

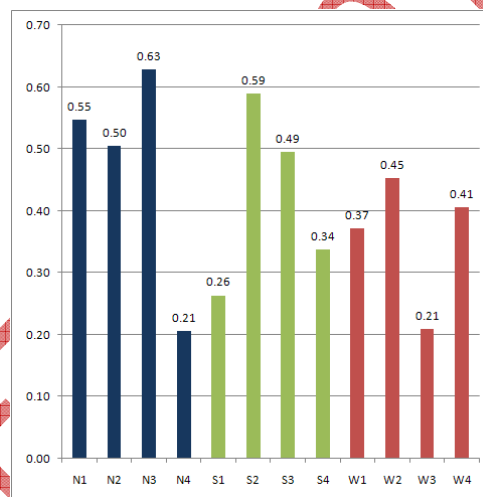
**MAIDSTONE BOROUGH COUNCIL**  
**CABINET MEMBER FOR ENVIRONMENT**  
**REPORT OF ASSISTANT DIRECTOR FOR**  
**ENVIRONMENTAL SERVICES**

**Report prepared by J Kitson**  
**Date Issued: ~~xxxxxx~~ 2010**

- 1. RESIDENT PARKING SCHEME SURVEY**
- 1.1 Issue for decision
- 1.1.1 To consider the results of an extensive survey of each of the resident zone parking areas.
- 1.2 Recommendation of the Assistant Director of Environmental Services
- 1.2.1 That outcomes and conclusions within this report be noted.
- 1.2.2 That a trial introduction of the StreetCar service be considered to establish the long term viability of the scheme.
- 1.3 Reasons for Recommendation
- 1.3.1 Consultation with residents and businesses within the resident zones was carried out as part of the proposals to manage parking demand. This identified a number of issues where further survey should be carried out to evaluate levels of available parking during the times of scheme operation and during the evening period.
- 1.3.2 A Scrutiny Committee recommendation also identified that additional surveys should be carried out by year end to identify specific parking problems and to review suggestions to extend the scheme operational hours and limiting non-permit holder use.
- 1.3.3 The Regeneration and Sustainable Communities Overview and Scrutiny Committee also recommended that the cessation of north zone migration be monitored and reviewed during the first six months of operation.

- 1.3.4 As a result of these recommendations, extensive surveys have been carried out by Parking Services to identify;
- the number of properties within each zone
  - the level of off street parking for residents
  - the number of off street parking spaces
  - the number of business within each zone
  - total on street parking capacity
  - the level of on street space per property across all zones
  - the number of vehicles parking without permits
  - average usage per zone
  - the number of commercial vehicles per zone
  - total number of vehicles per zone
- 1.3.5 Appendix A shows the data collated for each of the parking zones relating to the number of properties, parking availability and business use.
- 1.3.6 Appendix B represents the difference in usage, vehicles parking without permits and commercial vehicle parking across each zone for both day and evening periods.
- 1.3.7 As anticipated the level of available on street parking decreases during the evening period as an increasing number of residential properties have more than one car per household. This problem is more acute within the north zone with capacity levels of over 90% overall. This figure will include a number of roads where capacity is at 100%, however, it is recognised that some residents park further from their home address to secure a parking space or utilise off street car parks in Well Road, Lucerne Street, Brewer Street, Union Street and Wheeler Street. This concession is also available for south zone residents during the evening period in the Councils Mote Road and Brunswick Street car parks.
- 1.3.8 This situation has been eased following the reduction of restricted times of single yellow lines throughout the north zones to 09:00hrs - 17:00hrs Monday to Friday only. It was observed that single yellow line parking during non operational times is a preference for some residents as this allows parking closer to their home despite having to move the vehicle before 09:00hrs the following day.
- 1.3.9 Good levels of parking availability are recorded during the day across each of the parking zones as many residents are away from home during working hours. The remaining vehicles are being closely controlled through enforcement to maximise the space available for local residents.

- 1.3.10 The level of commercial vehicle parking across all zones is comparatively low at around 5.58%. This percentage increases slightly to 5.68% during the evening.
- 1.3.11 Commercial vehicle parking in the north zone shows a different trend reducing to 4.64% during the evening. The south and west zones show an increase in the evening of just over 1% from levels observed during the day. This will continue to be monitored to ensure that non regulated commercial vehicle parking remains at a reasonable level.
- 1.3.12 The data collected enables the average space per property to be calculated at 0.41 which can be used as a guide to identify areas where on street parking can be limited often due to the dwelling type and population density. Data below shows this variance between 0.21 in West 3 and North 4 and 0.63 in North 3. This is consistent with previous estimates where reduced parking availability has been identified.



- 1.3.13 The number of vehicles parking without permits was recorded at times throughout the day and into the evening period. Data shows the number of non permit holders parked across the scheme to be at 10.08% during the day, much lower than anticipated. This figure decreased by 1.7% to 8.38% in the evening. This suggests that many non permit holders during the day are visitors to the local area and not residents.
- 1.3.14 The impact of this group is therefore significantly less than previously estimated and as a result it is not recommended to change the operational times of the residents parking scheme at present. Further monitoring will take place to ensure that parking availability continues to be closely managed.

- 1.3.15 Further investigation has also been carried out in conjunction with the survey to identify the charging methods available for mobile phone payment systems. This may have been a consideration if the percentage of non-permit holder parking reduced opportunities for local residents. However, it has been concluded that once payment handling fees have been taken into account, mobile phone tariff payments are not viable when applied to on street resident parking schemes. This coupled with the low impact of this group on localised parking levels, it is not recommended to charge or restrict non permit holders at present.
- 1.3.16 An alternative to increasing on street restrictions to manage demand is the StreetCar scheme. This offers local residents the convenience of their own car but without the cost and impact on the local area. StreetCar is a service supported by Kent County Council that has cars parked in a network of dedicated spaces which enable members to use a car for as little as 30 minutes or as long as 6 months. Cars can be reserved online or by phone, and can be collected and returned at any time day or night using smartcard technology. The fleet is made up of new cars and the cost of usage is based on how long the driver has the car and how far they drive. It is estimated that the annual cost of StreetCar for the average user will be dramatically less than owning a car, with improved levels of parking availability achieved if the reliance on car ownership by local residents is reduced. Further information relating to the scheme can be found at [www.streetcar.co.uk](http://www.streetcar.co.uk). (Appendix C)
- 1.3.17 It is recommended to install two dedicated StreetCar bays in a north zone to establish if the scheme offers an alternative to multiple vehicle ownership. The introduction of the services should be reviewed after six months of operation to identify the impact on local parking availability, resident permit issue and the level street car use by local residents. If successful, consideration can be given to extending the scheme into other densely populated areas within the south and west residents parking zones.
- 1.3.18 The cessation of north zone migration was reintroduced on 1<sup>st</sup> June 2009. During the first four weeks 46 advisory notices were issued to vehicles parked in a zone different to the one specified on their resident permit to ensure that drivers were made aware of the changes. During the first six months, 37 penalty charge notices were issued to vehicles parked longer than the permitted waiting time without displaying the correct zone permit.
- 1.3.19 Driver compliance has continued to improve with limited migration and disruption seen across north zones.
- 1.4 Alternative Action and why not Recommended

1.4.1 To introduce further restriction to non permit holders may not significantly influence parking demand as data suggests that this category of drivers represent less than 11% of drivers. This may also impede some local businesses.

1.4.2 Mobile phone charging for non permit holders may not significantly influence parking demand particularly as payment handling fees will make any tariff applied unviable.

1.5 Impact on corporate objectives

1.5.1 Corporate objectives to improve access across the borough through better roads, public transport and services, directly relate to the services provided by Parking Services.

1.6 Risk Management

1.6.1 There is a risk that changing current residents parking scheme arrangements may disrupt stability, as residents are becoming familiar with the changes made during spring 2009.

1.7 Other Implications

- 1. Financial
- 2. Staffing
- 3. Legal
- 4. Equality Impact Needs Assessment
- 5. Environmental/Sustainable Development
- 6. Community Safety
- 7. Human Rights Act
- 8. Procurement
- 9. Asset Management


Background Documents

None.

**NO REPORT WILL BE ACCEPTED WITHOUT THIS BOX BEING COMPLETED**

Is this a Key Decision?    Yes        No   

If yes, when did it appear in the Forward Plan? \_\_\_\_\_

Is this an Urgent Key Decision?    Yes        No   

Reason for Urgency

**How to Comment**

Should you have any comments on the issue that is being considered please contact either the relevant Officer or the Member of the Executive who will be taking the decision.

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