much of the day. Conversely, demand in the town centre appears to be low, with the majority of stands unoccupied for much of the day.
- 3.8.2 Current sustainable transport policy places a heavy emphasis on increasing the number of cycle journeys into town centres, and the London plan sets ambitious targets for increases in cycling throughout London. RBK are committed to achieving these targets within the identified time-frame

RECOMMENDATION NM13 CYCLING AND TRAVEL PLANS – That the council maintains on-street cycle parking levels and seeks the provision of secure off-street all-day cycle parking for employees/commuters, in order to encourage mode shift and increase cycling levels through the promotion and use of Workplace Travel Plans, including incentive and cycle purchase schemes. The council should continually monitor the effectiveness of Travel Plans for effecting mode shift through the planning process.

3.9 Private Non-residential Parking

3.9.1 There are generous levels of private non-residential (generally workplace) parking in parts of New Malden town centre. Two office buildings close to the station, Apex House and the CI tower, have dedicated multi-storey car parks for use by staff. The level of usage in these privately owned car parks is not currently known. Additionally, 100 spaces in the Blagdon Road multi-storey car park are reserved for use by office workers, although levels of long-stay parking at this location are low.



3.9.2 As stated previously, government and London-wide transport policy focuses on reducing the number of private car journeys to work, especially by vehicles with a single occupant. Whilst it is difficult to influence the use of existing PNR parking stock, it is important that the availability of future PNR parking is managed in line with policy objectives

RECOMMENDATION NM14 PRIVATE NON-RESIDENTIAL PARKING, TRAVEL PLANS AND WORKPLACE PARKING LEVIES – That the council seek to manage and reduce PNR parking levels through the use of Workplace Travel Plans, Smarter Choices initiatives and the development control process, and consider the introduction of workplace parking levy schemes to encourage mode shift to more sustainable transport alternatives.

3.10 On-street Town Centre Worker, Commuter and Residents Parking

3.10.1 Streets closest to New Malden town centre have been shown to be subject to a degree of both short and long-stay parking which is not residential in nature. Connaught Road, Sussex Road, Sussex Close and Howards Road are particularly affected, where between 75-85% of all parking activity is related to non-residents. Blagdon Road, Kings Avenue, Dukes Avenue and Grafton Road are also significantly affected, although these roads do not reach their parking capacity as a result. However, a reduction in this activity is desirable to ensure that streets are available for use by residents and through traffic.

3.10.2 Parking for residents in roads around New Malden town centre is generally both plentiful and unrestricted. Many properties have dedicated off-street parking, although there are roads with terraced properties where parking on-street is unavoidable. In general, parking provision for residents can be considered adequate.

3.10.3 Influencing behaviour in unrestricted roads is difficult, but if certain streets develop capacity issues it may be possible to draw up a case for the introduction of restrictions, and activity should be monitored in order to identify problem areas as they come about.

RECOMMENDATION NM15 MONITORING OF LONG-STAY PARKING IN RESIDENTIAL STREETS - That the council continues to monitor the levels of long-stay parking in residential streets with a view to assessing the need for the introduction of parking restrictions and/or CPZs in problem areas in future years.

3.11 Car Club and Electric Vehicle Parking

- 3.11.1 Car Clubs offer a cost effective alternative to car ownership for residents who have little need for a car but who own a vehicle for those few occasions when car journeys are necessary. Car Club members rent a vehicle for as many hours or days as they need, at competitive rates and often with fuel costs included. Many councils also provide dedicated parking facilities for Car Club vehicles.
- 3.11.2 Currently there is no dedicated Car Club parking in New Malden. However, this is an area of increasing parking demand and use both in London and nationally, and the council has plans to provide Car Club parking bays in the future.
- 3.11.3 Electric vehicle parking and charging points are not currently provided in Surbiton, and levels of likely demand have not been assessed. Increasing popularity of this type of vehicle may justify the introduction of such spaces in the town centre.

RECOMMENDATION NM16 CAR CLUB NETWORKS AND ELECTRIC VEHICLES – The council should review the demand for Car Club bays and electric vehicle charging points with a view to providing these where demand exists.

3.12 Parking Strategy Actions

- 3.12.1 The recommendations for action identified above represent measures that can be implemented over the short, medium and longer terms, and are designed to address current and possible future parking issues in New Malden. A summary of these issues and recommendations, along with the Parking Policy Objectives they seek to address, are given in **Table 3.2**.

4 Surbiton Parking Activity and Issues

4.1 Off-street Car Parking in Surbiton

Car Parks

- 4.1.1 As with New Malden, off-street car parking in Surbiton town centre is concentrated in four car parks, only one of which is operated by the council. The primary parking areas for shoppers are the 214-space Waitrose car park and the 210-space Sainsbury's car park, both located close to the centre of the town. These are supplemented by the council-operated, 64-space St. Philip's car park, located behind shops on the northern side of Victoria Road.
- 4.1.2 Largest of the Surbiton car parks is the 448-space station car park, situated to the south of the town centre and the 'down-side' of the railway and accessed via Glenbuck Road. The station also has a 39-space public car park on the northern, 'up-side' of the station.
- 4.1.3 Thus, the total public parking provision within the town is 967 spaces, as shown in **Table 4.1**, although only 488 of these are intended for short-stay use by town centre visitors.

Table 4.1 Off-street Parking Capacity of Surbiton

Car Park	No. of Public Spaces	No. of Blue Badge Spaces
Sainsbury's	210	N/A
Waitrose	214	N/A
St. Philip's Road	60	4
Surbiton Station (Glenbuck Rd)	439	1
Surbiton Station (Victoria Rd)	36	3
TOTAL	959	8

- 4.1.4 The most popular location for town centre parking is the surface car park at Waitrose, to the west of Claremont Road. Surveys have shown that this car park operates at at least 75% of capacity throughout the day during the week and on Saturday mornings, and at full capacity on weekday lunchtimes and the Saturday mid-morning peak of 10.30-11.30. Parking here is free for up to two hours and, unlike the Waitrose store at New Malden, is not subject to a minimum in-store spend.
- 4.1.5 The car park at Sainsbury's is situated above the store on the south-eastern side of Victoria Road and offers two floors of parking entered via an access road opposite St. Andrew's Road. It is not particularly clear to visitors that this road is a car park access, as the small 'P' direction sign provided is mounted high up and is not particularly visible. This may at least partially explain why the Sainsbury's car park is not as popular as the car park at Waitrose.

4 Surbiton Parking Activity and Issues

- 4.1.6 Surveys have shown the visitor profile at the Sainsbury's car park to be similar to Waitrose, but the car park only operates at a maximum of 70% capacity during weekday lunchtimes and 85% on the Saturday morning peak, which occurs at the same time as at Waitrose. Parking here is also free, in this instance for up to three hours and again with no minimum spend in store.



- 4.1.7 Both Waitrose and Sainsbury's are typical shopper's car parks, with parking durations generally below one hour with some longer stays of up to two or three hours respectively. Both car parks see small numbers of vehicles staying for longer durations, particularly at Sainsbury's, and these vehicles are thought to belong to store staff.
- 4.1.8 The council operated car park at St. Philip's Road charges for parking at a rate of 80p per hour and is the only shopper's car park to allow long durations of stay. The car park operates at close to capacity for much of the time, both during the week and on Saturdays, and attracts long-stay parking on both days, with just over a tenth of all activity being of this type. The car park also acts as an access to the rear of shops on Victoria Road and is used by both delivery vehicles and cars associated with these premises. This car park is difficult to find for visitors who are not familiar with the town and is poorly signed from the town centre area.
- 4.1.9 The car park on the 'down-side' of the station offers the greatest number of public spaces within the town but the tariff is geared towards long-stay parking only, at a cost of £9 per day during the week and £6 on Saturdays. The car park is therefore unlikely to attract any parking associated with short-stay town centre visitors. Surveys and subsequent site observations show the car park to be under-used, with between 40-50% spare capacity at times. The smaller 'up-side' car park operates the same tariff and again is unlikely to attract parking associated with town centre visitors.

4.2 Off-street Parking Issues and Recommendations

- 4.2.1 The town centre car parks in Surbiton currently have some spare capacity, with upward of 60 spaces (12% of capacity) free at all times, mainly in the Sainsbury's shoppers car park. This spare capacity will allow for some growth in the number of visitors in the future, but could currently be better utilised.
- 4.2.2 The level of off-street parking provision needs to be balanced against the need to reduce car journeys into town centres and improve the environment through reduced vehicle emissions. This can be difficult to achieve in towns where the majority of car parks are privately controlled. However, the current levels of spare town centre parking in Surbiton are expected to be sufficient to accommodate any short to medium-term growth in the number of visitors to the town.

RECOMMENDATION SUR1 OFF-STREET PARKING CAPACITY – That the existing level of town centre parking provision is retained over the short-medium term in order to accommodate growth in the number of town centre visitors.

- 4.2.3 The locations of car parks in the town centre are not necessarily obvious to new visitors to the town, and improvements to existing car park signage would make location of car parks easier and may go some way toward encouraging drivers to use off-street parking facilities.

RECOMMENDATION SUR2 CAR PARK SIGNAGE – That the council review existing car park signage and make improvements where appropriate to improve the visibility of town centre car parks.

- 4.2.4 Although long-stay parking in Surbiton car parks does not occur at significant levels, it is important to encourage town centre workers who commute by car to switch to sustainable travel modes where possible, and shorter-term measures to encourage this switch should also be applied.

RECOMMENDATION SUR3 TRAVEL PLANS – Encourage the use of Travel Plans by town centre businesses to ensure reduced parking demand and increase travel by sustainable modes, helping to reduce traffic congestion and CO₂ emissions from vehicles.

- 4.2.5 Parking charges are employed in many towns as a tool to manage parking demand; higher charges in some car parks may deter some users and encourage better use of more appropriate locations. In town centres where car parks are operated by private owners or companies it can be difficult to manage parking in this way. Whilst the council will have continuing dialogue with private operators, it does not always have control over the charges levied.

- 4.2.6 The provision of free parking at Waitrose and Sainsbury's obviously ensures the popularity of these car parks, but it is important that the council seeks to ensure that parking charges across the town allow the optimisation of use of available parking supply.

RECOMMENDATION SUR4 OFF-STREET PARKING CHARGES – That the council works in partnership with private car park operators with a view to establishing a consistent charging regime in all car parks across the town whilst maintaining the vitality of the town centre.

- 4.2.7 Car parking at stations is predominantly long-stay, with users often driving to stations which offer convenient train times and routings to their final destination. Given its location on the main rail line into London Waterloo, Surbiton station is attractive to commuters working in central London.

- 4.2.8 Public transport links to Surbiton station are good and thus the need to drive to the station is reduced for commuters within the station's local catchment area. The station car park currently shows an unexpectedly high level of spare capacity, with over 200 spaces often unoccupied.

- 4.2.9 The convenience offered by rail routes between Surbiton and London may attract commuters from a wider catchment. Currently, little information is available on the origins of car journeys to Surbiton station, but an understanding of the geographical distribution of station car park users would be helpful in informing future development decisions. The car park has been identified as a major development site within the town, and is expected to provide up to 250 residential units in the medium-long term. Whilst it is important that a level of parking is provided for those rail users that have little option than to travel to the station by

car, this should be considered in the context of the need to reduce non-essential car journeys and encourage sustainable travel choices.

RECOMMENDATION SUR5 SURBITON STATION - That the council seeks to reduce the provision of long-stay commuter parking at the station by at least 200 spaces as part of any redevelopment plans and requires the train operating company/Network Rail to undertake a survey of station car park users to ascertain the origins of journeys to the station and assess whether a further reduction in station car parking is appropriate.

- 4.2.10 The attraction of vehicle journeys to town centres has an obvious detrimental effect on the environment, that of vehicle (and more specifically CO₂) emissions. The government has already put in place measures to discourage the use of high emissions private vehicles in the form of emissions-based vehicle excise duty rates and some local authorities have applied these principles to car park charging, either for season tickets only or, as in the case of the neighbouring London Borough of Richmond, for all off-street car parking.
- 4.2.11 Currently, it is too early to gauge the effects of innovative measures such as this, but as pressure to reduce emissions from transport rise over time such schemes are likely to become more prevalent, and will offer an additional tool for the management of parking demand.

RECOMMENDATION SUR6 EMISSIONS-BASED CHARGING – That the council assess the feasibility of introducing emissions-based parking charges for all council-controlled off-street parking in the medium to long term, to assist in improving air quality in the town centre.

4.3 On-street car parking in Surbiton

Parking Activity Overview

- 4.3.1 As in New Malden, on-street car parking in Surbiton has been divided into two areas; the core town centre area takes in the main town centre shopping areas, including Victoria Road, Brighton Road and parts of St. Andrew's Road, St. James' Road and Claremont Road. This area also includes Arlington Road to the south-east of the railway, as this road can be used for town centre parking.
- 4.3.2 The outer parking area takes in the surrounding streets, which are predominantly residential in nature, as well as Maple Road which is home to a mix of residential properties, restaurants and small shops. The extent of these parking areas are shown in **Figure 4.1**.
- 4.3.3 Parking in all of these areas is restricted through the use of Controlled Parking Zones. The main town centre area, including Victoria Road, Brighton Road, St. Mark's Hill and Maple Road is subject to restrictions between 8.30am-6.30pm Monday to Saturday, as is the entire area to the south-east of the railway line. Residential roads to the north of the town are restricted between the same hours but on Monday to Friday only. The area to the north-west of Maple Road and extending to the River Thames is restricted between 10am-4pm Monday to Friday. The town centre parking restrictions and CPZ areas can be seen in **Figure 4.2**.

4 Surbiton Parking Activity and Issues

4.3.4 Victoria Road is the main shopping street in Surbiton and is busy for much of the time. Parking provision includes pay & display parking for 17 vehicles, two blue badge-holder bays, two motorcycle parking bays, a loading bay and a taxi waiting bay, and these are used by between 200-220 vehicles per day. Victoria Road is bisected by St. Andrew's Road, with parking provision to the north-east comprising pay & display parking and one of the motorcycle parking bays. Pay-and-display parking spaces have a high turnover and operate close to capacity throughout the day. Surveys show these spaces to have an average of 210 users per day, with 80% of these being parked for less than 30 minutes.



4.3.5 Other spaces on Victoria Road are also well used: motorcycle parking is popular during the week (but not on Saturday); taxi waiting bays are well used both by taxis and private cars; and the blue badge-holder spaces are also usually full, although these are often used by non-permit holders. Loading bays are also well used, both for loading and parking.

4.3.6 Illegal parking on yellow line restrictions frequently occurs, especially on weekdays. Almost 150 vehicles were recorded as parked illegally during the weekday survey, although this figure reduced by a third on Saturday. Illegal parking durations are usually for less than ½ hour.

4.3.7 Parking spaces in Claremont Road and on St. Mark's Hill are also well used although turnover of spaces is, unsurprisingly, lower than in Victoria Road. There is little evidence of illegal parking on yellow line restrictions

4.3.8 Brighton Road has a number of bars and restaurants and is also busy for much of the day. Parking activity is predominantly non-residential during the week but residential at weekends. Between 200-240 user per day use the 27 public parking spaces available. It is considered that residential parking makes up much of the evening on-street activity, with few spaces remaining for bar and restaurant users, and some overspill parking may occur in roads such as Cottage Grove, Maple Road and Balaclava Road as a result.

4.3.9 Roads in the outer area are predominantly residential in nature, with the exception of Maple Road, which offers a mix of residential premises, restaurants and small shops. Parking provision is mainly residential but with some mixed use (residential and pay & display) parking, along with a single blue badge bay.

4.3.10 Residential and shared-use parking bays in outer area streets are all well used but with a good level of compliance with the CPZ restrictions. Very little activity occurs outside of marked parking bays, but there is some evidence of long-stay non-residential parking in resident's bays.

4.4 On-street Parking Issues and Recommendations

4.4.1 Attitudinal surveys undertaken as part of this study have shown that many drivers prefer to park in on-street locations, and there are obvious benefits:

- On-street spaces are located closer to shops and facilities and offer high levels of convenience; and
 - The cost of parking on-street is less than the cost of parking in council-operated car parks.
- 4.4.2 Businesses also look favourably on on-street parking, and often perceive that a High Street which is busy with cars is good for business.
- 4.4.3 On-street town centre parking also has its disbenefits, including:
- Increased traffic congestion as vehicles queue behind vehicles performing parking manoeuvres;
 - Increased conflict between vehicles, pedestrians and cyclists; and
 - Increased environmental impact from vehicle emissions.
- 4.4.4 Whilst it is important to provide a level of public parking on-street, users should be prioritised by need and provided for accordingly. The principle of a parking user hierarchy has been adopted by a number of local authorities, and this offers a simple and transparent method of giving priority to those users with the greatest need.

RECOMMENDATION SUR7 ON-STREET PARKING USER HIERARCHY – Introduce a Parking User Hierarchy for the District Centres, giving priority to blue-badge holders, cycles and motorcycles, loading and servicing, car clubs and electric vehicles and public parking. Rationalise on-street parking supply in line with the hierarchy to ensure appropriate use of kerb space and encourage use of car parks.

- 4.4.5 Parked or parking vehicles can often disrupt traffic flows, as queues can develop behind vehicles manoeuvring into parking spaces and behind inappropriately or illegally parked vehicles. This is a particular problem for buses in town centre areas. Surveys have shown that up to 30% of parking activity around Victoria Road in Surbiton takes place illegally, and parking manoeuvres have been observed to disrupt traffic flows. Thus the potential for delays to through traffic is high.

RECOMMENDATION SUR8 PARKING ENFORCEMENT – Improve enforcement of existing restrictions to reduce illegal on-street parking activity.

- 4.4.6 The ability to park on-street in the town centre offers a high level of convenience for users, and spaces are correspondingly popular. In addition to this, parking charges for metered and pay & display spaces, at 60p per hour, are cheaper than the cost of parking in the council-operated car park (80p per hour). It could be argued that drivers should be asked to pay a premium for the convenience offered by these spaces.
- 4.4.7 As previously stated, parking charges are an effective method of managing parking demand, and an increase in charges for on-street parking could be used as a method to make better use of currently under-used parking assets.

RECOMMENDATION SUR9 ON-STREET PARKING CHARGES– That the council review on-street parking charges with a view to increasing the cost of on-street parking to a level comparable or greater than that for off-street parking, in order to encourage greater use of currently under-used off-street parking space.

4.5 Blue Badge-holder Parking in Surbiton

- 4.5.1 Blue badge-holder parking in Surbiton town centre is provided in the form of two bays on the north side of Victoria Road south of St. Mary's Road and two spaces in St. Andrew's Road close to the junction with Victoria Road. Blue badge holders are also permitted to park on yellow line restrictions throughout the town centre.
- 4.5.2 All of these bays are well used, particularly on Saturdays. Compliance with restrictions was good during the week, with 72% of users displaying a valid permit, but very poor on Saturday, when 92% of users were not blue badge-holders. Durations by permit holders were often of over two hours although illegal activity in these bays was generally of less than 30 minutes.

Blue Badge Parking Issues

- 4.5.3 The problem of abuse of blue badge and other designated parking spaces by private car drivers is, of course, endemic in town centres across the country. This activity is almost always of very short duration and thus the enforcement of the restrictions in effect is often difficult. Blue badge-holders are permitted to park on yellow line restrictions, but it is in the interests of all road users that designated spaces are used for their intended purpose

RECOMMENDATION SUR10 BLUE BADGE PARKING AND ENFORCEMENT – That the level of enforcement of blue-badge and other designated parking spaces be increased in order to further discourage this activity.

4.6 Loading and Servicing

- 4.6.1 Dedicated loading bays are currently provided at the southern end of Victoria Road and on both sides of Claremont Street to the south of the Waitrose car park entrance. Loading activity recorded by surveys was low, and thus it appears that the level of compliance with loading restrictions is high.



- 4.6.2 The loading bays in Victoria Road were little used during the weekday survey and only slightly better used on Saturday. Loading bays in Claremont Road were well used on both days, although a high proportion of this activity was use by private cars.

RECOMMENDATION SUR11 LOADING BAY ENFORCEMENT – That the level of enforcement of loading bays and restrictions be increased in order to further discourage this activity.

- 4.6.3 Some illegal loading activity was recorded by vehicles along the northern part of Victoria Road, where dedicated loading facilities are currently not provided.

RECOMMENDATION SUR12 LOADING FACILITIES – That the council review the location and adequacy of current loading facilities to ensure these facilities best

meet the needs of businesses whilst maintaining the free flow of traffic during loading operations.

4.7 Taxi Waiting

- 4.7.1 Taxis form part of the public transport system, offering an on-demand service with high levels of convenience. The need for the provision of taxi ranks within towns is largely driven by demand, and usage within Surbiton is sufficient to warrant a dedicated taxi waiting bay on Victoria Road, close to its junction with St. Mary's Road. Taxi waiting is also provided at both entrances to Surbiton station.
- 4.7.2 The taxi waiting area in Victoria Road is frequently used by private cars and for loading activity, and this disadvantages those town centre users who use this mode.

RECOMMENDATION SUR13 TAXI WAITING - That the level of enforcement of taxi waiting bays be increased in order to further discourage inappropriate use.

4.8 Motorcycle Parking

- 4.8.1 Motorcycle parking is provided at two locations on Victoria Road and on Brighton Road. Bays on Victoria Road are well used, with 21 motorcycles parked on Thursday and 36 on Saturday. The level of suppressed demand for motorcycle parking in Surbiton is currently unknown.
- 4.8.2 Motorcycles, or Powered Two-wheelers (PTWs), offer a convenient alternative to private car journeys and require significantly less parking space. Up to five PTWs can be accommodated in a single car space, and they also offer benefits to the environment in the form of reduced emissions. Whilst PTW journeys are not as sustainable as cycle or walk journeys, they should be encouraged as an alternative to car journeys because of these benefits.

RECOMMENDATION SUR14 MOTORCYCLE PARKING – That the council re-assesses demand for motorcycle parking with a view to providing additional spaces in areas where demand is identified.

4.9 Cycle Parking

- 4.9.1 Provision of cycle parking in Surbiton town centre is poor, largely due to the narrow footways having insufficient space. Where stands are provided they have varying levels of use, with those closest to the station being well used and other stands less so. Demand for cycle parking is centred on the station, with good levels of provision in the station car parks and many stands fully occupied for much of the day.
- 4.9.2 Current sustainable transport policy places a heavy emphasis on increasing the number of cycle journeys into town centres, and the London plan sets ambitious targets for increases in cycling throughout London. RBK are committed to achieving these targets within the identified time-frame

RECOMMENDATION SUR15 CYCLING AND TRAVEL PLANS – That the council review the demand for cycle parking in the town centre with a view to providing additional cycle stands as part of planned public realm improvements, and seeks the provision

of secure off-street all-day cycle parking for employees and commuters in order to encourage mode shift and increase cycling levels through the promotion and use of Workplace Travel Plans, including incentive and cycle purchase schemes. The council should continually monitor the effectiveness of Travel Plans for effecting mode shift through the planning process.

4.10 Private Non-residential Parking

- 4.10.1 The level and type of PNR parking varies across the town centre. Some larger offices have dedicated car parks, and shops along Victoria Road have areas to their rear which are used for servicing and staff parking. Information on the capacities and levels of usage of PNR areas is not currently available.
- 4.10.2 As stated previously, government and London-wide transport policy focuses on reducing the number of private car journeys to work, especially by vehicles with a single occupant. Whilst it is difficult to influence the use of existing PNR parking stock, it is important that the availability of future PNR parking is managed in line with policy objectives

RECOMMENDATION SUR16 PRIVATE NON-RESIDENTIAL PARKING, TRAVEL PLANS AND WORPLACE PARKING LEVIES - That the council seek to manage and reduce PNR parking levels through the use of Workplace Travel Plans, Smarter Choices initiatives and the development control process, and consider the introduction of workplace parking levy schemes to encourage mode shift to more sustainable transport alternatives.

4.11 On-street Residents Parking

- 4.11.1 Some of the residential roads closest to the town centre, St. Andrew's Road, St. Philip's Road, come under the greatest pressure from overspill on-street parking by town centre users. Both have resident's only parking along much of their length, but approximately 25% of activity in these spaces is by non-residents.
- 4.11.2 Other residential roads close to the town such as Arlington Road and Cottage Grove are also affected by this problem, with 25% and 35% respectively of activity being of this type. Outer area roads are similarly less affected, with the number on non-residential users decreasing proportionally with the distance from the town. There are, however, 'hot-spots' of parking pressure, with St. Andrew's Square and the southern end of Maple Road falling into this category.
- 4.11.3 Parking durations by non-residents are usually under half an hour, with little evidence of long-stay parking. There are also incidents of illegal parking on yellow line restrictions, with up to a quarter of activity being of this type. In St. Andrew's Road up to 75% of all parking activity is by non-residents.



RECOMMENDATION SUR17 RESIDENT'S PARKING – That the level enforcement of resident's and other designated parking spaces be increased in order to further discourage non-residential parking activity in residential roads.

4.12 Car Club and Electric Vehicle parking

- 4.12.1 Two car club parking spaces are provided on Claremont Road close to the junction with The Crescent, and these were used by four vehicles for medium durations on each of the survey days.
- 4.12.2 Electric vehicle parking and charging points are not currently provided in Surbiton, and levels of demand are not known. Increasing popularity of this type of vehicle may justify the introduction of such spaces in the town centre.

RECOMMENDATION SUR18 CAR CLUB NETWORKS AND ELECTRIC VEHICLES – The council should review the demand for car club bays and electric vehicle charging points with a view to increasing provision where demand exists.

4.13 Parking Strategy Actions

- 4.13.1 The recommendations for action identified above represent measures that can be implemented over the short, medium and longer terms, and are designed to address current and possible future parking issues in Surbiton. A summary of these issues and recommendations, along with the Parking Policy Objectives they seek to address, are given in **Table 4.2**.

5 Tolworth Parking Activity and Issues

5.1 Off-street Car Parking in Tolworth

Car Parks

5.1.1 Off-street car parking in Tolworth mainly takes place at Tolworth Tower, where a total of 220 spaces are provided over two floors. The ground floor parking outside Marks & Spencer provides 133 of these spaces and is the primary choice of parking for short-stay visitors. This area operates at close to capacity at all times. The upper floor area attracts a mix of customers, a high proportion of which are long-stay during the week. There is typically 30% spare capacity on the first floor on a weekday, and this area is little used on Saturdays.



5.1.2 Other off-street parking areas are provided at the Budgen and Iceland stores on the western side of Tolworth Broadway. Both of these car parks have a capacity of 28 spaces. The Iceland car park is the busier, operating at close to capacity during the week and often at capacity on Saturdays. The Budgen car park is also busier on Saturdays but usually has some spare capacity. The total off-street parking capacity of Tolworth is shown in **Table 5.1** below.

Table 5.1 Off-street Parking Capacity of Tolworth

Car Park	No. of Public Spaces	No. of Blue Badge Spaces
Tolworth Tower (Ground Floor)	133	N/A
Tolworth Tower (First Floor)	89	N/A
Iceland	26	2
Budgen	28	0
TOTAL	276	2

5.1.3 Parking durations in the Tolworth Tower ground floor and supermarket car parks are short, mostly of less than 30 minutes with a small number of one or two hour durations. Off-street medium-long-stay parking is confined to the first floor area of Tolworth Tower.

5.1.4 All off-street parking in Tolworth is provided in privately-operated car parks. Parking charges are only levied on the first floor level of Tolworth Tower, with all other off-street parking provided free of charge.

5.2 Off-street Parking Issues and Recommendations

- 5.2.1 Responses from consultation with visitors to Tolworth, undertaken as part of the Tolworth Project of streetscape and public realm improvements, have shown that the town is used predominantly as a 'drop-in' centre, where people visit only briefly for convenience or 'top-up' shopping. Many visitors walk to the centre from surrounding residential roads, but demand for parking and turnover of spaces is high.
- 5.2.2 The surface off-street parking areas in Tolworth often operate at or close to capacity, particularly on Saturdays, and planned improvements to the town are likely to further increase demand. Off-street parking capacity is significantly lower than Kingston's other District Centres. Although Tolworth is well served by buses, it has a significant amount of through traffic, and the private car is likely to remain the preferred transport mode for many visitors.
- 5.2.3 Whilst a limited parking supply can be used to suppress demand for off-street parking, this approach is likely to be less successful in areas where the option of free parking exists at on-street locations. Thus it is important that adequate levels of off-street public parking are provided.
- 5.2.4 Tolworth Tower is expected to remain the primary location for public parking in the future, and there is scope to increase the level of public parking at this location by re-balancing the supply of public parking against PNR provision. The owners of Tolworth Tower recognise the need for improvement in the parking regime at the site, and the council are preparing to work in partnership with the owners to achieve these improvements to the benefit of the town.

RECOMMENDATION TOL1 OFF-STREET PARKING CAPACITY – That the council seeks to increase the level of public short-stay parking at Tolworth Tower by 20% to 266 spaces by working in partnership with the tower's owners and applying the development control process to facilitate a re-allocation of existing office parking for public use. Any increase in public parking provision should be accompanied by a review of and improvement to car parking management, signage and charging at the site.

- 5.2.5 Routes to the entrances of the Tolworth Tower public parking areas are not clear to all potential users; the car park can only be accessed by vehicles travelling in a south-easterly direction, and routings for vehicles travelling north-west are not intuitive. Accesses to the car park are also not particularly visible from their approaches.

RECOMMENDATION TOL2 CAR PARK SIGNAGE – Review signing to all public car parks with a view to providing logical and legible vehicle routes to car parks from all approaches to the town centre.

- 5.2.6 Although long-stay parking in Tolworth car parks does not occur at significant levels, it is important to encourage town centre workers who commute by car to switch to sustainable travel modes where possible, and shorter-term measures to encourage this switch should also be applied.

RECOMMENDATION TOL3 TRAVEL PLANS – Encourage the use of Travel Plans by town centre businesses to ensure reduced parking demand and increase travel by sustainable modes, helping to reduce traffic congestion and CO₂ emissions from vehicles.

- 5.2.7 Parking charges in the public parking areas at Tolworth Tower are inconsistent, with tariffs on upper floors being greater than on lower floors. This increases parking pressure in areas where charges are lower and hinders the efficient use of available parking space.

RECOMMENDATION TOL4 OFF-STREET PARKING CHARGES – That the council works in partnership with private car park operators with a view to establishing a consistent charging regime in the town whilst maintaining the vitality of the town centre.

5.3 On-street car parking in Tolworth

Parking Activity Overview

- 5.3.1 As with the other District Centres considered by this study, the on-street parking areas of Tolworth have been divided into two areas; the core town centre area, comprising Tolworth Broadway, Ewell Road and the sections of Raeburn Avenue, Elgar Avenue, Oakleigh Way, Princes Avenue and Lenelby Road which are closest to the town, and the outer area residential roads. The extent of these areas is shown in **Figure 5.1**.

- 5.3.2 Parking in core area roads is largely controlled by restrictions, and these can be seen in **Figure 5.2**. Tolworth Broadway and Ewell Road, the main shopping areas in the town, are subject to high levels of through traffic during the morning and evening peaks, and parking on the carriageway is therefore not permitted during these times. This reduces the on-street parking supply from 39 spaces to 8 during these periods, with parking only permitted in inset parking bays provided on both sides of the road.



- 5.3.3 Demand for parking along the Broadway and Ewell Road is high, although there are usually a small number of spaces available most of the time. 280-310 vehicles per day use the on-street spaces in the Broadway and 240-280 use the 24 spaces in Ewell Road. Compliance with parking restrictions in these areas is good both during the week and on Saturday. All parking spaces in the core area sections of these roads operate on a pay & display basis.
- 5.3.4 Parking in the core area sections of Lenelby Road, Princes Avenue, Oakleigh Way and Elgar Avenue is restricted to no waiting at any time, and parking activity in these locations is minimal. Oakleigh Way does have some unrestricted sections, and these are often used for short-stay, 'drop-in' parking.
- 5.3.5 Unrestricted residential roads surrounding Tolworth show concentrations of parking in areas closest to the centre. Roads to the north of the Broadway - Raeburn Avenue, Beresford Avenue and, to a lesser extent, Elgar Avenue - appear to be affected to a greater extent than roads to the south. This non-residential parking is likely to be associated with town centre workers. Broad Oaks, a private road which runs behind shops on Tolworth Broadway, is also busy with parked vehicles much of the time, and this activity is likely to be related to residents and shop workers, with little short-stay visitor parking.
- 5.3.6 Other outer area roads show little evidence of non-residential parking, and offer plentiful parking supply for residents at all times.

5.4 On-street Parking Issues and Recommendations

- 5.4.1 On-street parking provision in the main shopping area of Tolworth is currently sufficient to meet demand except during the morning and evening traffic peaks, as supply is reduced when parking in the carriageway is prohibited. This leads to illegal parking activity in neighbouring streets.

RECOMMENDATION TOL5 ON-STREET PARKING PROVISION – That the current level of on-street parking is maintained as part of future plans to improve the streetscape of Tolworth and is provided in off-carriageway locations which are usable at all times of day.

- 5.4.2 Whilst it is important to provide a level of public parking on-street, users should be prioritised by need and provided for accordingly. The principle of a parking user hierarchy has been adopted by a number of local authorities, and this offers a simple and transparent method of giving priority to those users with the greatest need.

RECOMMENDATION TOL6 ON-STREET PARKING USER HIERARCHY – Introduce a Parking User Hierarchy for the District Centres, giving priority to blue-badge holders, cycles and motorcycles, loading and servicing, car clubs and electric vehicles and public parking. Rationalise on-street parking supply in line with this hierarchy to ensure appropriate use of kerb space and encourage use of car parks.

- 5.4.3 Parking charges in on-street locations are higher than in the public car parks and off-street parking locations are consequently preferred by many drivers. There is usually spare on-street parking capacity available at all times of day. An increase in on-street parking charges may serve to further reduce demand for on-street parking and increase parking pressure in off-street locations.

RECOMMENDATION TOL7 ON-STREET PARKING CHARGES – Maintain current on-street parking charge levels until such a time as off-street charges become aligned with them, to ensure current levels of demand are maintained.

5.5 Blue Badge-holder Parking

- 5.5.1 Blue badge holder parking is provided in the form of three spaces on the Broadway (two for westbound vehicles and one for eastbound) and two spaces in Ewell Road (westbound only). Those in the Broadway are used throughout the day both during the week and on Saturdays, but those on Ewell Road had little use on the surveyed weekday.

- 5.5.2 Approximately 45% of users of these bays during in the week were blue-badge holders, but activity in these spaces on Saturday was entirely illegal. Blue-badge-holders often prefer to park on yellow line restrictions close to Marks & Spencer, and five were observed parked on zig-zag markings during the week.

- 5.5.3 The problem of abuse of blue badge and other designated parking spaces by private car drivers is, of course, endemic in town centres across the country. This activity is almost always of very short duration and thus the enforcement of the restrictions in effect is often difficult. Blue badge-holders are permitted to park on yellow line restrictions, but it is in the interests of all road users that designated spaces are used for their intended purpose

RECOMMENDATION TOL8 BLUE BADGE PARKING AND ENFORCEMENT – That the level enforcement of blue-badge and other designated parking spaces be increased in order to further discourage this activity.

5.6 Loading and Servicing

- 5.6.1 Loading bays are provided on the south side of Ewell Road close to the junction with the Broadway, and in Princes Avenue and Lenelby Road. The bay on Ewell Road is used almost exclusively by private car owners, and no loading activity was recorded. The bays on Princes Avenue and Lenelby Road are used for loading activity during the week but by private car users on Saturday.
- 5.6.2 Loading activity is also permitted on yellow line restrictions along the Broadway outside of peak traffic hours, and most deliveries to shops on the Broadway are made here. The Marks & Spencer store also has a dedicated loading area within the public parking area, from which shops and businesses in Tolworth Tower are services.

RECOMMENDATION TOL9 LOADING FACILITIES – It is recommended the council review the location and adequacy of current loading facilities to ensure these facilities best meet the needs of businesses whilst maintaining the free flow of traffic during loading operations.

5.7 Motorcycle Parking

- 5.7.1 A single dedicated motorcycle parking bay is provided in Ewell Road, close to the junction with the Broadway. This facility appears to be little used and has been observed to be used as a car parking space on occasions.
- 5.7.2 Motorcycles, or Powered Two-wheelers (PTWs), offer a convenient alternative to private car journeys and require significantly less parking space. Up to five PTWs can be accommodated in a single car space, and they also offer benefits to the environment in the form of reduced emissions. However, demand for PTW parking in New Malden is very low.
- 5.7.3 Travel Plan and Smarter Travel initiatives encourage drivers to switch to more sustainable transport modes, including motorcycles. It is expected that the number of motorcycle journeys will increase in future years, and it is important that the resultant increase in demand for parking is provided for.

RECOMMENDATION TOL10 MOTORCYCLE PARKING – It is recommended that the council reviews the suitability of existing motorcycle parking locations and assesses levels of demand with a view to providing parking areas where demand is identified or forecast.

5.8 Cycle Parking

- 5.8.1 Provision of cycle parking in Tolworth town centre is reasonable, although the stands provided are showing their age. These have a low level of use currently, with little evidence of demand.
- 5.8.2 Current sustainable transport policy places a heavy emphasis on increasing the number of cycle journeys into town centres, and the London plan sets ambitious targets for increases in

cycling throughout London. RBK are committed to achieving these targets within the identified time-frame

RECOMMENDATION TOL11 CYCLING AND TRAVEL PLANS – That the council review the demand for cycle parking in the town centre with a view to providing additional cycle stands as part of planned public realm improvements, and seeks the provision of secure off-street all-day cycle parking for employees and commuters in order to encourage mode shift and increase cycling levels through the promotion and use of Workplace Travel Plans, including incentive and cycle purchase schemes. The council should continually monitor the effectiveness of Travel Plans for effecting mode shift through the planning process.

5.9 Private Non-residential Parking

- 5.9.1 There are generous levels of private non-residential (generally workplace) parking in Tolworth Tower, which has a basement car park which is used during the week and two levels of office parking. In total 55% of parking provision at Tolworth Tower (302 spaces) is given over to office staff parking, with a further 50 spaces reserved for visitors to the Travelodge hotel.
- 5.9.2 Additionally, Broad Oaks, a private road which runs behind shops on the western side of the Broadway, is subject to high levels of parking at all times, much of which is likely to be associated with businesses and shop workers during the day.
- 5.9.3 As stated previously, government and London-wide transport policy focuses on reducing the number of private car journeys to work, especially by vehicles with a single occupant. Whilst it is difficult to influence the use of existing PNR parking stock, it is important that the availability of future PNR parking is managed in line with policy objectives

RECOMMENDATION TOL12 PRIVATE NON-RESIDENTIAL PARKING, TRAVEL PLANS AND WORKPLACE PARKING LEVIES – That the council seek to manage and reduce PNR parking levels at Tolworth Tower and other town centre locations, using partnership working with site owners to achieve a re-balancing of parking supply, and through the use of Workplace Travel Plans, Smarter Choices initiatives and the development control process. The council should consider the introduction of workplace parking levy schemes to encourage mode shift to more sustainable transport alternatives.

5.10 On-street Town Centre Worker and Residents Parking

- 5.10.1 Some streets closest to Tolworth town centre have been shown to be subject to a degree of long-stay parking which is not residential in nature, and it is likely that this activity is related to parking by town centre workers and visitors. This parking makes up a significant proportion of all daytime activity in some cases, although very few roads reach their parking capacity as a result. Roads to the north of the town centre are more affected with 83% of activity in Elgar Avenue, 69% in Raeburn Avenue and 58% in Beresford Avenue being non-residential. Additionally, Tolworth Close is often fully occupied by vehicles parking for long durations, although this only comprises 20-25% of all activity in this road.
- 5.10.2 Whilst this long-stay parking activity does not appear to cause undue problems in these residential roads, a reduction in this activity is desirable to ensure that streets are available for use by residents and through traffic.

- 5.10.3 Parking for residents in roads around Tolworth town centre is both plentiful and unrestricted. Many properties have dedicated off-street parking. In general, parking provision for residents can be considered adequate.
- 5.10.4 Influencing behaviour in unrestricted roads is difficult, but if certain streets develop capacity issues it may be possible to draw up a case for the introduction of restrictions, and activity should be monitored in order to identify problem areas as they come about.

RECOMMENDATION TOL13 MONITORING OF LONG-STAY PARKING IN RESIDENTIAL STREETS – That the council continues to monitor the levels of long-stay parking in residential streets with a view to assessing the need for the introduction of parking restrictions and/or CPZs in problem areas in future years.

5.11 Car Club and Electric Vehicle parking

- 5.11.1 Electric vehicle parking and charging points are not currently provided in Tolworth, and levels of demand are not known. Increasing popularity of this type of vehicle may justify the introduction of such spaces in the town centre.

RECOMMENDATION TOL14 CAR CLUB NETWORKS AND ELECTRIC VEHICLES – The council should review the demand for car club bays and electric vehicle charging points with a view to increasing provision where demand exists.

5.12 Parking Strategy Actions

- 5.12.1 The recommendations for action identified above represent measures that can be implemented over the short, medium and longer terms, and are designed to address current and possible future parking issues in Tolworth. A summary of these issues and recommendations, along with the Parking Policy Objectives they seek to address, are given in **Table 5.2**.

6 Summary

6.1 Key Actions

- 6.1.1 It can be seen from the summary of parking activity and issues in the preceding chapters that RB Kingston's three District Centres have both similarities and differences in the ways that their parking regimes operate. The recommendations presented in this document represent the 'nuts and bolts' of a Parking Strategy in the form of actions for implementation designed to positively influence parking behaviour and bring genuine benefits to each of the centres.
- 6.1.2 It can be seen that some of the recommendations form a common theme applicable to all three district centres. For example, the introduction of a Parking User Hierarchy, giving a decreasing order of parking priority to blue-badge holders, cycles and motorcycles, loading and servicing, car clubs and electric vehicles and public parking, is a management tool which can be applied both within the District Centres and across the wider borough. The key action which can be applied across all three District Centres are shown in **Table 6.1** below

Table 6.1 Parking Strategy Actions for RB Kingston's District Centres

SHORT TERM ACTIONS
Improve enforcement of existing restrictions to reduce illegal parking
Establish hierarchy of parking user priority for on-street parking
Increase visibility of off-street parking areas through improved signage
Manage demand for PNR parking through Travel Plans and Smarter Choices initiatives
Work in partnership with private car park operators to achieve parking strategy aims
MEDIUM TERM ACTIONS
Relocate non-essential on-street parking to off-street locations
Ensure charges for council controlled short-stay parking are consistent
Review the need for new parking restrictions of CPZs in residential roads
LONG TERM ACTIONS
Ensure adequate provision for future public parking demand at major developments
Manage demand for PNR parking through the development control process

- 6.1.3 These actions form the core of the Parking Strategy for New Malden, Surbiton and Tolworth, and will deliver tangible improvements to the parking environment in all three of the District Centres.

6.2 Centre Specific Actions

- 6.2.1 Whilst the measures given above represent future policy actions which can be applied equally across all three District Centres, parking issues exist in each of the towns which require more specifically targeted actions, and these are summarised in **Table 6.2**.

Table 6.2 District Centre Specific Actions

ACTIONS FOR NEW MALDEN
Reduce off-street parking capacity by c.250 spaces
Equalise cost of parking at on and off-street locations
Assess demand for and improve siting of motorcycle parking
Monitor levels of on-street town centre visitor parking in residential streets
Introduce restrictions in residential streets where required
Apply UDP parking standards to development at Cock’s Crescent
ACTIONS FOR SURBITON
Maintain current levels of off-street parking provision
Equalise cost of parking at on and off-street locations
Review and improve loading facilities
Undertake station user journey origin survey
Increase and improve cycle parking facilities in appropriate locations
ACTIONS FOR TOLWORTH
Increase off-street public parking provision at Tolworth Tower
Review and improve loading facilities
Increase and improve cycle parking facilities in appropriate locations
Monitor levels of on-street town centre visitor parking in residential streets

- 6.2.2 All of the actions identified in the preceding chapters and summarised above are designed to address parking issues at the local level, but they also according with local, regional and national policies. They will all play a part in helping to achieve the aims of RB Kingston’s LDF Core Strategy and Sustainable Communities Plan as well as wider sustainability and transport objectives. Thus, this Parking Strategy will assist in maintaining the economic vitality of the district centres and help create vibrant town centres which increasingly meet the needs of their users.

- 6.2.3 Combined, the measures described above form a cohesive strategy for taking parking in Kingston's three District Centres into the future. However, as London's sustainable transport policies and options evolve, so the demand for parking and the locations where parking occurs will change, and this strategy should be reviewed on an ongoing basis to ensure currency of policies and actions and relevance to prevailing physical and economic conditions.

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For more information visit www.mvaconsultancy.com

Abu Dhabi

AS Business Centre, First Floor, Suites 201-213, Al Ain Road, Umm al Nar, P.O. Box 129865, Abu Dhabi, UAE
T: +971 2 558 9809 F: +971 2 558 3809

Birmingham

Second Floor, 37a Waterloo Street
Birmingham B2 5TJ United Kingdom
T: +44 (0)121 233 7680 F: +44 (0)121 233 7681

Dubai

Office 402, Building 49, Dubai Healthcare City
PO Box 123166, Dubai, UAE
T: +971 (0)4 433 0530 F: +971 (0)4 423 3613

Dublin

First Floor, 12/13 Exchange Place
Custom House Docks, IFSC, Dublin 1, Ireland
T: +353 (0)1 542 6000 F: +353 (0)1 542 6001

Edinburgh

Stewart House, Thistle Street, North West Lane
Edinburgh EH2 1BY United Kingdom
T: +44 (0)131 220 6966 F: +44 (0)131 220 6087

Glasgow

Seventh Floor, 78 St Vincent Street
Glasgow G2 5UB United Kingdom
T: +44 (0)141 225 4400 F: +44 (0)141 225 4401

London

Second Floor, 17 Hanover Square
London W1S 1HU United Kingdom
T: +44 (0)20 7529 6500 F: +44 (0)20 7529 6556

Lyon

11, rue de la République, 69001 Lyon, France
T: +33 (0)4 72 10 29 29 F: +33 (0)4 72 10 29 28

Manchester

25th Floor, City Tower, Piccadilly Plaza
Manchester M1 4BT United Kingdom
T: +44 (0)161 236 0282 F: +44 (0)161 236 0095

Marseille

76, rue de la République, 13002 Marseille, France
T: +33 (0)4 91 37 35 15 F: +33 (0)4 91 91 90 14

Paris

12-14, rue Jules César, 75012 Paris, France
T: +33 (0)1 53 17 36 00 F: +33 (0)1 53 17 36 01

Woking

Dukes Court, Duke Street, Woking
Surrey GU21 5BH United Kingdom
T: +44 (0)1483 728051 F: +44 (0)1483 755207

Email: info@mvaconsultancy.com

Offices also in

Bangkok, Beijing, Hong Kong, Shenzhen and Singapore

mvaconsultancy

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