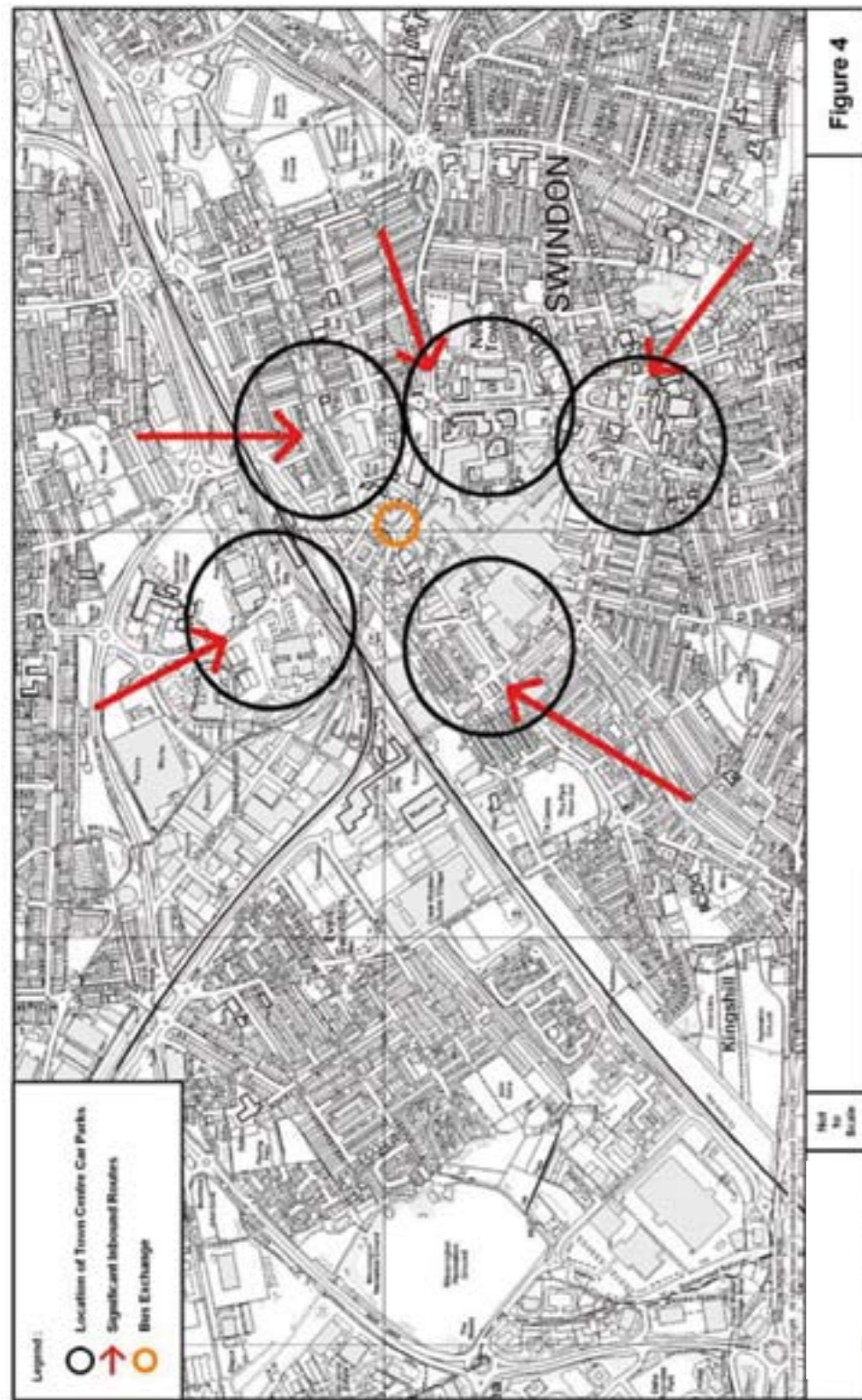




Strategy for Parking



Useful contacts

- Write to:
Transport Planning Team, Swindon Borough Council,
Premier House, Station Road, Swindon SN1 1TZ
- Telephone: 01793 466449
- Email: transportplanning@swindon.gov.uk
- Online Questionnaire: www.swindon.gov.uk/transportvision



If you require Council Information in another format, please contact Customer Services on 01793 463725



This draft strategy for parking identifies measures which could be undertaken to help accommodate growth in the town centre. We need your views on the proposals so the council can determine how funding should be allocated, and how to indicate to developers in the town centre what they need to provide.

By having a clear strategy, the Council can set out a clear position to make bids for external funding from the Government.

Introduction

The Council is committed to facilitating growth in the Borough over the next twenty years in a way where the Borough can support and sustain the growth. This needs to be done through limiting the negative impacts of pollution and congestion both in the built and natural environment and the economy. To achieve this we need to work to:

- Help people have access to popular services, education and employment.
- Manage the way we use our cars in order to tackle congestion
- Offer realistic opportunities for sustainable travel

To support the objectives above, the amount, location and cost of parking is therefore an important issue. This Strategy for Parking has been developed to not only to direct Town Centre planning but also to look at the Borough as a whole. There are four areas of importance:

- public parking (on and off street)
- parking standards for new developments
- private non-residential parking i.e. for employees at a business and for shoppers at large retail outlets: and
- residents parking zones.

This Strategy for Parking supports both the Strategy for the Town Centre and the Transport Vision.

Background

There are currently 6,100 parking spaces in the town centre, plus nearly 1,000 spaces at the park and ride sites. Swindon Borough Council's commitment to the regeneration of the town centre includes identification and provision of parking facilities that are safe, easily accessible and fit for purpose.

While this Strategy for Parking considers the longer term to 2026, the development of the town centre will require decisions to be made immediately concerning how the car parks will be managed in the transition period. A well-managed plan will be put into place.

Strategy options

The following strategy options outline the measures and initiatives that are likely to be necessary to achieve the stated aims.

- 1 Five key car parks in Swindon town centre supported by a frequent, reliable park and ride network running well in to the evening to meet the needs of customers.
- 2 Working with developers, in the region of 9,000 parking spaces will be required by 2026 in order to accommodate the levels of growth identified. This provision will include at least 1,000 spaces located at park and ride sites on the key radial routes serving the town centre, and a new 1,000 space car park to the north of the railway line.
- 3 A reduction in the amount of circulating traffic and through-traffic in the town centre as a result of the implementation of improved signing to car parks and along ring-road routes in the town. These initiatives will be complemented by changes to the road network in the town centre, and improvements to the public realm outlined in the regeneration framework.
- 4 Intelligent traffic management. We can reduce congestion by managing cars, informing when car parks are full, and directing drivers to the next nearest facility, and helping drivers travel efficiently in and out of the town centre.

- 5 In order to encourage greater use of public transport, delays will be minimised through the use of intelligent transport systems (ITS), which will give priority to buses at traffic signals. This will also ensure traffic signals run efficiently for all traffic. Priority for buses will also be provided within new developments, for example bus only routes, etc. These initiatives will be complemented by the provision of a new and innovative Bus Exchange in the town centre.
- 6 The Council will need to retain control over the number of parking spaces provided in new developments (through the planning application process) and of the level of car parking charges (through a mechanism to be determined).
- 7 With developers, the Council will be working to encourage more sustainable forms of travel by encouraging car sharing, car clubs, shared parking and other sustainable travel initiatives. In addition, all new developments will be required to produce a travel plan or sustainable travel statement.

What do you think?

Do you think it is a good idea to limit the amount of traffic travelling through the town centre?

Should the Council be investing in new roads and larger junctions to tackle congestion 'hot spots', or investing in public transport?

Should the Council be looking to improve and increase the number of Park and Rides in Swindon?

Do you think the Council should require developers to provide more parking in the town centre, than is already available?

What do you think?