

		Objectives																				
Policy area	Policy	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.	To facilitate good access by all modes.	To manage [car] 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.	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.	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).	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.	To ensure priority for pedestrian movement over parking at new developments.	
General	G1: Street type matrix analysis			[on street only]	[on street only]			[on street only]														
	G2: On-street space in the town centre			[on street only]	[on street only]																	
Car	Ca1: Improve the car parking offer in the town centre																					
	Ca2: Formalise short-stay parking provision within the town centre																					
	Ca3: Implement 'pay-by-phone' or similar modern payment system at pay and display locations within Watford																					
	Ca4: Continue reviewing options for the multi-storey car parks																					
	Ca5: Ensure car parking revenue is used to fund transport interventions																					
	Ca6: Work with businesses to encourage employees to commute by alternative modes to ease parking pressure and congestion																					
	Ca7: Improvements to parking in residential CPZs and residential parking in the town centre																					
	Ca8: Improvements to on-street parking outside the town centre																					
Car (Blue Badge)	BB1: Improve Blue Badge parking offer in the town centre																					
	BB2: Improve Blue Badge parking offer in other key locations																					
Shopmobility	S1: Improvements to access to Shopmobility Watford																					
PTW	P1: Increase PTW parking at key locations and review existing parking																					
	P2: Improved signage/information provision on parking for PTW users																					
Cycle	Cy1: Increase short stay cycle parking at key locations																					
	Cy2: Develop a secure long-stay cycle parking facility in the town centre																					
	Cy3: Provide small-scale secure cycle parking at relevant locations																					
	Cy4: Pilot secure residential cycle parking provision																					
Taxi	T1: Optimise taxi rank and drop-off/pick-up facility provision in line with other changes in the town centre																					
	T2: Improve signage to taxi ranks within the town centre																					
Coach	Co1: Develop a coach drop off facility in the vicinity of the town centre and long stay coach parking																					
Freight vehicles	F1: A pilot Delivery and Servicing Plan (DSP) for the council																					

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

