

Coventry City Centre Parking Strategy

July 2016 to 2026

Traffic & Transportation

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Foreword by Cabinet Member for City Services

Welcome to Coventry's City Centre Parking Strategy. It sets out the aims and objectives for parking within Coventry city centre for the next decade. The purpose of the strategy is to clearly define our vision for parking in support of the regeneration and economic development of Coventry city centre. It has been prepared as a statement of our commitment to the future of parking and it is important that it reflects the wider aspirations for the city that are described in our City Centre Area Action Plan:

http://www.coventry.gov.uk/downloads/file/19210/city_centre_area_action_plan_2016

The city centre has undergone a remarkable transformation during recent years with exciting projects that have included improvements in Broadgate, the Council House Square, Bull Yard and the Gosford Street University boulevard to name but a few. There is an excitement around the city and a level of optimism that the city will continue to regenerate, grow and develop to become one of the country's top 10 cities. To achieve this aspiration we must ensure that the transport network and infrastructure is fit for purpose and is sustainable.

Parking provision is integral to these plans but getting the balance right between the demands for parking and the needs of Coventry's growing population continues to be a challenge and the development of this strategy reflects this Council's commitment to striking the right balance.

Faced with the prospect of increasing car ownership over the next 20 years and our own plans to grow the city, the delivery of a progressive programme of effective parking measures will help to support the regeneration of the local economy and these measures will need to focus on keeping the road network, particularly in central areas, free from congestion and the detrimental effects of traffic and pollution. This strategy will help to turn our vision into a reality.

Should you wish to comment on the strategy or require further information, please do so in writing to:-

- By e-mail at parking.enforcement@coventry.gov.uk
- By post at Coventry City Council, Parking Services, P. O. Box 3943, Coventry, CV1 2PY



Councillor Jayne Innes

Cabinet Member for City Services

1. Introduction

This document sets out the parking strategy in Coventry for the next decade in order to assist the Council in its management of the supply and demand for parking in the city centre.

The Council's overarching vision for the strategy is that once it has been implemented, different customer groups will see progressive improvements relating to their parking needs implemented as fairly as possible.

Coventry City Council plans to transform the city centre to create an environment that promotes economic regeneration, growth and jobs. These plans include proposals to improve the range and quality of shops and services to a standard befitting of one of the country's Top 10 cities.

Access is a vitally important issue when trying to meet the needs of potential customers and investors. Quite simply, if people can't easily access businesses, shops and services, the economic prosperity of the city centre will stagnate. The aim therefore, is to provide a range of transport options that meet the varying demands of customers.

Parking is integral to the access arrangements and so this Parking Strategy has been developed to ensure that parking supports the regeneration aspirations for the city centre, together with the expectations of residents and visitors. The Strategy provides a coherent framework for the management of parking within the city centre and the peripheral areas in the immediate vicinity of the ring road.

The Parking Strategy is a living document that will inevitably change and evolve. It does not stand alone as its development and delivery takes account of the wider transport and planning objectives, and other strategies for the city, including:

- Coventry City Council's Corporate Plan
- West Midlands Local Transport Plan
- Local Enterprise Partnership (LEP) Strategic Economic Plan
- Emerging Coventry Transport Strategy (including the Coventry Cycling Strategy)
- The Local Development Plan
- City Centre Area Action Plan

2. Executive Summary

This City Centre Car Parking Strategy represents an outline framework for the management of the supply and demand for parking during the next decade.

A number of overarching objectives have been developed which are supported by a detailed range of policies.

The main objectives of the strategy are to:

- ❖ Support the implementation of the overarching strategies & policies of the Local Transport Plan, Local Development Framework and the City's Transport Strategy
- ❖ Manage the parking stock in the city to efficiently and effectively meet the needs of its customers
- ❖ Manage the availability and level of car parking in public and private car parks, on-street and within the wider city centre area over the next 10 years
- ❖ Manage the availability and level of disabled parking facilities in public and private car parks, on-street and within the wider city centre area over the next 10 years
- ❖ Encourage the appropriate use of the city's parking stock in order to support the vitality of the city centre economy
- ❖ Encourage regeneration and new business growth
- ❖ Manage parking to minimise congestion and environmental impacts of car access
- ❖ Improve the safety and enjoyment of the city centre for residents, users and visitors accessing parking
- ❖ Operate the car park estate on a financially sustainable basis
- ❖ In line with the national vision for raising standards in parking, improve the overall customer experience through environmental enhancements, maintenance and investment in new car parking facilities where financially viable and where this can be evidenced by demand.

The key aims and actions contained within the strategy include:

- ❖ As a priority, manage the car parks estate to ensure an appropriate supply to meet demand in appropriate locations to reflect known developments and/or growth
- ❖ Rationalise and simplify signage and access arrangements, making use of Variable Message Signage and the Urban Traffic Management Control systems
- ❖ Creation of a ring of Residents' Parking and parking restrictions surrounding the ring road in order to protect residential areas from overspill parking
- ❖ Retention and possible expansion of the existing Park & Ride facility which is heavily used and occasionally subject to congestion
- ❖ Develop plans to review parking tariffs for all aspects of parking activity

3. Policy Framework

National Policy Framework

The national policy framework for the development of a Parking Strategy recognises the need to:

- Move away from the current dependence upon the car and the importance of promoting alternative modes of travel, particularly walking, cycling and public transport.
- Set local parking standards that reflect local conditions and transport objectives
- Improve the quality of town centres and set parking charges to support the vitality of town centres.

Parking management is recognised as an important mechanism for achieving these broader aims.

National Planning Policy Guidance recommends that local authorities produce a comprehensive strategy and set of policies for the provision and management of parking designed to reinforce the attractiveness and competitiveness of the town centre. Furthermore the government's policies regarding transport and development planning also recognise that the level and quality of parking provision can strongly influence the mode choice of users accessing these destinations such as shops, workplaces and leisure facilities.

Legislation

The Traffic Management Act 2004 places a network management duty on local authorities to keep traffic flowing and to co-operate with other authorities to the same end. Local authorities have to exercise all of their functions that have an impact on traffic in a more co-ordinated way. The Act places a strong emphasis on the local authority taking responsibility for parking enforcement through the development and implementation of Civil Parking Enforcement.

In accordance with the Traffic Management Act 2004, the council will be expected to exercise parking enforcement powers in a fair and reasonable manner to ensure that parking restrictions and enforcement protect the operation of the highway network and bus routes from indiscriminate parking.

Parking provision, management and enforcement must contribute to the delivery of the statutory Network Management Duty and be reported for effectiveness through Local Transport Plans.

Local Regeneration Context

During recent years the city centre has been subject to considerable change including the transformation of the main Broadgate Square, the Railway Station to Bull Yard public realm

improvement works and the de-cluttering of traffic signals on several of the key traffic corridors into the city centre (e.g. Little Park St, Gosford St, New Union St, Lidice Place and Corporation St.)

The transformation will continue at pace throughout the next decade with a number of major development schemes already underway as part of the regeneration of the city centre, all of which will result in a significant increase in demand, including:

- **City Centre South Retail Development** – A 560,000 square foot scheme which will deliver a complex to include shops and restaurants. Planning consent was granted in 2012. The site, bordered by the Upper Precinct, Greyfriars Road and Warwick Road, connects to Bull Yard where a new boulevard connects the area to the railway station.
- **Friargate Business District** - will create a new high quality business gateway into the city centre providing over 3 million square feet of mixed use space over 25 efficient and sustainable new buildings – including 14 grade A office buildings, two hotels and new homes, all set within greatly enhanced public realm to improve the linkages between the 37 acre site, Coventry Railway Station and the city centre. The development will also create up to 15,000 jobs.

The area is bounded by Grosvenor Road to the west, the railway line to the south and Manor Road to the east, whilst Warwick Road runs north / south through the centre. The area is currently home to:

- Coventry Railway Station and associated multi-storey and surface car parking;
 - commercial outlets to the eastern side of Central Six Retail Park;
 - dated office accommodation within two large tower blocks and lower level offices;
 - Grosvenor Road public surface car park;
 - a vacant development site that was previously the home of the local Tax Office
- **New Leisure Centre at Greyfriars Lane** – to include a 25metre swimming pool, leisure centre and waterpark. The new leisure centre will be built in the heart of the city centre on the site where Christchurch House and Spire House are currently located.
 - **Coventry University and City Centre North regeneration** – to include a new Coventry University student accommodation development within Cox Street car park, together with public realm improvements in Fairfax Street and the surrounding area. As part of the continued expansion of the Coventry University campus, other opportunities that improve pedestrian movement and linkages between buildings and public areas will also be considered. Opportunities have already been identified around Gosford Street as part of the Public Realm Improvement Programme, as well as the introduction of new green

infrastructure along Cox Street. University car parking is also becoming an increasing issue and as such, opportunities for new multi-story car parking, either within this area or in close proximity should be explored to support the University's growth agenda.

The changing face of the city centre landscape will be reflected in flexible policies, including parking policies, that will help to create a more varied and vibrant city centre.

In addition, Coventry's growth, expanding population, and increasing visitor numbers, means that during the next decade there is expected to be a massive rise in the number of car owners in the city and in turn the number of car journeys. A high quality, efficient transport network is needed to cope with that growth. Car parking provides an important facility for people visiting and shopping in the city centre and is an essential part of creating the right conditions for expansion. With that in mind, Coventry City Council has established a new set of parking standards in order to support off-street parking and to improve ease of access.

4. Policy Aims & Objectives

Key Policy Aims

The aim of the Coventry City Centre Parking Strategy is to provide a framework for the provision and management of parking within Coventry and to define the role of parking within the Council's wider transport and regeneration strategies. The strategy focuses on car parking, but it also refers to bicycles, motorcycles, coaches and HGV parking.

The strategy has been developed and will be delivered in conjunction with relevant stakeholders to ensure that it is financially viable and supports the wider policy objectives for the regeneration of the city centre.

This strategy follows the following structure:

- Policy Objectives – A series of objectives that define the main aims
- Supply – An assessment of the existing parking provision and how it's being used
- User Demands – Describes who uses parking, including their demands and expectations
- Problems and Issues – Summary of the current parking issues and constraints.
- Action Plan – a list of actions to achieve the policy objectives.

- Appendices – These amplify the detail of specific parking policy objectives and actions covering topics such as management, enforcement and tariff structures.

Key Policy Objectives

A number of policy objectives have been identified, these are:

- Support the implementation of the wider transport and land use planning and economic strategies and objectives.
- Ensure suitable and sufficient access to disabled parking facilities in support of the principles of a Marmot city
- Actively manage the supply of on and off-street publically available parking spaces to meet the needs of the local business community, local residents and visitors to the city.
- Manage the geographical distribution and availability of long and short stay car parking to meet demand and encourage the appropriate usage of the parking stock through active management, pricing and improved information/signing for users.
- Ensure there is sufficient availability of short stay parking in the city centre to meet customer expectations and demands. This can be met by off street car parks or through managed on-street parking funded through parking meters.
- Improve accessibility to parking areas though improved signing and walking routes to destinations.
- Continue the active enforcement of illegal parking to minimise obstructions, improve road safety, encourage the use of designated parking spaces to minimise congestion, improve traffic flows, improve access for public transport and public services and minimise inconsiderate parking.
- Ensure parking assets are self-financing and integrated within the City's overall fiscal structure.

5. Other Relevant Policies & Plans

Coventry is experiencing a period of great change and regeneration. The implications to parking have been captured in several of the Council's core plans and include the following highlights:

- An expanding population, with projections identifying the city as having one of the fastest growing populations in the country, with the City Centre Area Action Plan (CCAAP) acknowledging this as a 'game changer' for the city;
- A number of proposals to change parking provision, including the loss of the Barracks and City Arcade car parks as part of the City Centre South Scheme. In addition, the Friargate development will have a major impact on the economy of the city, which may drive further demand for parking, particularly long stay;
- Proposals for the redevelopment of a number of existing surface level car parks being encouraged as part of the wider regeneration of the city centre;
- The West Midlands Local Transport Plan states that the strategic centres of Birmingham, Brierley Hill, Coventry, Solihull, Sutton Coldfield, West Bromwich and Wolverhampton are to be the focus of retail development, as well as large leisure and office developments. Accessibility to these centres is to be considered and so there may be a greater demand for car parking at these developments.

City Centre Area Action Plan

http://www.coventry.gov.uk/downloads/file/19210/city_centre_area_action_plan_2016

The Coventry City Centre Area Action Plan (CCAAP), published in February 2015, establishes a set of guiding principles for the future development of the city. The document sits alongside Coventry City Council's emerging Local Plan, but will provide greater detail and build upon the policy basis provided in that document.

The CCAAP will guide how the city centre will develop over the next 15-20 years and sets out a number of strategic principles:

- Preserve or enhance the character and setting of the historic built landscape and where appropriate the archaeological environment;
- Recognise, preserve and re-establish key views to the iconic three spires of St. Michaels, Holy Trinity and Christchurch;
- Enhance its position as a focus for the entire sub-region and as a national and international destination to live, work and play;
- Strive for high quality sustainable built design;
- Provide opportunities to improve health and wellbeing;

- Be attractive and safe for pedestrians, cyclists and motorists;
- Have a connected public realm including public squares and green space, easily accessible through the creation of desirable and legible pedestrian routes;
- Provide accessibility for all;
- Contain high quality office space;
- Include a variety of places to live which cater for different needs;
- Enhance its retail and leisure offer to strengthen the city’s sub-regional role;
- Continue to develop a vibrant and attractive night time economy; and
- Be a hub for education.

The 2011 Census identified Coventry’s population as 337,000 people, a growth of around 5% since the previous census in 2001. This was primarily driven by substantial population growth in the latter half of the decade and means Coventry is experiencing a sustained period of population growth for the first time since the 1960s. As a result, subsequent population projections have identified Coventry as having one of the fastest growing populations in the country. The document acknowledges that this represents a ‘game changer’ for the city.

The CCAAP identifies a clear disparity between the size of the city’s population and the standard of its city centre retail offer. Although the city centre’s retail offer has suffered in recent times, there are some positive signs of recovery with small reductions in the number of vacant units and increases in footfall.

In regard to parking provision in the city, the CCAAP acknowledges that:

- If people cannot easily access the businesses, shops and services they need, the economic prosperity of the city will stagnate;
- High quality parking situated in appropriate locations throughout the city centre will also support objectives in the Coventry and Warwickshire Strategic Economic Plan (SEP). That document is reviewed later in this technical note;
- Existing levels of provision should be maintained, however, reconfiguration of existing car parks will be required to ensure demand is met in the right location. Proposals for the redevelopment of some existing surface level car parks will, where appropriate, be encouraged so long as the overall level of parking provision is maintained; and

- As part of the City Centre South scheme, the existing Barracks and City Arcade car parks will be redesigned and incorporated into the development. In order to address the loss of this parking provision and any other sites that are lost as a result of any development of existing surface level car parks, it will be necessary to create additional capacity in accessible and sustainable locations through the development of multi-storey parking.

The CCAAP identifies that there may be development opportunities at a number of car parks in the city. The opportunities are summarised in the following table.

Table 1. Development opportunities in city centre car parks

Type of Car Park	Name of Car Park	Development Opportunity outlined in CCAAP
Short Stay	Barracks	New provision will be made as part of the City Centre South Scheme
	Cox Street	Redevelopment as part of a wider Fairfax Street regeneration area
	Salt Lane	Potential for the creation of a multi-storey
	City Arcade	New provision will be made as part of the City Centre South scheme
Long Stay	Bishop Street	Future redevelopment opportunities as part of Bishop Street regeneration area
	Christchurch	Potential for redevelopment as part of future leisure centre complex
	Gosford Street	Reduction in capacity as part of public realm works between Coventry University and Gosford Street
	Grove Street	Heatline scheme has resulted in the reduction in capacity of this car park
	Whitefriars	Existing development allocation
	New Union Street & Cheylesmore	Potential for the creation of a multi-storey
	Grosvenor Road	Potential for redevelopment as part of the Friargate development
	Leicester Row	Potential for redevelopment

Policy CC11 [Accessibility], relates specifically to parking and outlines the following:

- Proposals for the redevelopment of the following existing surface level car parks will be encouraged as part of the wider regeneration of the city centre. Schemes will be encouraged that complement existing nearby uses and designs in those specific quarters:
 - Bishop Street Car Park
 - Cox Street Car Park
 - Far Gosford Street Car Park
 - Leicester Row Car Park

- Manor House Car Park
 - Whitefriars Car Park
- b) Proposals for the redevelopment of White Street Coach Park will be encouraged, where linked to amendments to the Ring Road.
- c) Proposals to redevelop / re-configure Salt Lane and Cheylesmore surface level car parks to a multi-storey format will be encouraged:
- Salt Lane Car Park should be sympathetically designed to take account of its conservation area surroundings, specifically the Grade I listed Ford's Hospital site; and
 - Cheylesmore Car Park should, where possible, be linked to the existing multi-storey car park at New Union Street, which in turn would allow for an improved design of the existing New Union Street Car Park.
- d) Proposals for multi-storey car parks in the Technology Park Quarter and Fairfax Street Regeneration area will be encouraged. The Council will work with partners to encourage public and private usage at appropriate times.
- e) Proposals for further new multi-storey public car parks will be supported, provided they are of good design, are accessible by a short drive from the Ring Road, are justified in terms of the number of spaces provided and ensure an appropriate relationship with adjacent buildings and uses.
- f) Suitable proposals for parking in the Friargate Quarter will be encouraged, subject to appropriate design and suitability to the surrounding area. Where appropriate, opportunities for shared public and private parking will be explored.
- g) The provision of new surface level car parking will not be supported within the city centre unless its provision is to support the implementation of longer term regeneration schemes. In such cases surface level provision will only be allowed on a temporary basis.
- h) New cycle parking provision should be delivered as part of new developments within the city centre. This should be in conformity with the requirements in the Developing a More Sustainable City SPD, or replacement document.

West Midlands Local Transport Plan

<http://www.wmita.org.uk/media/1327/ltp-strategy.pdf>

The West Midlands Local Transport Plan (LTP) sets out a vision and strategy for transport for the West Midlands Metropolitan Area until 2026. The LTP covers the whole Metropolitan Area to include Coventry, Dudley, Sandwell, Walsall and Wolverhampton, in order to ensure that the wider travel to work area is accounted for. The document includes the Local Transport Strategy, as well as the Implementation Plan for the first five years of the strategy.

The plan presents information from the 2001 Census, which suggests that in Coventry, 44% of households own one car and 23% of households own two or more cars. Car ownership in general is below the national average. The number of individuals driving to work from Coventry is roughly in line with the Metropolitan Area average, with 57% of individuals using this mode. Public transport is the second most popular mode of travel to work, with 13% using this mode.

One of the main objectives of the plan is to improve the economy by underpinning private sector led growth and economic regeneration. There will be support for housing developments and employment levels will increase. Attracting investment and increasing employment is likely to result in the need for further parking facilities.

The plan states that the primary transport issues for Coventry are as follows:

- **To improve connectivity in the north / south corridor**
- **To ensure that Coventry benefits from HS2**
- **To improve accessibility to the city centre, which will be redeveloped**
- **To improve public transport**
- **To improve connections with the Metropolitan Area**
- **To improve connections with the South Midlands**

One of the key aspects of the Local Transport Plan is the policy development, stating how the strategy will be delivered. The key policies which may have an impact on the parking provision in Coventry City Centre are as follows:

- Development will seek to make the best use of existing infrastructure;
- Deficiencies will be tackled by the introduction of set-down and pick-up facilities, as well as long-stay coach parking where there are attractions nearby;
- The highway network will be maximised through the use of the Urban Traffic Management and Control systems, which will be upgraded;
- Car parking policies and the provision of spaces will encourage use of more sustainable modes;

- Smarter choices measures will be promoted in order to encourage use of more sustainable modes;
- HGV parking will be increased in selected locations; and

Coventry Local Development Plan

http://www.coventry.gov.uk/info/111/planning_policy/2310/local_plan

This document sets out a strategy for delivering a new Local Plan for Coventry. The main focus of the plan is the city's housing needs, although it also provides a baseline for other policies. Many of the policies in the plan relate to making the best use of infrastructure already available.

In terms of transport, the plan recognises that good transport networks are important in successfully developing the city. The number of jobs available is to be increased and access will be ensured between housing and employment areas. Transport networks will be important when opening up sites for development and growth.

In terms of social community policies, the plan states that there are to be new social and community provisions. These are often categorised as "town centre uses" and will be directed towards the centres and considered against an assessment. This is to ensure there is adequate parking and accessibility by public transport for those using the facilities. This may result in increased use of the city centre car parks, although this should be kept within capacity.

Local Enterprise Partnership Strategic Economic Plan

http://www.cwlep.com/userFiles/cwlep_sep_final_31032014_copy3.pdf

The Strategic Economic Plan (SEP) sets out the proposals for achieving economic growth. Coventry and Warwickshire is a hub in Advanced Manufacturing and Engineering (AME), accounting for 10% of employment. Further investment and enhancement of this sector is a key theme in the SEP. The vision for the area is to build on the fact that it is well situated in the centre of the country, and improve its existing employment sites, workforce and businesses to encourage economic growth.

The SEP sets out the plan for economic growth in the area, how this might be achieved and a calculation of Local Growth Fund investment required.

The Coventry and Warwickshire Local Enterprise Partnership (CWLEP) is prioritising Coventry and Warwickshire Gateway as the main employment site for the delivery period of the SEP, as well as investment for Coventry Station and the development of over 75,000 new homes. The aim is that by 2031, Coventry and Warwickshire will have increased in population and generated almost

95,000 new jobs by unlocking employment land. Another prioritisation proposed in the Plan is to create a STEM centre between two colleges to support apprenticeships, as well as to increase business start-up rates.

In order to unlock the growth potential, the plan supports capital infrastructure projects which will attract investment around the priority employment sites, enhance transport connections and accessibility and ensure that the commitment to build new homes is met.

6. Existing Parking Provision

6.1. Overview

The existing parking provision within the city centre comprises a mix of Council operated and privately operated off-street car parks, together with paid for on-street parking.

In 2012 Coventry City Centre was made a Controlled Parking Zone (CPZ) in order to help influence how people park, manage demand for parking and to provide more opportunities to park for short durations using on-street parking bays. As a result there are currently more than 6,000 parking spaces available to the public in the city centre off-street and a further 400 spaces on-street.

One of the key aims of this City Centre Parking Strategy is to ensure that the Council manages that provision and strikes a balance between maintaining a sufficient supply to support planned growth, whilst ensuring that there isn't a financially unsustainable oversupply. This approach requires that the provision continually adapts in line with the demands for parking and the changing city centre landscape.

6.2. Off Street Provision

6.2.1. Council Operated Car Parks

Coventry City Council is responsible for the operation of the following off-street parking facilities within the city centre which make up 53% of the total city centre off-street provision:

Table 2. Coventry City Council operated car parks and capacity

Location	Capacity	Location relative to City Centre	Type
Bishop St	105	North	Long Stay
Cheylesmore	44	South	Long Stay

Christchurch House	90	South	Long Stay
Gosford Street	171	North	Long Stay
Grosvenor Rd	83	South	Long Stay
Grove Street	236	North	Long Stay
Lower Ford Street	168	North	Long Stay
Manor House Drive	72	South	Long Stay
Moat Street	153	South	Long Stay
New Union Street	240	South	Long Stay
Whitefriars Street	134	South	Long Stay
Barracks Multi-storey	460	South	Short Stay
City Arcade (shared)	220	South	Short Stay
Cox Street	319	North	Short Stay
Salt Lane	172	South	Short Stay
West Orchards Multi-storey	563	North	Short Stay
Total Car Park Spaces (Council Operated)	3230		
White Street (coach park)	24	North	Long Stay

The following table shows the split of the Council's long and short stay off-street parking provision based on geographic area.

Table 3. Showing the geographic split of short & long stay parking in the city centre

Geographic Area	Number of car parks	Spaces by Type		Total spaces
		Short Stay	Long Stay	
North	6	882	680	1562
South	10	852	816	1668

6.3. Private Car Park Operators

In addition to the aforementioned Council off-street parking stock, there are four large privately owned and managed car parks in the city centre which cater for both short and long stay public parking.

The Council has made contact with some of the private operators to understand whether they expect any change in the level of supply in the future and the feedback is as follows:

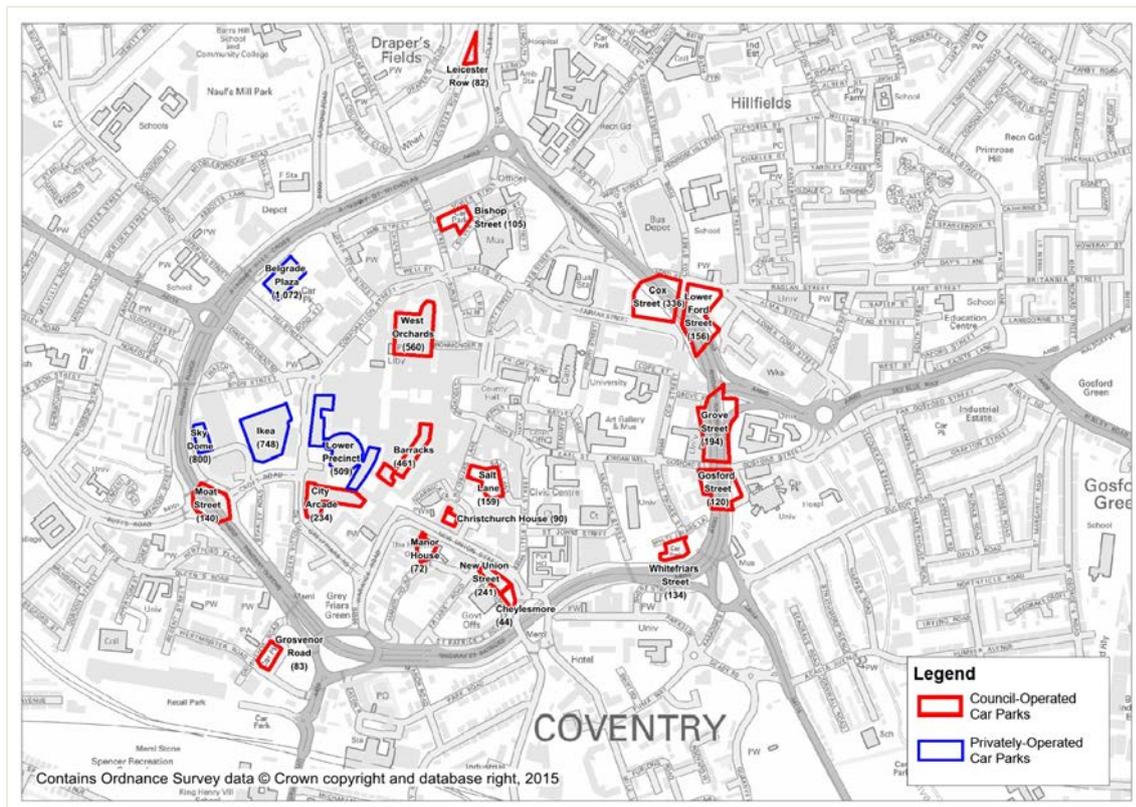
- **Belgrade Plaza** (1,072 space car park) - located to the north west of the city centre close to junction 9 of the ring road. There are no plans in place at this time to change either the number of spaces or the charging regime.

- **Skydome** (800 space car park) - located to the south west of the city centre just off junction 7 of the ring road. There are no major plans for changes at this site;
- **Lower Precinct** (509 space car park) - located in the central retail area. Dialogue with the operator was inconclusive regarding future plans for this site. However, with the development of City Centre South, it is expected that the Retail Market rooftop element of the car park will be lost, reducing the level of supply;
- **Coventry University** (457 space multi-storey car park) – located in the University zone on the eastern periphery of the city centre, close to junction 3 of the ring road. It was constructed in 2010 for University staff and visitors. The university is currently looking at opportunities to develop a new car park for students. At this stage no further details are known, but it is assumed that this would be for use by university students only.

The private off-street supply equates to 2,838 spaces or 47% of the total available spaces across all Council and privately operated car parks.

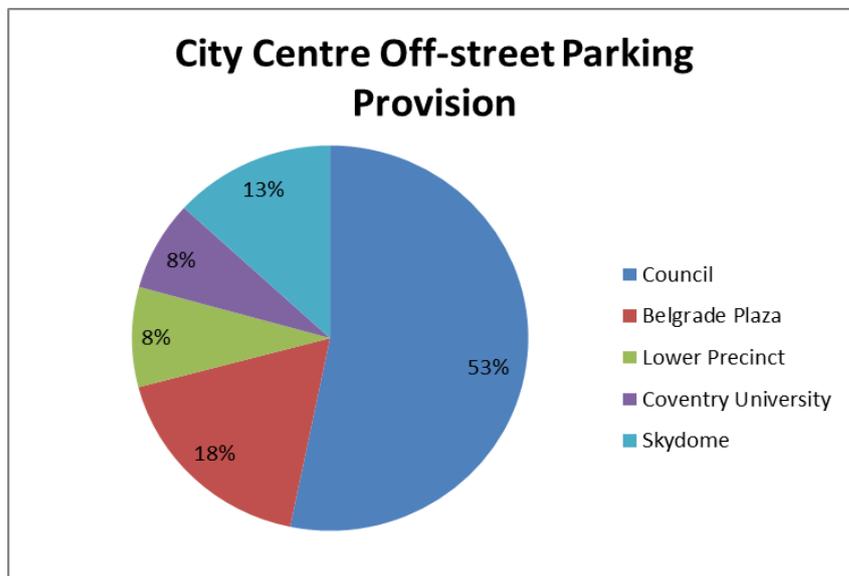
The map below shows the location of the Council and privately operated car parks.

Map 1: Showing the location of Council and Private car parks in the city centre



The chart below shows the split of spaces in Council and private car parks.

Chart 1: Showing the split of city centre off-street parking spaces between the various operators:



6.4. On-Street Provision

On street 'Pay & Display' parking was introduced in Coventry during 2012 at the same time that the city centre became a Controlled Parking Zone. Prior to this, on-street parking in the city centre was free and consisted of limited waiting parking restrictions (e.g. 1 hour with no return within 2 hours, or 2 hours with no return within 4 hours) which was difficult to monitor and enforce efficiently.

The initiative was implemented in conjunction with a programme of other city centre public realm improvements schemes designed purposely to narrow road widths, reducing traffic lanes on dual carriageway sections, thereby creating cost effective speed reducing features that helped to enforce the city centre's low speed environment.

The Council has made significant improvements to the city centre's on-street parking offer and will continue to promote metered on-street parking as part of the improvements in and around the centre.

These short stay parking spaces play an important role in the overall parking provision by providing additional convenience and flexibility for shoppers, visitors and disabled Blue Badge holders.

The introduction of on-street parking resulted in an increase in the on-street provision from 230 spaces to 400, including an additional 31 disabled parking bays. It also brought with it a number of other benefits including:

- **Businesses:** an increased turnover of spaces, increasing footfall and the opportunity of access to new customers.
- **Convenience for local shoppers:** providing more opportunities to park for short durations closer to shops.
- **Traffic Management:** improvements in terms of congestion and local air quality as the more regular freeing up of spaces reduces the need for motorists to drive around the city centre looking for a space.
- **Enforcement:** more effective enforcement as the pay and display system will avoid the need for Civil Enforcement Officers to spend large amounts of their time observing vehicle arrival times. This will mean resources can be used more effectively elsewhere to assist with keeping traffic moving and improving road safety.

The table below shows the total number of privately and Council operated on and off-street parking spaces within Coventry city centre:

Table 4. Summary of On & Off Street Provision Council & Private

	Council	Private	Total
Off Street	3230	2838	6068
On Street	400	0	400
Total	3630	2838	6468

6.5. Supply vs. Demand

6.5.1. Supply

The expected changes in Council-operated parking in Coventry City Centre between 2016 and 2022 will result in significant reductions in parking supply across both the short and long stay parking stock. This aligns with the CCAAP advocating the redevelopment of surface car parks where possible, with future parking supply to be concentrated in a lower number of larger, multi-storey car parks.

Although the changes affect a number of different locations, the largest loss of parking in a single location is the expected City Centre South development which will impact both the **City Arcade** and **Barracks car parks**. This is expected to happen during the autumn of 2018 until late 2020.

The privately owned and managed car parks are also expected to be impacted with a loss of parking at **Lower Precinct** car park associated with the City Centre South development.

Table 5. Summarising the anticipated reduction in City Council car parks as a result of planned development works

Car Park	Reduction in Provision	Expected Date	Supporting Notes
Barracks and City Arcade	- 695	Autumn 2018	Expected to be redeveloped as part of the City Centre South development.
Cox Street	- 200	January 2017	Coventry University student accommodation development
Bishop Street	- 105	October 2017	Loss of 105 spaces assumed. Coventry University student accommodation development at the former Royal Mail sorting office site.
Christchurch	- 90	December 2017	New leisure centre and splash pool development. The car park is currently available to the public at weekends. Other weekdays it is a private car park.
Gosford Street	- 50	February 2015	Following the Coventry University plaza development
Grosvenor Road	- 83	December 2015	Loss of parking as a result of the Friargate development.
Lower Ford Street	- 12	September 2015	Loss of spaces as a result of the expansion of the adjacent Coventry University car park
Whitefriars	- 67	October 2017	With the transfer of CCC personnel to Friargate in late 2017, there may be redevelopment of some or all of the existing parking facility on Whitefriars Street.

Key Notes:

- The on-going and planned developments throughout the City Centre will impact the existing and future parking provision in Council car parks

6.5.2 Demand

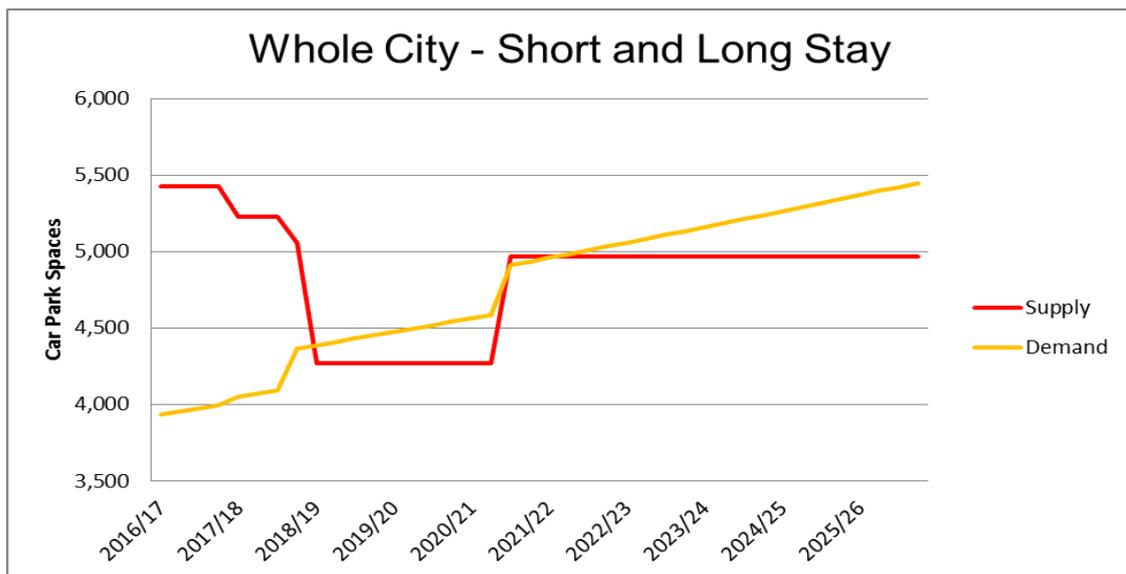
Forecasting the demand for parking is complex, especially over a wide area with multiple land uses, and there are a large number of factors that need to be considered as part of this assessment. Before considering future changes in parking demand, it was first necessary to baseline the current occupancy levels. The baseline exercise of demands identified:

- **Council-operated off-street parking:** During a normal weekday the long stay car parks are notably busier, which reflects the number of commuters who are using the city centre car parks. The exceptions are Bishop Street and Christchurch, where total occupancy does not exceed 50% at any point during the day.

Of the short stay car parks, the busiest by a considerable margin is Salt Lane. Occupancy of this car park regularly peaks at 90% usage and occasionally completely full. Both City Arcade and Leicester Row tend to be relatively quiet through the day, with the former being influenced by the proximity of the more convenient privately-operated Lower Precinct Car Park;

The following graph reflects the projected supply v demand in car parks during the next decade taking account of developments referred to above.

Graph 1: Showing projected supply v demand in all car parks



The graph shows that during the period of construction of City Centre South and without any mitigating action, demand is expected to exceed supply until such a time as the City Centre South development is completed, which is expected to be 2020/21. Thereafter, assuming a low rate of growth for parking, demand is expected to exceed supply and there will be an overall deficit in future parking supply for both short and long stay parking.

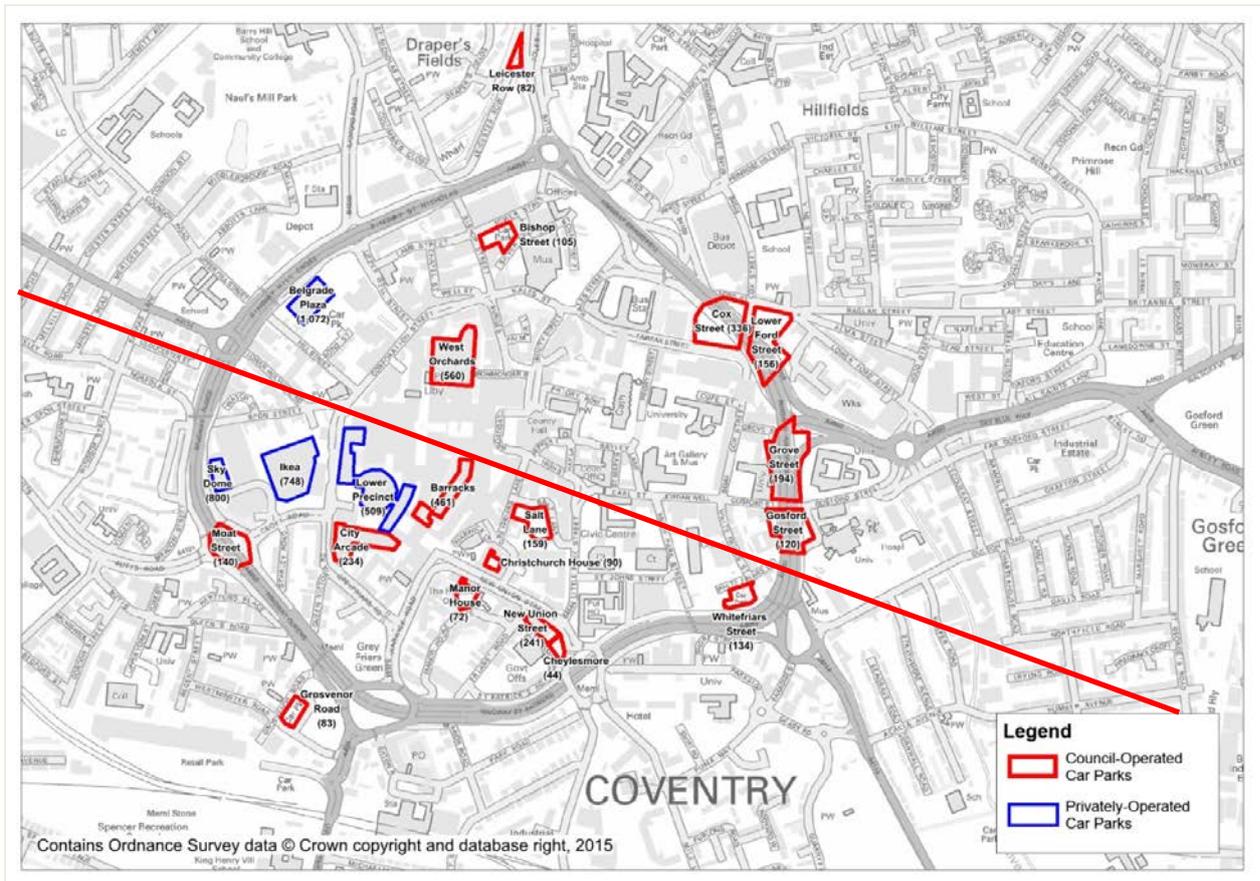
Key Notes:

- Projected demand is expected to exceed supply during the construction of City Centre South and beyond 2020.
- There will be a deficit in future parking provision without any mitigating action.
- There is a reputational and financial risk to the Council by doing nothing

- **Privately-operated off-street parking:** By their nature the usage of private car parks is harder to accurately determine but based on recent surveys/observations, the average occupancy at Belgrade Plaza is currently 49%, whereas the level of occupancy at both Skydome and Lower Precinct are 72% and 66% respectively. As such there is some spare capacity at these locations albeit that there is expected to be a reduction in supply at both Belgrade Plaza and Lower Precinct as a result of University expansion / demand for parking and the City Centre South development.

The map below shows the geographic position of the car parks relative to a 'hypothetical' north / south' divide of the city centre.

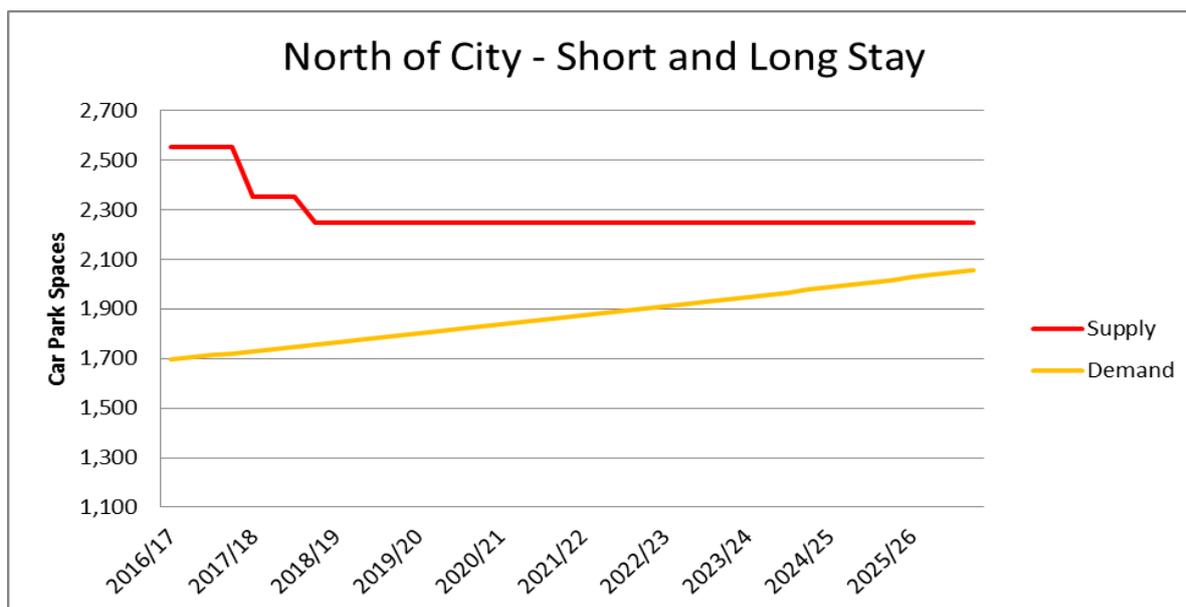
Map 2: Showing the north / south split of Council & Private car parks



There are currently several car parks to the north side of the city centre, and by far the largest of these, is the privately operated Belgrade Plaza multi-storey long stay car park.

The following graph reflects the projected supply v demand for the north side. The graph shows that demand is not expected to exceed supply due to the current usage of the car parks – especially Belgrade Plaza.

Graph 2: Showing projected supply v demand in city centre (north) Council car parks



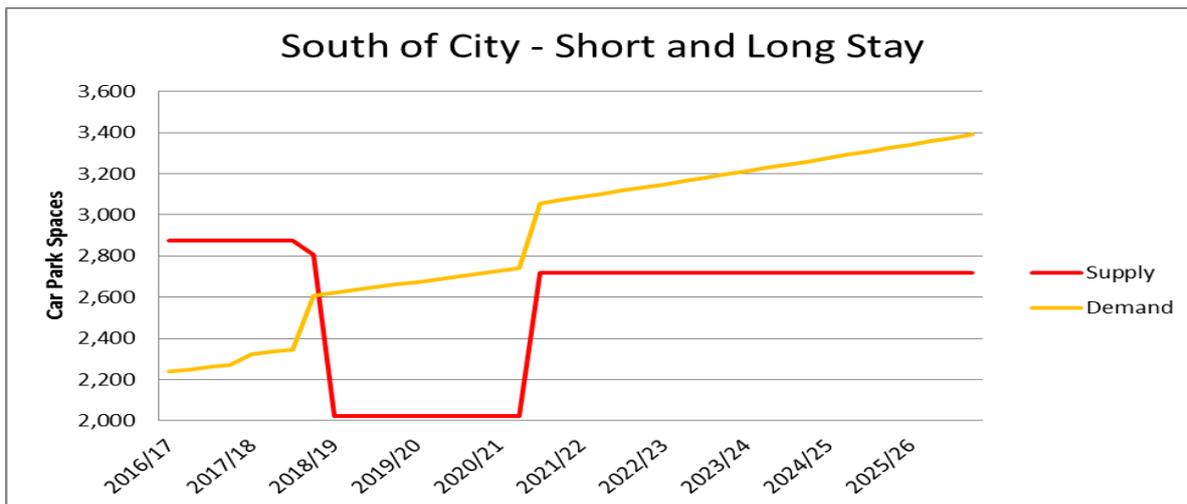
Key Notes:

- Projected parking provision to the north of the city centre is not expected to exceed demand during the next decade.
- The ‘gap’ between supply and demand closes due to expected economic growth and the population increases that have been assumed.
- Demand for parking in the north of the city centre is expected to eventually exceed supply

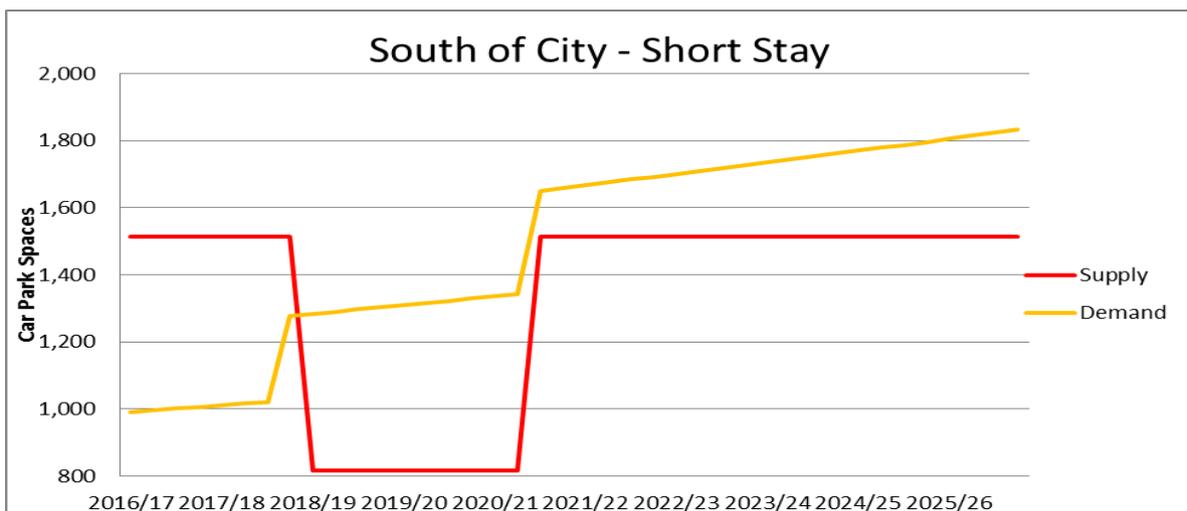
The main impacts on parking arising from the on-going and planned developments are expected to be in the south of the city centre. There is currently an abundance of short stay parking in the area although this will be severely impacted by the construction of the City Centre South development which will result in a loss of parking spaces. The main impacts will be to the Barracks and City Arcade car parks and current estimates suggest that nearly 700 parking spaces will be lost from late 2018 until the City Centre South development is completed.

The graph below (graph 3) illustrates the projected supply vs demand for parking in the south of the city centre. However the split of supply v demand for long and short stay parking needs to be assessed separately and this is illustrated in Graphs 4 and 5 below.

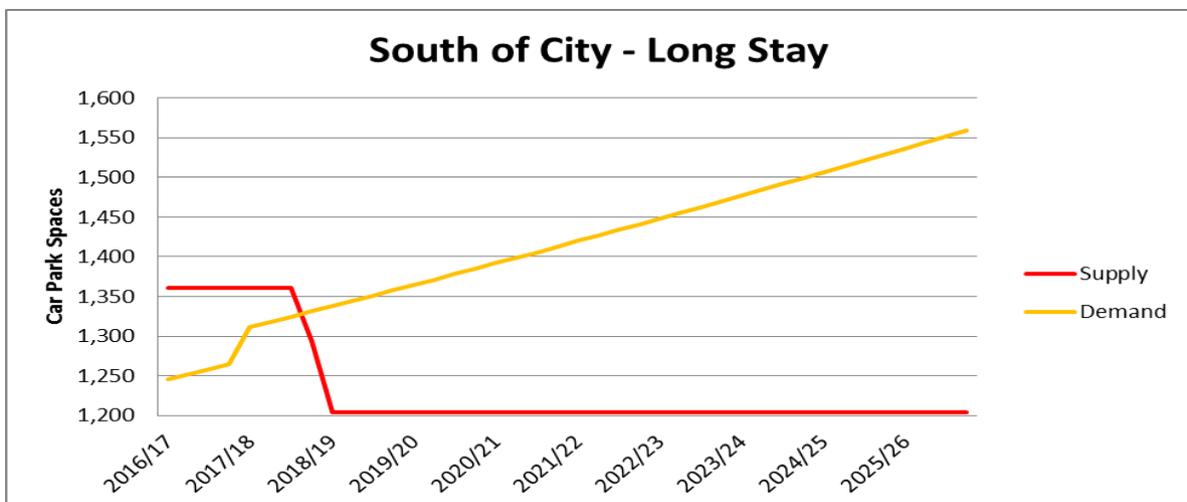
Graph 3: Showing projected supply v demand in all short and long stay city centre (south) car parks



Graph 4: Showing projected supply v demand for short stay parking in city centre (south) car parks



Graph 5: Showing projected supply v demand for long stay parking in city centre (south) car parks



Key Notes:

- There will be a significant deficit of available short and long stay parking in the south of the city centre.
- Demand in the area is expected to grow as a result of the opening of the new Waterpark and Leisure Centre in 2018.
- A suitable and sufficient amount of short stay parking is required near to the new Waterpark and Leisure Centre.
- The projected increase in supply from 2021/22 onwards assumes that any parking provision associated with the City Centre South development is comparable with the current provision in Barracks and City Arcade car parks

7. Challenges & Key Issues

Various problems and issues have been identified that concern parking arrangements within the city centre, which present a challenge to the Council and the realisation of the vision.

These challenges include organisational issues such as the wide variety of car park operators, varying parking tariffs, customer-related issues such as a lack of parking guidance systems or information, and a marked difference in the quality of car parks and the parking environment. These issues combine to form a confusing parking landscape, which can cause problems such as congestion or an oversubscription of some city centre car parks, while other car parks have ample spare capacity.

Historically, some of these issues were managed separately, (e.g. off-street parking was separate to the management of on-street), but it is obvious that there is a need to address parking in a comprehensive and holistic manner in order that the key challenges are mitigated. With that said, the Council needs to work closely with other organisations such as private car park operators and public transport providers in order that the strategy is successfully delivered. The parking strategy requires joined-up thinking and working to ensure that everyone who wants to access Coventry has the means to do so safely and conveniently.

The key challenges and issues are summarised as follows:

Car Park Management - Is currently a mix of City Council and privately owned facilities. All car park operators including the City Council must run their car parks as a commercial operation in order for them to be financially viable. The lack of a co-ordinated approach between operators is an underlying factor in many of the other issues that are mentioned below. These have real impacts on the experience of a wide variety of people who live or use the city. People affected by the current uncoordinated approach are likely to be concerned more by the impact it has rather than who owns or operates the car park. One key issue is the difference in tariffs between the operators. Tariff differences can affect car park usage and can result in congestion / 'bottle-necks' at the more popular locations. Numerous different tariffs are confusing and make it difficult for operators to provide clear information for all facilities. Similarly, customers want easy to understand and consistent tariffs. There are a number of car parks where there is no clear differential between the cost of long-stay or short-stay parking. The City Council does not set car park tariffs for all city centre car parks as many are privately owned and this leads to competition. Equally, tariffs do not consistently reflect the long or short stay nature of the various car parks meaning that managing occupancy and the types of user is difficult.

Signage & information - for car parks and the availability of spaces is inconsistent and some car parks attract more customers and are unable to meet demand, whilst others remain under- used. This imbalance of supply and demand can create a perception of lack of available spaces albeit that there are spaces elsewhere. There is currently little signage/information to re-direct customers to alternatives which would avoid them hunting around.

Commuter parking in residential areas – this affects the local environment and quality of life; causes varying traffic management issues in terms of obstruction and creates the need for parking restrictions and residents' parking schemes. Key locations include the area around the Coventry rail station and the Friargate development, Hillfields and other local shopping areas.

New Developments – can have considerable impacts on on-street and off-street parking for the duration of the work if the scheme is not managed effectively. These pressures can stem from individual developments or from the accumulation of development work and can cause problems such as capacity issues in existing parking locations or intensifying problems in residential areas. Although transport and parking issues should be addressed within the development management process, the City Council doesn't have a clear set of parking standards for new developments, which causes uncertainty for developers.

On-street / Off-street parking – an imbalance between supply and demand at individual locations sometimes gives users the perception of insufficient car parking. However, generally speaking there is currently adequate capacity overall to satisfy demand. Users frequently queue for "popular" car parks or on-street spaces whereas other nearby locations may stay under used.

Quality – the quality of facilities in car parks varies significantly. Consequently, facilities that are of a lesser standard are under used. Conversely, high quality facilities will create demand and attract greater usage. Personal security and that of property are integral to the customer's choice of car parks. Perceived of genuine security concerns will deter the use of facilities and result in customers parking elsewhere. Similarly, the pedestrian routes to / from car parks and destinations are equally important. A secure environment with safe, and well signposted, walking routes to all facilities will help mitigate any issues.

Customer service – is provided by a number of different operators and to differing standards. There is also a lack of clarity surrounding which organisation operates which car park (e.g. City Arcade and Lower Precinct) and which systems are in operation in that car park. This can result in confused messages to customers which in turn can lead to dis-satisfaction.

Traffic congestion - leads to delays, queuing, increased emissions and poor air quality. Direct travel to parking is required to reduce unnecessary travel and so drivers need clear direction signage to car parking with available spaces to avoid hunting for spaces at different sites.

Illegal / inappropriate parking - causes obstruction, traffic congestion, and delays to public transport or public service vehicles and an effective parking enforcement regime on key corridors and parking hotspots is essential.

Connectivity - Walking routes between car parks and destinations are an important part of the parking experience. Routes vary in quality and legibility which can make the overall parking experience undesirable for users.

Disabled parking – the location of on / off street disabled parking spaces needs to be assessed to ensure that it adequately satisfies customer demands. Areas with more demand than supply can experience increased on-street parking by customers with disabled badges, which sometimes can cause an obstruction to other traffic.

8. User Demands

The availability and pricing of parking in Coventry has a major influence on the way that people travel and the overall demand for parking. The strategy seeks to manage that demand and to balance it against the needs of local residents, businesses, visitors and commuters.

Parking can directly support the local economy, shopping, leisure, tourism, accessibility and social inclusion.

To a greater or lesser degree, parking will impact on all residents and visitors in the city. The following assessment summarises the demands and expectations of different groups and the strategies available for managing demands:

Shoppers / Short stay business - will require access to a good choice of high quality, safe, secure and attractive on and off-street car parking, with a choice of means of payment. These groups will require a good supply of short stay car parking which should be located close to major shopping and business destinations to make them as convenient and accessible as possible. Clear, signage will be required to guide users, who may be visitors from outside the city, from the ring road to available car parking spaces appropriate for their intended destination.

Tourists (coaches) - will require conveniently located drop-off/pick-up facilities and areas to park securely.

The Emerging Vision for Tourism (2014 to 2024) confirms that Coventry is expecting to see tourist trips to increase to 9 million per annum by 2024, which is an increase of over 30% from 2012. The document also outlines the aim to increase overnight business trips in Coventry, and increase the number of tourism related jobs.

The vision is outlined as follows:

“By 2024 Coventry will be internationally recognised as a compelling tourism destination of distinction; renowned for the quality and depth of its visitor experience across its diverse cultural, heritage, sports and events offer. Championing a successful and thriving tourism economy, Coventry’s approach will showcase effective and sustainable partnership working that combines to provide a rich and captivating experience, increasing visitor levels, spend and ultimately jobs.”

The document outlines a number of aims for the city which include:

- The city to secure 10 major 4,000+ delegate conferences or events in Coventry by 2024;
- An increase overnight business trips in Coventry.

This is a challenging vision for the city which will result in a considerable increase in the level of usage of all areas of the city centre, including the potential for an increase in both long and short stay car parks.

Commuters / business visitors / tourists (by car) - to the city centre will need access to an adequate supply of publically available high quality off-street long stay car parking. These areas should be easily accessible via the ring road supported by active signage. *As the city centre grows it may be necessary to consider the use of park and ride to ensure an adequate on-going supply of parking.* There may be opportunities for the introduction of strategic park and ride sites around the edge of the city in conjunction with the development of high quality public transport routes (mass transit) and, potentially, new railway stations.

Traders - will need appropriate, safe and convenient access. Delivery vehicles will need access to defined delivery bays at defined times of day to support vibrant and effective retail, service and business operations.

Disabled parking & Mobility Impaired - Need easy access to a number of dedicated off and on-street parking spaces, appropriately located for convenient access to all areas of the city centre including Shop Mobility facilities, the retail offer and other attractions. The level of formalised on-street car parking available to blue badge holders has increased significantly over recent years with the introduction of the city centre restricted parking zone. On-street parking bays are free to use by blue badge holders. Disabled parking spaces are also provided in some, but not all public car parks. The management of disabled car parking provision needs to be mindful that charging blue badge holders to use car parks will have an impact on the availability of spaces both on / off-street. In line with the principles of a Marmot city, improving health and reducing inequalities in Coventry is a priority for everyone who is working to improve the lives of people in the city. The level of provision for disabled parking in new developments will be dealt with in the car parking standards SPD.

Residents - For existing residential areas, including those without off-street provision, on-street car parking, and those in peripheral areas that will be impacted by new developments (e.g. Friargate, City Centre South, the new leisure centre, North side regeneration), demand will be managed through the continued development of residential parking zones in order to safeguard the interests of residents against the impacts of commuter parking.

Cyclists - will need access to a range of conveniently located and publically available cycle parking in areas to meet short stay demand. Long stay cycle parking facilities will be needed at workplaces.

Motorcyclists - will need access to conveniently located and publically available parking facilities.

Signage & information - Signage is an important part of managing car park usage and is particularly important for visitors to the city who may be unfamiliar with the area. The existing coverage and quality of directional signage varies and in some cases the information provided could be clearer. This is supplemented by a network of variable message signs (VMS) signs which are linked to live car parking availability data. The City Council now provides details such as the location, cost and opening times for all types of car parking on its website. This will be supported by a free smartphone app which provides information on all types of on and off-street car parking.

9. Parking Enforcement

Parking policies are an integral part of the Council's transport strategy and balancing the demands for parking and the needs of Coventry's residents, visitors, businesses, disabled people and shoppers is vital to the success of the city and the movement of traffic across the road network.

The Road Traffic Regulation Act 1984 authorised local authorities to make Traffic Regulation Orders in order to control traffic movements and parking provision within their areas. The Traffic Management Act 2004 places a network management duty on local authorities to keep traffic flowing, and to co-operate with other authorities to the same end. Local authorities have to exercise all of their functions that have an impact on traffic in a more co-ordinated way. The Act places a strong emphasis on the local authority taking responsibility for parking enforcement through the development and implementation of Civil Parking Enforcement.

Part 6 of the Traffic Management Act 2004 is the legal framework for local authorities to undertake Civil Parking Enforcement in order to help manage the issues of indiscriminate and illegal parking

on the road network. Coventry City Council adopted these powers in April 2005. In accordance with the Department for Transport's (DfT) guidance, Coventry City Council has developed parking policies that are aimed at tackling congestion and road safety with a view to maximising traffic flow.

Coventry City Council aims to undertake Civil Parking Enforcement in a fair, transparent and consistent manner in line with the principal objectives of Part 6 of the Traffic Management Act 2004 and will conduct activities in compliance with legislation and where possible best practice.

The Civil Parking Enforcement policies and procedures will be reviewed regularly to ensure that they are relevant and appropriate to the current and projected levels of parking demand.

The key objectives for Parking Enforcement in Coventry are to:

- Support the aims of the Council's wider transport strategies and plans
- Minimise traffic congestion
- Improve traffic flow
- Improve road safety
- Improve access for emergency, public transport and public service vehicles
- Promoting considerate parking and compliance with parking restrictions

Coventry City Council aims to discourage indiscriminate and inconsiderate parking by promoting legal parking in accordance with parking restrictions. In setting our policies we have taken account of:

- Existing and projected levels of demand for parking
- The availability of on-street and off-street parking spaces
- The regulating, monitoring and controlling of on and off-street parking
- The justification and accuracy of Traffic Regulation Orders
- Consultation with local people and businesses on a range of parking needs
- The quality of street signing and road markings that indicate parking restrictions
- The level of enforcement necessary to promote compliance
- The level of penalty charges
- The need to effectively resource the enforcement operation using trained staff

- The views of our partner organisations (e.g. West Midlands Police, other neighbouring authorities etc.)
- The need for consistency in approach
- The needs of disabled persons by ensuring equality of access
- The need to improve traffic flow
- The need to improve road safety for all road users (i.e. motorists and pedestrians)
- The need to improve public transport and public services (e.g. buses and refuse collection services, emergency services)
- The use of car parks
- The level of short-stay parking facilities (e.g. on-street pay and display payment machines and limited waiting) to support shops / commercial organisations and leisure activities
- The need to preserve the infrastructure and environment

10. Action Plan

In some respects the Action Plan is the key element of the strategy as it is the culmination of the analysis of the challenges, the assessment of supply and demand, and sets out how the Council intends to achieve its objectives by translating its vision into reality. The Action Plan is set out in Appendix 1 to this document. The actions will need to be assessed in more detail for feasibility, cost and impact before implementation. For ease of use the actions have been grouped into four broad topic areas:

- Use of and access to parking
- Quality
- The management of parking provision
- Pricing and tariffs

Summary of the Key Actions:

- To effectively manage the projected shortfall in supply of short and long stay parking in the south side of the city centre.
- Ensure that there is an adequate and sustainable provision of short stay parking in the right location to support the opening of the new Waterpark and Leisure Centre (e.g. on the site of the existing Salt Lane surface level car park).
- Ensure that there is a sufficient and sustainable provision of long and short stay parking to the north and south of the city centre in the long term.
- The creation of a ring of Residents Parking zones and parking restrictions surrounding the city's ring road in order to protect residential areas from overspill parking e.g. commuter, station retail.
- Ensure suitable and sufficient access to disabled parking facilities
- A review of Traffic Regulation Orders (TRO's) to ensure that they are appropriate, easy to understand and simple to implement.
- Partnership working with relevant stakeholders including other car park operators.
- Rationalisation and simplification of signing and use of variable message signing (VMS).
- Periodic going review of parking charges both on and off-street.
- Depending on the outcome of the City Centre South development, develop plans to address the projected medium and long term deficit in parking supply

11. Appendices

A set of appendices will be developed to emphasise the detail of certain policies. A brief outline of the likely content is provided below:

- a) On-Street and Off Street Parking Management Plan - To include details of all car park operators and stakeholders, management of supply and demand, maintenance of the physical assets, location, short and long stay car parks. This plan will show supply and demand pressures and the location of all on-street car parking and the maximum duration of stay.
- b) Parking Pricing Plan - This will set out details of the existing parking tariff and arrangements for any periodic review of prices.
- c) Criteria for Resident Parking Schemes - This will detail policies relating to eligibility criteria for all residents parking schemes.
- d) Parking Enforcement, Operational Standards and Policies - This will set out the overarching legislation, policies and approach to parking enforcement including how it will be managed and the standards expected
- e) Car Parking Standards - Supplementary Planning Document (SPD) - A detailed set of local car parking standards will be developed to support the parking needs associated with new developments. The standards will assist developers in preparing their proposals and help ensure a more efficient and pre-application discussion process.
Accordingly levels of car parking will be determined based on a variety of factors including:
 - The type, mix and use of development;
 - Availability of and opportunities for public transport;

- Local car ownership levels
- An overall need to reduce the use of high-emission vehicles

Appendix 1

Action Plan:

Ref	Objective	Action	Priority
1. Parking supply and management			
a.	Manage the parking stock (on and off-street) to ensure sufficient parking to meet wider objectives against ensuring that there is not a financially unsustainable oversupply. Increases should be based on where need is identified and evidenced and can be achieved safely on street.	<ul style="list-style-type: none"> • Provide additional parking facilities where necessary to support the aspirational and expected growth of the city centre • Provide additional car parking close to the new Waterpark and Leisure Centre • Develop clear strategies and business cases to support (i) the development of a new car park at the Salt Lane site; (ii) regeneration, (iii) the re-development of existing facilities or 'moth-balling' of non-viable sites • Regularly assess and review occupancy levels in order to monitor the balance of supply and demand and inform decisions for additional parking facilities or improved quality of assets. 	<p>High</p> <p>High</p> <p>High</p> <p>Medium</p>
b.	Support the introduction of dual purpose use of parking spaces as appropriate to the time of day or week in order to meet demand and maximise occupancy and efficiency.	<ul style="list-style-type: none"> • Consider conversion of under-use long-stay provision to short-stay at weekends and periods of high demand, as part of a review of the supply and demand of parking. 	High
c.	Seek opportunities through redevelopment to upgrade, rationalise and consolidate off-street car parking provision in a way which improves the overall distribution of parking stock across the city centre.	<ul style="list-style-type: none"> • Through early dialogue in pre-application discussions, promote the policies and objectives of the Parking Strategy. • Ensure the parking strategy is integrated with planning policy. 	<p>Low</p> <p>Low</p>
d.	Ensure there is an adequate supply of appropriately located disabled parking which is convenient and close to services and shops	<ul style="list-style-type: none"> • Review the supply, management and cost of disabled parking in off-street car parks and introduce remedial measures as required. • Promote the use of parking facilities 	<p>Medium</p> <p>Low</p>

		alongside Shop mobility services	
e.	Manage on-street parking provision to protect the needs of residents and the residential environment	<ul style="list-style-type: none"> Implement residents' parking schemes in line with the Parking Strategy and the residents' parking policy. Introduce a ring of residents' parking schemes around the city centre to manage the overspill from car parks and safeguard local residents from the impacts of commuter parking. Review the existing residents' parking policy. Ensure that local planning policies take account of the need for new developments to manage parking demand and the supply of private car parking to minimise the potential impact of overspill parking and put into place appropriate mitigation measures. 	<p>Medium</p> <p>High</p> <p>Medium</p> <p>Medium</p>
f.	Allow easy access to an improved stock of on-street parking in the city centre in the evening in order to support the evening economy and an active street scene.	<ul style="list-style-type: none"> Continue to review parking restrictions and amend as required. Continue to offer and promote a competitive offer for evening parking 	<p>Medium</p> <p>Low</p>

Ref	Objective	Action	Priority
2. Use of and access to parking			
a.	Ensure that there is an adequate and sufficient supply of parking spaces to alleviate the pressures on future demand. Manage the supply, location and pricing of parking to support local economic growth and the prosperity of the city centre.	<ul style="list-style-type: none"> Introduce facilities and incentives that encourage multiple occupancy or multiple use car trips to / from the city (e.g. car share & car club spaces) Introduce premium short stay parking in order to support retail and business activity Manage on-street parking to 	<p>High</p> <p>High</p> <p>High</p>

		maximise the turnover of spaces in support of the retail offer	
b.	Improve ease of access to off-street parking areas through the provision of user information including better variable message signage and use of other technologies and systems.	<ul style="list-style-type: none"> Develop the city's integrated transport system infrastructure (e.g. the Urban Traffic Management Control; Variable Message Signing; CCTV) to provide information to customers, manage and direct access to major car parks and/or parking zones Develop a parking App for use with smart mobile phones to inform customers of the whereabouts of available parking spaces Introduce improved payment technologies for car parking (e.g. pay-on-exit, cashless pay by phone, flexible payment cards etc.) 	<p>Medium</p> <p>Low</p> <p>Low</p>
c.	Build partnerships with relevant stakeholders, including other car park operators, to implement the parking strategy across publicly and privately managed car parking	<ul style="list-style-type: none"> Develop a clear Communications Strategy for engaging with other operators, agencies and stakeholders Explore potential management and commercial models 	<p>Medium</p> <p>Low</p>
d.	Improve parking related signage and information to ensure it meets the needs of users and rationalise signs where possible to minimise the impact on the city's streetscape.	<ul style="list-style-type: none"> Review existing car parking related signage and improve and rationalise as part of a wider street furniture de-cluttering exercise. Develop a coach parking signing strategy that supports the vision to grow tourism, the bid to become the city of culture in 2021, and the use of White Street coach park or other designated coach parking / waiting areas. 	<p>High</p> <p>Medium</p>
e.	Effectively manage and enforcement illegally or inconsiderately parked vehicles in	<ul style="list-style-type: none"> Develop and regularly update a Parking Enforcement Strategy which will seek to address illegal 	<p>Low</p>

	line with Civil Parking Enforcement policies and objectives to minimise the impact on the highway network and to exercise the network management duty.	<p>parking to support wider strategy objectives such as road safety, regeneration, public realm and congestion.</p> <ul style="list-style-type: none"> Review existing TRO's to ensure that they are appropriate, easy to understand and simple to implement. 	Low
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Ref	Objective	Action	Priority
3. Quality			
a.	Monitor the demand for cycle parking and act on requests to ensure there is a sufficient supply to meet demand located close to destinations in order to encourage cycle use and minimise the inappropriate use of street furniture for informal cycle parking.	<ul style="list-style-type: none"> Provide dedicated short stay cycle stands but in the context of a wider city centre de-cluttering initiative and monitor existing usage. Explore opportunities / feasibility for publically available long stay cycle parking including Bike Hubs. Continue to apply the adopted cycle parking standards SPD to new development proposals and review as necessary. 	<p>Low</p> <p>Low</p> <p>Low</p>
b.	Provide a sufficient supply of secure motorcycle parking at convenient locations in order to discourage 'fly parking'.	<ul style="list-style-type: none"> Monitor existing levels of usage to determine demand. Provide parking with secure locking points readily accessible from the carriageway. Provide areas of covered secure parking in central off-street car parks close to entrances / exits to support commuter use. 	<p>Medium</p> <p>Low</p> <p>Low</p>
c.	Improve the efficiency and attractiveness of existing parking stock through a structured and prioritised framework for maintenance, investment and upgrading over the life of the parking strategy.	<ul style="list-style-type: none"> Undertake a condition survey of all Council car parks to ascertain areas for improvement, investment and refurbishment Secure funding to deliver a programme of improvements 	<p>High</p> <p>High</p>

		<ul style="list-style-type: none"> • Introduce equipment and technologies to support the aims and aspirations of a Smart City • Investment to achieve Park Mark Safe Parking standards • Improve information & directional systems • Review, upgrade and improve parking equipment and payment systems within car parks • Implement an effective maintenance and inspection regime 	<p>Low</p> <p>Medium</p> <p>Low</p> <p>Medium</p> <p>Low</p>
d.	The location, access arrangements and directional signing for off-street car parking will seek to reduce unnecessary traffic circulation within the city centre and create clearly defined direct routes to major car parks.	<ul style="list-style-type: none"> • Undertake and implement a signing review, building on the existing infrastructure • Effectively utilise integrated transport systems 	<p>Low</p> <p>Low</p>
e.	Aim to ensure all off-street parking in the city is capable of achieving the 'Park Mark Safer Parking' standards	<ul style="list-style-type: none"> • Review and introduce remedial action as required 	<p>Low</p>
f.	Ensure that all publicly operated car parks comply with the Disability Discrimination Act (DDA) and relevant Health and Safety requirements.	<ul style="list-style-type: none"> • Review and introduce remedial action as required 	<p>Medium</p>
g.	Develop a clear, comprehensive structured parking management and tariff structure for on and off street parking in the city centre and on the periphery of the city centre	<ul style="list-style-type: none"> • Undertake periodic pricing reviews - Review tariffs and amend as required to ensure a coherent pricing structure is in place • Benchmark on-street and off-street parking charges in order to ensure Coventry is in line with other comparable towns and cities • Ensure that on-street parking locations that support retail activity are enforced effectively so that the 	<p>Low</p> <p>Low</p> <p>Medium</p>

		short-stay, high turnover, high convenience premium parking is used to best effect.	
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Ref	Objective	Action	Priority
4. Pricing and Tariffs			
a.	Parking supply to be managed within a clearly defined hierarchy of uses with a parking tariff structure that allows flexibility and is regularly reviewed within a defined framework.	<ul style="list-style-type: none"> • Develop a framework for a coherent long / short stay pricing structure • Create a clear distinction between short-stay and long-stay parking activity which can be readily communicated to customers. • Develop a plan for the periodic review of the pricing structure • Introduce zone based management for supply and signing 	<p>Low</p> <p>Medium</p> <p>Low</p> <p>Low</p>
b.	Parking charges should be reasonable, balanced and competitive with comparable centres, while being supportive of the objectives of the wider regeneration, parking and transport strategies, plans and policies. The charging framework for off-street parking should generate sufficient income, which should be ring fenced, to enable continued re-investment in the upgrade and modernisation of parking stock	<ul style="list-style-type: none"> • Implement a comprehensive tariff structure 	Low

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