

Technical Note

Date: 3 September 2024

Project: Shrewsbury Sports Village (25/02658/FUL)

Title: Parking Management Strategy

1. Introduction

Purpose

- 1.1 This report sets out the proposed Parking Management Strategy (PMS) for the proposed redevelopment of Shrewsbury Sports Village.
- 1.2 A planning application has already been submitted for the redevelopment and includes a Transport Assessment (TA) and Interim Travel Plan (ITP). This PMS has been prepared to respond to the Local Highway Authority, Shropshire Council (SC), comments on the parking aspects of the proposed development.
- 1.3 SC's comments in relation to parking state that:

"The approach to parking is acceptable but the relationship between parking, overspill parking and the travel plan is poorly defined.

There would be a requirement for a parking management strategy. There does not appear to be a specific tailoring to coaches or minibuses for which an effective strategy would significantly reduce the demand for car parking.

A combined parking strategy and travel plan should come forward in draft to demonstrate that the site understands the requirements and ensure that parking does not exceed capacity on site.

Mechanism for when overspill parking is required to be operated by the site needs to be clearer and the travel plan as presented will do little to reduce occasions where overspill is required or preventing exceedance, for example a booking system for major events."

- 1.4 While the PMS is submitted as a standalone document at this time, it is the intention that it will form its own section of the full Travel Plan for the site when this is prepared to discharge the relevant planning condition.
- 1.5 It is expected that the requirement to incorporate the PMS in the Travel Plan will be conditioned.

Proposed Development

- 1.6 The site is currently occupied by a leisure centre offering various dry fitness facilities. The existing building has a floor area of 3,885sqm. Extensive external sports pitches are also provided, including football pitches, netball/tennis courts and a cycle track, and an Indoor Bowling Centre; though these are not included in the red line.
- 1.7 The development proposes the redevelopment of the leisure centre to provide enhanced fitness facilities and new swimming facilities. The development will construct a 3,720sqm extension to the building and will demolish the existing sports hall store (203sqm). The redevelopment will result in a net increase in building floor area of 3,517sqm.
- 1.8 Pedestrian access arrangements are retained as existing, with the main pedestrian access provided from a traffic-free location on Sundorne Road. The access is connected to the building entrance via a segregated pedestrian route with pedestrian crossing facilities where pedestrians are required to cross vehicle routes. A traffic-free access route is also provided to the west of the site, and this is unaffected by the proposal. Existing on-site signage complements this by directing pedestrians/cyclists to routes to the town centre (western access) or Sundorne Road (northern access).

- 1.9 The footway provided on the eastern edge of the vehicle access route at the roundabout provides a continuous connection to the building. Within the site tactile paving and dropped kerbs are provided where pedestrians have to cross vehicle routes. Additional tactile paving and dropped kerbs are provided where new car park access junctions are formed.
- 1.10 The site access is a relatively large (24m ICD) mini roundabout. Vehicle access to the redeveloped site is retained.
- 1.11 The site car park currently has a total of 287 car parking spaces, including 36 disabled, 10 parent and child spaces and 18 spaces marked on previous plans for the site as minibuss parking but not marked on the ground as such and used for general parking. To the east of the main car park two smaller car parks are provided that are used for overflow provision. The car parks provide a total of 74 car parking spaces, though the depot car park (19 car parking spaces) is currently bollarded and not in use. Therefore, the total active car parking space provision at the site is 342 spaces, rising to 361 spaces when the depot car park is included. The parking areas serve the existing leisure centre, outdoor pitches and Indoor Bowling Centre. The car park provides a general drop-off area outside the building which is used by cars and coaches, and a coach parking area to the north of the car park.
- 1.12 Modifications are proposed to discrete areas of the main car park to allow the delivery of the building extension. Following the development the main car park will provide a total of 242 car parking spaces, including 16 accessible spaces, five carer/child spaces and four EV spaces. The level of accessible spaces is 7%.
- 1.13 Overspill parking areas are also provided to help accommodate fluctuations in demand levels associated with periodic events held at the site, such as football tournaments. A new grasscrete overspill parking area is created with 76 spaces. The existing overspill parking area is modified to provide 57 spaces and a grasscrete extension is provided with 24 spaces. The depot car park is currently not in use, but this will be brought into use and expanded by one space to provide 20 spaces.
- 1.14 Following the development there will be a total of 419 car parking spaces provided, of which 242 will be in the main car park and 177 spaces will be in overspill car parks.
- 1.15 Showering and changing facilities are provided for use by staff and customers.
- 1.16 The development will be served by a total of 50 cycle parking spaces (25 stands). 14 uncovered stands are located to the north of the building and 12 stands located in a covered shelter are located close to the main entrance.
- 1.17 In line with current arrangements, a drop-off bay is provided close to the main entrance for use by cars and coaches. The coach parking bay located to the north of the main car park is retained for vehicles to layover. A swept path has been prepared that shows that coaches can access the parking area and is attached as Appendix G.

2. Base & Forecast Parking Demand

Overview

- 2.1 As set out in the TA, a number of parking surveys were undertaken at the site to inform the redevelopment proposals. The surveys were undertaken to capture different operation periods at the site, including:
 - Surveys 1a: Typical Weekday
 - Surveys 1b: Typical Saturday
 - Surveys 2a: Football Tournament Saturday
 - Surveys 2b: Football Tournament + Large Event Sunday
- 2.2 The surveys confirmed that during typical periods of operation and when a football tournament is held at the site there is sufficient parking space to accommodate demand.

- 2.3 The surveys showed that when two large events are held at the site, a football tournament and another large event (in this case a children's clothes sale), then there is not sufficient space on site to meet demand for a brief period at 11am.

Date	Maximum Surveyed Demand		Activity Summary
	Cars/LGV Parked	Time	
Thurs 27 March	106	19:00	Typical day, Indoor Bowling Centre open
Sat 1 March	122	11:00	Typical day, football pitches in use, Indoor Bowling Centre open
Sat 5 April	219	10:00	Junior football tournament, Indoor Bowling Centre open
Sun 6 April	386	11:00	Junior football tournament, children's clothing sale in sports hall, Indoor Bowling Centre open

Table 2.1: Baseline Car Parking Demand Summary

Future Parking Demand

- 2.4 The TA examined the parking demand that would be associated with future operations at the site for the same periods as examined in the baseline scenario (listed above). The forecast was undertaken using standard appraisal methods.
- 2.5 The assessment confirms that in general there will be sufficient parking space available at the site to meet demand levels associated with typical periods of operation and a football tournament, but that there would be insufficient space to accommodate demand levels associated with two large events being held at the site (such as a football tournament plus a children's clothes sale). The same was found with the baseline scenario.
- 2.6 To overcome this issue the TA set out that improved management of events would be adopted at the site to ensure that two large events would not be held at the same time. This strategy, amongst others, is still proposed and the PMS sets out methods in the next section that can be adopted to improve car park management.

Day	Max Demand	Usage
Weekday	134	Typical: leisure centre, football pitches and Indoor Bowling Centre in use
Weekend Day 1	188	Typical: leisure centre, football Pitch Usage and Indoor Bowling Centre in use
Weekend Day 2	289	Periodic: leisure centre, football tournament and Indoor Bowling Centre in use
Weekend Day 3	447	Extraordinary: leisure centre, football tournament, other large event and Indoor Bowling Centre in use

Table 2.2: Future Car Parking Demand Summary

3. Management Measures

Overview

- 3.1 This section sets out the measures that will be used to manage parking at the site to avoid the situation whereby there is not sufficient parking to meet demand. As set out in Section 2, this situation only currently occurs when two large events are held at the site and this is a situation that is expected to occur in the future with the development, should two large events be held simultaneously.
- 3.2 Based on the assessment set out in the TA and the commitment to not allowing two large events to occur at the same time, then there should be no situation whereby there will not be sufficient capacity in the car park.
- 3.3 Notwithstanding the above, measures are set out in this section to seek to provide better parking management at the site and to seek to encourage a reduction in single occupancy car use in line

with the ethos of the ITP. As noted earlier, the PMS has been prepared as a standalone report to respond to SC's comments, but it is the intention for these measures to be incorporated into the full Travel Plan when this is prepared to discharge the planning application.

Booking System

- 3.4 As noted above, there is sufficient parking capacity to accommodate demand levels to meet day to day requirements at the site, including football matches. It is also shown that there is sufficient capacity to accommodate large football tournaments at the site. Parking demand only exceeds capacity when a large football tournament coincides with another large event. It is the intention to avoid this situation in the future by implementing a booking system at the site to allow better management of events and to limit other large events being held at the same time as a large football tournament.
- 3.5 Periodic monitoring of the car park will be required to review the effectiveness of the booking system and to allow modifications to be made, where required.
- 3.6 Other measures, as set out below, will be used and promoted to people booking events at the site to ensure that site users are aware of the travel options available to them and to encourage increased take-up of car sharing and the use of multiple occupancy vehicles. These measures will be used for all events, not just large events, and will be promoted to all site users using the communication methods set out in the ITP.

Coach/Mini Bus

- 3.7 The traffic surveys undertaken at the site show that some people attending football tournament already travel by coach and mini bus. When events are booked at the site the person organising the event will be reminded the use of multiple occupancy vehicles would improve the operation of the car park.
- 3.8 The Travel Plan Co-ordinator will prepare a list of mini bus and coach hire companies that could be used by people organising or attending large events at the site that can be emailed to event co-ordinators.
- 3.9 The promotion of the use of coach and mini bus travel will also be included on the travel noticeboards and website.

Car Sharing

- 3.10 The ITP already includes measures to promote car sharing at the site. These measures include promoting the benefits of car sharing, such as improved operation of the site, reductions in the cost of travel due to shared costs, etc, and consideration of the provision of car share spaces at the site. The communication measures (travel noticeboard and website) will be used to promote these measures to site users.

Communications

- 3.11 In addition to the website travel page and noticeboards, the Travel Plan Co-ordinator and person responsible for event bookings will compile an event travel pack for issue to events co-ordinators that sets out information on how attendees can travel to the site. Information will also be provided regarding car parking arrangements, the benefits of car sharing, details of companies where multiple occupancy vehicles can be hired, etc.
- 3.12 The event travel pack will be prepared so that it can be issued electronically by email in response to all event booking enquiries.

Monitoring

- 3.13 The operator will undertake periodic reviews of parking practices and parking levels during events to allow further measures to be adopted at the site, should these be required. The reviews will be undertaken in line with the monitoring methods set out in the ITP.
- 3.14 If monitoring indicates an issue with parking in non-authorised locations at the site then the operator will consider remedial measures, such as introducing a third-party parking monitoring and management company with an established penalty system to deter any infringement of parking terms.

Going Forward

- 3.15 This PMS has been created as a standalone document to set out specific measures that will be adopted to manage parking at the site for discussion with SC on its comments raised to the planning application.
- 3.16 Going forward the measures set out in this PMS will be included in the ITP and will be managed and monitored in line with the other measures already committed to. It is expected that the requirement for a full Travel Plan with PMS to be prepared for the site will be a condition of planning.