

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	4 March 2021		
TITLE:	Battle Street Car Park		
LEAD COUNCILLOR:	COUNCILLOR T PAGE	PORTFOLIO:	LEAD COUNCILLOR FOR STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT ALL
SERVICE:	PARKING SERVICES	WARDS:	ALL
LEAD OFFICER:	PAUL ALLCOCK	TEL:	01189 373767
JOB TITLE:	ASSISANT CAR PARKS MANAGER	E-MAIL:	Paul.allcock@reading.gov.uk

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report advises Members of the proposal to change the former Central Pool car park from a building associated Pay & Display car park to a public Pay & Display car park and rename it to the Battle Street car park.
- 1.2 Appendix 1 - Proposed Car Park tariff Charges 2021
- 1.3 Appendix 2 - Estimated gross annual revenue
- 1.4 Appendix 3 - GIS mapping showing overall car park area and photograph showing boundary fencing.

RECOMMENDED ACTION

- 2.1 That the Sub-Committee notes the report.
- 2.2 That the Head of Legal and Democratic Services be authorised to undertake statutory consultations in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996, as recommended in the proposals for:
- 2.3 Introduction of Off-Street car park tariffs for Battle Street car park
- 2.4 That subject to no objections being received during the periods of statutory consultation, the Head of Legal and Democratic Services be authorised to make the Traffic Regulation Orders.
- 2.5 That any objection(s) received, following the statutory advertisement, be reported to a future meeting of the Sub-Committee.
- 2.6 That no public inquiry be held into the proposals.

3. POLICY CONTEXT

- 3.1 The current parking strategy is a core element of the Local Transport Plan. The strategy aims to manage the level of long stay/commuter parking in the Town Centre. A key feature of the strategy is pricing of Town Centre parking to reflect

the availability of alternatives, especially long stay parking provided by park and ride.

4. THE PROPOSAL

4.1 Current Position:

4.2 The car park tariffs were last reviewed in January 2021 with changes made to the tariffs in Broad Street, Queens Road, Civic B, Cattle Market, Hills Meadow and King's Meadow car parks. The tariffs reflect the different types of off-street car parking that is available, for example with the local centre shopper's car parks charged differently to town centre car parking.

4.3 The introduction of the Oxford Road Red Route and Pay & Display On Street parking controls has proved a positive step to improving traffic flow and the associated air quality along the corridor. On-Street parking tariffs were last reviewed in January 2021 with changes made to all town locations outside the Redlands area which were unaffected.

4.4 Pay & Display parking along the Oxford Road corridor will encourage short term parking for the local shops West of Bedford Road, however Pay & Display parking East of Bedford Road and closer to the town centre will attract longer 2-hour parking. The provision of 80 off street spaces in Battle Street will significantly reduce the demand for longer term On Street parking. Please see Appendix 1 for full listing of car park charges proposed. Should these be agreed, and the associated Traffic Regulation Order be implemented, it is planned to introduce these from 1 May 2021 provided there are no objections to the order.

4.5 The car park boundaries are demarcated to the east by fixed boarding and to the west by adjacent property walls and Armco barriers. These boundary fences/walls will separate and secure the car park from the old Central Pool development site and the neighbouring properties.

5. CONTRIBUTION TO STRATEGIC AIMS

5.1 This proposal supports the aims and objectives of the Local Transport Plan and contributes to the Council's strategic aims, as set out below:

- Providing infrastructure to support the local economy.
- Remaining financially sustainable to deliver these service priorities.

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 Statutory Notices and Advertisements will be made in advance of any changes.

7. LEGAL IMPLICATIONS

7.1 A new Traffic Regulation Orders will require advertisement and consultation, under the Road Traffic Regulation Act 1984 and in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.

8. FINANCIAL IMPLICATIONS

8.1 Funding for the advertisement requirement of the statutory consultation process will be identified from existing Car Parks budgets and will be a relatively low cost.

- 8.2 Funding for implementation of any new tariff software will be identified from existing Car Parks budgets and will be a relatively low cost.
- 8.3 It is anticipated that the additional 80 off street spaces will not create a reduction in use of the on street pay & display or the associated income.
- 9.4 Estimated gross annual revenue from these proposals, please see Appendix 2.

9 BACKGROUND PAPERS

- 9.1 None

10. APPENDICES

- 10.1 Appendix 1 - Proposed Car Park Tariff Charges 2021
- 10.2 Appendix 2 - Estimated gross annual revenue

APPENDIX 1

Monday - Sunday

24-hour Charging

Car Park	Time Band	Current Mon - Sun	Proposed Mon - Sun	Change	
Battle Street	Up to 1 hour		£1.50	+£1.50	
	Up to 2 hours		£2.00	+£2.00	
	Up to 24 hours		£4.00	+£4.00	
	5 Day Week		£19.00	+£19.00	
	7 Day Week		25.00	+25.00	

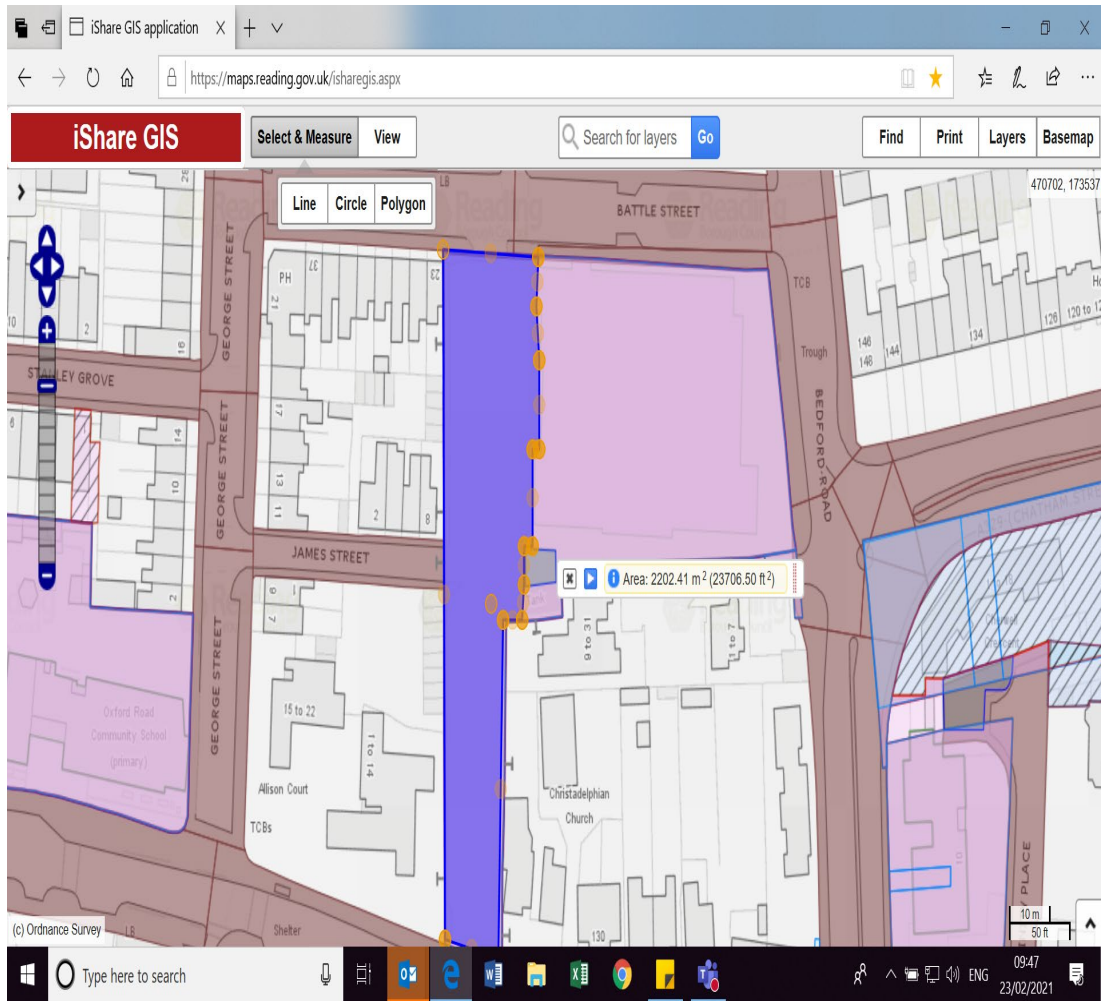
The proposed tariff for Battle Street will cater to the main customer segment using this car park - shoppers.

APPENDIX 2

		Daily				
		£				
		100% Occupancy	60% Occupancy	40% Occupancy	20% Occupancy	10% Occupancy
1 Hour	1.5	120	72	48	24	12
2 Hour	2	160	96	64	32	16
24 Hour	4	320	192	128	64	32
5 Day Week	19	1520	912	608	304	152
7 Day Week	25	2000	1200	800	400	200

		Annual				
		£				
		100% Occupancy	60% Occupancy	40% Occupancy	20% Occupancy	10% Occupancy
1 Hour	1.5	31320	18792	12528	6264	3132
2 Hour	2	41760	25056	16704	8352	4176
24 Hour	4	83520	50112	33408	16704	8352
5 Day Week	19	72960	43776	29184	14592	7296
7 Day Week	25	96000	57600	38400	19200	9600

APPENDIX 3



Battle Street Car Park highlighted in Blue

