

Report of	Meeting	Date
Director of Business, Development & Growth (Introduced by the Executive Member for Resources)	Executive Members Decision	February 2018

RESPONSES RECEIVED TO THE PROPOSED CHANGES TO CLEVELAND STREET CAR PARK

PURPOSE OF REPORT

- To consider the responses to the consultation to designate Cleveland Street car park as an off-street short stay car park 7 days a week with new short stay tariffs which shall thereafter become enforceable.

RECOMMENDATION(S)

- To consider the comments and objections raised during the consultation process and to approve the making of the Chorley Borough Council (Off-Street Parking Places) (Cleveland Street) Order 2018 and thereafter the implementation of the Order.

EXECUTIVE SUMMARY OF REPORT

- An EMD to consult on changes to the Cleveland St Car Park, Royal Oak site & United Reformed Church site was approved on 7th November 2017.
- Following conclusion of the consultation period ending 12th December 2017, the council received 1 objection and 1 letter of support to the proposal to designate Cleveland Street car park as a short stay car park. The specific points raised in each are addressed within this report.

Confidential report Please bold as appropriate	Yes	No
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Key Decision? Please bold as appropriate	Yes	No
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Reason Please bold as appropriate	1, a change in service provision that impacts upon the service revenue budget by £100,000 or more	2, a contract worth £100,000 or more
	3, a new or unprogrammed capital scheme of £100,000 or more	4, Significant impact in environmental, social or physical terms in two or more wards

REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

- In consideration of the responses to the consultation the order should be made as originally proposed for the following reasons:-

- The Public Realm Report and Masterplan recommend that the Cleveland Street car park site is redeveloped to become a shopper's short stay car park to partially offset the parking spaces lost from the Flat Iron car park as the Market Walk shopping centre is expanded
- To increase capacity of car parking spaces within the Town Centre and provide a suitable alternative to the Flat Iron car park.
- To bring Cleveland Street car park in line with the Council's other car parks and to ensure it is consistent with the approved car park strategy.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

6. To maintain current car parking arrangements, with Cleveland Street car park remaining as a free short stay unenforceable car park for all users in order to take account of the points raised in the objection received. This is rejected because it has proved ineffective due to abuse by town centre workers who are parking all day not providing any churn of vehicles reducing overall availability and it is inconsistent with the approved car park strategy.

CORPORATE PRIORITIES

7. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	x
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	x

BACKGROUND

8. An EMD to consult on changes to the Cleveland St Car Park, Royal Oak site & United Reformed Church site was approved on 7th November 2017.
9. Two responses have been received as a result of the consultation. One objecting to the proposed making of the order and one in support of the making of the order.
10. The objection has been received from a local estate agents. Objections listed below:

Ground One – Current Parking Provisions

The provision for parking in Chorley Town Centre for both businesses and shoppers alike is already minimal and insufficient. It is a daily battle to locate suitable parking within a 5-minute walk to our office. The change of use of the Cleveland Street car park to a short-term car park would mean that the closest free parking provision would be located at Water Street, over a 10-minute walk away. This street is congested from 8.00am Monday-Friday.

Council Response:

The council is currently seeking to address the parking capacity issue for businesses and shoppers and has already changed the council staff car parks into public car parks and extended the Hollinshead Street car park into the United Reformed Church site adjacent to it. The Council plans to further extend the URC site, once we have relocated them, and similarly to create a new Civic Square which would incorporate the Cleveland St car park itself. In the short term the Council propose to demolish Oak House, which is adjacent to the Cleveland Street car park, in the next couple of months to double its size to 47 space however during these works some of Cleveland Street car park will become temporarily unavailable. The Council are evaluating other options for increased parking capacity on sites

around the town centre and have a commitment to create more spaces in the short/medium term for both business users and shoppers alike.

The council is under no obligation to provide free parking provision for people working in the town centre so distance to the nearest free parking location to any business is irrelevant

Ground Two – Costs

The fees for parking in the current short or long-term car parks would cost our members of staff approximately £3.00 per day, which would amount to approximately £936.00 per year based on a 6-day working week. We have 3 full time members of staff that are in branch between 8.30am-5.30pm, this is a significant cost to both the company and staff members.

Council Response:

The council is under no obligation to provide free parking provision for people working in the town centre, however Long stay car parking permits are available to the public for £300 for 12 months or £160 for 6 months. For someone working 6 days a week this works out at less than £1 per day (less if the company buys them and reclaims the VAT).

Ground Three – Loss of Business

Our members of staff regularly drive around the town centres' one-way system for extended, unnecessary periods of time. This subsequently means that our members of staff are losing out on business whilst they locate a long or short-term parking space. The provision of a short stay car park on Cleveland Street would mean there are further free spaces available located within a close proximity to our office. As an estate agent, our team are in and out of the office regularly as we travel to and from appointments, this is only going to increase the time spent locating spaces and reduce the amount of time spent in the branch, in turn losing business and money.

Council Response:

The council is under no obligation to provide free parking provision for people working in the town centre. It is a matter for each individual business when choosing a location to assess their needs with regards to parking and the cost thereof and to incorporate this into their business model and manage it accordingly.

11. The letter of support was received from a local business on Market Street with a request to bring forward the implementation date.

Comment of support received:

After recently receiving your Notification of Intent to make an Off-street Short Stay Car Park on Cleveland Street Car Park. I wish to express my Support for your Intention, but wish that it could be implemented Sooner, ideally 1st December or at least have warden supervising the area minimum 8am-2pm Tues/Thurs/Fri/Sat until it comes into force.

This area in particular has been open to abuse by town employees who are parking from 8am for the day, which in turn is stopping shoppers from using the parking spaces.

This is having an effect on our Businesses. Employees have no concern about falling footfall as they are getting their guaranteed wages. But as an Independent Business we get a direct knock on effect.

Council Response:

The Council is required to comply with the regulations under The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 therefore it is not possible to bring forward the date of enforcement as requested.

IMPLICATIONS OF REPORT

12. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	x	Customer Services	
Human Resources		Equality and Diversity	
Legal	x	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

COMMENTS OF THE STATUTORY FINANCE OFFICER

13. The costs to make the changes to the car parks are estimated at £13k however the income generated by the car parks is forecast to meet these costs within the first year. Any delay to the implementation of charging will affect the revenue streams that fund the implementation.

COMMENTS OF THE MONITORING OFFICER

14. In the event that the Chorley Borough Council (Off-Street Parking Places) (Cleveland Street) Order 2018 is made the Order cannot be enforced until notice of the making of the order has been published in accordance with procedure set out in The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.

MARK LESTER
DIRECTOR OF BUSINESS, DEVELOPMENT & GROWTH

Background Papers			
Document	Date	File	Place of Inspection
Changes to Cleveland Street Car Park, Royal Oak site & United Reformed Church site	06/11/2017	***	https://democracy.chorley.gov.uk/ieDecisionDetails.aspx?ID=6996
Market Walk Report to Full Council	20/09/2016	***	https://democracy.chorley.gov.uk/documents/g4914/Printed%20minutes%2020th-Sep-2016%2018.30%20Council.pdf?T=1
Car Park Strategy	20/09/2016		Market Walk, Markets & Town Centre

Report Author	Ext	Date	Doc ID
Nicola Banks	260393		

Following careful consideration and assessment of the contents of this report, I approve the recommendation(s) contained in Paragraph 2 of the report in accordance with my delegated power to make executive decisions.



Dated 16/02/2018

Councillor Alistair Bradley
Executive Member for Economic Development
and Public Service Reform