

Parking Management Strategy (PMS)

Key Element	Content
Preamble	This Parking Management Strategy (PMS) has been prepared as part of planning application (ref. no. 18/00896/FUL) at the request of the highway officer at Rochdale Borough Council (RBC). The application was granted planning consent in November 2018, with a number of Conditions. The consented development comprises the demolition of 5 existing accommodation buildings comprising of 100 residential units and the erection of 55 affordable units, comprising 22 houses and 33 apartments, local open space, landscaping and associated works. More specifically the purpose of the PMS is to assist in discharging Planning Condition no.19 which states that: <i>Within 6 months of occupation of the first apartment within the development, a Parking Management Strategy should be submitted to, and approved in writing by the LPA.</i> <i>The strategy should provide:</i> <i>(i) Details relating to the management of the communal parking areas within the site.</i> <i>(ii) A programme for monitoring parking supply and demand, including data collection.</i> <i>(iii) Trigger points for the release of additional car parking spaces.</i> <i>(iv) An Action Plan including key tasks, timescales and overall responsibility.</i>
Introduction	This document therefore provides details of the development including how car parking will be monitored and managed to ensure the site operates in a safe and efficient manner and does not give rise to any highways or road safety issues. It sets out the management techniques to be put in place by the site management company to ensure the development does not have a detrimental impact on the operation of the adjoining highway network. The Strategies set out in this document must be complied with at all times.

Site Location	Land To The West Of Abbeydale, Lower Falinge (Phase 3), Rochdale
Red Line Boundary	
Site Information and Car Parking	The apartment element of the development will provide the following: - 33no apartments (majority one bedroom) - 25no. car parking spaces (unallocated) The 25no. parking spaces for the apartments are identified in blue below;  As set out in the Transport Assessment (TA) submitted with the planning application, the apartment spaces are mainly located centrally within the development and accessed from the shared environment. These spaces will not be allocated to any specific apartment and instead will be operated on a first come first served basis.

	Whilst the proposed level of car parking is considered to be appropriate based on the site location, existing access to sustainable travel modes, the development mix and low car ownership, RBC Highways requested that flexibility is built into the overall site layout so that additional informal parking can be provided for the apartments (should it be required). This request seeks to ensure that car parking within the area does not exceed the supply resulting in conflicts within the shared environments or other local roads. It should be noted that the apartments will all be for <i>affordable rent</i>, which tend to result in a lower demand for parking when compared to privately owned properties. Notwithstanding the above, it is proposed to facilitate any over spill parking in the existing hard standing which can currently accommodate approximately 10no. cars. It is understood that this area is also available for visitors to the POS and neighbouring properties, on an ad hoc basis. This area and part of the new play area will be covered by a 24hr CCTV system.
Monitoring and Management Condition 19 Sub-categories: i) and ii)	In order to comply with Planning Condition no.19 a monitoring program will be implemented once the site is fully occupied, as agreed with the highways officer at RBC. It is anticipated that responsibility for the maintenance and management of the communal parking areas will be undertaken by Rochdale Boroughwide Housing (RBH). The relevant contact details are provided below: Name: Jason Redman Tel no: 0800 027 7769 E-mail: Jason.redman@rbh.org.uk Data collection on site will be undertaken by an independent survey company, at this stage, likely to be Traffic Sense: http://www.trafficsense.co.uk/ Traffic Sense are an experience survey company who have undertaken many parking surveys in the area and the rest of the UK on behalf of Eddisons.

	At this stage, it is proposed to undertake the surveys as follows: - Weekday 1 – between 1900hrs and 2100hrs 15-minute intervals - Weekday 2 – between 1900hrs and 2100hrs 15-minute intervals - Saturday or Sunday – between 1900hrs and 2100hrs 15-minute intervals This complies with the highways officers advice that <i>“The data collection should take place in the evenings when we would expect the parking to be in its highest demand”</i>.
Trigger Points Condition 19 Sub-category: iii)	Trigger points for the release of additional car parking spaces is mentioned in sub-category iii) in the Condition. It has been suggested by the highways officer at RBC that if the surveys identify that the communal parking is in 95% use, then residents will be advised to utilise the hard standing area. The highways officer has also advised that on-street parking, (other than in the specified on-street provision) is not acceptable and should be added to occupancy figures. This will be included in the parking survey scope. If on street or inconsiderate parking becomes prevalent, mitigation measures to prevent this such as TROs and physical barriers may need to be considered. On that basis, it can be confirmed that the parking survey data collected post-100% occupancy of the apartments will be used to gauge whether extra parking spaces will be required.
Action Plan Planning Condition Sub-category: iv)	As stated above, it is anticipated that responsibility for the maintenance and management of the communal parking areas will be undertaken by Rochdale Boroughwide Housing (RBH). Table 1 below provides an Action Plan and timescales to assist RBH (or other) to implement the obligations of the CMP;

	Action	Target Date	Indicator/Measured by	Responsibility
	Appointment of Parking Manager (PM)	PM appointed at least one month prior to first occupation of site	Appointment of PM by target date	RBH
	Production of Survey Specification (SS) for Agreement with RBC	At least 1 month prior to 1 st survey	Formal agreement of SS with RBC	RBH
	Undertake initial parking surveys	Within 1 month of the apartments being 100% occupied	Receipt of parking survey results	RBH
	Provide RBC with Survey Results	No more than 1 month after initial travel survey undertaken	Response from RBC	RBH
	Agree Parking Strategy – is additional parking required?	Review results	Agree parking requirements with RBC	RBH
The main objective of the CMP is to effectively manage the site in terms of the use of the parking to ensure the site operates efficiently and that the safety of residents/visitors to the site is not compromised.				