

CAR PARKING MANAGEMENT STRATEGY
PROPOSED REDEVELOPMENT (REF: 22/01971)
LAND SOUTH OF ASCOT HIGH STREET
ADL REF: 5235/AM/07A, 7th JULY 2023

1.0 Context

- 1.1 ADL Traffic & Highways Limited has been instructed by London Square & Ascot Central Car Park Limited to prepare a Car Parking Management Strategy (CPMS), in support of the planning application for a mixed-use development on land to the south of Ascot High Street (RBWM ref. 22/01971).
- 1.2 The proposal comprises redevelopment of existing site to provide 2,070 sqm commercial and community floorspace (mix of uses within Use Classes E, F1 and F2) and 117 dwellings with associated parking, access, open space, landscaping and other associated works.
- 1.3 This CPMS relates to the residential element. The proposed layout is attached as **Appendix 1.0**. The allocation of vehicular parking throughout the proposed development is identified in a plan which is provided as **Appendix 2.0**.
- 1.4 The main access into the development will be via an existing priority junction at Station Hill. Access to Block 2 will be via a new vehicular access on Station Hill.
- 1.5 The purpose of this CPMS is to provide details of how the use of on-street parking shall be managed and controlled within different areas of the residential development. The document also includes details of monitoring and responsibility for managing parking across the site.

2.0 Key Principles

- 2.1 This CPMS has been prepared along the same principles as the one approved for Heatherwood Hospital (ref. 16/03115/OUT). When determining the level and type of parking throughout the development, consideration was given to the housing types proposed, the location of the development site and car ownership levels within the area. A design led approach was adopted which seeks to provide parking that is well integrated and compliments, rather than dominates, the street scene.
- 2.2 The objective is to provide an adequate level of parking and, importantly, to ensure that the spaces that are designed for parking are used for parking. This approach helps to prevent cars being parked indiscriminately which obstruct pavements and restrict access along a street.
- 2.3 Most car owners like to be able to see their vehicles and/or to know that they are securely parked. On plot parking satisfies this strong desire. Acceptance of this means that the significant majority of the parking at the proposed development has been designed to be provided within the curtilages of dwellings through the use of on-plot spaces.
- 2.4 As such, there would be 52 allocated car parking spaces associated with the 38 houses. This equates to an average allocated car parking provision of 1.4 spaces per house. In addition to this, there would be 16 off-plot unallocated parking spaces for the houses.
- 2.5 The on-plot parking provision has been supplemented by carefully placed off-plot allocated and on-street unallocated parking. The unallocated parking has dual purpose – one to provide additional parking for the residents of the development and second, to accommodate ad-hoc visitor demand.
- 2.6 There would be a total of 54 car parking spaces associated with the apartments. These spaces would be leased rather than sold to ensure the land they take up is used as efficiently as possible over the life of development.

- 2.7 The parking provision is consistent with the adopted standards of the Royal Borough of Windsor and Maidenhead.
- 2.8 The proposed management strategy for all the parking spaces within the development is set out below.

3.0 Management Strategy

General

- 3.1 The management company will manage all areas within the site outside of the private curtilage of individual dwellings to ensure that car parking within the site only does so in adherence with the management strategy set out below.
- 3.2 Car parking will not be permitted anywhere within the site, other than clearly marked spaces in adherence with their allocation.
- 3.3 Parking anywhere other than designated parking spaces will be a breach of the parking controls and the private management company will take appropriate steps to enforce any indiscriminate parking by providing a warning or caution, followed by a fine which will increase for repeat offences, if necessary.
- 3.4 This will ensure that car parking does not occur along the designated access routes to the detriment of pedestrian, cycle and road traffic safety.

Allocated Parking – Houses (52 No Spaces)

- 3.5 The allocated spaces for the houses where provided within the private curtilages of dwellings are the responsibility of those individual residents to control / manage.

- 3.6 Where the allocated spaces are provided in a courtyard setting (such as at Blocks 4 and 5) or outside of the private curtilage of the dwelling, the spaces will be designated to the individual plots using either a painted identifier or a metal badge. It will be the responsibility of the Management Company to monitor and control their usage for such areas enforcing any parking that wrongfully takes place within someone else's allocated space(s) or blocks access to an allocated space.

Unallocated/Visitor Parking – Houses (16 No Spaces)

- 3.7 It will be the responsibility of the Management Company to monitor and control the usage of these spaces.
- 3.8 These spaces within the development will be identified using a painted 'V' (i.e., "visitor") where the road surface material is tarmac. Where the road surface is formed using block paving, a patterned 'V' will be laid within the parking space using contrasting-coloured blocks. In both instances, this demarcation will be supplemented by use of a metal badge.

Leased Parking – Apartments (54 No Spaces)

- 3.9 These spaces will be associated with the apartments. Once the spaces are leased to individual apartments, it will be the responsibility of the Management Company to ensure the apartment numbers are clearly marked using either identifier or a metal badge. The Management Company will then monitor and control their usage and residents will be provided with contact details to raise any issues to the management company as appropriate to allow appropriate action.

Car Clubs (3 No Spaces)

- 3.10 These spaces are provided for the proposed car club on site. These will be clearly marked as Car Club spaces with the use of signage. The Management Company will monitor and control the usage of these spaces in liaison with the car club operator.

Electric Vehicle Charging Points

- 3.11 The proposed development promotes a significant amount of active and passive electric vehicle charging points (EVCPs). All allocated parking spaces for the houses would be provided with active charging. 20% of the unallocated parking for houses and flats would be provided with active charging provision and the remaining 80% would be provided with passive charging provision.

Commercial Parking (6 No Spaces)

- 3.12 Six car parking spaces are provided within Block 2. These spaces could be converted to four disabled bays, should need arise. These spaces will be clearly marked. The Management Company will liaise with individual commercial units and, where possible, seek to ensure that such spaces are allocated for the use of specific staff where such a requirement arises.

Parish Council Parking (2 No Spaces)

- 3.13 Two car parking spaces are provided adjacent to Block 3 for the Parish Council. These spaces will be clearly marked. The Management Company will liaise with the Parish Council to ensure only authorised/permitted personnel use these spaces via a permit system displayed in the car windscreen or similar.

4.0 Control of Parking Spaces and Enforcement

- 4.1 In addition to the strategy and principles set out above, parking will generally be enforced through appropriate signage and through ongoing monitoring by the Management Company.

- 4.2 Firstly, it is important to note that the streets within the development have been designed to a high standard in accordance with the principles of Manual for Streets. This design led approach provides sufficient well-designed car parking within the development for residents and visitors. Moreover, the internal streets have been designed in terms of their widths and active driveway accesses, which inherently act to discourage inappropriate parking. Accordingly, it is not expected that inappropriate parking will occur to any significant degree.
- 4.3 Notwithstanding, in order to discourage any occurrences of inappropriate parking, clear signage will be provided at the entrances to the development indicating that the internal streets are private and for residential access only.
- 4.5 The Management Company would monitor the situation, particularly during race day events, and review any feedback obtained from residents. If it becomes apparent that incidences of inappropriate parking do create issues, the Management Company would look to implement further measures to help prevent such parking.
- 4.6 As noted previously, a staged enforcement process would be appropriate with caution / warning initially, followed by a fine which could increase for repeat offenders.
- 4.7 This could also involve arranging for the placement of temporary traffic cones along the kerbside edge of the access roads in the vicinity of the access junctions during major race day events. As well as physically preventing parking in these locations, the traffic cones would also provide a visual cue that reinforces the signage at the development entrances and hence dissuade drivers looking for speculative parking from entering the site.
- 4.5 It is considered that approach set out above is an appropriate means of mitigating against the potential negative effects of inappropriate parking and would negate the need for overly complicated solutions such as a resident parking permit system.

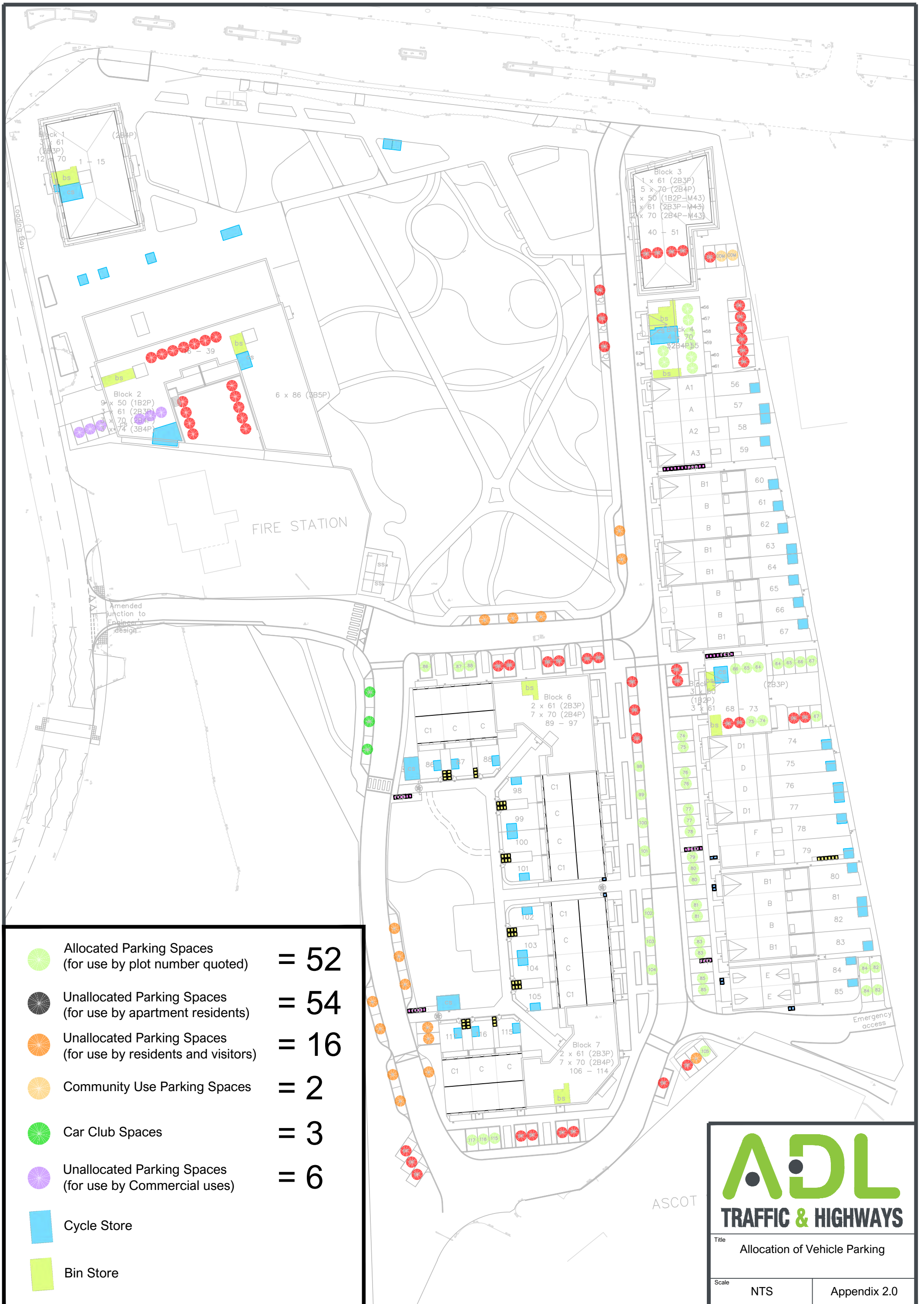
PROPOSED SITE LAYOUT




**APPENDIX 1.0
PROPOSED SITE LAYOUT**

extension to ascot high street

ALLOCATION OF VEHICULAR PARKING



-  Allocated Parking Spaces (for use by plot number quoted) = 52
-  Unallocated Parking Spaces (for use by apartment residents) = 54
-  Unallocated Parking Spaces (for use by residents and visitors) = 16
-  Community Use Parking Spaces = 2
-  Car Club Spaces = 3
-  Unallocated Parking Spaces (for use by Commercial uses) = 6
-  Cycle Store
-  Bin Store

ADL
TRAFFIC & HIGHWAYS

Title: Allocation of Vehicle Parking

Scale: NTS | Appendix 2.0