

LDF PMB and MAG Combined Group

Core Strategy Workshop 8

Report on Yeovil Car Parking Survey Analysis Report by Spatial Policy Manager

Purpose of Report: To make Members aware of the implications of growth in Yeovil for car parking requirement in the town centre and to endorse timely work to identify appropriate

Recommendation: That Members endorse 1) work on tariff review to be undertaken by the Engineering and Property Service Manager as part of the annual tariff review and 2) a site search for further car parking sites in Yeovil for the medium term to be commenced upon completion of work on the Core Strategy Examination

Background: As part of the Urban Village Masterplan (an Eco Town Project) a car parking survey was undertaken in May by partners Somerset County Council of Yeovil town centre to determine whether it would be appropriate in terms of the town centre's viability and vitality to lose the Stars Lane and several other smaller car parks from use.

Report: The executive summary of the Yeovil Car Parking Survey Analysis is attached. This shows that whilst car parking use has declined from 2007 for a variety of reasons the large growth projected for Yeovil over the coming years means that there will be a significant shortfall of parking space in the medium term. Whilst the survey report advocated a wider strategy there was agreement with the Engineering and Property Services Manager that in relation to Yeovil what was needed was

an identification exercise over the next year to establish prospective future additional parking provision for the town centre to be headed up by the Spatial Planning Manager with Engineering and Property Services involvement.

consideration of the management issues in the context of this year's tariff and management review by the Engineering and Property Services Manager.

It is considered that the issue of sufficient car parking spaces for Yeovil town centre is a vitally important one but one which is not imminent. Non the less given the scale of the potential shortfall (over 1000 spaces) and the length of time needed to identify and bring new parking sites to fruition it would be appropriate to commence work on identifying sites before the year end in 2012.

Yeovil Car Parking Analysis

May 2011

DRAFT v1.13

Somerset County Council

For

South Somerset District Council

Revision	Purpose	Summary of changes	Originator	Date
v1.9	First Draft	Full Report	DC	May 2011
V1.10	Draft	Full Report	DC	May 2011
V.11	Draft	After comments from RS, LB, NC & SW	DC	May 2011
V1.12	Draft	Following SSDC capacity audit by IC.	DC	May 2011

Transport Data Team - Strategic Planning

Somerset County Council, C7, County Hall, Taunton, TA1 4DY

WWW.SOMERSET.GOV.UK



Content

EXECUTIVE SUMMARY.....	1
REPORT LAYOUT.....	1
STUDY OBJECTIVES.....	1
CAR PARK AUDITS.....	2
COUNTS.....	2
COMPARISON OF 2007 TO 2011 CAR PARK USAGE.....	2
INTERVIEWS.....	3
FUTURE DEMAND.....	3
OUTCOMES & RECOMMENDATIONS.....	4
1 INTRODUCTION & OBJECTIVES.....	6
1.1 BACKGROUND.....	6
1.2 OBJECTIVES.....	6
1.3 SURVEYS UNDERTAKEN.....	6
2 METHODOLOGY.....	10
2.1 GENERAL.....	10
2.2 CAR PARK AUDITS.....	10
2.3 COUNTS.....	10
2.4 INTERVIEWS.....	10
2.5 ROUTE MAPPING AND ORIGIN & DESTINATION DATA.....	11
2.6 GROWTH FACTOR.....	11
2.7 FUTURE DEMAND PROJECTIONS.....	13
3 CAR PARK AUDIT.....	14
3.1 RESULTS.....	14
3.2 OBSERVATIONS.....	15
4 COUNTS.....	16
4.1 2007 RESULTS.....	16
4.2 2011 RESULTS.....	16
4.3 OBSERVATIONS.....	18
5 INTERVIEWS.....	21
5.1 RESULTS.....	21
5.2 OBSERVATIONS.....	22
6 ROUTE MAPPING AND ORIGIN & DESTINATION.....	25
6.1 RESULTS.....	25
6.2 OBSERVATIONS.....	29
7 FUTURE DEMAND PROJECTIONS.....	31
7.1 GROWTH FACTORS.....	31
7.2 PROJECTED DEMAND.....	31
7.3 OBSERVATIONS.....	33
8 CONCLUSIONS & RECOMMENDATIONS.....	34
8.1 GENERAL.....	34
8.2 OBJECTIVE 1.....	34
8.3 OBJECTIVE 1 CONCLUSION.....	34
8.4 OBJECTIVE 1 RECOMMENDATION.....	34
8.5 OBJECTIVE 2.....	34
8.6 OBJECTIVE 2 CONCLUSION.....	35
8.7 OBJECTIVE 2 RECOMMENDATION.....	35
8.8 OBJECTIVE 3.....	36

8.9 OBJECTIVE 3 CONCLUSION.....	36
8.10 OBJECTIVE 3 RECOMMENDATION.....	36

Tables

Table 1.1 Car Park Sites 2007 & 2011.....	7
Table 2.1 Assumed Town Centre Development in SATURN.....	12
Table 2.2 Measures & Reductions in trips with 'Smarter Choices'.....	13
Table 3.1 Car Park Audit 2011.....	14
Table 4.1 Vehicular Occupancy per Car Park 2007.....	16
Table 4.2 Vehicular Occupancy per Car Park 2011.....	17
Table 4.3 Occupancy Change 2007 to 2011.....	19
Table 4.4 Car Park Capacity Summary 2007 & 2011.....	20
Table 5.1 Summary of Interview Analysis.....	22
Table 6.1 Most Common Origins.....	29
Table 7.1 Growth Factors Relative to 2007/2011 Base.....	31
Table 7.2 Growth factors Discounting New Developments.....	31
Table 7.3 Projected Demand for 2016, 2021 & 2026.....	32
Table 7.4 Urban Village Car Parks Future Demand.....	33

Figures

Figure 1.1 Urban Village Outline.....	8
Figure 1.2 Car Park Locations.....	9
Figure 4.1 Maximum Car Park Accumulations.....	17
Figure 4.2 Maximum Occupancy/Capacity 2005, 2007 & 2011.....	18
Figure 6.1 Destinations in town from Urban Village Car Parks 2011.....	26
Figure 6.2 Origins & Destinations - Urban Village Car Parks.....	27
Figure 6.3 Two Mile Radius Origins & Destinations - Urban Village.....	28
Figure 7.1 Forecast Parking Demand Profile for all Car Parks 2011-2026....	33

Appendices

Appendix 1: 2007 Car Park Count Data
Appendix 2: 2011 Car Park Count Data
Appendix 3: Interview Form
Appendix 4: Sample Rates
Appendix 5: 2007 Destinations in town per car park
Appendix 6: 2011 Destinations in town per car park
Appendix 7: 2007 Origins & Destinations per car park
Appendix 8 2011 Origins & Destinations per car park
Appendix 9: Interview Summary Tables
Appendix 10: Interview Charts

Executive Summary

Report Layout

The full report sets out: the objectives as specified by SSDC; a description of the surveys and methodology; analysis of the questionnaire information, mapping of postcode data, analysis of count data compared to capacity; and the use of SATURN to provide growth rates for car parking demand in future years. The conclusion addresses the objectives set out at the start of this piece of work; based on the analysis of the data sets, highlights areas of concern and opportunities to improve Yeovil's parking service as part of any subsequent review of the town's parking strategy. This executive summary outlines the key points.

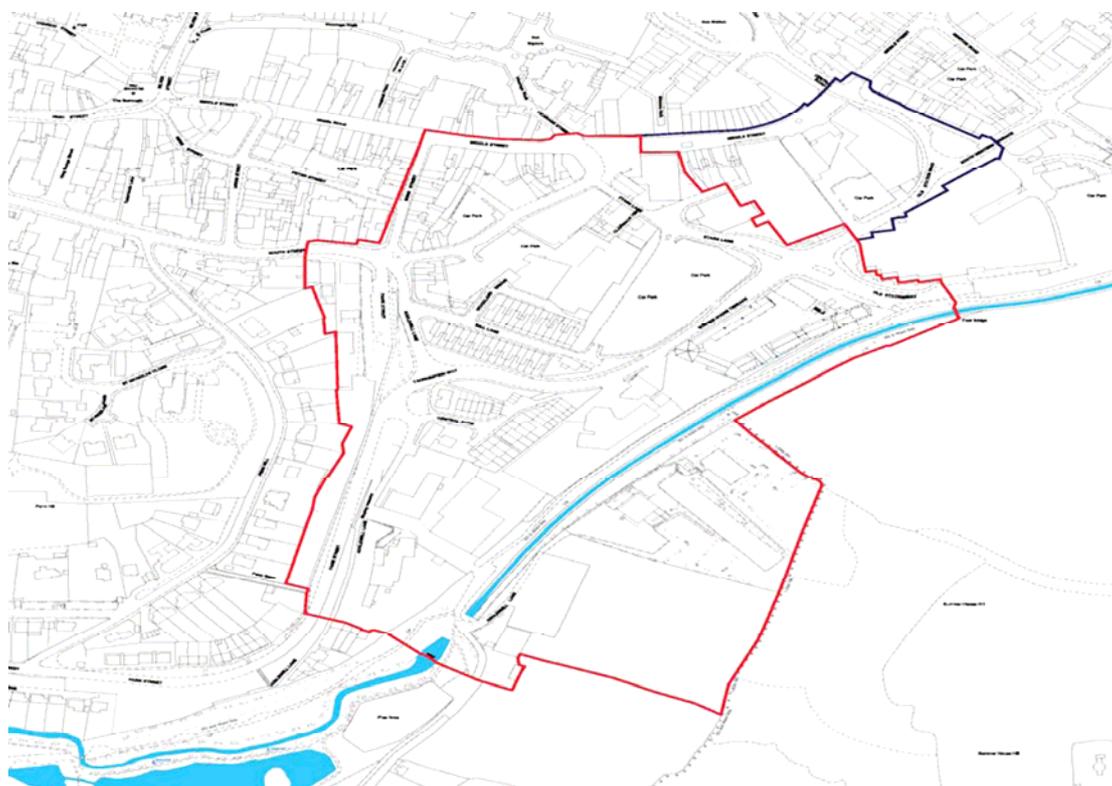
Study Objectives

The objectives of the study are:

To establish the current, medium-term (2016) and long-term (2021 & 2026) requirement for long, medium and short stay car parking for car parks within the Urban Village;

The potential to accommodate cars, currently parking in the Urban Village car parks, in other car parks within the town as identified by available capacity and propensity for use given trip origins. Analysis should be undertaken on the relative potential for short, medium and long-term provision, taking account of projected increases in usage, route mapping and modal shift potential; and

To provide all data to SSDC at the completion of the project in order that they can use the data to develop a 2012 car parking strategy.



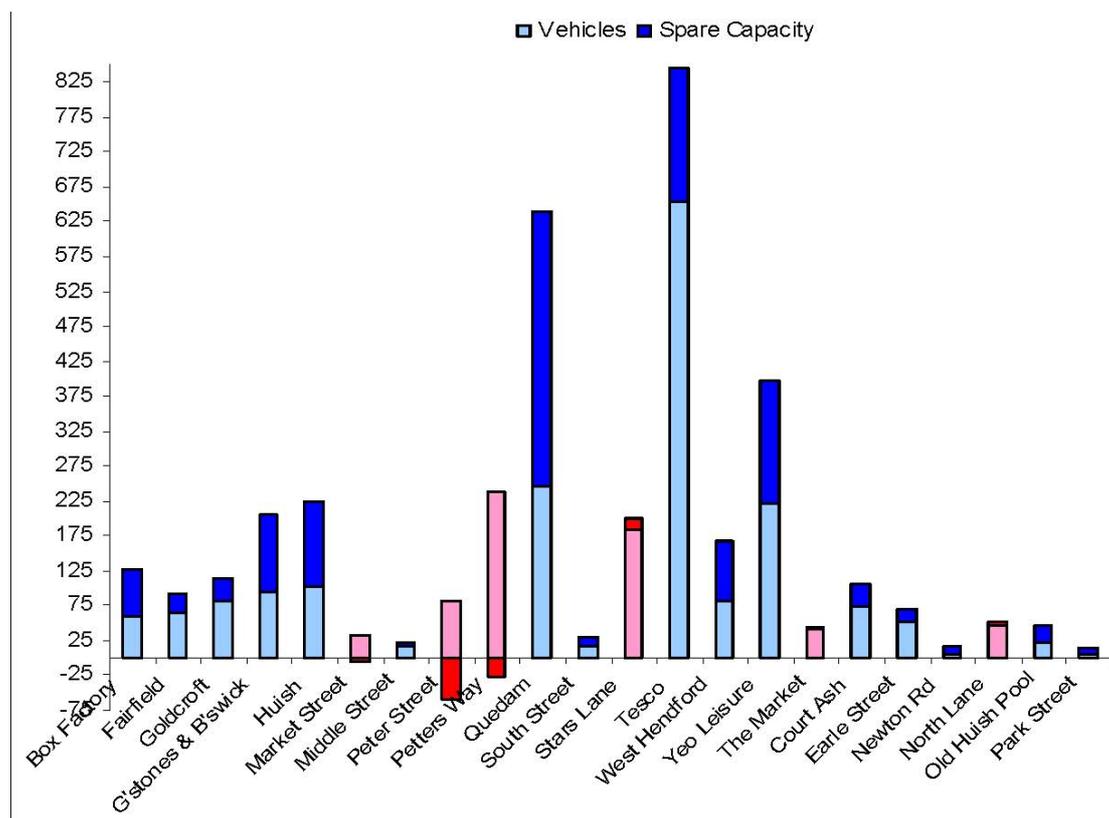
Yeovil Urban Village

Car Park Audits

A car park audit was undertaken at each car park at the start of the survey in 2011, noting the available spaces, charges, and any other issues.

Counts

Interviews and entry and exit counts were carried out at various car parks in November 2007 and March 2011 between 7am and 7pm; at Stars Lane the 2011 survey was extended until 11pm.



Maximum Car Park Accumulations

The chart above illustrates the maximum accumulations recorded (against capacities) for the sites surveyed in 2011. Highlighted red are the car parks which were recorded to be operating at a capacity of 85% or over in 2011. These are: Market Street; Peter Street; Petters Way; Stars Lane; The Market and North Lane.

Comparison of 2007 to 2011 Car Park Usage

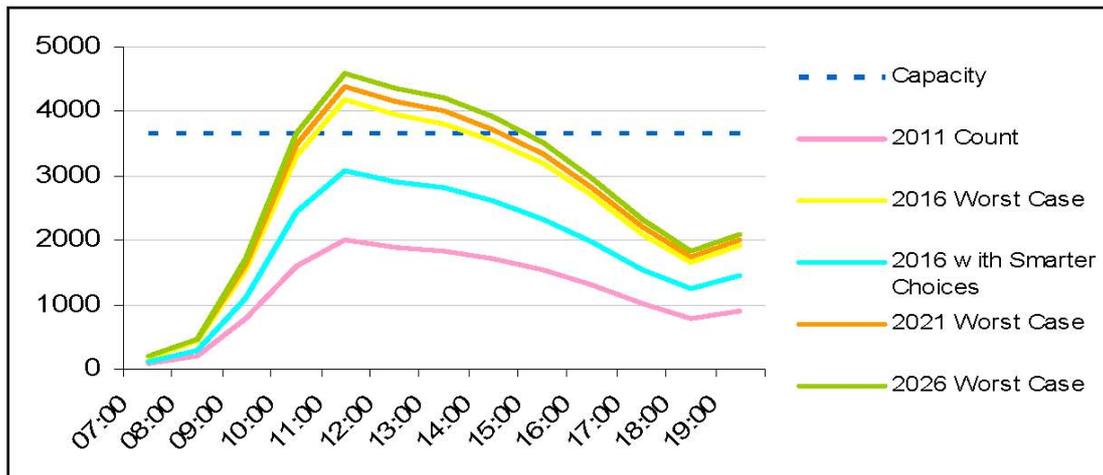
Not all of the car parks surveyed in both 2007 and 2011 have shown an increase in usage; those that have are Stars Lane, Peter Street and Goldenstones. The absence of increased demand is consistent with data from Automatic Traffic Counters (ATCs) in Yeovil, suggesting that there is little or no growth in traffic in the town. In 2007 a number of additional car parks were identified to suffer from capacity issues: Fairfield, Goldcroft, South Street, West Hendford and Yeo Leisure.

Interviews

Several patterns emerge from the interview data. Long stay car parks are, as would be expected, used largely by commuters, other than Stars Lane. Stars Lane is used mainly by shoppers with a typical stay of one to three hours, despite being defined as medium to long stay. It is noted that short stays are relatively inexpensive under the current tariff. The vast majority of these are driving alone. Conversely, short and medium stay users (usually coming into town for shopping or personal business) are much more likely to travel with at least one passenger; they are more likely to be linking their trips together, coming from or going to somewhere other than their own home. These patterns are important because they will affect the likelihood of drivers being willing to travel by a different mode.

Future Demand

The figure below shows the total predicted demand across a typical day, for each future year scenario, growth rates are calculated in SATURN, which is a traffic modelling tool. Based on this analysis (and assuming all car parks remain in place) there would be a significant shortfall in short stay parking capacity: just under 1,200 spaces by 2026. It is noted that in no scenario does demand for long stay car parking exceed supply. Even in 2026, over 200 spaces remain available; it may therefore be appropriate to consider reallocation of spaces.



Forecast parking demand profile for all car parks, 2011-2026

Demand for short stay could be mitigated through modal shift, with the use of Smarter Choices measures, personal and workplace travel planning, home working and the encouragement of the use of alternative modes to single occupancy car trips such as car share, walking and cycling. Improvements could be made to walking and cycling amenities and car share facilities, as well as implementing awareness campaigns promoting the benefits of alternative modes of travel. Since the measures are likely to be easier to implement with commutes (long stay) through workplaces, it is sensible that this work is twinned with a review of car park charges and or reallocation of spaces.

The interview data showed that a number of people parking in the Urban Village car parks travelled from within a 2 mile radius of Yeovil town centre, this indicates that there could be potential for modal shift to walking and cycling.

It was also seen from this data that a number of people were also travelling from Sherborne, Dorset, and are likely to be using the A30. Improvements to public transport or car share provision along this corridor could encourage a modal shift.

Outcomes & Recommendations

The following is a summary of the main outcomes of the full report:

- No evidence was found of current capacity issues within the Urban Village, with the exception of Stars Lane. Across the wider town centre, several car parks suffer from capacity issues. If the car parks are taken as a whole (short and long stay), there is currently significant spare capacity;
- Significant development is anticipated within the town centre over the next ten years. If parking were to remain as it is and no mitigation measures are put in place, modelling suggests there will be a significant shortfall in short-stay parking;
- The total demand for car parking peaks in the mid day;
- A common journey pattern was identified from Sherborne to Yeovil; the likely route is the A30, which indicates potential for modal shift to an increase in car share and public transport use; and
- A large number of trips are also seen to originate within a two mile radius of the centre of Yeovil; again this indicates potential for modal shift where drivers could be encouraged to walk or cycle.

The following is a summary of the recommendations of the full report:

- Smarter Choices measures could reduce demand although they are more likely to be more effective when targeted at long stay users. The data collected could be used in developing a strategy which may include refining time restrictions and tariffs to encourage efficient usage. Should an 'eco' urban extension come forward this would limit the increase in pressure on town centre parking. Peak spreading, where drivers make their journeys at a different time particularly those using short stay car parks is likely to mean that the shortfall would not be as great in practice as modelled in theory;
- Travel plans are likely to have the greatest impact on long stay parking demand; car sharing is significant in short stay car parks. There may be opportunity to build on this through the provision of car sharing bays which might help to reduce pressure on short stay car parks: this could be the designation of more convenient bays. Information on why people were sharing was not collected; in many cases the sharing may represent a couple or a parent and child and may not necessarily have been two vehicle trips on the network if not sharing; and
- Any future parking strategy should take into account the balance of any policy against the maintaining the competitiveness of Yeovil's economic vitality and avoiding unnecessary distortions in demand. The strategy should also take consider:
 - Private car parking and on street car parking;
 - Clarity on the aim of the strategy;
 - Policy context, national, regional and local including SCC's parking strategy;
 - Work place charging;
 - Travel planning for employers and personalised;
 - Parking standards for developments;
 - Specialist parking and accessibility;

- Enforcement and management;
- Financial considerations and value for money of any changes;
- Smarter Choices measures and other measures that could encourage modal shift such as improved public transport provision along key corridors, improved streetscape in the town centre to encourage cycling and walking, improved cycling and walking facilities, within the town and within and to/from developments etc;
- Review of charges and time bands for car parks;and
- Reallocation of some of the existing long stay parking to short stay parking.