



Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)
3	<b>Off Street Tariff Structure</b> <i>Aim: To set charges to meet the Council's corporate objectives and budget commitments</i>	<ul style="list-style-type: none"> <li>Monitor car park occupancy at regular intervals in order to maximise utilisation whilst maintaining a reasonable level of availability</li> <li>Use charges to deter long stay in short stay car parks;</li> <li>Ensure that the cost differential between on- and off-street charges is maintained in order to encourage the use of the off-street facilities and leave the on-street spaces for those prepared to pay a premium for the location</li> <li>Ensure the views of the Town Councils, local Chambers of Commerce and Trade and the Federation of Small Businesses are taken into account when considering the Annual Review of Parking Charges</li> <li>Negotiate appropriate agreements with private car park operators</li> </ul>	<p>Undertake regular surveys of car park usage</p> <p>Monitor the usage of the short stay car parks and, if necessary, adjust the tariff structure to deter long stay parking.</p> <p>Work with the County Council to maintain an appropriate charge differential between the on and off street tariff structure</p>	#	Annually
4	<b>Privately Operated Car Parks</b> <i>Aim: To ensure that privately operated car parks have comparable pricing structures</i>		<p>Consult widely on the annual review of parking charges.</p> <p>Maintain a dialogue with the private operators</p>	#	Annually
					Ongoing

Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)
5	<b>Differential Tariff Structure</b> <i>Aim: To ensure that the parking tariffs levied reasonably reflect the shopper and visitor experiences in the various centres, whilst ensuring that the parking account is not adversely affected by any changes:</i>	<ul style="list-style-type: none"> <li>Undertake a review of the current tariff structure, with a view to achieving a greater visitor dwell time</li> <li>Consult widely on any changes proposed</li> <li>Ensure that the changes do not have an adverse effect on the parking account</li> </ul>	<p>Initiate a rolling review of the tariff structure having due regard to length of stay data</p> <p>Maintain a consultation programme</p> <p>Continually monitor income and expenditure</p>		Short Term
6	<b>On Street Tariff Structure</b> <i>Aim: County and City Officers and Members work closely together to achieve the synchronisation of the deliberations and recommendations for on-street and off-street parking charges</i>	<ul style="list-style-type: none"> <li>To maintain differential charging between on-street and off-street parking</li> </ul>	<p>Work with the County Council Officers to maintain and suitable differential between on and off street parking tariffs</p>	#	Ongoing
7	<b>Medium Term Corporate Property Strategy 2011-2014</b> <i>Aim: To provide, maintain, review, manage and develop car parks to support the Medium Term Corporate Property Strategy and the vision and priorities of the Council.</i>	<ul style="list-style-type: none"> <li>Monitor the parking service to ensure that the Parking Strategy and the Medium Term Corporate Property Strategy are properly coordinated.</li> </ul>	<p>Work to ensure the proper co-ordination of the strategies</p>		Ongoing

Ref:	Aim	Objective	Action	Link	Timescale
8	<p><b>Key Issues for the Parking Service</b></p> <p><b>Aim:</b> <i>To provide a high quality parking service which is efficient, responsive to the user's needs, providing assets of the highest design and appearance and as secure and safe as possible, whilst identifying the impact on budgets:</i></p>	<ul style="list-style-type: none"> <li>Where possible respond to enquiries within 7 working days</li> <li>Provide a freephone number for customer enquiries, linked to the Council's Customer Services Centre</li> <li>Consult with representative groups on proposed changes to parking schemes</li> <li>Ensure that all car parks are adequately surfaced</li> <li>Provide a high standard of lighting in car parks, whilst avoiding unnecessary light pollution</li> <li>Ensure that routes to car parks are clearly signed</li> <li>Consider the provision of variable message signing which provides car park space information to drivers and reduces unnecessary journeys on high volume traffic routes</li> <li>Provide regular car park patrols to enhance security and provide a service to customers</li> <li>Ensure that all car parks are regularly cleaned; that landscaped areas are well maintained and that any graffiti is promptly removed</li> </ul>	<p>Review on a regular basis and adjust as necessary</p> <p>Establish the facility and advertise widely, including on signage at car parks</p> <p>Formal and informal public consultation exercises</p> <p>Continue condition assessments and link to the rolling programme of improvements</p> <p>Implement a review of all existing lighting schemes</p> <p>Review all parking signs having regard to the sensitivity of town centre and conservation areas</p> <p>Work with the County Council to provide real time information for drivers</p> <p>Review the patrolling rotas and routes to ensure maximum coverage, particularly at peak times</p> <p>Review the maintenance regime and improve if necessary</p>		<p>Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)</p> <p>Short Term</p> <p>Short Term</p> <p>Ongoing</p> <p>Ongoing</p> <p>Short Term</p> <p>Medium Term</p> <p>Ongoing</p> <p>Short Term</p> <p>Short Term</p>

Ref:	Aim	Objective	Action	Link	Timescale
					Short Term (up to 2 years)

8	continued			Medium Term (2-5 years) Long Term (5-10 years)
		<ul style="list-style-type: none"> <li>Ensure that pedestrian routes to and from and within car parks are attractive, well signed, secure and safe</li> </ul>	Undertake a review of all pedestrian routes and prioritise a programme of necessary improvements – see also Aim 14	Short Term
		<ul style="list-style-type: none"> <li>Consider the provision of tourist information boards at key car parks</li> </ul>	In conjunction with the Tourist Information Service consider suitable sites and seek funding	Medium Term
		<ul style="list-style-type: none"> <li>Implement a programme of re-marking to ensure a minimum space width of 2.4m, whilst recognising this may reduce the allocation of parking spaces</li> </ul>	Undertake a survey of existing bay markings and layouts	Long Term
		<ul style="list-style-type: none"> <li>Provide suitable management information on usage, parking trends and occupancy rates</li> </ul>	Review present systems and investigate new technology and software	Medium Term
		<ul style="list-style-type: none"> <li>Investigate options for energy saving</li> </ul>	Monitor energy consumption and consider options for reduction	Ongoing
		<ul style="list-style-type: none"> <li>Investigate and consider the introduction of a telephone and or / electronic payment options at Pay and Display car parks</li> </ul>	Investigate market options and consider options	Short Term
		<ul style="list-style-type: none"> <li>Consider the introduction of virtual permits</li> </ul>	Consider as part of review of the permit system <i>See also Aim 9</i>	Short Term
		<ul style="list-style-type: none"> <li>Consider the provision of electric vehicle charging points at suitable locations</li> </ul>	Investigate the options, costing and potential usage with a view to the provision of a test site	Medium Term
		<ul style="list-style-type: none"> <li>Consider the provision of a dedicated car park for low emission vehicles</li> </ul>	Investigate the potential for such a facility	Medium Term
		<ul style="list-style-type: none"> <li>Ensure effective and efficient maintenance arrangements are in place for pay and display machines</li> </ul>	Review existing arrangements and investigate remote monitoring and notification of pay and display machine faults	Medium Term

Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years)
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					Medium Term (2-5 years) Long Term (5-10 years)
8	continued	<ul style="list-style-type: none"> <li>Ensure continuous improvement in parking stock</li> </ul>	<ul style="list-style-type: none"> <li>Undertake regular full condition assessment surveys in all car parks</li> <li>Interrogate accident and incident report statistics</li> <li>Implement reactive and planned maintenance and minor improvements</li> </ul>		<ul style="list-style-type: none"> <li>Annually</li> <li>Annually</li> <li>Annually</li> </ul>
9	<b>Parking for Specialist Groups Residents</b> <b>Aim: Make provision for annual permits for residents to be available for use on certain car parks</b>	<ul style="list-style-type: none"> <li>Review visitor parking arrangements and to reduce the cost of administering the residents parking zones</li> <li>Make provision for annual permits for residents to be available for use on certain car parks</li> <li>Monitor the demand for permits and review the schemes regularly</li> </ul>	<ul style="list-style-type: none"> <li>Review the existing processes and ensure an adequate and economic scheme of visitor parking permits for the future</li> <li>Maintain a scheme for permit use</li> <li>Monitor and review annually</li> <li>Review the suitability of car parks included in the scheme</li> </ul>		<ul style="list-style-type: none"> <li>Short Term</li> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> </ul>
10	<b>Parking for Specialist Groups The Disabled</b> <b>Aim: To seek to meet the needs of all users and types of transport.</b>	<ul style="list-style-type: none"> <li>Set aside 6% of the total off street car parking space for "Blue Badge" holders in suitable car parks where a demand is proven</li> </ul>	<ul style="list-style-type: none"> <li>In consultation with disabled groups, undertake surveys to assess demand and identify appropriate car parks</li> <li>Review layouts of car parks and re-mark if necessary</li> </ul>		<ul style="list-style-type: none"> <li>Short Term</li> <li>Medium Term</li> </ul>
11	<b>Parking for Specialist Groups Cycle and Motor Cycle Parking</b> <b>Aim: To improve the availability and quality of parking at key destinations</b>	<ul style="list-style-type: none"> <li>Improve public information on parking provision.</li> <li>Provide convenient safe and secure cycle parking at new points convenient to town centres and at places of interest and amenity, in line with the Council's aspiration to achieve increased levels of cycling in the district</li> </ul>	<ul style="list-style-type: none"> <li>Review the existing arrangements and where possible improve public information on parking provision</li> <li>Review existing provision and increase provision of cycle parking facilities where necessary in town centres and at places of interest</li> <li>Liaise with specialist interest groups to ensure new provision is appropriate</li> </ul>	#	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Medium Term</li> </ul>

Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years) Medium Term (2-5 years)
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				Long Term (5-10 years)
11	continued	<ul style="list-style-type: none"> <li>Increase secure cycle and motor cycle parking provision at suitable locations to meet increasing demand</li> <li>Encourage, where possible, provision of sheltered cycle and motor cycle parking</li> <li>Ensure that where appropriate new developments have cycle parking integrated at the design stage through the planning process</li> <li>To ensure an adequate provision of suitable taxi ranks</li> </ul>	<p>Review the provision of secure cycle and motor cycle provision</p> <p>Work with others to provide sheltered accommodation</p> <p>Liaise with Planning Officers to ensure adequate provision</p> <p>Work with Lancashire County Council Licensing Services and other stakeholders to ensure adequate provision</p>	<p>#</p> <p>#</p> <p>Ongoing</p> <p>Ongoing</p>
12	<b>Parking for Specialist Groups</b> <b>Taxi Ranks</b> <b>Aim: To work as required with Lancashire County Council, Licensing Services and all stakeholders on the provision and maintenance of taxi ranks in the district</b>	<ul style="list-style-type: none"> <li>Ensure that there is adequate parking provision – a distribution of larger parking bays</li> <li>Improve direction signage to the appropriate car parks</li> <li>Monitor overnight parking on Marine Road and consider revised parking restrictions if the issue becomes untenable</li> </ul>	<p>Review access car park arrangements and consider the provision of larger bays at suitable sites</p> <p>If specific car parks are designated for mobile homes review direction signage appropriately</p> <p>Survey the extent of overnight parking on Marine Road and, of necessary, work with the County Council to review the Traffic Regulation Orders</p>	<p>#</p> <p>#</p> <p>Medium Term</p> <p>Medium Term</p> <p>Medium Term</p>
13	<b>Parking for Specialist Groups</b> <b>Motor Home Parking</b> <b>Aim: To consider the provision of parking for motor homes</b>	<ul style="list-style-type: none"> <li>Ensure that there is adequate parking provision – a distribution of larger parking bays</li> <li>Improve direction signage to the appropriate car parks</li> <li>Monitor overnight parking on Marine Road and consider revised parking restrictions if the issue becomes untenable</li> </ul>	<p>Review access car park arrangements and consider the provision of larger bays at suitable sites</p> <p>If specific car parks are designated for mobile homes review direction signage appropriately</p> <p>Survey the extent of overnight parking on Marine Road and, of necessary, work with the County Council to review the Traffic Regulation Orders</p>	<p>#</p> <p>#</p> <p>Medium Term</p> <p>Medium Term</p>

Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)
14	<b>Lancaster Park and Ride</b> Aim: To assist the development of the use of the new park and ride facility at M6 junction 34	<ul style="list-style-type: none"> <li>Monitor the use of city centre long stay car parks</li> <li>Consider reducing the number of long stay spaces available whilst ensuring the commuters travelling from the south and west are not adversely affected</li> <li>Continue to investigate the possible redevelopment of the Auction Mart car park as an "interceptor" commuter car park</li> </ul>	<p>Regularly survey usage of the long stay car parks</p> <p>Review the extent of long stay parking provision in the context of the use of the park and ride facility at junction 34</p>		Annually  Annually
15	<b>Lancaster City Centre Redevelopment</b> Aim: To manage the consequences of the Canal Corridor North Development	<ul style="list-style-type: none"> <li>Manage the loss of parking spaces during the construction period</li> <li>Identify alternative coach parking facilities</li> <li>Review and monitor the access routes to the short stay car parks south of Moor Lane</li> </ul>	<p>Work with others to develop proposals for the redevelopment of the Auction Mart car park (Note – this depends on the detailed information of the CCN scheme and M6 link and associated parking arrangements)</p> <p>Work with the developer and others to identify suitable sites for temporary car parks</p> <p>Identify a suitable replacement location for coach parking</p> <p>Consider the implications of the closure of the route from the north to the car parks south of Moor Lane</p> <p>Monitor traffic flows on other routes</p>	#  #  #	Medium Term  Medium Term  Medium Term  Medium Term
16	<b>Lancaster Tourism</b> Aim: To ensure that the parking service provides for the needs of visitors	<ul style="list-style-type: none"> <li>Ensure that the tariff structure reflects the needs of the day visitors</li> <li>Ensure that the car park vehicular and pedestrian signage guides visitors to the appropriate car parks and thence to the city centre and the castle</li> <li>Review coach set down and pick up facilities in the city centre</li> </ul>	<p>Monitor length of stay and, if appropriate, adjust the tariff structure to meet the needs of visitors</p> <p>Undertake a review of all pedestrian routes and prioritise a programme of necessary improvements – see also Aim 8</p> <p>Work with the County Council and Coach and Bus Operators to develop suitable set down and pick up points in the city centre</p>	#	Annually  Short Term
				#	Medium Term



Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)
17	<b>Lancaster Filming in Lancaster District</b> Aim: <i>To assist the development of the District as a location for film and television productions</i>	<ul style="list-style-type: none"> <li>Where possible support the parking needs of film and television production crews.</li> </ul>	<p>Work with the County Council to develop a detailed guide for film and television crews</p> <p>Make appropriate arrangements for the parking of film and television crew vehicles</p>	#	Short Term
18	<b>Lancaster Public Realm</b> Aim: <i>To support the improvement of the public realm in the city centre</i>	<ul style="list-style-type: none"> <li>Introduce and maintain an effective permit administration system to meet the needs of the experimental traffic regulation order and any subsequent orders</li> <li>Contribute to the effective enforcement of the experimental parking and moving traffic contraventions</li> <li>Remove all vehicles, except those issued with permits, from the pedestrian zone</li> <li>Strengthen the criteria for the issue of access permits to tradespersons</li> <li>Review the provision of on street parking for the disabled in the streets peripheral to the city centre</li> <li>Consider any parking initiatives arising from the Lancaster BID</li> <li>Increase the provision of special parking bays for the disabled in suitable car parks and ensure that access routes are safe and convenient</li> </ul>	<p>Implement a robust permit management system</p> <p>Work with the County Council to ensure effective enforcement of the new orders</p> <p>Review and improve the access permit criteria and procedures in accordance with the updated Traffic Regulation Orders</p> <p>Develop new more stringent criteria for tradespersons permit</p> <p>Monitor parking by the disabled following the introduction of more stringent access controls and, if necessary, consider additional on street parking provision for the disabled</p> <p>Monitor the outcomes of the BID</p>	#	Short Term
19	<b>Lancaster Parking for the Disabled</b> Aim: <i>To make adequate provision for the disabled to park safely and conveniently</i>		<p>Review the provision of parking places for the disabled and increase the number to meet the recommended criteria</p>	#	Short Term

Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)
19	continued	<ul style="list-style-type: none"> <li>Review the off street charging policy</li> <li>Review the on street provision of parking spaces for the disabled</li> <li>Identify a suitable location for coach parking with adequate facilities for drivers</li> <li>Provide conveniently located coach set down and pick up points in the city centre.</li> <li>Undertake a review of vehicular signage to the major car parks following the opening of the new park and ride and the Canal Corridor North redevelopment</li> <li>Review the signage of pedestrian routes from and to the main car parks</li> <li>Consider the feasibility of introduction of automated car park space availability signage on the major routes into the city centre</li> <li>Regularly review the mix of long and short stay off street parking</li> <li>Undertake a review of on street parking in the town centre and consider the provision of additional permit parking for residents</li> </ul>	<p>Review the policy on charging for parking by the disabled</p> <p>Monitor on street parking places for the disabled and consider the provision of additional spaces, if necessary – see also Aim 16</p> <p>Identify a suitable replacement location for coach parking – see also Aim 13</p> <p>Work with the County Council and Coach and Bus Operators to develop suitable set down and pick up points in the city centre – see also Aim 14</p> <p>Work with the developer and the County Council to ensure that all car parks are adequately signed from the main access routes into the city centre</p> <p>Undertake a review of the pedestrian signage to and from car parks to the city centre and visitor attractions</p> <p>Work with the County Council to assess the feasibility of providing real time information for drivers</p> <p>Undertake regular assessments of the usage of the car parks including length of stay surveys</p> <p>In partnership with the County Council undertake a usage survey of on street parking the town centre to establish the demand for spaces for the disabled and, if necessary, increase provision</p>	#	Medium Term  Short Term  Medium Term  Medium Term  Medium Term  Medium Term  Ongoing  Annually  Short Term
20	<b>Lancaster Coach Parking</b> Aim: To make suitable provision for coaches				Medium Term
21	<b>Lancaster Car Park Signage</b> Aim: To ensure that visitors can easily identify their route to a suitable car park and thence to their intended destination(s)			#	Medium Term
22	<b>Morecambe Variable Demand for Parking</b> Aim: To ensure that the parking requirements of all users are met			#	Medium Term

Ref:	Aim	Objective	Action	Link	Timescale Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)
23	<b>Morecambe Redevelopment</b> Aim: To maintain adequate provision of parking during and after any redevelopment of existing car parks	<ul style="list-style-type: none"> <li>To ensure that the effects of any redevelopment of existing car parks are appropriately managed</li> <li>To ensure that parking needs are factored into redevelopment plans</li> </ul>	Monitor the potential effects of proposed developments and ensure appropriate arrangements are in place to maintain the parking stock to an appropriate level		Ongoing
24	<b>Morecambe Parking for the Disabled</b> Aim: To ensure that adequate provision is made for parking space for the disabled	<ul style="list-style-type: none"> <li>Monitor the distribution of the off street provision and adjust if the demand so justifies</li> <li>Review the provision of on street parking for the disabled in the town centre</li> </ul>	Review the provision of parking places for the disabled and increase the number to meet the recommended criteria Monitor on street parking places for the disabled and consider the provision of additional spaces, if necessary	#	Short Term
25	<b>Morecambe Coach Parking</b> Aim: To ensure that there is adequate provision for coach parking	<ul style="list-style-type: none"> <li>Monitor the use of the existing facilities and consider additional provision if necessary</li> <li>Review the provision of suitable drop off and pick up points</li> </ul>	Survey the usage of the existing coach parking and, if necessary, consider locations for additional facilities Work with the County Council and Coach and Bus Operators to develop suitable set down and pick up points	#	Medium Term
26	<b>Morecambe Car Park Signage</b> Aim: To improve directional signage to the main car parks	<ul style="list-style-type: none"> <li>Undertake a review of directional signage to the main car parks and update when redevelopment takes place</li> <li>Review pedestrian route signage from the main car parks to and from the town centre and key attractions</li> <li>Maintain the parking facility at the railway station</li> </ul>	Work with developers and the County Council to ensure that all car parks are adequately signed from the main access routes into the town centre	#	Medium Term
27	<b>Carnforth</b> Aim: To protect the existing parking facilities in the town centre		Undertake a review of the pedestrian signage to and from car parks to the town centre and visitor attractions In conjunction with the station operators, work to protect and further improve the parking facilities at Carnforth Station.	#	Medium Term

Ref:	Aim	Objective	Action	Link	Timescale
27	Continued	<ul style="list-style-type: none"> <li>Monitor parking in Market Street and, if necessary, work with the County Council to amend the parking restrictions</li> <li>Consider additional parking provision if a suitable development opportunity arises</li> <li>Work with the port authorities to ensure that parking problems do not inhibit the commercial expansion of the port</li> <li>Assess the environmental and road safety impact of existing parking demand</li> <li>Where appropriate consider the provision of additional facilities</li> <li>Investigate the potential improvements available for parking at Glasson Dock which is in private ownership of the Canal and River Trust</li> <li>Impose maximum standards for non-residential development, using the criteria for parking provision and operational parking set out in the DPD</li> <li>Encourage developer contributions to ensure adequate accessibility to new developments by all modes with the emphasis on achieving the greatest degree of access by public</li> </ul>	<p>Survey the usage of the parking spaces in Market Street and consider if any changes to the Traffic Regulation Orders are required</p> <p>Monitor planning applications and consider opportunities for additional car parking</p> <p>Monitor the parking situation as the port expands and consider any action required</p> <p>Survey parking at popular tourist attractions and prioritise actions required</p> <p>Prepare and implement improvements to parking at identified problem locations</p> <p>Continue discussions with the site owners and explore possibilities for the site</p> <p>Implement parking standards in accordance with the agreed criteria</p> <p>Encourage developer contributions by site specific negotiation</p>	#	<p>Short Term (up to 2 years) Medium Term (2-5 years) Long Term (5-10 years)</p> <p>Medium Term</p> <p>Ongoing</p> <p>Long Term</p> <p>Short Term</p> <p>Medium Term</p> <p>Medium Term</p> <p>Ongoing</p> <p>Ongoing</p>
28	<b>Heysham</b> <i>Aim: To assist the expansion of the port at Heysham</i>				
30	<b>Rural Areas</b> <i>Aim: To review parking provision at the more popular rural tourist attractions</i>			#	
29	<b>Parking Standards on New Developments</b> <i>Aim: To ensure compliance with the detailed standards set out in the DPD</i>				

		transport, walking and cycling			
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