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CHORLEY TOWN CENTRE CAR PARKING STRATEGY 2017 – 2018





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Executive Summary

There are a number of significant changes planned for Chorley town centre in the next few years such as the Market Walk extension (which involves the reduced capacity and re-configuration of the Flat Iron car park); the creation of a Youth Zone; the provision of retirement accommodation and facilities on Fleet Street; town wide public realm improvements and further development sites identified in the refresh of the Masterplan. This strategy seeks to address the immediate issues with regards to capacity and price for the short term whilst acknowledging that, if all the projects which are planned over the next few years come to fruition, it will need revisiting upon completion to address the impact all the changes have had on supply and demand.

Introduction

Parking is always an emotive issue and often very personal to people who usually have a 'favourite' place to park. This can be based on location in respect to where they are going; with regards to where they live and how easy it is to get to; the size of parking bays; the feeling of safety; likelihood of getting a space; a quiet car park where it is easy to manoeuvre; a level car park; number of available disabled/parent & child/electric bays; the surrounding ambience; ease of getting out quickly (no queues); type of payment method; how long they intend to be there; and finally what it costs. There are probably other considerations depending upon the purpose of the visit such as popping to the bank, shopping, meeting for a coffee, eating lunch, working, commuting and also the time of day – morning for workers, after dropping the kids off to school (or picking them up), for an appointment, for lunchtime, in the evening, on the weekend or even overnight. With all this in mind we all tend to have a car park we 'usually' go to and more often than not a specific area within the particular car park we feel comfortable using and head for intuitively.

Parking becomes a habit, regardless of all the contributing factors, and if we want people to use new or under-utilized car parks instead of where they 'usually' go then changes need to be significant rather than incremental. By default people are inherently looking for convenience and will usually prefer to go to a central location closest to the area they intend to visit or work- and for people with mobility issues (blue-badge holders) this may be out of necessity. If you combine this initial impulse for everyone wanting to be in the same location, with the fact that people also value the availability of spaces, the only way to accomplish that is by the use of tariffs and enforcement to ensure a churn of vehicles throughout the day.

External Studies

There are a number of national studies which all conclude that parking is a complex issue and each place needs to consider its own individual circumstances, which may change over time, in developing its solutions. The most recent study commissioned by the Welsh Government focussed on the effect pricing had on town centre footfall in a wide variety of towns. This included the effect on towns during redevelopment, such as Newport, where it concluded that an element of free parking did help maintain footfall throughout the period of disruption.

Appendices

1. ***Assessing the Impact of Car Parking Charges on Town Centre Footfall*** by the Minister for Economy, Science and Transport prepared for the Welsh Government 2015.
2. ***In-Town Parking: What Works*** by the Association of Town & City Managers 2014.
3. ***Re-Think: Parking on the High Street*** by the British Parking Authority 2013.



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Principal Aims

- To provide an increased availability of managed FREE customer parking to help maintain existing town centre businesses during the forthcoming year(s) of major disruption as sites are redeveloped.
- To increase the churn on the Flat Iron car park to maximise capacity on our primary car park and to re-designate it as the Market Walk car park to distinguish it from other short stay car parks.
- To create a tariff structure that will encourage visitors to make better use of new and currently under-utilised car parks by making them financially more attractive.

Availability of Spaces

The availability of car parking was considered in the 2013 Town Centre Masterplan and at that time there were approximately 1408 publically available parking space provision in the various long and short stay car parks. A survey carried out in November 2012 and January 2013 suggested there was 49% spare capacity in the current parking stock at the time.

The 2013 masterplan report recommended the re-development, and consequential loss of parking, on:

- Fleet Street Long Stay 164 spaces
 - Fleet Street Short Stay 56 spaces
 - West Street short stay 117 spaces
 - St Mary's short stay 44 spaces
- 381 spaces in total (27% of stock)**

Chorley Council rejected these recommendations apart from the development on Fleet Street long stay as it would imminently be replaced by a nearby ASDA store with an additional 450 spaces available for the public.

Since the 2013 masterplan report town centre car parking capacity has altered due to the following schemes:

- | | |
|---|--|
| • Oct 2013 Re-opening Market Street to provide | 26 free for 30 minute on-street bays |
| • Oct 2013 Fleet Street long stay coach parking | lost 54 car spaces for 8 coach bays |
| • Oct 2014 ASDA car park | 450 new spaces free for 3 hours |
| • Jun 2014 Fleet Street short stay expansion | 69 new spaces (including 12 free for 30 minute bays) |
| • Mar 2015 Market St/Cunliffe St on-street | 10 additional free for 1 hour bays |
| • Dec 2015 High Street free short stay car park | 19 spaces |
| NET GAIN | 520 spaces |

Currently (excluding market day) there are 2001 spaces available to use but a survey carried out by Curtins transport planning consultants in 2015 suggests only a 65% utilisation of spaces across the week. Post development, i.e. additional visitors drawn by the improved offer, it is suggested that this may still only reach 85% utilisation which would suggest an overall town centre requirement of at least 1701 spaces.

The table below shows the current town centre car parking space provision across the town centre either within council ownership or available to the public through private operation (non-exclusive to the business).



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2013 Car Park Capacity						
Name	Standard	Disabled	Parent/child	30 mins only	Short/Long Stay	Total capacity
Flat Iron	363	19	2	0	Short Stay	384
Portland St	85	5	0	0	Short Stay	90
Hollinshead Street	54	0	0	0	Weekend only	54
Friday Street	163	0	0	0	Long Stay	163
Total within 200 metres of Market Walk						691
Friday Street North	66	0	0	0	Long Stay	66
Water Street	67	4	0	0	Long Stay	71
Station Car Park	98	2	0	0	Long Stay	100
Farrington Street	49	2	0	0	Long Stay	51
St Mary's	42	2	0	0	Short Stay	44
Queens Road	92	3	0	0	Long Stay	95
West Street	103	5	2	0	Short Stay	110
Total within 500 metres of Market Walk						1228
Fleet Street Short	54	2	0	0	Short Stay	56
Fleet Street Long	158	6	0	0	Long Stay	164
George Street	33	0	0	0	Long Stay	33
Total capacity 2013						1481
Changes Made Since 2013						
Market Street	0	2	0	24	On Street	26
Fleet Street Long	-54	0	0	0	Long Stay	-54
Market St / Cunliffe Street	10	0	0	0	On Street	10
Fleet Street Short	50	5	2	12	Short Stay	69
ASDA	405	21	24	0	Long Stay	450
High Street	18	1	0	0	Short Stay	19
Net Gain						520
Proposed Car Park Capacity 2018						
Name	Standard	Disabled	Parent/child	30 mins only	Short/Long Stay	Total capacity
Flat Iron	166	12	6	0	Short Stay	184
Portland St	96	5	0	0	Short Stay	101
Hollinshead Street [^]	125	8	0	0	Short Stay	133
High Street [^]	88	9	0	0	Short Stay	97
Friday Street	163	0	0	0	Long Stay	163
Total within 200 metres of Market Walk						678
Friday Street North	Reallocated as Development Site					
Water Street	67	4	0	0	Long Stay	71
Station Car Park	98	2	0	0	Long Stay	100
Apex House	60	0	0	0	Council Staff Only	60
Farrington Street	49	2	0	0	Long Stay	51
St Mary's	42	2	0	0	Short Stay	44
Queens Road [^]	98	4	0	0	Long Stay	102
West Street	103	5	2	0	Short Stay	110
Total within 500 metres of Market Walk						1216
Fleet Street Short ^{^^}	47	2	0	0	Short Stay	49
Fleet Street Long	55	3	0	0	Long Stay	58
Fleet Street Long	Replaced by Extra Care Housing Scheme					
George Street	33	0	0	0	Long Stay	33
Market Street	0	2	0	24	On Street	26
Market St / Cunliffe Street	10	0	0	0	On Street	10
ASDA	405	21	24	0	Long Stay	450
Total parking capacity						1842
[^] Anticipated quantity (subject to design)						
^{^^} Car park split to accommodate some Long Stay parking & 18 allocated spaces for Runshaw college						
Net difference since 2013						361



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Once all the sites have been redeveloped, as currently proposed, it is envisaged that approximately 1842 spaces will be available exceeding the suggested quantity by 8%. However, more important than the total number of spaces available is the location of the spaces relative to where people want to be and the proposed new car parks in Hollinshead Street and High Street will provide ~230 new spaces in close proximity to the lost 187 on the Flat Iron car park.

The loss of long stay parking spaces on Fleet Street will be catered for by subdividing the currently under-utilised Fleet Street short stay car park to provide 58 long stay spaces and 49 short stay spaces. The existing “free for 30 minutes spaces” will be removed as it becomes free for the first hour for everyone.

Local Plan

The Chorley Local Plan 2015 states that locations that are considered to be more sustainable and well served by public transport may be considered appropriate for lower levels of provision.

Policy ST4 provides that factors to consider when deciding how much parking to provide should include:

- a. The distance to and quality of bus stops, the frequency of services, quality of footways and lighting to stops, and the distance to the nearest interchange;
- b. The number of train stations within 1,200m walking distance, quality of station, and frequency of services; and
- c. Evidence of local parking congestion.

The availability of car parking has a major influence on the choice of means of transport. The Council supports and encourages measures to reduce car journeys in conjunction with the availability of other modes of transport including public transport, walking and cycling.

The above points have been considered in the strategy but our wider town centre plans in addition to the Market Walk development are intended to increase the number of visitors to the town centre by all modes of transport. The previous survey only considered the impact of Market Walk extension and not the new public realm and improved markets which are designed to drive footfall. By relocating the market to be more central it is hoped that parking distribution will also be more evenly distributed onto the currently underutilised locations, however, it is still felt that the primary users of the new development will be vehicle dependent and future increased capacity needs addressing along with current developments whilst the opportunity exists.

Location

Accessibility and pedestrian movement for the car parks are dealt with in more detail within the Public Realm Proposals 2016. The majority of car park provision is to the north west side of the town centre primarily accessed from the Shepherds Way bypass (A6). There are several car parks to the east of Market Street anchored by ASDA in the south which are primarily accessed from B5251 (Pall Mall) and A581 (St Thomas Road). Due to the nature of approach the east car parks should be promoted to local residents whereas the north west car parks are more appropriate for regional visitors, unfamiliar with local geography.



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Designation of car parks

Market Walk car park

1. Flat Iron car park becomes a maximum 2 hour car park and branded as Market Walk to distinguish it from other short stay car parks and identify it as a premium destination.
 - 4x Dual ticket machines installed to enable re-imburement from Booths.

Shoppers Short Stay car park

1. Portland Street remains a short stay but also described as a Cinema/Leisure car park.
 - 2x Dual ticket machines relocated from Flat Iron to enable re-imburement from Reel.
2. Hollinshead Street becomes a Shoppers Short Stay car park instead of a staff car park.
3. High Street becomes a Shoppers Short Stay car park.
4. St Mary's remains a Shoppers Short Stay car park.
5. West Street remains a Shoppers Short Stay car park.
6. Fleet Street Short Stay is divided with half becoming Long Stay and existing 30 minute free parking bays removed.

Long Stay car parks

1. Friday Street remains a Long Stay car park.
2. Water Street remains a Long Stay car park.
3. Farrington Street remains a Long Stay car park.
4. Queens Road remains a Long Stay car park.
5. Fleet Street Short Stay is divided with the half near Fleet Street itself becoming Long Stay spaces.
6. George Street remains a Long Stay car park [\[allocated for potential future redevelopment/leasing\]](#)

Closed for redevelopment

1. Fleet Street Long Stay is closed for redevelopment.
2. Friday Street North is closed for redevelopment.

Tariffs

The current car park tariffs were introduced in October 2012 and have not changed since. They have been successful in so much as parking in Chorley town centre is no longer considered to be expensive in comparison to its neighbouring towns, however usage has remained constant so revenue decreased correspondingly.

Summary of Proposed Changes

1. Introduce an initial 1 hour free parking on Short Stay car parks and 3 hours on Long Stay car parks
 - By the introduction of parking discs / yellow button to show time of arrival
2. Reduce the maximum stay period on the Flat Iron car park to 2 hours for all users (inc. Blue Badge)
 - Including weekend by use of a yellow button showing time of arrival
3. Other than the free period, only 1 tariff option is available; either:
 - £1 for up to 3 hours (maximum) on the short stay [\[same as existing\]](#)
 - £1 for up to 4 hours on the long stay [\[40p less than existing\]](#)
 - £3.50 for over 4 hours (all day) on the long stay [\[same as existing\]](#)



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Proposed Tariff Structure

a. Market Walk (Flat Iron):

Up to	Existing Charge	New Charge
1 hour	50p	50p
2 hour (max stay)	£1.00	£1.00
3 hours	£2.00	Not Available
4 hours	£4.00	Not Available

b. Shoppers Short Stay:

Up to	Existing Charge	New Charge
1 hour	50p	FREE
2 hour	80p	Not Available
3 hours (max stay)	£1.00	£1.00
4 hours	£2.00	Not Available

c. Long Stay:

Up to	Existing Charge	New Charge
3 hours	£1.00	FREE
4 hours	£1.40	£1.00
All Day	£3.50	£3.50

Note: The free parking incentives are being proposed in response to concerns that the amount of development occurring, in a relatively short period of time, across several areas of the town centre will deter people from coming to Chorley. As such it will be reviewed after the completion of the Market Walk extension scheme (expected late 2018) in respect to where other schemes are up to in their delivery and any potential for continued impact.

The existing low rate tariff of 50p per hour (up to a maximum of 2 hours) will apply to the Market Walk (Flat Iron) car park although the fees can be refunded to customers of Booths (or any new Market Walk tenant) under their current arrangement - which is made available at their sole discretion. Dual ticketing machines will be installed at three car parks (Market Walk, Portland Street and Hollinshead Street) to facilitate retailers / leisure operators will this refund option.

Shoppers Short Stay car parks will allow for an initial hour's free parking but any longer would be £1 for up to 3 hours maximum stay. A 3hr limit will enable a 3x churn per space in a 9hr day (8am to 5pm).

Long Stay car parks will allow free parking up to 3 hours, £1 for up to 4 hours and anything over 4 hours will be considered all-day parking at £3.50, as it currently is.

Tariff Periods

- All car parks are to remain enforceable from 8am to 5pm Monday to Friday and until 1pm Saturday.
- Car parks will remain free after 1pm on Saturday and all day on Sunday but maximum stay periods will be introduced to the Market Walk (Flat Iron) car park to ensure churn is maintained at the weekend.
- Bank Holidays will remain free but maximum stay periods will apply to the Market Walk (Flat Iron) car park.
- Other conditions such as no-return periods and non-transferability will remain on all car parks.



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Blue Badge Holders

A large proportion of parking provision on the Flat Iron car park is regularly occupied by Blue Badge holders who currently enjoy up to 4 hours free in any space. It is proposed that free parking for Blue Badge holders is continued but will be restricted to 2 hours maximum stay on the Market Walk (Flat Iron) car park only. All other car parks will remain unchanged with 4 hours free parking in any bay. A disc showing time of arrival must be displayed alongside a valid badge.

The exemptions for Blue Badge parking will be reconsidered at each future tariff review.

Free Parking

Parking will be free to many users who would be able to stay for up to 1 hour on a short stay car park or up to 3 hours on a long stay car park on any mid-week day. On a Saturday all-day parking would effectively be free after 10am on a long stay and free after 12 noon on short stay when taking account of the initial free parking period, excepting the Market Walk (Flat Iron) which would still have a maximum stay of 2 hours free parking. On Sundays and Bank Holidays all car parks would be free all day, excepting the Market Walk (Flat Iron) which would still have a maximum stay of 2 hours free parking.

Enforcement

To enable effective enforcement of the initial free parking period we would need to introduce a system to prove time of arrival ("free" period commencement). It is proposed that a disc parking system is used for this on all car parks except Market Walk (Flat Iron) where a ticket showing vehicle registration and time of arrival can be produced through re-programming the existing equipment to issue a ticket, without a fee, for the weekends.

Distribution of Discs

We would initially prioritise distributing parking discs to local residents as part of a marketing drive to bring residents into the town centre throughout the redevelopment period. After the initial distribution discs can be made available at a number of locations such as the Civic Office, key businesses and via dispensers.

This would be achieved by distributing ~70,000 discs to:

- 50,000 households with their waste bin collection
- 10,000 for local businesses to distribute to their customers
- 10,000 through dispensers where visitors to the town centre can obtain them

The tariffs are such that the worst case scenario of anyone without a disc on arrival (primarily out of town visitors) is that it would cost them £1 to park for 3 hours in short stay or 4 hours in long stay car parks.

Timing of Tariffs changes

It is proposed that Hollinshead Street staff car park is changed in December 2016 with the remainder changing in April 2017 as part of the annual budget setting process.



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Costs to Change Tariffs

Legal adverts – £500-£1000 each (multiple changes can go at one time)

Tariff boards – Approximately £50 each (depends on number of sections being changed)

P&D machines – Approximately £500 each (depending on model and number of changes required)

Parking Discs - ~£10k for 70,000 customised discs (these could be sponsored)

We currently have 23 machines/tariff boards so a budget of approximately £12,000 would be required to make the changes plus the cost of parking discs (variable). [Excludes any new machines required.](#)

(Approximately £5,000 would also be required to upgrade all Pay & Display machines to accept the new £1 coin being introduced in March 2017 and the some of the costs for implementing tariff changes could be saved by the engineer doing the work at the same time.)

Costs/Revenue

Current Running Costs

Rates	£183k
Utilities	£ 13k
Enforcement	£ 70k
P&D maint.	£ 14k
TOTAL	£280k (plus maintenance & gritting)

Previous Revenues

Since the last tariff change parking revenue initially took a significant drop of £83k followed by £63k but for the last 3 years has remained constant at just over £700k per annum.

OLD TARIFFS

11/12	ticket sales	£729k
	permit sales	£ 38k
	pcn revenue	£ 82k (issued 3600)
	TOTAL	£849k

CURRENT TARIFFS

12/13	ticket sales	£648k
	permit sales	£ 45k
	pcn revenue	£ 79k (issued 3070)
	TOTAL	£766k

14/15	ticket sales	£590k
	permit sales	£ 38k
	pcn revenue	£ 75k (issued 3479)
	TOTAL	£703k

13/14	ticket sales	£596k
	permit sales	£ 36k
	pcn revenue	£ 71k (issued 3343)
	TOTAL	£703k

15/16	ticket sales	£586k
	permit sales	£ 36k
	pcn revenue	£ 79k (issued 3216)
	TOTAL	£701k



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Annual Permit revenue

Currently annual permits are £250+vat = £300

There are currently 80 permit holders (excluding staff) generating ~£20,000 per annum. It is expected that this number will continue with all-day parking tariffs remaining the same. Rail users are more likely to use the station car park first with a lower all-day tariff of £2 although our long term permits work out slightly cheaper.

Future Revenues

There may be a decline in car park usage during the redevelopment period, which the free provision would aim to counter but, once completed, the town centre should be more resilient to future increased charges/less free parking provision. Whilst there is a small decline in total stock numbers the location and quality of new stock should attract a higher occupancy rate and therefore attract more revenue in the future.

Predicted Revenues for Chargeable Stock 2017-18

Location	Capacity		revenue 15/16	per space	revenue projected
	Now	New			
Flat Iron S/S	371		£296,569	£799	
New Flat Iron S/S		184		£800	£147,000
SHORT STAY					
Portland Street S/S	101	101	£ 34,382	£340	£ 35,000
Hollinshead Street *Sat	54*		£ 1,079	£ 20	
New Hollinshead St S/S		133		£500	£ 66,000
High Street free	19		£0	£0	
New High Street S/S		~100		£400	£ 40,000 (^in 2018)
St Mary's S/S	44	44	£ 36,779	£836	£ 23,800
West Street S/S	110	110	£ 63,403	£576	£ 40,000
Fleet Street S/S	125		£ 33,759	£270	
Fleet Street S/S		49		£270	£ 23,300
LONG STAY					
Friday Street L/S	229		£ 42,621	£186	
New Friday Street L/S		163		£150	£ 24,500
Water Street L/S	71	71	£ 5,226	£ 75	£ 5,000
Farrington Street L/S	51	51	£ 13,936	£273	£ 7,500
Queens Road L/S	95		£ 25,924	£273	
New Queens Rd L/S		102		£150	£ 16,200
Fleet Street L/S	115		£ 22,407	£195	
New Fleet St L/S		58		£150	£ 8,700
George Street L/S	33	33	£ 2,595	£ 78	£ 1,000
CURRENT TOTAL	1418		£578,680	£408	
PROPOSED TOTAL		1199		~£365	£398,000 + ^£40k



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The net effect of these proposals is hard to judge with so many variables in how we affect people's habits and also the general disruption of construction encountered at the same time. The estimates above would suggest a potential drop in revenue overall of around £180k per annum with £150k coming from the reduction in size of the Flat Iron car park and the displaced vehicles qualifying for free parking elsewhere – initially at least. Once the Civic Square (High Street car park) comes on stream it will potentially contribute an extra ~£40k per annum.

Payment Methods

All Chorley car parks currently operate cash only pay & display machines. The Flat Iron machines are dual ticketing to enable retailer tariff refunds and it is proposed to install the same machines in Portland Street and Hollinshead Street car parks as part of the Market Walk extension development.

Whilst there are options for new machines to enable card payment the on costs are not considered viable for such low tariffs that we propose and other payment options would be more cost effective based on our existing technology. By keeping a simple fee structure the lack of card payment is not considered a high factor for not choosing to park in Chorley. The initial free period available on all car parks (except Flat Iron) would allow time for change to be sought before a ticket may be required.

Pay-by-Phone (App & Web)

An increasingly more common alternative payment method is to pay-by-phone. These are effectively virtual parking permits (operated similarly to Mi-Permit from an enforcement perspective) whereby the customer has an account enabling them to pay for tickets remotely and receive reminders at expiry time. The desktop version also allows for the management of season tickets and is an alternative to the existing Mi-Permit we can explore.

There is an initial cost to the authority but ongoing costs are largely borne by the customer as an additional charge (set by the operator) on the tariff.

- Convenience Charge (per transaction) 20p
- Optional SMS confirmation 10p
- Optional SMS reminder 10p

Our current Civil Enforcement Officer (CEO) hand-held equipment is not compatible with pay-by-phone systems however new equipment, for the new car park management contract commencing in October 2016, with sim card capability has now been ordered. Once tariffs are in place this additional payment method can be introduced at a later date.

Ribble Valley Council has been trialling a Ring-Go system (also used by Northern at their stations) for the Lancashire Parking Group, of which Chorley is a member, and has reported back success in its acceptance and ease of use.



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Pay-on-Foot

This type of parking is undeliverable due to the configuration of our car parks as it lends itself to multi-storey situation. To implement on ground level car parks would lead to a significant reduction in spaces whilst also requiring a permanently manned office to resolve any issues at the barrier / pay centre.

Cinema parking (Portland Street)

There is also the unknown impact of reimbursement of Portland Street parking for the cinema, which would be £1 for 3 hours until 5pm mid-week and Saturday morning until 12 noon. As such times are not peak viewing outside of school holidays the impact is expected to be minimal and more than offset by extra demand the cinema itself will generate and customers who don't claim refunds. Anyone wanting to spend more than 3 hours in the town centre mid-week would require a long stay car park ticket (£1 for 4hrs).

Other Considerations

Council Staff Parking

Designated council staff parking will be provided on the former Apex House site off Arley Street. This will free up the existing Hollinshead Street car park for public use every day instead of just Saturday. Any council staff needing to pick-up/drop-off at the Union Street offices throughout the day will have 1 hour free parking available (not reserved) to them on the new larger Hollinshead Street short stay car park. Council employees who currently enjoy the use of Hollinshead Street staff car park based on a service need will be expected to use Arley Street staff parking facility provided.

External employees based at Union Street will have to purchase a Mi-Permit and not be entitled to use Arley Street staff parking.

The current Mi-Permit system for all other Council employees will continue in its current format, however, the Market Walk (Flat Iron) car park will be excluded from Mi-Permit for all users at all times.

Market Traders Parking

The current provision on Friday Street (north) for Market traders van parking will be lost to redevelopment and lower Water Street car park will be offered as a replacement on each Tuesday. Traders in cars can continue to use Friday Street long stay car park without changing their existing arrangement to pay £1 all day alongside a traders permit.

Electric Vehicles

We currently have 2 designated spaces for electric vehicles on the Flat Iron car park whereby the electric is free to charge as long as the vehicle is parked with a valid pay & display ticket. The use of these spaces has increased since their introduction and it is envisaged that their demand would only increase in the future with increasing number of vehicles available with this technology. It is proposed that the two existing positions are replaced and increased in number during the upcoming redevelopment on the Flat Iron and the situation reviewed annually to determine which other car parks may be appropriate for introducing such technology.



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Maintenance

Many of our current car parks have either been resurfaced or are due to be resurfaced in 2017 as part of a site development programme.

Flat Iron S/S	2017 new	Friday Street L/S	n/a
Portland Street S/S	2014 resurfaced	Water Street L/S	n/a
Hollinshead St S/S	2017 new	Farrington Street L/S	2015 significant repair
High Street free	2016 new	Queens Rd L/S	2016 new
High Street S/S	2017/18	Fleet St L/S & S/S	2014 resurfaced part
St Mary's S/S	n/a	George Street L/S	n/a
West Street S/S	2016 significant repair		

The council has a commitment to improve access points to the town centre which includes investment in the car parks such as surfacing, lighting, pavements and CCTV equipment. By 2018 66% of the parking capacity will be accommodated on facilities resurfaced within the last 4 years including 96% of short stay shoppers parking.

Coach Parking

The existing coach parking bays in Fleet Street long stay will be lost during redevelopment and plans are in place to designate the on street bay on George Street (by the masonic hall) as coach/bus only on Tuesdays when we have a capacity issue due to visitors coming to the markets. This will also ensure that group travel visitors will be encouraged to walk the length of the town centre and pass a wide variety of retailers after initially disembarking at the bus station upon arrival.

On Street Parking

The existing town centre on-street parking provision has 146 standard bays and 28 disabled bays and it is enforced by NSL on behalf of Lancashire County Council. Further details on proposed changes to on-street parking provision can be found within the 2016 Public Realm & Masterplan Report.

PROPOSED SCHEDULE OF CHANGES

1. Make Hollinshead Street staff car park available to the public by December 2016
2. Re-designate Fleet Street Short Stay to Long Stay (in preparation for Fleet Street Long Stay closing) by April 2017
3. Re-designate High Street car park as Short Stay by April 2017
4. Implement new tariffs from April 2017 except Flat Iron
5. Close Fleet Street Long Stay in March/April 2017
6. Extend Hollinshead Street car park beginning April 2017
7. Close Friday Street (north) lorry park in Autumn 2017 once Hollinshead St car park fully opens
8. Relocate Flat Iron Market to Fazakerley Street / pedestrian areas from April 2017
9. Implement new Flat Iron tariffs summer 2017 once works are complete
10. Close Flat Iron (Iceland side) for construction works April 2017 for 18 months
11. Extend High Street car park end 2017/early 2018 (Gala Bingo site)
12. Review car park provision and tariffs post development Autumn 2018



Some short term informal parking arrangements may be required during the period of change if delays in delivering new car parking spaces occur.

These include:

- Relocating town hall staff parking to Queens Road from Farrington Street/Mealhouse Lane
- Acquiring short term use of other parking sites such as Sumner House, Swan with 2 Necks and Gala Bingo sites

Conclusion

At this moment in time Chorley Town Centre is more likely to be considered to be a convenience town rather than a destination town where people want to dwell and socialise. The proposals for public realm improvements and town centre site developments may change this perception over time, however studies in Newport, for example, have shown that parking tariff concessions during periods of redevelopment can help retain footfall. The proposed initial free parking periods will positively impact on the sustainability of existing business in the town centre during the period of redevelopment and encourage Chorley residents to continue using the town centre for their needs.

Lots of spaces in the wrong place don't work in the same way that free parking in a place nobody wants to visit doesn't. However, people are willing to pay to park if it is proportional to the purpose of their visit i.e. If you just need to pop in to pick something up of low value (convenience) you are more likely to do so if parking was free compared to someone on a shopping trip to several stores who is prepared to pay a 'reasonable' amount. The proposed new car park spaces being created are as close in proximity to the existing Flat Iron site as possible and, in the long term, will prove to be a suitable alternative to those being lost to the new development.

Town centre footfall is more dynamic now than ever before and with such significant changes being proposed for Chorley the parking strategy should be refreshed on a frequent basis to reflect the situation at that time.



APPENDIX 4

Neighbouring Towns

The current tariffs are already very competitive with neighbouring towns although larger towns can often command higher rates as people are prepared to pay more for bigger high street stores and restaurants. Having said that Blackburn and Bolton are two large towns which do offer free parking in all council car parks at weekends only. The proposed tariffs offering additional free parking at any time is something that none of our neighbouring large towns are doing but nearby out of town developments do such as Botany Bay, Middlebrook and the Capital Centre.

Wigan car park charges

- Up to 1 hour - £1.10
- 1 to 2 hours - £1.90
- 2 to 3 hours - £2.70
- 3 to 4 hours - £3.70
- 4 to 5 hours - £5.00
- 5 to 6 hours - £6.00
- Over 6 hours - £8.00
- Sunday - £1.70

Leigh Pay & Display car park charges

- Up to 1 hour - 60p
- 1 to 2 hours - £1.10
- 2 to 3 hours - £1.60
- 3 to 4 hours - £2.60
- 4 to 6 hours - £3.60
- Over 6 hours - £5.00

Blue Badge parking on surface car parks is not free but on purchase of the relevant tariff there will be a concession of 2 hours additional free parking

Preston Market Hall car park

- Up to 1 hour £1.20
- Up to 2 hours £2.00
- Up to 3 hours £2.50
- Up to 4 hours £3.00
- Up to 12 hours £4.00
- Up to 24 hours £6.00

Fishergate Shopping Centre Car Park

- Up to 1 hour £1.30
- Up to 2 hours £2.00
- Up to 3 hours £2.50
- Up to 4 hours £3.50
- Up to 5 hours £4.50
- Over 5 hours £7.50

Blue Badge holders can park for up to 3 hours, free in a designated bay only.

Blackburn The Mall

- Up to 2 hours - £1.50
- 2 - 4 hours - £2.50
- Up to 12 hours - £5.00

Sundays & Bank Holidays - Normal daily parking charges apply

Blackburn Feilden Street

Monday - Saturday 7am - 11pm

- Up to 1 Hour - £1.00
- Up to 2 Hours - £1.50
- Up to 4 Hours - £2.50
- Up to 8 Hours - £3.70
- Over 8 Hours - £6.00



owned and managed by
Chorley
Council

Bolton Central - NCP

- 1 hour £1.60
- 1 to 2 hours £3.20
- 2 to 4 hours £4.30
- 4 to 24 hours £8.00
- Sunday £1.30
- Night rate 1800-0800 £1.20

Bury

- Up to 2 hours - £2.00
- Up to 3 hours - £2.30
- Up to 4 hours - £2.50
- Up to 5 hours - £3.50
- More than 5 hours - £5.00

On Sundays there is a £1 standard charge for all council owned car parks in Bury town centre.

If you have a Blue Badge you can park in a disabled space for free and there is no time limit but if you park in a regular parking space you need to buy a pay and display ticket.

APPENDIX 5

Example Parking Disc

