

Vale of White Horse District Council

Faringdon Town Centre Parking Study

Project Brief

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Introduction

Faringdon is the Vale's smallest market town. The population of the Faringdon and Coxwells ward is 7,800 (this figure includes for Faringdon town, and the surrounding villages of Coleshill, Little Coxwell, Great Coxwell, Eaton Hastings, Buscot, Littleworth, Buckland). This is expected to increase by 15 percent by 2016 and by 40 percent by 2026. Faringdon town lays to the west of the district close to the A420, some 10 miles from Swindon. Although it acts as a local service centre and has a reasonable number of shops and services, many people look to Oxford and Swindon for work and their higher order goods and services. Faringdon has one infant, one junior and a secondary school, a health centre, a leisure centre, a library and three hotels.

Like many market towns, local traders and businesses need to work hard to retain and enhance the vitality and viability of the town centre. Many factors impact on this but car parking is seen as a significant issue which will influence customer perception of the attractiveness of the town centre.

The historic nature of the town centre also means that there are a large number of properties which have no parking facilities and therefore they rely on the use of both on-street and off-street public parking areas.

The Faringdon Town Council wishes to understand the current parking situation in Faringdon, primarily the relationship of supply against the various demands, and how this might change in the forthcoming years as a result of the further developments in Faringdon.

Consultees

This parking study is commissioned by the Vale of White Horse District Council (the Vale Council) on behalf of the Faringdon Town Council. To meet the defined objectives, the Vale Council wishes to ensure that key groups are consulted at key stages to ensure that there is a wide acceptance of the study process.

The list of consultees is:

1. Vale Planning Portfolio Holder
2. Vale Economic Development Officer
3. Local District Council Members
4. Oxfordshire County Council
5. Faringdon Town Council

6. Faringdon Chamber of Commerce
7. Faringdon Traffic Advisory Committee
8. Faringdon Association of Residents
9. Thames Valley Police – Traffic Division

Prior to the study being commissioned the Vale Council will have consulted with the key stakeholders on the scope and methodology of the project. When the study is completed, the consultants will be required to assist the Vale Council in making presentations of the study report to stakeholders (see fee proposal).

Objectives

The objectives of this parking study are to survey, evaluate and advise on:

- a) the existing supply and demand levels of car parking spaces in Faringdon town centre both on and off-street (including design, layout, parking fees and charges (including season tickets) and illegal parking with particular reference to increasing capacity)
- b) the impact of the planned housing and employment growth in Faringdon, up to 2026, on the existing parking provision
- c) the impact of the new supermarket development (including additional car parking) on the existing parking provision
- d) how changes to various on-street parking/waiting restrictions might facilitate improvements to the overall parking provision
- e) parking strategy in relation to government parking policies particularly for similar sized towns
- f) the current council policies that exists to provide residents parking, particularly on new builds
- g) how changes in transport mode such as electric vehicles, coach parking and bicycles may be accommodated
- h) consider parking arrangements for coaches and commercial vehicles, including drop off and pick up points for National Express
- i) delivery arrangements for large vehicles that may cause traffic disruption

Background Data

The Vale Council monitors the usage of its Southampton Street and Gloucester Street off-street public car parks. Monthly data is produced for both car parks and the Vale Council will provide the consultant with the information it has recorded. This will also include the trend in car park usage over the last six years in order for the consultants to make the appropriate seasonal adjustment to the actual survey data so that the study outputs reflect the periods where maximum demand occurs.

In addition there was a car park report in 2004 by a working party reporting to the Planning and Highways Committee of the Faringdon town Council that is available as a starting point.

There is also information available from Stuart Michael Associates who carried out a traffic survey in 2010 of the A420/A417 (Park Road) turning.

Existing Parking Provision

This section sets out the existing parking areas, on-street and off-street which are included in this survey. The areas are assumed to be those which provide the town centre with its parking places and shown on a map attached as appendix X.

Southampton Street Car Park

This car park is located close to the town centre with a single access point from Southampton Street. The car park is operated by the Vale Council and provides 61 public pay and display spaces including spaces for the disabled.

The car park is operated as a short-stay shopper car park and supports the adjacent Budgen's supermarket. The current pricing structure is:

Period	Tariff
Up to 2 hours	free
Up to 3 hours	£1.10

There are no permits available for this car park, in line with its intended function as a short-stay shopper's car park.

Gloucester Street Car Park

This car park is located just to the west of the town centre, with a single access point from Gloucester Street. The car park is operated by the Vale Council and provides 50 public pay and display spaces including spaces for the disabled.

The car park is intended for predominantly long-stay parking, but the pricing structure does not discourage short-stay parking. The current pricing structure is:

Period	Tariff
Up to 2 hours	free
Up to 3 hours	£1.00
Up to 4 hours	£2.40
Up to 6 hours	£2.60
Over 6 hours	£2.80

A range of both commercial and residential parking permits are available for use in this car park.

Market Place

The Market Place is located in the centre of Faringdon. The area forms part of the public highway and provides 23 spaces. Parking is free for 30 minutes, with no

return within 1 hour. On market days, Tuesdays, the number of spaces is significantly reduced.

Church Street

Church Street is to the north of the Market Place and provides on-street parking at three locations, on the northern side of the road from the Market Place to Radcot Road, a small section on the southern side adjacent to the Market Place, and a small section on the southern side near Coach Lane. Parking is free and unrestricted at all three of these locations.

Swan Lane

Swan Lane runs off of Church Street. There is a small length of on-street parking on the eastern side of the road. Parking is free and unrestricted.

Gloucester Street

Gloucester Street, to the west of the town centre, contains many residential properties with no off-street parking facilities. The street is therefore known to come under pressure from residents parking. Recently the county council has removed the single yellow line along the south side. The parking is largely free and unrestricted

Marlborough Street

Marlborough Street, to the west of the town centre, provides a long section of on-street parking on the southern side of the road near the town centre, for short stay customers; parking is restricted to 1 hour with no return within one hour. There is also a small section of on-street parking on the southern side of the road between Bromsgrove and Park Road where parking is free and unrestricted.

Ferndale Street

Ferndale Street runs to the south of the town centre and provides two long sections of on-street parking on the southern side of the road. Parking is free and unrestricted

Coxwell Street/Coxwell Road (up to the entrance of Danetree Veterinary Practice)

Coxwell Street runs southwest of the town centre and provides a long section of on-street parking on the western side of the road. Parking is free and unrestricted. Narrow in places and along with restricted parking causes tailbacks.

Stanford Road

Stanford Road is on the eastern side of Faringdon and provides access to a large residential area. On-street parking is available along the entire length of the road but the survey will cover the section on the southern side of the road between Ferndale Street and Berners way. Parking is free and unrestricted.

London Street

London Street runs to the east of the town centre, and provides a long section of on-street parking on the southern side of the road between No34 and Stanford Road;

there are also two smaller areas on each side of the road just east of Stanford Road. Parking is free and unrestricted in all of the areas. Parking outside of the Folly pub restricts view of people turning out of Standford Road.

Bromsgrove

Bromsgrove runs to the south of the town centre and provides two short sections of on-street parking. Parking is free and unrestricted.

Langford House Private Car Park

Langford House is accessed via the Vale Council's Gloucester Street car park. It is a private area with approximately 50 spaces for the use of the various businesses. The area is not policed and unauthorised parking is common place

Lechlade Road and Gravel Walk

Double yellow lines for most part but illegal/unauthorised parking on wide/banked verges

Fernham Road

Parking outside the school spreading down to Carters Crescent which inconveniences resident and visitor parking

Canada Lane

Parking outside the infants school – blackspots leading to poor visibility for people crossing the road.

Wellington Square

Problems with residents being blocked in and the Faringdon Association of Residents receives complaints

Fee Proposal

In preparing a fee proposal for this parking survey, consultants must include for all of the following:

- 1) Attending two meetings with the Faringdon Town Council at its offices in Faringdon, including all reimbursements
- 2) Designing and carrying out a public paper questionnaire with an equivalent survey on line
- 3) Parking survey work from 8am to 12 noon on Tuesday (to cover Farmers' market). Further car park surveys all day on Thursday and Saturday. These surveys to be carried out at regular intervals throughout the day
- 4) Evaluation of the survey data
- 5) The preparation of a draft report (two bound copies) for consideration and comment by the Faringdon Town Council.
- 6) The preparation of a final report (six bound copies plus CD)

- 7) A presentation of the final report to key stakeholders. This is likely to be an evening meeting in Faringdon and should include all disbursements
- 8) In addition, the consultant should provide an hourly rate for any additional work which the Vale Council may request in association with this project. These rate must include all disbursements:

Survey work	£...../hour
Data evaluation and analysis	£...../hour
Additional report work	£...../hour

Background papers:

Report by the Faringdon Car Parking Working Party June 2004, reporting to the Planning & Highways Committee of the Faringdon Town Council