

Appendix 2

Watford Borough Council **Watford Parking Strategy** Summary Report

239298-00

Issue | 15 July 2015

This report takes into account the particular instructions and requirements of our client.

It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

Job number 239398-00

Ove Arup & Partners Ltd
13 Fitzroy Street
London
W1T 4BQ
United Kingdom
www.arup.com

ARUP

Document Verification

ARUP

Job title	Watford Parking Strategy			Job number	239398-00
Document title	Summary Report			File reference	
Document ref	239298-00				
Revision	Date	Filename	20150708 Summary Report_landscape.docx		
Draft 1	7 Jul 2015	Description	First draft		
			Prepared by	Checked by	Approved by
		Name	Anne Clarke	Susan Claris	Susan Claris
		Signature			
Issue	15 Jul 2015	Filename	20150715 Summary Report_issue.docx		
		Description	Issue		
			Prepared by	Checked by	Approved by
		Name	Anne Clarke	Susan Claris	Susan Claris
Signature					
Issue Document Verification with Document					<input checked="" type="checkbox"/>

Contents

	Page
1 Introduction	1
2 Approach and Scope	1
3 The Parking Strategy	3
4 The Parking Policies	3
5 The Parking Delivery Plan	3

Appendices

Appendix A

Parking policies and objectives matrix

1 Introduction

This report provides a summary of the Watford Parking Strategy report.

Following this introductory section:

- **Section 2** summarises the scope of the parking strategy and the approach to its development;
- **Section 3** outlines the parking strategy;
- **Section 4** sets out the policies for parking to enable the strategy to be realised, including the monitoring and review process for the strategy; and
- **Section 5** sets out the delivery plan for the strategy.

2 Approach and Scope

The development of the parking strategy was based on four key principles:

1. The importance of involving stakeholders early on in the process of developing the strategy in order to maximise the effectiveness of the strategy;
2. The recognition that parking in Watford has a long history and that the parking situation in Watford has been shaped over time by other policies;
3. The recognition of the need for the strategy to consider the parking situation holistically and to recognise the interrelationship between parking and other land uses and parking and travel patterns; and
4. That the purpose of the strategy document is to provide a framework for more detailed decisions.

Consultation

Consultation was a key part of the development of the parking strategy. This included:

- **Meetings with stakeholder representatives:** A range of stakeholders was consulted via face to face ‘surgery-style’ meetings to inform the development of the strategy.
- **Public consultation:** An online public consultation covering parking for different transport modes as well as questions on other topics related to accessing the town centre (including wayfinding, taxi ranks and bus stops) was carried out in November and December 2014. Around 250 people responded.

- **Meeting with Borough and County Council officers, the Watford Parking Services and parking enforcement operator (Vinci).**

The parking strategy was also discussed at the Highway Forum (which is made up of Council Members from both the Borough and County Council) held on Tuesday 9th December 2014.

Historical parking policies

The history of parking policy and provision in Watford was considered in the development of the parking strategy. This includes:

- The introduction of Controlled Parking Zones (CPZs) in 1996-7;
- The use of maximum, demand-based car parking standards using a zonal system since the approval of the Watford District Plan in 2000; and
- The impact of the type of building stock on the local parking situation in different areas of Watford (e.g. limited parking on roads with older terraced housing and greater parking availability where driveways and garages have been provided for semi-detached and detached houses.

Scope

The parking strategy covers all types of parking and related kerbside activities where relevant. It covers parking for all the modes of transport which require parking (car, bicycle, powered two wheelers [PTWs],¹ taxi, coach, servicing vehicles) and parking for different land uses (residential, retail, leisure, business). It does not cover parking standards for new development which are being developed separately as part of the *Local*

¹ Motorcycles, mopeds and scooters

Plan Part 2. However, the parking strategy includes detail on the objectives which these parking standards should aim to achieve.

3 The Parking Strategy

Policy context

Parking-related policy exists at national, regional and local level.

National policy documents include:

- *National Planning and Policy Framework* (DCLG, 2012) which outlines policies on town centre parking;
- *Planning Update: Written statement HCWS488* (DCLG, 2015) which states that local planning authorities should only impose local parking standards where there is justification that this is necessary to manage their road network;
- *Operational guidance to local authorities: parking policy and enforcement* (DfT, 2015); and
- *Civil enforcement of parking contraventions* (DfT, 2015).

Regional policy documents include:

- Hertfordshire's third Local Transport Plan *LTP3* (Hertfordshire County Council, 2011); and
- Hertfordshire County Council's *Active Travel Strategy* (HCC, 2013).

Watford Borough Council's *Local Plan Part 1: Core Strategy* (WBC, 2013) is the **key local policy document**.

Related studies

Studies which overlap with the parking strategy include the *Watford Town Centre Multi Modal Review* (HCC, 2014) and the *Taxi Review for Watford Borough Council* (Douglas Brodie Ltd, 2014) and subsequent related reports.

Watford Borough Council will work with HCC and other partners to progress the schemes within the Watford Town Centre Multi Modal Review, the Taxi Review and this Watford Parking Strategy in tandem, to ensure a synergy between the schemes being implemented and a shared overall approach to the designation of space in Watford town centre.

The local parking situation and problems, challenges and opportunities

The majority of parking provision across Watford is for cars rather than for other modes such as bicycles and PTWs. Within the town centre over 5,000 public car parking spaces are available. Further car parking is provided at supermarkets, retail/business parks, workplaces, parks, the hospital and other key locations. Controlled or uncontrolled on-street car parking exists on the majority of Watford's streets; this is used primarily for residential parking. There is a limited number of roads where on-street car parking is not available (generally the main routes into and through Watford).

Some areas of parking are already performing well whilst other areas could be improved. Key parking issues identified include:

- The constrained space available in the town centre for different uses;
- A lack of parking at key locations for Blue Badge holders, motorcycles and bicycles;
- A lack of parking for coaches;
- A lack of ranking and drop-off/pick-up space for the high number of taxis operating in Watford;
- Significant scope for improvement for some of the town centre car parks in terms of overall quality and the pricing structure and payment methods available;
- Constrained space for residential parking in several areas of Watford;
- Constrained space for workplace parking at several locations in Watford; and
- Unwanted adverse effects of parking on other road users.

The main parking strategy document identifies challenges and opportunities related to these problems and the broader parking situation.

Wider context

Watford is expected to grow substantially in coming years: the Local Plan *Core Strategy* (WBC, 2013) target for housing delivery is 6,500 homes from 2006-2031 (an average of 260 dwellings per annum) and the target for jobs growth over the same period is 7,000. Major development proposals in Watford include the Watford Health Campus, the redevelopment of Charter Place and the Croxley Rail Link. There are also aspirations related to redevelopment of the area around Watford Junction

and the Western Gateway (an area focused on Watford Business Park) to provide more housing, employment space and other land uses.

Within this context of expected growth, the Parking Strategy aligns with Watford Borough Council's approach to transport provision (which is to reduce congestion, to promote environmentally sustainable movement and to reduce the overall need to travel, see details below). It focuses on making the best use of existing space and provision within a framework which prioritises travel behaviour which is sustainable (environmentally, socially and economically).

The parking strategy vision and objectives

The parking strategy vision and objectives are based on the local objectives for transport in Watford and national best practice guidance objectives for parking strategies and policies.






The objectives of the parking strategy are broadly based upon those listed in *Parking Strategies and Management* (IHT, 2005) and are set out in **Table 1**.

Table 1: Best practice guidance objectives for parking

Main objective	Sub-objective
Accessibility	To retain a reasonable level of access by private car.
	To enhance access by other modes of transport.
	To promote a quantity and type of parking stock which is in accordance with the two objectives above.
	To allocate space in locations appropriately to achieve the two objectives above (e.g. locating short stay more conveniently than long stay parking).
	To ensure parking at new developments achieves these objectives.
Economic vitality	To facilitate good access by all modes.
	To manage parking to encourage short stay/leisure or retail visits (rather than commuting) to the town centre and at local shopping destinations.
	To set charging to ensure a reasonable balance between supply and demand at all times.
	To ensure parking revenues cover parking costs.
Efficiency	To pursue use of shared parking where possible, particularly at new developments.
	To explore where parking controls could be used to ensure road space is used more efficiently e.g. to provide space for bus or cycle lanes.
	To prevent inconsiderate or inappropriate parking activity obstructing other road users.
	To increase the proportion of parking that is under local authority control.
	To use Travel Plans to reduce demand for private non-residential parking.
Environmental quality	To minimise visual intrusion caused by parked cars.
	To design parking areas, structures, signs and markings so they don't detract from the surrounding environment (and adapting existing ones).
Safety and security	To improve the quality and standard of car parking provision.
	To prevent inconsiderate or inappropriate parking activity endangering other road users.
	To achieve Secured Car Park status for all Watford car parks.
Social inclusion and equity	To ensure priority for pedestrian movement over parking at new developments.
	To ensure on-street space is used fairly by considering a hierarchy of needs.
	To ensure guidance on parking fits within an overall hierarchy for the allocation of space in the town centre which reflect wider objectives.

The objectives for the specific types of parking in Watford were developed by considering the best practice guidance objectives in relation to the parking situation in Watford for the different types of parking. They are set out in **Table 2**.

Table 2: Objectives for specific types of parking in Watford²

Type of parking	Objective	Reason
	The control and management of residential parking (existing and future)	To ensure that there is a balance between supply and demand.
		To ensure parking does not occur in inappropriate locations and create traffic problems.
		To ensure that the limited space available is used in the most efficient way possible.
	Using parking policy to achieve a reduction in unsustainable car commuting into Watford	To reduce the problems associated with car commuting e.g. congestion, air quality, detracting of the local environment.
		To strengthen Watford economically by optimising use of the road network, ensuring businesses continue to be attracted to Watford and encouraging healthier commute patterns among the workforce.
	Ensuring limited town centre kerbside space is allocated to those who need it most	There is not enough space in the centre of town to fully meet the demands of those who wish to use this space, and so compromise is necessary.
		In combination with other policies being taken forward on this, the parking strategy can support a hierarchical approach which can be applied to determine the best use of town centre space.
	Supporting retail viability through parking policy (town centre and local shops)	To ensure there is adequate parking for shoppers who arrive by car whilst taking a balanced approach, so that parking policy also encourages the use of more sustainable modes.
	Ensuring the parking strategy enables provision of parking for different modes and space for different kerbside uses	To ensure the parking needs of Blue badge holders are considered.
		To ensure adequate cycle parking is provided to facilitate mode shift to cycling.
		To ensure the parking needs of powered two wheeler users are considered, including the provision of secure locking points where provision for powered two wheelers is made.
		To ensure space is available for other parking needs and kerbside uses, such as loading and taxi bays and bus stops.
		To ensure that parking policy supports more sustainable types of car travel (e.g. car club/car share vehicles and electric vehicles).

² These objectives were initially identified in the *Watford Parking Strategy Scoping Study* (Arup, 2014).

Watford street type hierarchy

In order to determine what type and level of parking should be provided on different roads, a street type hierarchy for Watford has been developed and forms the basis for the parking strategy as a whole. The hierarchy includes a matrix of street types which can be used to classify streets based on their place and movement qualities. Each street type has a set of general and parking-specific priorities which should be considered when determining how to allocate limited road space fairly. These priorities are set out in full in the main parking strategy document.

The street type hierarchy is based on the Transport for London Roads Task Force's 'London's street family' (TfL, 2013),³ adapted for Watford. The street type hierarchy provides a framework for balancing different demands, functions and priorities on streets and makes 'trade-offs' a transparent, conscious and easily understood part of decision-making process.

The hierarchy also allows a flexible approach to parking policy for different streets. Policy can be flexible to the variety in road space uses at certain times of day or days of the week so that the use of space can be optimised. The hierarchy can also be used to structure changes to a street where an aspiration for it to serve a different function to its existing configuration exists, or where its type will change as a result of development.

The street type matrix is intended to be used to consider both network- and location-specific needs so that the local and strategic priorities of a street

are considered. A single road may be more than one street type along its length as its function and configuration changes. For example, the single carriageway and dual carriageway sections of St Albans Road would be different street types.

Applying the Watford street type hierarchy to the roads in the borough will enable balanced solutions to parking and other transport challenges on Watford's streets and is a distinct policy within the parking strategy.

Figure 1 shows the street type hierarchy for Watford.

³ TfL. 2013. *London's street family: Theory and case studies* [online]. Available from: <https://www.tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/roads-task-force/rtf-supporting-documents>

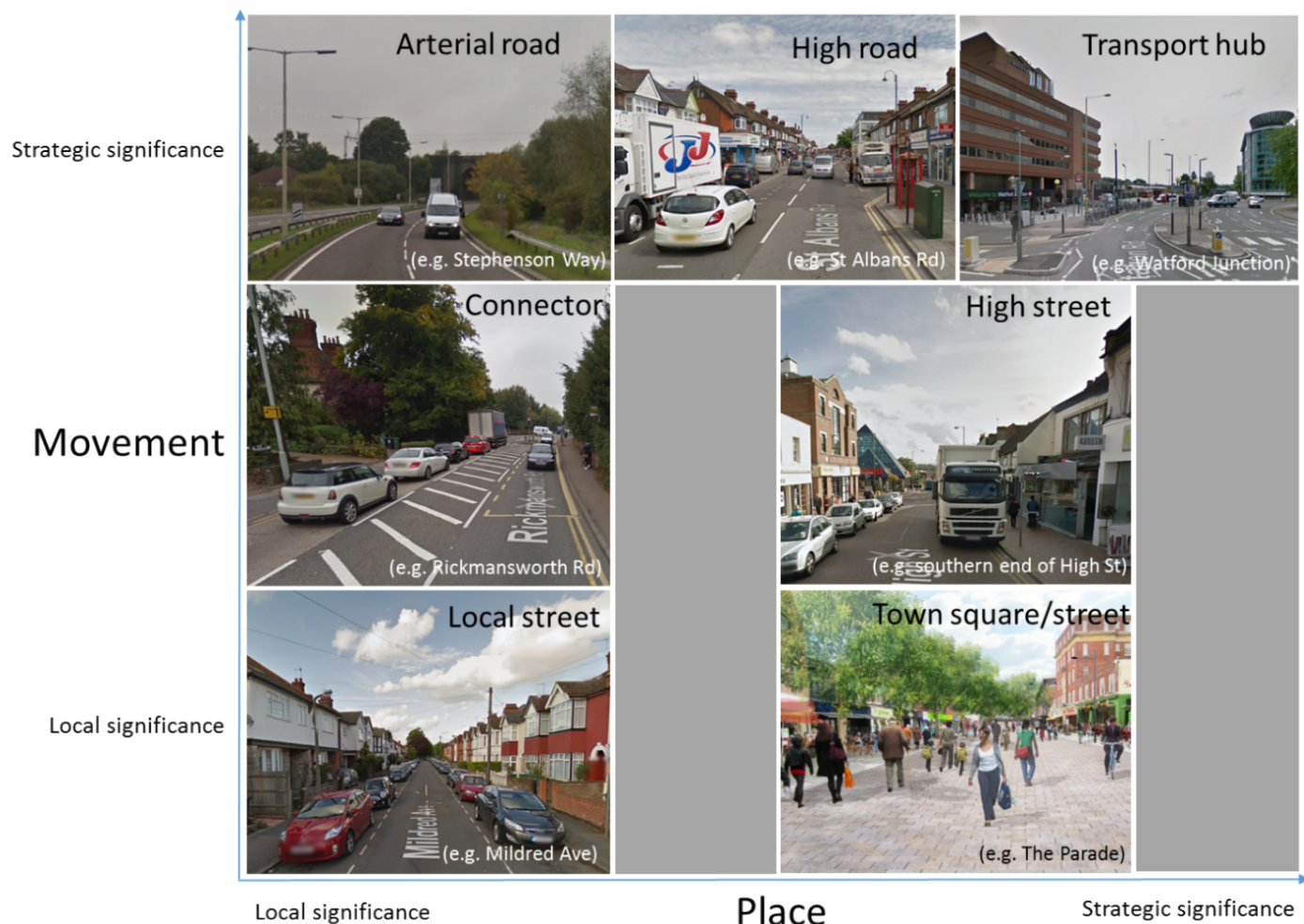


Figure 1: Watford street type hierarchy ⁴

⁴ Source for images: Google. 2015. Google Streetview; http://www.watfordobserver.co.uk/news/9740512.Plans_for_revamped_Parade_unveiled/?ref=rss (The Parade) [original source unknown]

4 The Parking Policies

A set of parking strategy policies has been developed based on:

- The street type matrix parking priorities;
- The problems and opportunities identified through consultation and analysis of the existing parking situation; and
- The parking strategy objectives.

A matrix of how the parking policies will meet the objectives outlined in **Section 3** is included as **Appendix A** at the rear of this report.

It is intended that the parking policies contained within the strategy be reviewed on a regular basis and refreshed to take into account progress on initial policies, new policy aspirations and changes to the parking situation which may mean that proposed policies are no longer relevant.

Table 3 summarises the parking strategy policies.

In implementing these policies, three key points are significant:

- **The multi-modal nature of the parking strategy** should be used to make alternatives to the car attractive. The parking strategy should work in tandem with other transport strategies and policies which enable greater use of alternatives to the car;
- **Working with partners will be critical for the successful delivery of the parking strategy:**
 - Responsibilities for the roads in Watford are split between Watford Borough Council and Hertfordshire County Council.
 - There are several schemes (such as those included in the *Watford Town Centre Multi Modal Review*) which will interact with schemes proposed in this parking strategy and so a high level of coordination will be required.
 - Much of the parking in Watford, for example the parking at the stations and parking provided by workplaces for their staff, is not directly within Watford Borough Council's remit. It will be important to ensure objectives are shared with partners and good relationships are established early on.
- The parking strategy should be periodically reviewed and updated to ensure that it remains relevant.

Table 3: Summary of parking strategy policies

Mode	Policy
General (all modes)	G1: Street type matrix analysis <i>Use the street type matrix to classify all of Watford's streets. This classification will then form the basis for future decision-making.</i>
	G2: On-street space in the town centre <i>Develop a comprehensive plan of desired space allocation in the town centre, in collaboration with HCC and other partners. Implement the plan of space allocation via progression through the necessary consultation and design processes.</i>
Car	Ca1: Improve the car parking offer in the town centre <i>Improvements to:</i> <ul style="list-style-type: none"> • Car park quality; • Pricing structure; • Payment methods; • Signage and wayfinding. <i>Development of a user experience strategy for the car parks.</i>
	Ca2: Formalise short-stay parking provision within the town centre <i>Development of specifically designated short stay parking provision in the town centre.</i>
	Ca3: Implement 'pay-by-phone' or similar modern payment system at pay and display locations within Watford <i>To make paying for parking more convenient for users.</i>
	Ca4: Continue reviewing options for the multi-storey car parks <i>Review options for the multi-storey car parks in more detail, focusing on transport, economic and financial objectives.</i>
	Ca5: Ensure car parking revenue is used to fund transport interventions <i>This will ensure that revenue raised from parking is used for transport improvements.</i>
	Ca6: Work with businesses to encourage employees to commute by alternative modes to ease parking pressure and congestion <i>Enhance links between businesses and existing initiatives such as Network Watford, set up a business travel planning forum and develop a town-wide Travel Plan.</i>
	Ca7: Improvements to parking in residential CPZs and residential parking in the town centre

Mode	Policy
Car	<p><i>This policy includes:</i></p> <ul style="list-style-type: none"> • Reviewing where shared use pay and display bays in residential roads around shops or altered hours of operation could be introduced; • Reviewing whether parking for residents living in the town centre should be provided in town centre car parks; and • Trialling an e-permit system for residential parking permits. <p>Ca8: Improvements to on-street parking outside the town centre <i>Improvements could include amending the parking layout, altering time restrictions, signage to alternative parking locations and increased enforcement.</i> <i>The policy includes identifying location for reviews, undertaking reviews and implementing changes to improve the parking situation, including developing a strategy for locations where this is inconsiderate parking-related behaviour.</i></p>
Blue Badge and Shopmobility	<p>BB1: Improve Blue Badge parking offer in the town centre <i>This policy includes:</i></p> <ul style="list-style-type: none"> • Modifying the Blue Badge parking on the High Street to ensure that those with the greatest need to park closest to amenities along the High Street were able to find a parking space when they needed to; • Completing a review of whether Blue Badge holders should be charged for using off-street car parking (as is currently the case); and • Implementing changes to charging (if applicable). <p>BB2: Improve Blue Badge parking offer in other key locations <i>This policy involves reviewing locations (in collaboration with partners where necessary) to determine solutions for increasing the availability of parking for Blue Badge holders and then implementing these solutions. Locations identified during the development of the parking strategy for review include the stations, the hospital and other key locations such as the library, mosques and local shopping streets.</i></p> <p>BB3: Improvements to access to Shopmobility Watford <i>This policy includes:</i></p> <ul style="list-style-type: none"> • Reviewing options for improving the pedestrian access route in collaboration with Shopmobility Watford; • Detailed design of recommended options; • Implementation of recommended options; and • Increased marketing of Shopmobility Watford in any promotional material and information on accessing Watford town centre.

Mode	Policy
PTW	P1: Increase PTW parking at key locations and review existing parking <i>This policy includes increasing the amount of PTW parking in Watford and reviewing the time restrictions and security provision of existing PTW parking to determine whether improvements could be made.</i>
	P2: Improved signage/information provision on parking for PTW users <i>This policy involves improving signage to make it easier for motorcyclists to access PTW parking in Watford.</i>
Cycle	Cy1: Increase short stay cycle parking at key locations <i>The policy involves introducing more short stay cycle parking at key locations such as the town centre, stations, local shopping streets and retail centres, employment areas and key leisure facilities.</i>
	Cy2: Develop a secure long-stay cycle parking facility in the town centre <i>This policy involves looking into the feasibility of introducing a secure long-stay cycle parking facility in the town centre and then, if feasible, working with partners for detailed design, acquisition of property (if necessary), identifying funding and then implementing/building the facility.</i>
	Cy3: Provide small-scale secure cycle parking at relevant locations <i>This policy involves providing small-scale secure cycle parking (such as individual cycle lockers or a small-scale secure facility) at locations where a demand for this type of facility might be expected (for example places people might want to visit in the evening which would lack natural surveillance due to low footfall e.g. sports centres).</i>
	Cy4: Pilot secure residential cycle parking provision <i>This policy includes:</i> <ul style="list-style-type: none"> • Identifying potential locations for secure residential cycle parking (involving stakeholders including residents, housing providers etc.); • Setting up a system and developing a programme for design and implementation, as well as identifying further locations; and • Implementing secure residential cycle parking provision according to the programme.
Taxi	T1: Optimise taxi rank and drop-off/pick-up facility provision in line with other changes in the town centre <i>This policy involves improving taxi rank and drop-off/pick up facilities near to key trip attractors.</i>
	T2: Improve signage to taxi ranks within the town centre <i>This policy involves reviewing existing signage to taxi ranks and improving signage as necessary based on this review.</i>
Coach	Co1: Develop a coach drop off facility in the vicinity of the town centre and long stay coach parking <i>This policy involves scoping, detailed design and implementation of a coach drop off facility which is convenient for the town centre as well as a designated long stay coach parking location, to provide for coach travel to Watford.</i>

Mode	Policy
Freight vehicles	F1: A pilot Delivery and Servicing Plan (DSP) for the council <i>This policy involves developing a pilot Delivery and Servicing Plan for the council including measures such as a delivery booking system, out-of-hours or off-peak deliveries, reducing delivery, servicing and collection frequencies, establishing a centralised ordering system and so on. The aim of this policy is to reduce the impact of freight activities on the council and surrounding area, achieve efficiencies in delivery and servicing activities and demonstrate the benefits of a DSP to other organisations in Watford.</i>

5 The Parking Delivery Plan

The main element of the Parking Delivery Plan is the Action Plan, set out in **Table 4** below. The Parking Delivery Plan also identifies the key resources and potential funding sources for implementing the parking strategy, as well as an overview of the key risks to the delivery of the parking strategy, the monitoring and review process and the importance of communicating the strategy (see sections below).

Key resources required

The key resources required for implementing the parking strategy policies are:

- WBC staff time for further research, liaison with partners such as HCC, consultation and detailed design of schemes;
- Civil Parking Enforcement staff time for increased enforcement activities; and
- Funding for:
 - Consultation materials/publication;
 - Improvements to parking including changes to road layouts, upgrading or installing new infrastructure (e.g. parking payment system, cycle parking stands);
 - Improvements related to parking such as signage; and
 - Setting up and managing policy initiatives such as a town-wide Travel Plan.

Potential funding sources

Potential funding sources include:

- Funding from parking revenue (e.g. for car park refurbishment);
- Renting out advertising space associated with parking facilities;
- Return on investment (e.g. people making greater use of the refurbished car parks, generating increased car park revenue);
- Developer contributions (S106 and CIL);
- Contributions from or funding by partners who will benefit from an improved parking offer for certain types of parking (e.g. at the stations);
- Local transport funding schemes (e.g. LSTF equivalent);
- Integrated Transport Block funding, via HCC; and
- LEP Growth Deal funding.

Risks to delivering the parking strategy

Risks associated with delivering the parking strategy include:

- **Funding.** If suitable funding cannot be identified it may not be possible to deliver some of the parking policies.
- **Working with partners.** Several of the policies will require partner buy-in to be delivered and will be dependent on securing funding sources or permissions outside of WBC control.

- **Consultation.** The consultation process may hinder progress on some of the parking policies.

Monitoring and review process

Progress against the Action Plan should be monitored at the end of each timeframe for action (e.g. six months, one year, eighteen months etc.). If an action has not been completed within the target timeframe it should be reviewed and amended.

As well as assessing progress against targets, monitoring should assess the impacts of the parking policies against the parking strategy objectives and policy-specific objectives. Any unforeseen adverse effects should also be identified as part of the monitoring process to inform any amendments to the parking strategy and to enable any remedial actions to be taken. Monitoring information should be reported internally within the Council to relevant Council officers.

The parking strategy policies should be reviewed regularly to ensure that the strategy remains up to date. This will include removing policies which have been fully delivered and adding new policies which are relevant to a current parking situation. The objectives of the parking strategy should also be periodically reviewed.

An annual review should be reported to Council Members either at the end of the calendar year or at the end of the financial year. This could be incorporated with the Watford Parking Services annual report to form a general parking review report or could be reported separately alongside the Watford Parking Service annual report.

Communication

Communication will be important for the success of the parking strategy. Once the strategy is adopted it should be publicised via the Council website, Twitter feed and so on. Communication will also be important for continued buy-in to the parking strategy from stakeholders, who have had a significant role in the development of the strategy. Communication of information about the parking strategy is necessary to engage and inform the public. Information should serve two purposes: helping people to use the parking in Watford; and explaining the reasoning behind certain parking policies (e.g. by emphasising the positive outcomes that are expected).

Table 4: Parking Strategy Action Plan

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
	2015/16	2016/17	2017/18	2018/19	2019/20		
General							
G1: <i>Street type matrix analysis</i>							
Classify all of Watford’s streets using the street type matrix.							Use HCC Traffic Sensitive Roads as a guide
G2: On-street space in the town centre							
Create a plan of the desired allocation of space in the town centre area.						HCC	Started June 2015
Identify where any displaced parking/kerbside uses will be relocated.						HCC	Started June 2015
Detailed design and consultation on changes to on-street space.						HCC	Design resources <i>HCC funding (if combined with HCC schemes)</i>
Implementation of changes to on-street space.						HCC	Capital cost of implementing changes <i>HCC funding (if combined with HCC schemes)</i>
Car parking							
Ca1: Improve the car parking offer in the town centre							
Develop a 'User Experience Strategy' for the car parks.						CPO	Work with Property Services and Citiparks

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Decide on an evening car parking pricing structure.						CPO	Work with Property Services and Citiparks
Implement any changes to evening car parking pricing.						CPO	Minor capital cost <i>CPO funded</i>
Review and make changes to The Avenue pricing structure.*						CPO	Minor capital cost <i>Parking capital budget</i>
Research pay-by-phone (or alternative modern payment method) and suppliers.							Included within Parking Services Managers PDR + AJS
Introduce pay-by-phone (or alternative).							Capital cost of procuring and implementing system <i>Parking capital budget</i>
Implement and monitor the 'User Experience Strategy'.						CPO	Capital cost of implementing changes <i>CPO or parking capital budget funded</i>
Review additional measures; add to the strategy where appropriate.							Capital cost of implementing any changes <i>CPO or parking capital budget funded</i>
Ca2: Formalise short-stay parking provision within the town centre							
Explore short stay parking options; decide whether to progress any.						private car park owners	Started June 2015

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Implement new short stay parking arrangement.*						private car park owners	Capital cost of implementing changes <i>Parking capital budget</i>
Ca3: Implement ‘pay-by-phone’ or similar modern payment system at pay and display locations within Watford							
Research pay-by-phone (or alternative modern payment method) and suppliers.							Parking Services Manager + Section Head introduce with new contract
Introduce pay-by-phone (or alternative).							Capital cost of procuring and implementing system <i>Parking capital budget</i>
Ca4: Continue reviewing options for the multi-storey car parks							
Assess options for the multi-storey car parks.						including WBC property management staff	
Progress preferred option.						including WBC property management staff, CPO	Cost of associated interventions <i>Parking capital budget</i>
Ca5: Ensure car parking revenue is used to fund transport interventions							
Set up the process for using car parking revenues for transport.							Section Head and Traffic Engineer
Ca6: Work with businesses to encourage employees to commute by alternative modes to ease parking pressure and congestion							
Contact businesses to gauge interest in a business travel planning forum.							Section Head and HCC

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Set up a business travel planning forum.						Watford businesses	Revenue cost of setting up and running forum <i>S106 contributions, CIL + Watford 2025 project</i>
Develop a town-wide Travel Plan.							Cost of associated interventions <i>S106 contributions, CIL, council car park revenue</i>
Ca7: Improvements to parking in residential CPZs and residential parking in the town centre							
Identify locations for shared use bays or different CPZ operating hours near to local shops.							Section Head / Traffic Engineers / Portfolio Holder
Review whether parking for residents living in the town centre should be provided in town centre car parks.							Discussions had with Citiparks and ongoing work with Property Team
Trial an e-permit system.						WPS/CPE	Capital cost of procuring and implementing system <i>Parking capital budget</i>
Consult on and implement changes to CPZs.							Section Head and Traffic Engineers Capital cost <i>Parking capital budget</i>
Implement changes to allow residents living in the town centre to park in the town centre car parks.*						CPO	Discussions had with Citiparks Capital cost <i>Parking capital budget</i>
Ca8: Improvements to on-street parking outside the town centre							

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Identify locations for reviewing on-street parking.							Include within TRO Programme discuss with Traffic Engineer and Portfolio Holder
Identify locations where inconsiderate parking is a problem and develop a strategy to tackle it.						HCC/police	Ongoing as part of TRO Reserve List Programme agree with Traffic Engineers and Portfolio Holder
Review on-street parking outside the town centre.						HCC	Include within TRO Programme discuss with Traffic Engineer and Portfolio Holder
Implement changes to on-street parking.						HCC	On Going works - Agree with Members and Portfolio Holder Capital cost <i>Parking capital budget</i>
Implement strategy for inconsiderate parking.						HCC	Ongoing as part of TRO Reserve List Programme agree with Traffic Engineers and Portfolio Holder
Blue Badge car parking and Shopmobility							
BB1: Improve Blue Badge parking offer in the town centre							
Review whether Blue Badge holders should be charged for using off-street car parking.							Report to be produced
Change Blue Badge holder charging.*						CPO	Capital cost <i>CPO, parking capital budget</i>
BB2: Improve Blue Badge parking offer in other key locations							

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Meetings with the stations, hospital and other key locations to discuss Blue Badge parking.							Section Head to undertake at Sustainable meetings
Decide whether to carry out CPE of disabled car parking spaces in private car parks.						WPS	Traffic Engineer
Improve access to the Blue Badge parking at Watford Junction.						LM/NR	Section Head to Work with London Midland and WJ Working Group. Capital cost <i>NR/LM funding; apply for HCC funding</i>
Review hospital Blue Badge parking.						WHHT	Section Head to Work with London Midland and WJ Working Group. Capital cost <i>NR/LM funding; apply for HCC funding</i>
Review Blue Badge parking at other key locations.							Section Head to Work with London Midland and WJ Working Group. Capital cost <i>NR/LM funding; apply for HCC funding</i>
Work with private car park owners to enforce disabled car parking spaces.*						private car park owners	Revenue cost (increased CPE) <i>Parking capital budget or general council funds</i>
Increase Blue Badge parking at Watford Junction.						LM/NR	Work with London Midland and WJ Working Group Capital cost <i>NR/LM funding</i>
Alter the provision of Blue Badge spaces/signage at the hospital.*						WHHT	Capital cost <i>Parking capital budget, WHHT funding</i>
Increase Blue Badge parking at other (non-Watford Junction) stations.						NR/TfL/other rail stakeholders	Capital cost <i>Parking capital budget, funding from partners</i>

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Make changes to Blue Badge parking at other key locations.*						Various partners	Capital cost <i>Parking capital budget, funding from partners</i>
Implement order(s) and begin enforcing disabled spaces in private car parks.*						WPS/CPE	Capital and revenue cost <i>Parking capital budget or general council funds</i>
BB3: Improvements to access to Shopmobility Watford							
With Shopmobility Watford, review options for improving the pedestrian access route						Shopmobility Watford	Work with Citiparks and Property Services
Carry out detailed design of recommended option(s).						CPO	
Implement recommended option(s).						CPO	Capital cost <i>CPO, parking capital budget</i>
Include Shopmobility Watford in promotional material on accessing Watford.							
Powered Two Wheeler (PTW) parking							
P1: Increase PTW parking at key locations and review existing parking							

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Review existing PTW parking provision and identify suitable locations for further PTW parking.							Report to be produced
Make any changes to PTW parking provision.							Section Head Capital cost <i>Parking capital budget</i>
Detailed design for new PTW parking facilities.							Section Head Capital cost <i>Parking capital budget</i>
Implement new PTW parking.						HCC	Section Head Capital cost <i>Parking capital budget</i>
P2: Improved signage/information provision on parking for PTW users							
Identify suitable locations for signs to PTW parking.						HCC	Section Head Capital cost <i>Parking capital budget</i>
Introduce new signs to PTW parking.						HCC	Section Head Capital cost <i>Parking capital budget</i>
Cycle parking							
Cy1: Increase short stay cycle parking at key locations							

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Assess how much cycle parking to introduce and where to locate it.							
Develop and follow design and implementation programme (locations within WBC control).							Capital cost <i>S106 contributions, CIL, HCC sustainable transport funding</i>
Work with partners; develop and follow design and implementation programme (locations outside WBC control).						Various partners	Capital cost <i>S106 contributions, CIL, HCC sustainable transport funding, contributions from businesses</i>
Review progress on installing cycle parking at locations within WBC control.							
Cy2: Develop a secure long-stay cycle parking facility in the town centre							
Determine feasibility of introducing a secure cycle parking facility.							There may be an option to the use the old Church Street toilets building
Detailed design of facility, acquisition of property (if necessary), identification of funding sources.*						Various partners	Design resources, potential land purchase <i>S106 contributions, CIL, HCC sustainable transport funding</i>
Implement/build secure long-stay cycle parking facility.*							
Open the secure long-stay cycle parking facility.*						Various partners	Capital cost <i>S106 contributions, CIL, HCC sustainable transport funding, contributions from businesses</i>
Cy3: Provide small-scale secure cycle parking at relevant locations							

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Identify locations for small-scale secure cycle parking and begin coordinating with partners.						Various partners	
Deliver secure cycle parking at the first location identified.						Various partners	Capital cost <i>S106 contributions, CIL, HCC sustainable transport funding, contributions from businesses</i>
Continue to deliver secure cycle parking at the other locations identified.							Capital cost <i>S106 contributions, CIL, HCC sustainable transport funding, contributions from businesses</i>
Cy4: Pilot secure residential cycle parking provision							
Identify potential locations for secure residential cycle parking provision.						housing providers/ residents	
Set up a system for design and implementation, as well as identifying further locations.							
Implement secure residential cycle parking provision according to the programme.							Capital cost <i>S106 contributions, CIL, HCC sustainable transport funding, contributions from housing associations</i>
Taxi ranking, drop-off/pick-up							
T1: Optimise taxi rank and drop-off/pick-up facility provision in line with other changes in the town centre							
Complete assessment of on-street town centre space.						HCC	Started June 2015

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Consult on proposed changes and design changes to taxi ranking.							Cost of any consultation materials <i>Standard funding for consultation</i>
Implement changes to taxi ranking.						HCC	Capital cost <i>Parking capital budget, HCC funding</i>
T2: Improve signage to taxi ranks within the town centre							
Review signage to taxi ranks.							Section Head
Make any changes to taxi rank signage.							Capital cost <i>Parking capital budget, HCC funding</i>
Coach parking							
Co1: Develop a coach drop off facility in the vicinity of the town centre and long stay coach parking							
Scoping.						HCC	Traffic Engineer look at Gade Avenyue and work with Intu Town Centre Manager
Detailed design, process for re-designating space for coaches.						HCC	
Open the coach parking.						HCC	Capital cost <i>S106 contributions, CIL</i>
Freight vehicle parking, loading/unloading							
F1: A pilot Delivery and Servicing Plan (DSP) for the council							

Action (‘*’ indicates that this action is dependent on the outcome of earlier actions)	Timescale (Lighter shading indicates that the timescale is dependent on the outcome of earlier actions)					Responsibility for action (in addition to WBC)	Resources required (in addition to staff time), <i>potential funding sources</i>
Assessment of current delivery and servicing practices, review of council business operations.						including WBC procurement staff	Started June 2015
Develop the interventions which will be included in the DSP.							
Implement the DSP.							
Review the DSP.							
Develop advice on DSPs for other organisations that are interested.							

Notes

CPE – Civil Parking Enforcement

HCC – Hertfordshire County Council

NR – Network Rail

WBC – Watford Borough Council

WHHT – West Hertfordshire Health Trust

CPO – car park operator

LM – London Midland

TfL – Transport for London

WPS – Watford Parking Service

Appendix A

Parking policies and objectives matrix

Key



Policy **expected** to contribute to realising this objective



Policy **could** contribute to realising this objective or include elements which would meet this objective