
Report To:	Safe Sustainable Communities Committee	Date:	18 Jan 2011
Report By:	Corporate Director Regeneration and Environment	Report No:	SSC/ENV/RG10.68
Contact Officer:	David Greenslade	Contact No:	01475 714817
Subject:	Greenock Town Centre Parking Study		

1.0 PURPOSE

- 1.1 The purpose of this report is to advise the Committee of the recommendations of the Greenock Town Centre Parking Study and to seek approval to further develop the recommended scheme in terms of design and implementation costs.

2.0 SUMMARY

- 2.1 On 12 January 2010 the Safe, Sustainable Communities Committee approved the appointment of Consultants to (1) investigate the removal of redundant areas of traffic restrictions within the town centre and identify any additional areas for on and off road parking (2) investigate the introduction of charged parking within Greenock Town Centre including the options on Parking Enforcement.

It was also remitted to the Corporate Director Environment and Community Protection to report back to Committee on the recommendations from the Consultants.

- 2.2 The Consultants, Atkins, have now completed a review of current policy documents, analysed available data sources and carried out an extensive programme of stakeholder consultation.
- 2.3 The aim of the review was to develop a clear understanding of parking issues and demand within Greenock Town Centre, and develop options which, if implemented, could resolve these issues, whilst maintaining free parking in the town centre.
- 2.4 A series of options was developed from which the shortlisted proposed scheme was taken to stakeholder consultation. Unanimous agreement was reached that this scheme should be progressed further.
- 2.5 The recommended option comprises:-
- Free short stay parking/loading for all users in the Town Centre;
 - Free resident parking scheme;
 - On-street / off-street enforcement using existing and additional resources; and
 - Long stay parking within Greenock (Cost recuperation)

3.0 RECOMMENDATION

- 3.1 That the Committee agrees in principle to the recommended scheme for a Parking Strategy for Greenock Town Centre, subject to a satisfactory business case being developed as required in 3.2 below; and
- 3.2 That it be remitted to the Corporate Director Regeneration and Environment to appoint a Consultant for the above work and to report back to the Committee by August 2010 on the detailed design, implementation costs and the detailed business case.

Robert Graham
Acting Head of Environmental and Commercial Services

4.0 BACKGROUND

- 4.1 A parking strategy and draft business case were commissioned for Greenock Town Centre with the possibility that the principles of the strategy could be applied Council wide. The key requirement of the study was to determine and evaluate parking measures and construct a preliminary business case examining the costs and benefits for implementing and operating different parking measures and parking enforcement within Greenock town centre. A review of the existing Traffic Regulation Orders was also carried out.
- 4.2 To ensure a comprehensive understanding of the issues and opportunities associated with parking in the town centre, a diverse range of stakeholders were consulted. Cognizance of their views was taken in the development of the recommended option.
- 4.3 The operational objectives of the Study were:
- To ensure adequate supply of loading and parking for all users of the town centre;
 - To ensure adequate enforcement of on-street and off-street parking and loading restrictions which balances the needs of users with the financial constraints of the Council;
 - To ensure parking is accessible by all user groups and distributed evenly;
 - To improve traffic circulation in the town centre; and
 - To encourage sustainable travel.
- 4.4 A review of the effect of parking charging on the various user groups was carried out together with consideration of the appropriate level of parking charges and durations.
- 4.5 The supporting business case looked at the costs of implementation and maintenance of the scheme compared with the anticipated revenue generated.
- 4.6 The various options identified were refined into a series of seven schemes and the shortlisted scheme that most fully addressed the operational objectives was put forward for further stakeholder consultation. The output from this consultation was very positive and unanimous agreement was reached that the scheme should be progressed further.

5.0 PROPOSED PARKING STRATEGY

- 5.1 The recommended proposed parking strategy is outlined in the Appendix to the report and comprises:
- Provide free parking in Greenock town centre;
 - Implement some charges on long stay parking to fund the system; and
 - Charges will only be levied to meet operational costs.

6.0 FUTURE DEVELOPMENT OF THE PARKING STRATEGY

- 6.1 Subject to approval of the recommended Parking Strategy option, it is proposed to issue a document to competitive tender for the detailed design etc. of parking measures to be implemented as per the recommendation in item 3.3 above.
- 6.2 A business case will also be compiled for the approved Parking Strategy.

7.0 FINANCIAL IMPLICATIONS

FINANCE

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
Roads Client Revenue	Roads Assessment/ Feasibility	2011-2012	85k	N/A	

7.1 Finance: The Chief Financial Officer has been consulted on this report

7.2 Legal: There are no legal implications.

8.0 ATTACHMENTS

8.1 Summary of options

8.2 Summary of schemes

Greenock Town Centre Parking Study**Summary of Options**

- 1:** No Change to Town Centre Parking (Do-Nothing)
- 2:** Revise Existing TROs and Parking Marking / Plate
- 3:** Implement Parking Monitoring and Evaluation
- 4:** Record and Monitor Parking Related Complaints
- 5:** Provide Adequate Free Short Stay Parking in Town Centre
- 6:** Provide Adequate Long Stay Parking
- 7:** Introduce Resident Free Parking Zones.
- 8:** Provide Adequate Free Loading and Servicing Provision in Town Centre
- 9:** Provide Adequate Motorcycle Parking Provision
- 10:** Provide Adequate Taxi Parking Provision
- 11:** Provide Adequate Disabled Parking Provision
- 12:** Improve Car Park Signing within the Town Centre
- 13:** Ensure Adequate Parking Enforcement using a Non-Charged Parking Control System
- 14:** Ensure Adequate Long Stay Parking Enforcement using a Charged Parking Control System
- 15:** Reduce Parking Demand through the Implementation of Sustainable Travel Initiatives
- 16:** Reduce Parking Demand through the Implementation of a Travel Plan
- 17:** Provide Park and Ride within Greenock
- 18:** Provide a Park and Ride out with Greenock

Greenock Town Centre Parking Study

Summary of Schemes

Scheme 1: Options 2, 3, 4 and 15, 16 –

- Revise Existing TROs and Parking Markings
- Implement Parking Monitoring and Evaluation
- Record and Evaluate Parking Related Complaints
- Implement Travel Plans and Sustainable Travel Initiatives;

Scheme 2: Options 3, 4, 5, 6, 8, 9, 10, 11, 12 and options 15, 16. –

- Provide Adequate Short, Long, Loading, Motorcycle, Disabled and Taxi Provision (non-charged)
- Implement Parking Monitoring and Evaluation
- Provide Adequate Parking Signage
- Record and Evaluate Parking Related Complaints
- Implement Travel Plans and Sustainable Travel Initiatives;

Scheme 3: Options 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 and options 15, 16. –

- As per scheme 2 with
- Resident Parking Zones
- Ensure Adequate Enforcement Using a Non-Charged Method;

Scheme 4: Options 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14 and options 15, 16. –

- As per Scheme 3 with
- Ensure Adequate Enforcement using a Charged Method;

Scheme 5: Recommended

- Options 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 17 and options 15, 16. –
- As per Scheme 4 with
- Provide a Park and Ride within Greenock;

Scheme 6: Options 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 18 and options 15, 16. –

- As per Scheme 4 with
- Provide a Park and Ride out with Greenock;

Scheme 7: Options 15, 16 –

- Sustainable Travel Initiatives and Travel Plans