

# Maylands Sustainable Transport Strategy

**Draft Maylands Parking Strategy**

Report

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# 1 Introduction

## Overview and Method

- 1.1 This draft strategy forms part of the Maylands Sustainable Transport Strategy and has been produced in parallel with the Maylands Area Travel Plan and the development of a walking and cycling route from Hemel Hempstead town centre to Maylands Business Park. It is the remit of the parking strategy to support the sustainable growth and development of the Maylands Business Park, whilst supporting the objectives of the Hertfordshire Local Transport Plan (Hertfordshire County Council, 2011), and wider national, county, borough, and urban policy context (see **Section 2**).
- 1.2 It is important that the strategy is objective-led and evidence based. As such, a one-day survey was conducted on 21<sup>st</sup> July 2011 (i.e. before state school summer holidays) from 7:00am to 7:00pm. The survey recorded the number of vehicles parked, at two hour intervals on all on-street parking provision; at the Duxons Turn public car park; and at the off-street private car parks of 151 businesses. It should be noted that private car parks were only surveyed if permission was given by the businesses or landlord, or the car park was entirely visible from the public highway (see **Section 3**).
- 1.3 A series of recommendations have been developed to address the objectives of the strategy and issues preventing these objectives from being achieved. They have been structured across the short, medium, and long-term; and across three themes - reallocating and increasing capacity, demand management, and sustainable transport (see **Section 4**). An implementation plan for the delivery of the strategy has been developed including timescales, phasing, indicative costings, possible funding sources, lead partners, and supporting partners; along with a series of next steps (see **Section 5**).

## Structure

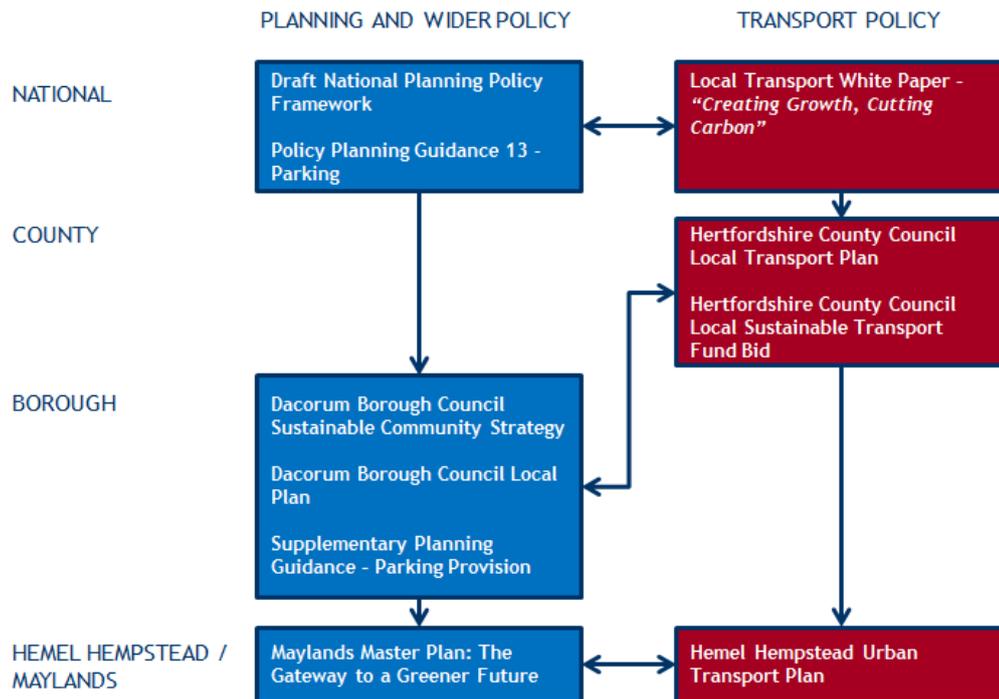
- 1.4 The strategy is presented as follows:
- **Section 2:** policy context for the study including the objectives of the strategy;
  - **Section 3:** survey results and key issues for parking;
  - **Section 4:** the parking strategy containing policy options and site specific schemes; and
  - **Section 5:** implementation plan and next steps.
- 1.5 This document is the draft parking strategy for consultation. The views of businesses residents, and other local partners are important for refining the strategy and ensuring its deliverability. The consultation period runs from 3<sup>rd</sup> October - 14<sup>th</sup> October 2011. Please email comments to: [benyam.kenbata@hertshighways.gov.uk](mailto:benyam.kenbata@hertshighways.gov.uk)

## 2 Policy Review and Objectives

### Introduction

- 2.1 The following section provides a review of relevant policy documents to Maylands Business Park (see Figure 2.1 below), specifically policy and guidelines relating to parking.

**FIGURE 2.1 PARKING POLICY CONTEXT FOR MAYLANDS BUSINESS PARK**



### Central Government

#### ***Draft National Planning Policy Framework (Department for Communities and Local Government, 2011)***

- 2.2 Whilst only in draft format, the Draft National Planning Policy Framework published in July 2011 promotes the removal of national maximum parking standards for non-residential development, echoing the removal of national maximum parking standards for residential development in the revised Policy Planning Guidance 12 - Parking (see below). Local authorities will be required to set their own standards which can be either minimum or maximum standards.

***Policy Planning Guidance 13 (PPG13) - Parking (Department for Communities and Local Government, revised 2011)***

- 2.3 PPG13 encourages the integration of planning and transport at all levels, from national to local, and is underpinned by three stated objectives:
- To promote more sustainable transport choices for both people and for moving freight;
  - To promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
  - To reduce the need to travel, especially by car.
- 2.4 PPG13 advises local authorities, inter alia, to:
- Ensure that development comprising jobs offers a realistic choice of access by public transport, walking and cycling, recognising that this may be less achievable in some rural areas;
  - Use parking policies, alongside other planning and transport measures, to promote sustainable transport choices and reduce reliance on the car for work and other journeys;
  - Ensure that developments away from town centres do not threaten future levels of investment in town centres, by exercising caution when setting different levels of both parking provision and charging for town centres and more peripheral locations; and
  - Ensure that the needs of disabled people - as pedestrians, public transport users and motorists - are taken into account in the implementation of planning policies and traffic management schemes, and in the design of individual developments.
- 2.5 PPG13 identifies Park & Ride schemes as suitable measures that can be used to promote more sustainable travel patterns. It states that such schemes should be looked upon favourably during the planning process, on the proviso that any such proposals are integrated into local planning and transport strategy.
- 2.6 PPG13 recognises that the availability of car parking has a major influence on the means of transport people choose for their journeys. The revision of PPG13 no longer promotes the use of pricing to incentivise mode shift to more sustainable modes of transport; and no longer states that reducing the amount of parking in new residential developments is essential, and as such has removed the requirement for *maximum* residential parking standards.

***Local Transport White Paper - "Creating Growth, Cutting Carbon" (Department for Transport, 2011)***

- 2.7 "Creating Growth, Cutting Carbon" is central government's white paper for local transport, designed to provide guidance on establishing transport infrastructure that both supports growth of local economies, whilst ensuring carbon reduction targets are met.
- 2.8 The paper encourages local authorities to incorporate the development of local parking strategy into their overall strategy for both promoting sustainable transport choices, and ensuring more efficient land use.

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- 2.9 The document highlights local Park & Ride schemes as an ideal way for local authorities to reduce the need for high levels of parking in town and city centres.
- 2.10 In the case of new residential developments, the recommendations are three-fold:
- Setting minimum/maximum levels of parking provision (depending on the needs of the area);
  - Providing electric vehicle charging infrastructure and parking spaces within the development; and
  - Set aside residential car parking spaces and make them exclusively for the use of car club vehicles.
- 2.11 Local authorities are also reminded of the opportunity (through the 2000 Transport Act) to use workplace parking levy schemes as a way of funding transport improvements. It does, however, stress that any such scheme will require approval from the Secretary of State for Transport, and would have to ensure a full consultation process is undertaken and that concerns of local businesses around the scheme are taken into consideration.

### Hertfordshire County Council

#### *Hertfordshire Local Transport Plan (Hertfordshire County Council, 2011)*

- 2.12 The Hertfordshire Local Transport Plan sets out the county council's vision and strategy for transport infrastructure in the next 20 years. It draws on the previous Local Transport Plan and also the wider policies of the county council, and is designed help provide residents and businesses in Hertfordshire with a transport system that provides the best service, whilst reducing its impact on the environment.
- 2.13 Parking policy, as outlined in the plan, follows the guidance issued in PPG13 in requiring Local Development Frameworks to be aligned to national policy and ensuring that when parking is required for new development is provided entirely on-site and within planning guidelines and parking policies of the district council.

#### *Local Sustainable Transport Fund Bid (Hertfordshire County Council, 2011)*

- 2.14 Hertfordshire County Council's Local Sustainable Transport Fund Key Component Bid, has been successful, and is centred on a project called "Big Herts, Big Ideas". The project aims to support economic development in the county, improve transport opportunities for all, and reduce carbon emissions. It aims to address the issues of both high car dependency (mode share of 80%) and forecast increases in traffic growth in the county (expected to have increased by 8% in 2021). The bid document highlights Hemel Hempstead in particular as having low public transport mode share (only 9% travel to work mode share) and not providing acceptable levels of public transport accessibility for the 40% of residents who don't have access to a car.
- 2.15 The parking based strategies identified in the bid document include providing electric charging parking facilities in the three key towns of Watford, St Albans and Hemel Hempstead (specifically mentioning Maylands as part of this scheme), and a car club solely for Maylands.

**Dacorum Borough Council*****Sustainable Community Strategy - Towards 2021 (Dacorum Borough Council, 2008)***

- 2.16 *Towards 2021*, the Sustainable Community Strategy for Dacorum Borough Council, recognises the borough's excellent strategic transport links and relatively self-contained trip patterns. The strategy supports the use of public transport, walking and cycling; car sharing schemes; improving sustainable transport connections between business and residential areas; and making transport affordable and accessible for children, young people and older people. It is mentioned that the subject of transport was identified as a key issue throughout the consultation process, of which parking schemes and public transport were a significant part.

***Dacorum Local Plan (Dacorum Borough Council, 2004)***

- 2.17 Car parking should be monitored and controlled to discourage any unnecessary car usage in the borough, and to encourage more efficient land use. When appropriate, developments should contribute to alternative, more sustainable modes of transport, and consider parking management. New developments should also be designed to give lowest priority to motor vehicles.
- 2.18 For general parking management, the council must seek to limit long stay commuter parking in order to provide an incentive for people to shift to more sustainable modes, either through by charging or by physical measures. They must also look to manage the high levels of short stay parking provision by introducing charging where appropriate. Examples of charging schemes could include pay and display parking bays, a Park & Ride scheme, or residents parking schemes.
- 2.19 Any new non-residential developments should be located in areas that are not solely accessible by car. The parking needs of employees at new developments should be addressed by developing a Green Travel Plan rather than creating greater provision. Public off-street car parking should only be improved in exceptional circumstances, namely when a pressing need for more short stay/visitor parking spaces arises. It is important to maintain and sustain areas for lorry and HGV parking.

***Supplementary Planning Guidance (Hertfordshire County Council, 2002)***

- 2.20 Supplementary planning guidance for parking provision has been provided by Hertfordshire County Council regarding all new developments. It outlines maximum car parking standards for each type of development, based on "accessibility zones", which identify the level of demand for parking provision that a particular area should provide. Though the majority of Dacorum Borough lies in the zone 4 category (provide between 75% and 100% of parking demand), Hemel Hempstead is categorised as Zones 1-3 (ranging from no parking to 75% of parking demand). All new non-residential development is expected to meet this criteria and the resulting ratios for parking spaces per square metre of floor space.
- 2.21 For residential developments, all parking should be accommodated on site, ideally achieving an average of 1.5 spaces per dwelling. This figure should be reduced in Zone 1 or 2 areas (i.e. areas where less than 50% of parking demand should be catered for due to higher levels of public transport accessibility).

- 2.22 The guidance also stresses that providing parking provision on any new development should never be at the expense of the local environment, and hence should be appropriately screened and landscaped. It should also be in close proximity to the building/development it is intended to serve, and must be clearly identifiable with it. This guidance remains the same for communal parking areas. In both cases the walking distance to these dedicated parking spaces should always be shorter than the distance to the nearest carriageway parking.

### Hemel Hempstead

#### *Hemel Hempstead Urban Transport Plan (Hertfordshire County Council, 2007)*

- 2.23 In April 2007 Hertfordshire County Council produced an Urban Transport Plan for Hemel Hempstead, to identify short, medium and long term strategies to shape travel patterns and provide a transport framework for related policy issues. The document identifies a number of issues and opportunities related to parking in the local area. The plan identified the following three key parking issues in Hemel Hempstead and the surrounding area:

- Combination of low parking charges and high levels of parking provision in the town centre is discouraging using cars to access the town centre - resulting in dwindling levels of support for a Park & Ride scheme;
- Significant levels of congestion in residential areas from double parking; and
- High levels of “inconsiderate parking” causing potential risks to public safety.

- 2.24 The plan outlines a number of potential opportunities to help address these three problems. These include the following:

- Controlled Parking Zones (CPZs) located in areas where parking problems often occur (and where they are supported by residents). Some are already in place (for example in the town centre on weekdays and also at the local hospital) and others are being proposed, but are facing opposition from local residents;
- Congestion management strategies, such as travel plan development and development control requirements;
- Parking enforcement, and using school travel plans to help improve road safety; and
- Consideration of a new lorry park on the Maylands site, to address the issue of heavy freight movement in the local area.

#### *Maylands Master Plan: The Gateway to a Greener Future (Dacorum Borough Council, 2007)*

- 2.25 The Maylands Master Plan has been established to ensure Maylands becomes a sustainable, well connected, green business park, to enable its potential to be the leading business location for the East of England to be realised. As part of the aim to ensure sustainability across the site, a movement strategy has been developed to address the major concerns that a number of Maylands-based businesses have around day-to-day traffic, access and congestion.

- 2.26 One of the key components of the movement strategy is an off-site Park & Ride facility, to try and remove a significant proportion of Maylands traffic off the network before entering the site. The Park & Ride scheme would also be integrated with the proposed Strategic Bus Link between Maylands and Hemel Hempstead town centre and railway station. A Park & Ride facility could potentially also provide parking for HGV traffic. The Plan does however note that the Park & Ride scheme would ultimately be targeted at intercepting passing traffic rather than providing remote parking to Maylands employees.
- 2.27 The ultimate aim is to use parking management strategies to create either one or two centralised parking locations for the entire business park. Furthermore, the Plan states that the processes and strategies for sustainable travel on the Maylands site should comfortably ensure that it achieves Hertfordshire County Council's Zone 3 standard of parking (i.e. provision for between 50% and 75% of maximum parking demand). It also states that this should remain the case as new developments on-site are established in the coming years.

### **Parking Strategy Objectives**

- 2.28 Based on a synthesis of the wider policy context, two tiers of objectives for the parking strategy have been developed, The objectives are:
- To support the current operation and growth of Maylands Business Park and the local economy by reducing journey times, improving journey time reliability, and by improving access to labour, consumer and other business markets:
    - provide sufficient parking in suitable locations for all modes; and
    - reduce local congestion.
  - To reduce the level of carbon emissions from travel to, from, and around Maylands Business Park:
    - reduce the demand for travel by car and goods vehicles; and
    - promote the use of ultra-high fuel efficient vehicles (e.g. electric vehicles).
  - To improve safety and security:
    - provide secure parking for all modes of transport; and
    - reduce the likelihood of road traffic accidents.
  - To improve accessibility to employment opportunities:
    - provide affordable parking in suitable locations that is accessible for all; and
    - reduce the impact of congestion on journey times.

## 3 Survey Results and Key Issues

### Introduction

3.1 The following section outlines the analysis and results of parking surveys undertaken on Maylands Business Park on the 21<sup>st</sup> July 2011. Overall, 32 locations and 151 businesses were surveyed. These were split into five different categories:

- On-street parking;
- Zonal on-street parking;
- Sites for single businesses;
- Sites with multiple businesses; and
- Public off-street parking.

3.2 Each of the locations was then surveyed six times throughout the day at two-hourly intervals between 7:00am and 7:00pm.

### On-Street Parking

3.3 In total, there were nine on-street parking locations surveyed across Maylands Business Park. These were at the following sites:

- Eastman Way (space for 7 cars);
- Mark Road North (space for 35 cars);
- Mark Road South (space for 12 cars);
- Hall Road (space for 13 cars);
- Duxons Turn (space for 30 cars);
- Wood Lane End Parade (space for 11 cars);
- Wood Lane End (space for 5 cars); and
- Spring Way (space for 7 cars).

3.4 At each recording point the final four digits of the registration plate of each parked vehicle were recorded, together with the vehicle classification (e.g. car, van, motorcycle, HGV).

3.5 All nine sites are well used throughout the day, with an average of 81% capacity across the day, with that figure rising to 91% between 9:00am and 3:00pm.

#### *Eastman Way*

3.6 Eastman Way on street parking is well used across the day, with six of the seven bays in use between 7:00am and 3:00pm, and an average of 80% capacity. This site is typically used more for long-stay parking, with six of the eight cars observed remaining there for at least six hours.

***Mark Road North***

- 3.7 The Mark Road North site is the largest on-street parking facility on Maylands Business Park, with 35 spaces. After 9:00am (when 40% of the available parking space was full) this site is heavily used with an average of 29 of the 35 spaces occupied. This was particularly true between 11:00am and 3:00pm when it was at full capacity. The length of stay of cars parking here was wide ranging, with around 55% of vehicles staying for over six hours, but over a quarter staying for no more than two hours. Three HGVs were observed to have parked on this site (presumably overnight) which were only seen during the 7:00am to 9:00am survey.

***Mark Road South***

- 3.8 Mark Road South remained either full or almost full throughout the whole survey, with there being on average only two space unoccupied out of the twelve available. In contrast to the two previous parking sites, Mark Road South is predominantly used for short-stay parking, with nearly 80% of the 32 vehicles observed staying less than two hours. A total of four HGVs were spotted across the afternoon, one between 1:00pm and 3:00pm, two between 3:00pm and 5:00pm, and another between 5:00pm and 7:00pm. All four were only seen once, indicating that they all made brief stays, with the likely exception of the vehicle parked after 5:00pm.

***Hall Road***

- 3.9 The Hall Road site is similar in size to the Mark Road South site has similar levels of usage, with an average of twelve of the 13 bays being in use. It is particularly busy earlier in the day between 7:00am and 11:00am when there are no spaces available. As with the Mark Road South site, those that park here only stay for a brief period, with over half staying for less than two hours. Two HGV vehicles were observed parking at the site between 1:00pm and 3:00pm.

***Duxons Turn***

- 3.10 Duxons Turn is one of the bigger on-street parking facilities on Maylands with space for 30 vehicles and is located close to the 50-space public car park (see Public Off-Street Parking section for more details). On average 22 vehicles were parked across the day though typically the site is much busier in the middle of the day (only seven cars observed between 7:00am and 9:00am, compared with 30 between 9:00am and 11:00am). Again the trend at Duxons Turn is towards short-stay parking, with around half of vehicles remaining less than two hours. However, a significant proportion (just under 40%) stay for over six hours across the day. Three HGVs were observed at the site, two of which were seen to have parked on double yellow lines.

***Wood Lane End Parade***

- 3.11 Wood Lane End Parade is of similar size to Hall Road, with space for eleven cars available. On average nine of these eleven spaces are occupied during the day, with the peak occurring during the afternoon (at full capacity between 1:00pm and 5:00pm). Across the whole day there was never more than three free spaces observed. This was again almost entirely a short stay car park, with only six of the 46 cars observed across the day staying longer than two hours.

### *Wood Lane End*

- 3.12 Wood Lane End is the smallest of the on street parking sites, with space for only five cars available. Apart from between 7:00am and 9:00am, when the site was empty, there was either one space or no spaces available at the site. Of the eight cars observed, three stayed longer than six hours.

### *Spring Way*

- 3.13 Spring Way is also one of the smaller on-street parking sites, with space for only seven vehicles. The site averages six occupied spaces out of the seven, with the site at full capacity between 7:00am and 3:00pm. The length of stay was mixed, with four of the eleven cars observed staying less than two hours, but the remainder staying more than six hours.

## **On-Street Zonal Parking**

### *Wood End Close Zonal Parking*

- 3.14 Wood End Close is a residential street located off Wood Lane End towards the southern end of the business park. Parking bays are allocated across six parking zones on the street. All bar one of the parking bays is used at some point during the day, though only one is in continual use across the whole day (by the same car). The majority of the remaining vehicles observed either appear early in the morning, later in the evening, or both, indicating that these spaces are used for residents overnight.

### *Hales Park Zonal Parking*

- 3.15 Similarly to Wood End Close, Hales Park is a residential street just off of Wood Lane End. On this particular street there are seven zones, four of which have restrictions, with a total of 14 parking bays. Again all bar one of the bays is used at some point, with four bays in use across the whole day. These bays are generally well used at the beginning and end of the day (around 75% usage), with usage at around 50% during the middle of the day. The cars observed on this road fell into two categories; those who stayed throughout the day, and those who appeared at some point in the afternoon and stayed for the remainder of the day.

## **Single Business Sites**

- 3.16 For single business sites counts of the number of vehicles using the designated parking bays for each company (split out by vehicle category). In addition to this, the number of vehicles that were parked “informally” at each business site (i.e. not in designated parking bays). Those that were parked informally were split into two categories, ‘considerate’ and ‘inconsiderate’ parking. Considerate parking indicates parking outside of a recognised bay but without causing any problems, whereas inconsiderate parking consists of illegal parking or parking that blocks access/exit points or other correctly parked cars.
- 3.17 There were a total of eight sites surveyed across Maylands that were solely for the use of one company. These car parks were very wide-ranging in terms of size, from some sites with around ten parking bays, compared with some companies with over 150 bays.

- 3.18 As with the on-street parking sites, car parks for single businesses remain well used between 9:00am and 5:00pm, with four out of every five parking bays occupied. Demand is much lower at the very beginning and end of the day, with only 19% occupied between 7:00am and 9:00am, and 29% between 5:00pm and 7:00pm. There is only one car park on the business park that maintains a high level of demand past 5:00pm, and that is one of the smaller car parks at Fenton Parking, with 16 spaces.
- 3.19 Table 3.1 below shows the number of sites when demand was less than 75% of capacity, between 75% and 90%, between 90% and 100%, and over 100% of capacity for each time period.

**TABLE 3.1 DEMAND LEVELS OF SINGLE BUSINESS SITES**

Time	Demand less than 75%	Demand between 75% and 90%	Demand between 90% and 100%	Demand above 100%
7:00am-9:00am	8	0	0	0
9:00am-11:00am	2	3	1	2
11:00am-1:00pm	2	1	4	1
1:00pm-3:00pm	2	3	2	1
3:00pm-5:00pm	2	3	2	1
5:00pm-7:00pm	7	1	0	0

- 3.20 As the table demonstrates, there are a number of sites where levels of demand for car parking are either close to or exceeding capacity, particularly in the lunchtime period. One site in particular (DBD Distributions on Boundary Way, 23 spaces available) has a particular problem across almost the entire day, with demand being on average 70% higher than capacity between 9:00am and 5:00pm. This included a number of vans and HGVs using the car park. It should be noted however that all excess parking was deemed to be considerate across the whole day.
- 3.21 Amongst the other sites, demand was reasonably consistent, with the exception of the HTSPE site, which remained less than half full across the entire day. At the Fenton Packing site there were a number of cars observed across the day not using the designated bays in spite of some being available (up to half at certain points).

**Multiple Business Sites**

- 3.22 A total of eleven car parks were surveyed on the Maylands site that serve multiple businesses. Surveys were conducted using the same approach as for single business sites, with the number of spaces for each business provided. The analysis provided below is done at an aggregate level (i.e. on a site-by-site basis rather than business-by-business). The sites surveyed varied significantly both in terms of the number of parking bays and the number of businesses they are designed to serve.

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3.23 Out of the three principal car park types on Maylands (i.e. excluding the on-street zonal parking), the multiple business sites are the least used (see Table 3.2 below). On average between 9:00am and 5:00pm the demand level is at 63%, compared with around 80% for both single business sites and on-street parking. However, the drop in demand at the beginning and end of the day is not as significant as in the other two cases, with 35% of bays occupied between 7:00am and 9:00am, and 42% occupied between 5:00pm and 7:00pm.

3.24 Overall 62% of all businesses that share parking with others have less than 75% demand across the day. 4% have between 75% and 90% demand, 14% have between 90% and 100% demand, and the remaining 20% of businesses have demand that exceeds capacity. The following table shows the level of demand across the eleven car parking sites for each time period.

**TABLE 3.2 DEMAND LEVELS FOR MULTIPLE BUSINESS SITES**

Time	Demand less than 75%	Demand between 75% and 90%	Demand between 90% and 100%	Demand above 100%
7am-9am	9	1	0	1
9am-11am	7	1	2	1
11am-1:00pm	7	0	1	3
1:00pm-3:00pm	7	2	0	2
3:00pm-5:00pm	7	0	2	2
5:00pm-7:00pm	7	3	0	1

3.25 As the table illustrates, although many of the sites have lower levels of demand right across the day, a number of sites do suffer from excessive levels of demand.

3.26 In particular, the site at Sovereign Park suffers from excessive demand across the entire day, averaging at over 50% above capacity throughout the entire twelve-hour period, with over two thirds of businesses on that site having more cars than spaces across the whole day. The site provides 36 parking bays to cover 16 business units (14 businesses in total). Despite this, a number of cars still park in the vicinity of these units. Consequently there is a significant number of cars deemed to have parked inconsiderately on this site (between seven and 18 at each surveyed time).

3.27 Three other sites that suffer excessive parking levels at some stage during the day are:

- Heron Business Park between 11:00am and 1:00pm;
- Avebury Court between 1:00pm and 5:00pm; and
- Marchmont Gate between 11:00am and 1:00pm.

- 3.28 Each of these sites suffer similar issues to Sovereign Park, in that they serve a significant number of businesses (14, 18 and ten respectively) and have a comparatively lower level of parking provision (77, 61 and 57 spaces respectively). In each case the vast majority of businesses have only a few allocated spaces and at busy times these spaces are very much in demand. All three sites remain busy across the day, with very little drop off in the observed demand beyond 5:00pm, with parking at 77%, 77% and 86% respectively after 5:00pm on each of the three sites.
- 3.29 In contrast, there are a number of much larger car parks (i.e. those with more than 100 spaces) that are significantly underused. In particular the site at Grovelands Business Park, which provides 153 parking bays for ten businesses, stays no more than a third full across the entire day. Similar patterns were observed at the McDonalds Business Park (23 businesses, 180 parking spaces - average demand 45% of capacity, with peak demand 58% between 3:00pm and 5:00pm), Cleveland Way (seven businesses, 240 parking spaces - average demand 46% with peak demand 55% between 1:00pm and 3:00pm), and Enterprise Way (eight businesses, 142 spaces - average demand 47%, with peak demand 61% between 11:00am and 1:00pm). Both Grovelands and Enterprise Way are located close to the Maxted Close on-street parking site which typically is used much more frequently.
- 3.30 Finally, there are three further car parks at the following locations that are slightly smaller than those listed above, but again are on average only half full across the day:
- Finway Road (9 businesses, 88 spaces, average demand 52%, with peak demand at 74% between 11:00am and 1:00pm);
  - Brickfield Business Park (23 businesses, 45 spaces, average demand 45%, with peak demand 64% between 1:00pm and 3:00pm); and
  - 5-10 Maxted Road (5 businesses, 74 spaces, average demand 51%, with peak demand 68% between 11:00am and 1:00pm). Note that this is not a single car park for multiple businesses, rather a number of continuous sites.

### **Public Off-Street Parking**

#### ***Duxons Turn Public Car Park***

- 3.31 This site currently has provision for 50 parking bays and is the only one of the surveyed sites to charge for parking. The current charge for parking is £1.00 between 8:00am and 6:00pm Mondays to Saturdays.
- 3.32 Currently the car park remains heavily under-used across the entire day. The highest level of use comes between 9:00am and 11am, where 15 of the 50 spaces (30%) were in use. This figure stays constant throughout the day before decreasing as expected to only 2 spaces being taken between 5:00pm and 7:00pm.
- 3.33 It should be noted that this car park is located close to both the Duxons Turn and Wood Lane End Parade on street parking sites, both of which are at least 80% full between 9:00am and 5:00pm.

### *Maxted Close*

- 3.34 A total of 21 pavement parking spaces are provided on Maxted Close, close to Spring Way and Centro Way, in the vicinity of Grovelands Business Centre. This area is served by two further separate car parks, one specifically for Grovelands, and another for businesses located on Enterprise Way.
- 3.35 All 21 spaces at Maxted Close are in use throughout the day, with no spaces available between 7:00am and 5:00pm - though after 5:00pm only two of the spaces were occupied. This is in contrast to the two car parking sites nearby, which are only 30% and 50% utilised respectively.
- 3.36 Of the 21 spaces that parked at Maxted Close across the day, all bar one of those was taken by someone that stayed for the entire day, indicating that the area is used primarily for employee parking for nearby sites.

### Summary

- 3.37 The following key findings have been derived from the parking survey:
- There is high use of all on-street parking (greater than 80% capacity) but under-use of Duxons Turn Public Car Park (maximum 30% occupancy);
  - At the Heart of Maylands (i.e. the parade of shops and cafes at junction of Wood Lane End and Maylands Avenue) approximately 15% of vehicles are parked in excess of the two hour limit;
  - Residential parking is not typically 'misused' by commuters;
  - Of the eight single business car parks, four (50%) are near or in excess of capacity and two (25%) are in excess of capacity;
  - Of the eleven multiple business car parks, four (36%) are near or in excess of capacity and three (27%) are in excess of capacity:
    - High use: Sovereign Park, Heron Business Park, Avebury Court, Marchmont Gate (58 businesses / 231 spaces / near or in excess of capacity);
    - Medium Use: Finway Road, Brickfields Business Park, 5 - 10 Maxted Road (37 businesses / 207 spaces / peak demand c.144 spaces or 70%);
    - Low Use: Grovelands Business Park, McDonalds Business Park, Cleveland Way, Enterprise Way (48 businesses / 715 spaces / peak demand c.374 spaces or 52%);
  - Small business are more likely to experience near/ excess capacity.

## Key Issues

3.38 From site visits, discussions with officers and local businesses, and the survey results, the following key issues have been derived:

### I Strategic Key Issues:

- High levels of car ownership, generally high levels of car parking, and high levels of car usage, particularly for short distance trips lead to an excess demand for parking spaces in many location and localised congestion;
- There are poor public transport, walking and cycling links to Maylands Business Park;
- There is a lack of designated HGV parking and facilities overnight, leading to high levels of on-street parking and some instances of anti-social behaviour;
- The economic and environmental impact of congestion and the excess demand for parking is leading to some businesses considering leaving Maylands Business Park and other businesses from outside the park choosing not to locate there.

### I Site Specific Issues:

- Excess demand for on-street parking, especially Mark Road (north) and Eastman Way;
- High demand and 'misuse' of on-street parking at the Heart of Maylands;
- Approximately half of single site businesses near capacity or in excess of parking capacity;
- Approximately a third of multiple business sites at or in excess of parking capacity, with small businesses typically experiencing excess demand more than large businesses.

### I Opportunities:

- Spare capacity at some sites - businesses and Duxons Turn Public Car Park;
- High levels of short journeys with common or close origins;

3.39 The following section (see Section 4) contains the strategy to address these issues and achieve the objectives of the strategy (see Section 2).

## 4 Parking Strategy

### Introduction

- 4.1 This section provides the parking strategy for Maylands Business Park. The parking strategy is aligned to Policy Planning Guidance 13 - Parking (Department for Communities and Local Government, revised 2011) and the provision of locally set maximum parking standards; and these maximum standards are contained within Supplementary Planning Guidance - Parking Provision (Hertfordshire County Council, 2002) to limit the ratio of car parking spaces to the number of dwellings or non-residential floor space based on the public transport accessibility of the site. It is also within the guidance to reduce the ratio of car parking spaces to non-residential floor space over time (see **Parking Demand Management Strategy**). These guidelines are central to the parking strategy.
- 4.2 However, it is appreciated that if fewer spaces are to be provided, that alternatives have to be available (see **Sustainable Transport Strategy**); that parking spaces are reallocated to meet demand more sufficiently; or in exceptional circumstances, increase the provision of on-street parking as a short-term measure and provide additional facilities for HGV parking (see **Reallocating and Increasing Capacity Strategy**).
- 4.3 With all proposed options, the safety, security and accessibility of all users must and will be considered.

### Reallocating and Increasing Capacity Strategy

- 4.4 Whilst the number of parking spaces relative to the number of dwellings and amount of non-residential floor space is to be held constant across the short and medium term, and reduced over the long term; there is no existing guidance to inform the reallocation of parking spaces between businesses; the charges levied at public off-street parking; nor the provision of HGV parking.

### *Short Term*

#### *Parking Rental and Trading Scheme*

- 4.5 From the short term onwards, Dacorum Borough Council and the Maylands Partnership will facilitate an online market place for business with excess parking to lease or sell to other businesses and developers. This rental aspect of this proposal builds on and facilitates existing arrangements made by some businesses.
- 4.6 The trading scheme is more complex. Permission will be granted to developers to exceed the ratio and number of parking spaces if the spaces are bought and removed from a different site on Maylands Business Park. How the spaces are to be 'removed' is to be confirmed, but is most likely to involve re-landscaping to improve the visual amenity of the site.

*Duxons Turn Public Car Park*

- 4.7 There are currently low levels of occupancy and users are split between short-stay and long-stay parking. This proposal reduces the charges levied to make better use of the asset; to provide an alternative to on-street parking, particularly along Mark Road; and to reduce the occurrence of inconsiderate and illegal on-street short-stay parking at the junction of Wood Lane End and Mark Road.
- 4.8 Traffic Regulation Orders (TRO) would be put in place around the corners of the junction of Wood Lane End and Mark Road to prevent on-street parking at the junction, but reduced charges at the car park would provide alternative low cost parking. A suggested flat rate of £0.20 for up to two hours is proposed. It is also proposed that the charge of £1.00 for in excess of two hours remains, and annual permits are made available to commuters and business for £100 per annum with a designated parking space. Free long-stay parking spaces would be provided for multiple occupancy vehicles (i.e. car sharing). Car sharers will need to register online and spot checks would be made to enforce the system with fines for misuse.

*Increased Levels of On-Street Parking at Specific Locations*

- 4.9 Under exceptional circumstances and if of nil detriment to highway traffic flows, additional parking spaces may be provided if agreed by both Dacorum District Council and Hertfordshire County Council. The business case will need to be made that the space is available, required (i.e. existing demand is in excess of capacity), and of nil detriment to traffic flows. Business would be required to fund the provision of spaces, and this short term measure would be reviewed at an agreed time to determine whether the spaces can be removed.

**Medium Term**

*New 'Lorry Park'*

- 4.10 Feasibility testing of different locations for a new HGV lorry park will be conducted to identify a new site or existing parking land for the provision of the site, in discussion with local business, developers, residents, and other key local partners. Dacorum Borough Council would seek a private developer to submit a planning application for the development of a site.

**Long Term**

*Park & Ride*

- 4.11 Currently, it is not deemed commercially viable to construct and operate a Park & Ride site. However, if circumstances change (principally a large scale increase in the demand for travel to Maylands Business Park and Hemel Hempstead from the east of the town and from along the M1, and supportive parking demand management policies in Hemel Hempstead town centre), the scheme may become more feasible (see Sustainable Transport Strategy). Similar to the lorry park, a site would need to be identified and assessed, and funding sought to develop and operate the site. It is anticipated that once opened, existing bus services would serve the site, rather than designated Park & Ride services.

### **Parking Demand Management Strategy**

- 4.12 This section outlines the strategy for managing the demand for parking through development and the planning process. This is chiefly to be achieved through adherence to the existing Supplementary Planning Guidance for parking provision.

#### ***Short Term***

##### ***Maintain Supplementary Planning Guidance - Parking Provision***

- 4.13 As mentioned, it is not the policy or guidance of Dacorum Borough Council to increase the level of car parking spaces in relation to the number of dwellings or level of non-residential floor space. Should the accessibility of Maylands Business Park or parts of Maylands Business Park increase to change the zoning of the park, then the more stringent standards must be followed. All developments are required to develop Travel Plans and follow the Area Travel Plan that has been developed in parallel to the parking strategy. The guidance also requires all development to contain the required level of parking (within the maximum standards) on the site of the development itself, and to mitigate the impact on the local environment through landscaping and shielding of parking.
- 4.14 The guidance also advises on the provision of minimum standards for powered two-wheeler (i.e. motorcycle and moped) and cycle parking. These are to be followed, and developers and business are encouraged to go beyond these standards and provide additional cycle parking and facilities (e.g. secure parking, lockers, showers, claimable cycling mileage).
- 4.15 During the planning application process, developers and decision-makers should be aware that business often experience parking issues, not through adherence to maximum parking standards, but through development designs not providing adequate parking. If planning applications are submitted that are considerably within the maximum parking standards, planning officers and local politicians should consider the feasibility of such developments. It is not proposed, however, to introduce minimum parking standards.

#### ***Medium Term***

##### ***Redevelop Heart of Maylands including Duxons Turn Public Car Park***

- 4.16 In the medium term, plans exist for the redevelopment of the Heart of Maylands including Duxons Turn Public Car Park. There is a combination of different land uses proposed, including residential development. The impact of reduced levels public parking and the demand for parking from new developments will have to follow the existing Supplementary Planning Guidance (see above).

**Long Term**

*Activate lower Maximum Parking Standards within Supplementary Planning Guidance - Parking Provision*

- 4.17 In the long term, it is proposed within the Supplementary Planning Guidance that the maximum parking standards are lowered to reduce the number of parking spaces that can be provided. It is recommended that Dacorum Borough Council and Hertfordshire County Council develop a set of criteria, that once met, would activate the lower maximum standards. These criteria would need to be measurable, transparent and acceptable; and developed in discussions with businesses, developer, local residents, and other key local partners. Criteria would need to relate primarily to levels of economic growth and accessibility.

**Sustainable Transport Strategy**

- 4.18 As part of the transport network, it is impossible for parking to not interface with other modes of transport and for the provision and promotion of sustainable transport and parking management policies to complement each other. As mentioned previously, the parking strategy is part of the Maylands Sustainable Transport Strategy, and as such, supports the improved provision of walking, cycling, car sharing, and bus infrastructure; as well as feasibility testing of Park & Ride; and the delivery of the Area Travel Plan to promote more sustainable travel choices. Based on evidence that 40% of people travel less than five kilometres to the business park, the potential to reduce the demand for car travel and car parking is high if the alternatives are provided and promoted.

**Short Term**

*Implementation of Area Travel Plan and Appointment of the Area Travel Plan Co-ordinator*

- 4.19 Parallel to the development of the parking strategy has been the development of an Area Travel Plan that identifies means by which more sustainable travel choices can be promoted, with the impact of reducing the demand for parking, reducing congestion, supporting local businesses, and reducing the negative impacts on the environment of car travel. The Area Travel Plan will be delivered by a newly appointed Area Travel Plan Co-ordinator for Maylands Business Park, employed by Dacorum Borough Council.

*Car Sharing Scheme*

- 4.20 Dacorum Borough Council and the Maylands Partnership will develop and promote a car sharing scheme for commuters, that connects commuters making similar journeys and offering incentives such as free parking at Duxons Turn Public Car Park, as well as the obvious benefits of lower fuel costs.

*Electric Vehicle Charging Points*

- 4.21 Hertfordshire County Council and Dacorum Borough Council have been successful in securing central government funding for the provision of charging points for electric vehicles. Developers will be encouraged to provide additional charging points, and additional funding will be sought by the borough and county council.

***Short & Medium Term***

*Improved Walking and Cycling Links*

- 4.22 Work is currently underway to develop improved walking and cycling link to, from and around Maylands Business Park. Again, funding has been secured from central government for some improvements, and further contributions from developers and central government will be sought.

*Improved Bus Connectivity*

- 4.23 At the time of strategy development, central government funding is being sought to part fund a Strategic Bus Link between Maylands Business Park, Hemel Hempstead town centre and Hemel Hempstead Rail Station; and to improve bus facilities (e.g. shelters and real time passenger information). This funding would match local funding from Hertfordshire County Council, Dacorum Borough Council, and contributions from developers.

***Medium and Long Term***

*Feasibility testing of Park & Ride (on or off-site locations) served by strategic bus link and improved bus provision*

- 4.24 As mentioned, it is not deemed commercially viable to construct and operate a Park & Ride site. However, if circumstances change (principally a large scale increase in the demand for travel to Maylands Business Park and Hemel Hempstead from the east of the town and from along the M1, and supportive parking demand management policies in Hemel Hempstead town centre), the scheme may become more feasible (see Sustainable Transport Strategy). Similar to the lorry park, a site would need to be identified and assessed, and funding sought to develop and operate the site. It is anticipated that once opened, existing bus services would serve the site, rather than designated Park & Ride services.

## 5 Implementation Plan

### Introduction

- 5.1 This section identifies the phasing and timescales for implementation of the parking strategy. The timescales and costs are indicative and subject to further feasibility testing of each option and securing funding and planning permission (where required). Possible funding sources, as well as lead partner and other key partners are also identified.
- 5.2 The short term is from 2012/13 to 2014/15, medium term to from 2015/16 to 2016/17, and the long term is from 2017/18 to 2021/22 covering a ten year timeframe for delivery of the strategy.



TABLE 5.1 MAYLANDS PARKING STRATEGY IMPLEMENTATION PLAN

Option		Timescale			Cost			Possible Funding Sources	Lead Partner	Other Key Partners	Comments
		S	M	L	Capital	Revenue	Revenue Generation				
Reallocating and Increasing Capacity Strategy	Parking Rental and Trading Scheme	✓	✓	✓	No cost	£10,000 one off set-up and £5,000 operating costs per annum	Possible subscription fee	Dacorum Borough Council, local businesses, developer contributions	Dacorum Borough Council	Maylands Partnership, local businesses, developers	Any landscaping costs to be covered by developers and local businesses
	Duxons Turn Public Car Park - TRO, reduce charges, permits, and free car sharing spaces	✓			No cost	£10,000 for TRO	Unknown impact on revenue, but likely to be neutral	Dacorum Borough Council	Car park operator, Maylands Partnership, local businesses, residents		Administering of permits and car sharing scheme to be included within remit of existing officer or Area Travel Plan Co-ordinator
	Increased Levels of On-Street Parking at Specific Locations	✓	✓	✓	Unknown	Minimal cost for maintenance		Local businesses	Dacorum Borough Council	Hertfordshire County Council, Maylands Partnership, local businesses, residents	

## Draft Maylands Parking Strategy

Option	Timescale			Cost			Possible Funding Sources	Lead Partner	Other Key Partners	Comments
	S	M	L	Capital	Revenue	Revenue Generation				
New 'Lorry Park'		✓	✓	c. £1,000,000 for a new site or c. £250,000 for an existing site	c. £500,000	For private operator	Developers, hauliers / local businesses (for usage)	Private developer	Dacorum Borough Council, Hertfordshire County Council, Maylands Partnership, local businesses, residents	Revenue costs covered by private operator
Park & Ride - feasibility testing		✓		No cost	£250,000 from feasibility testing to planning application		Dacorum Borough Council, Hertfordshire County Council, local businesses, developers	Hertfordshire County Council, Dacorum Borough Council	Maylands Partnership, local businesses, residents, bus operators, developers	

Option	Timescale			Cost			Possible Funding Sources	Lead Partner	Other Key Partners	Comments
	S	M	L	Capital	Revenue	Revenue Generation				
Park & Ride - development and operation			✓	c. £1,500,000 for a new site or c. £500,000 for an existing site	c. £500,000	From advertising, retail, parking charges (if levied), profit from subsidised bus services / profitable commercial services	Dacorum Borough Council, Hertfordshire County Council, Central Government, local businesses, developers	Hertfordshire County Council, Dacorum Borough Council	Maylands Partnership, local businesses, residents, bus operators, developers	
Maintain Supplementary Planning Guidance - Parking Provision	✓	✓		No cost	No cost					
Parking Demand Management Strategy Redevelop Heart of Maylands including Duxons Turn Public Car Park		✓		Unknown	No cost	For land owners (from developers) and developers (from businesses)	Developers	Hertfordshire County Council, Dacorum Borough Council, Maylands Partnership, local businesses, residents		

## Draft Maylands Parking Strategy

Option	Timescale			Cost			Possible Funding Sources	Lead Partner	Other Key Partners	Comments
	S	M	L	Capital	Revenue	Revenue Generation				
	Activate lower Maximum Parking Standards within Supplementary Planning Guidance - Parking Provision			✓	No cost	No cost		Dacorum Borough Council, Hertfordshire County Council	Maylands Partnership, developers, local businesses, residents, bus operators	
Sustainable Transport Strategy	Implementation of Area Travel Plan and Appointment of the Area Travel Plan Co-ordinator	✓	✓		No cost	£50,000 per annum for Area Travel Plan Co-ordinator and £50,000 for promotion materials and events	Dacorum Borough Council, Hertfordshire County Council, Central Government (Local Sustainable Transport Fund), local businesses, developers	Dacorum Borough Council	Hertfordshire County Council, Maylands Partnership, local businesses, residents, bus operators, rail operators	

Option	Timescale			Cost			Possible Funding Sources	Lead Partner	Other Key Partners	Comments
	S	M	L	Capital	Revenue	Revenue Generation				
Car Sharing Scheme	✓	✓	✓	No cost	No cost		Dacorum Borough Council, Hertfordshire County Council, Central Government (Local Sustainable Transport Fund), local businesses, developers	Dacorum Borough Council	Hertfordshire County Council, Maylands Partnership, local businesses, residents	Set-up costs to be covered by set-up of parking rental and trading website, and operation by Area Travel Plan Co-ordinator
Electric Vehicle Charging Points	✓	✓	✓	£10,000 per charging point	Minimal cost for maintenance	For energy usage	Dacorum Borough Council, Hertfordshire County Council, Central Government (Local Sustainable Transport Fund), local businesses, developers	Dacorum Borough Council	Hertfordshire County Council, Maylands Partnership, local businesses, residents	Cost of energy paid for by user

## Draft Maylands Parking Strategy

Option	Timescale			Cost			Possible Funding Sources	Lead Partner	Other Key Partners	Comments
	S	M	L	Capital	Revenue	Revenue Generation				
Improved Walking and Cycling Links	✓	✓	✓	£250,000 per annum	£50,000 per annum for design and feasibility work. Minimal cost for maintenance		Dacorum Borough Council, Hertfordshire County Council, Central Government (Local Sustainable Transport Fund), local businesses, developers	Hertfordshire County Council	Dacorum Borough Council, Maylands Partnership, local businesses, residents	
Improved Bus Connectivity	✓	✓	✓	£250,000	£250,000 per annum	From profit from subsidised bus services / profitable commercial services	Dacorum Borough Council, Hertfordshire County Council, Central Government (Local Sustainable Transport Fund), local businesses, developers	Hertfordshire County Council	Dacorum Borough Council, Maylands Partnership, local businesses, residents, bus operators	

